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*Rene Hampton,*  
Aetna Voluntary Plans



## VITAL SAVINGS BY AETNA

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### CLIENT PROFILE

- Aetna is one of the nation's leaders in health care, dental, pharmacy, group life, and disability insurance, and employee benefits.
- Vital Savings by Aetna is not insurance; it is a family of discount programs designed to help individuals save on a wide array of health-related products and services.
- 2 Products - Retail Vital Savings on Dental and Dental/Rx • 57,700 Vital Savings members
- Extensive provider network with supporting online tools for provider identification and price comparison

### CHALLENGES

- Limited organizational focus on the product and marketing
- Requirement to call the product "Vital Savings by Aetna" instead of "Aetna Vital Savings"
- Free Pharmacy cards given by CVS and other retailers/wholesalers

### SOLUTIONS

- Ability to target new consumers whose profiles differ from existing members  
Increased affiliate marketing and distribution
- Increased dental provider marketing
- Increased cross-marketing to Aetna health insurance customer outside IVL

### RESULTS

"In 2008-2009 Vital Savings was actually losing membership. Once we partnered with UNLO to figure out our strategic messaging and platform, and the new marketing materials as well as the website was implemented, membership has grown by 20%." Rene Hampton, Aetna Voluntary Plans.



**Mike Zitt Inc.**  
602 Main Street  
Cincinnati, OH 45202  
513-528-6300  
mikezitt.com

**Undisclosed Location**  
5005 Sonoma Mountain Road  
Santa Rosa, Ca 95404  
312-321-1300  
unlo.com

