

Bringing Health Plan Information Closer to Home.

Client: United Healthcare

**Thank you,
10 year
partnership!**

EXECUTIVE SUMMARY

For 10 years, UnitedHealthcare has partnered with All Points Media to connect eligible consumers with important healthcare information through trusted, community-based media. Across multiple campaigns, markets, and venue types, the partnership has evolved to reach Medicare- and Medicaid-eligible audiences where they shop, gather, exercise, and participate in everyday community life.

CHALLENGE

Healthcare benefits can be complex, and reaching eligible audiences during critical enrollment periods requires both relevance and trust. UnitedHealthcare needed a flexible media strategy capable of reaching diverse communities across multiple markets while making important plan information visible, approachable, and easy to act on.

AUDIENCE

- Medicare- & Medicaid-Eligible Adults
- Dual-Eligible & Low-Income Households
- Seniors & Caregivers
- Local Community Members

STRATEGY

- Immediate visibility
- Easy-to-reference reminder
- Authentic message and offering

WHY IT WORKS

- Community-First Targeting
- Trusted Everyday Touchpoints
- Long-Dwell Visibility
- Clear Path to Action

SOLUTION

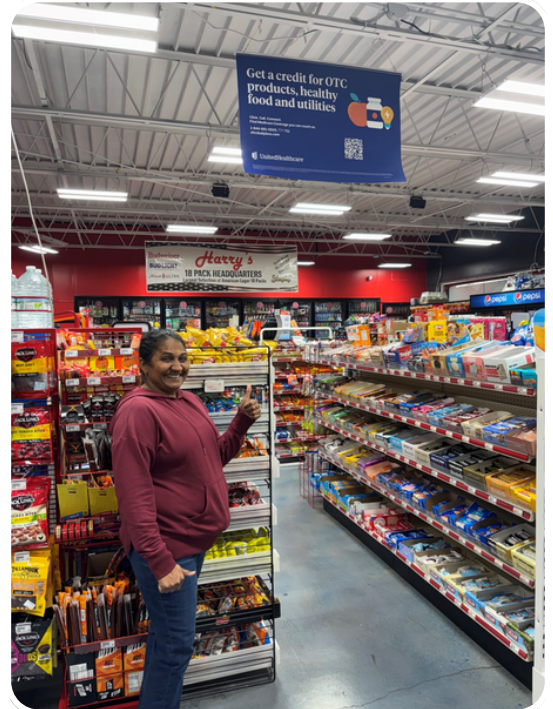
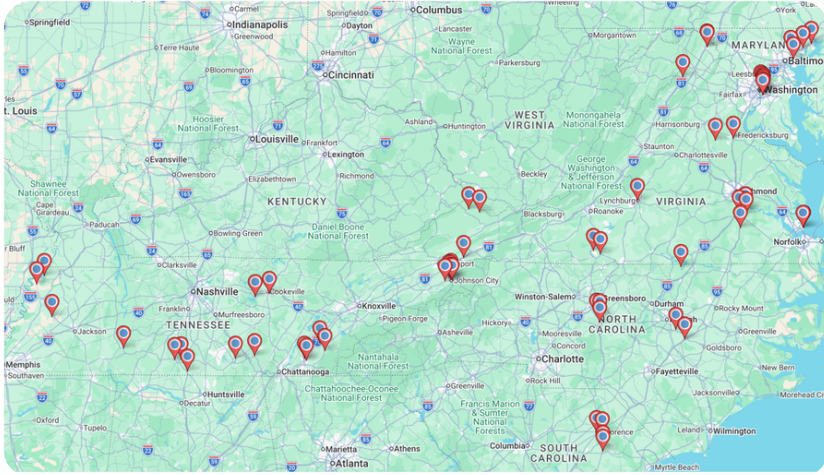
With the APM network, UHC informed eligible residents in the familiar places they visit throughout their week. High-visibility placements across trusted community environments created meaningful opportunities to share important healthcare information with the target audience.

A GLANCE AT THE MULTI-STATE CAMPAIGN

UHC East AP

CAMPAIGN RESULTS

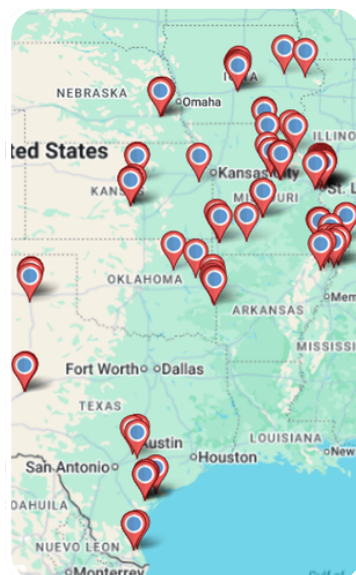
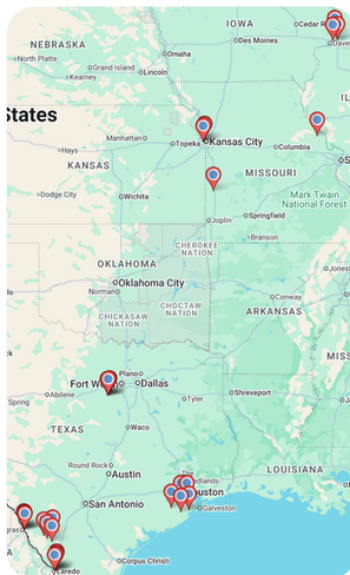
- Maryland, North Carolina, South Carolina, Tennessee, Virginia, Washington, D.C. and West Virginia
- 50 Contracted + 10 AV Location
- 4,980,000 Paid + 900,000 AV Impressions



UHC West SG

CAMPAIGN RESULTS

- Iowa, Kansas, Missouri, Nebraska, Oklahoma and Texas
- 140 Contracted + 5 AV Locations
- 14,059,000 Paid + 513,000 AV



FLIGHT 1

FLIGHT 2



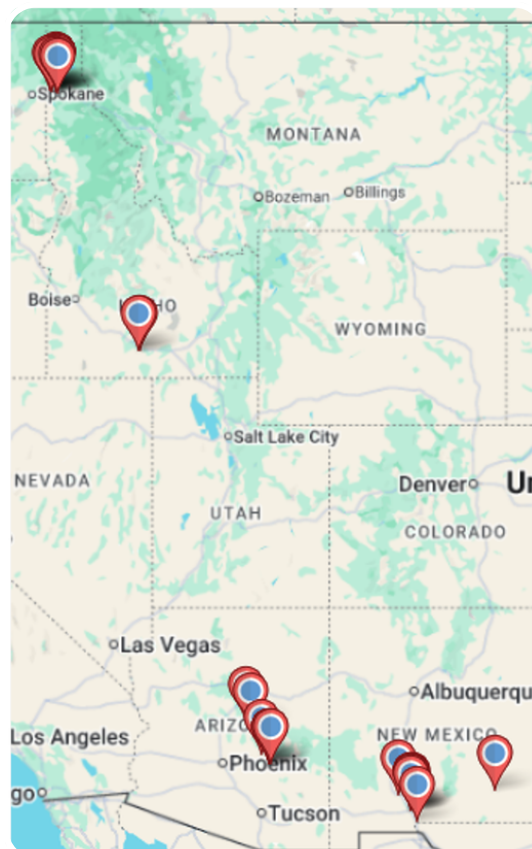
All Audiences. All Markets. All Industries.

CONTINUED

UHC
West JN

CAMPAIGN RESULTS

- Arizona, Idaho, New Mexico
- 32 Contracted + 1 AV Location
- 4,300,000 Paid + 150,000 AV Impressions



KEY TAKEAWAY

Community-based media makes complex healthcare messaging more approachable. By reaching eligible residents in familiar, trusted environments, United Healthcare transformed everyday neighborhood spaces into opportunities for awareness, education, and action.

CONCLUSION

After a decade of partnership with APM, United Healthcare continues to demonstrate the power of meeting audiences where healthcare decisions become part of everyday life. By combining hyper-local targeting with trusted community environments and an immediate path to learn more, the campaign increased visibility for important plan benefits and connected eligible residents with healthcare information when it mattered most.