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Ad Campaign Scores with New Yorkers



Thanks to EmblemHealth's highly visible brand advertising campaign, consumers in the New York market are learning what care feels like. As a result of the campaign, unaided awareness of the EmblemHealth brand more than doubled, while awareness of our advertising increased by 14 percent -- placing EmblemHealth among the top three carriers in the New York market.*

The multimedia campaign kicked off last September with TV commercials, digital advertising, mobile ad units and outdoor ads, including innovative placements on fresh fruit carts, phone kiosks and 100-foot tall tower banners at Madison Square Garden. The "What care feels like" TV commercials have been running heavily in the New York market since late March and will continue through early May.

We're also pleased to report that between September and December of last year, the campaign achieved the following milestones:

- Our [TV commercials](#) were viewed over 20 million times.
- More than a third of a million people learned about us online via our new interactive microsite, www.whatcarefeelslike.com. We encourage you to visit the site and see for yourself.
- EmblemHealth employees personally handed out nearly 30,000 "care packages" containing a BPA-free water bottle, hand sanitizer, a pedometer and a care brochure to pedestrians at Penn Station and in Union Square.

With a new round of TV commercials, outdoor and digital ads planned for 2012, you can count on us to give you the support you need to sell new EmblemHealth business and reinforce client decisions to renew their coverage.

*According to market research conducted by Maslansky Luntz + Partners between June 2011 and November 2011 within the five boroughs of New York City, Nassau and Westchester counties.