

For brokers and producers only

Date: July 25, 2019

Market: Medicare

## Blue Cross Blue Shield National Medicare Awareness Campaign

Every day, over 10,000 Americans become eligible for Medicare. Many of them are already insured by a Blue Cross Blue Shield company. However, more than half of Blue Cross Blue Shield members don't know Blue Cross Blue Shield offers Medicare solutions.

To increase awareness of Blue Cross Blue Shield Medicare solutions, on Monday, July 1, 2019, the Blue Cross Blue Shield Association launched the first-ever national Medicare awareness campaign, an omnichannel campaign to raise awareness that Blue Cross Blue Shield companies offer Medicare solutions. The campaign features relatable stories about people's lives and how Medicare solutions from a Blue Cross Blue Shield company can be trusted to meet a range of health care needs. This campaign will run in the service areas of all 36 Blue Cross Blue Shield companies and will include TV, print, digital video, digital display, social media and search advertisements. The Blue Cross Blue Shield Association plans to run this campaign each year for at least three years.

### For more information

If you have any questions, please contact your broker sales representative.