



*North Carolina*  
**State Health Plan**  
FOR TEACHERS AND STATE EMPLOYEES



## 2016 Annual Enrollment Telephone Town Hall Events

*Board of Trustees Meeting*

November 20, 2015

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*A Division of the Department of State Treasurer*

# Overview

- The six Telephone Town Hall events were held between September 15 and October 8, yielding an unprecedented level of participation and engagement.
- Listeners joined and remained on the calls at extremely high rates.
- Medicare Retirees and Non-Medicare Retirees stayed on the calls for significantly longer than Active Employees.
- Industry standard yields 5% of participants staying on until the end of the call.
  - Our events averaged between 13% and 33% of all participants staying on the call until the end.
- Over 93% of call participants joined via the outbound dial, 6% by inbound dial, and less than 1% by web listener interface.



# Overview-Continued

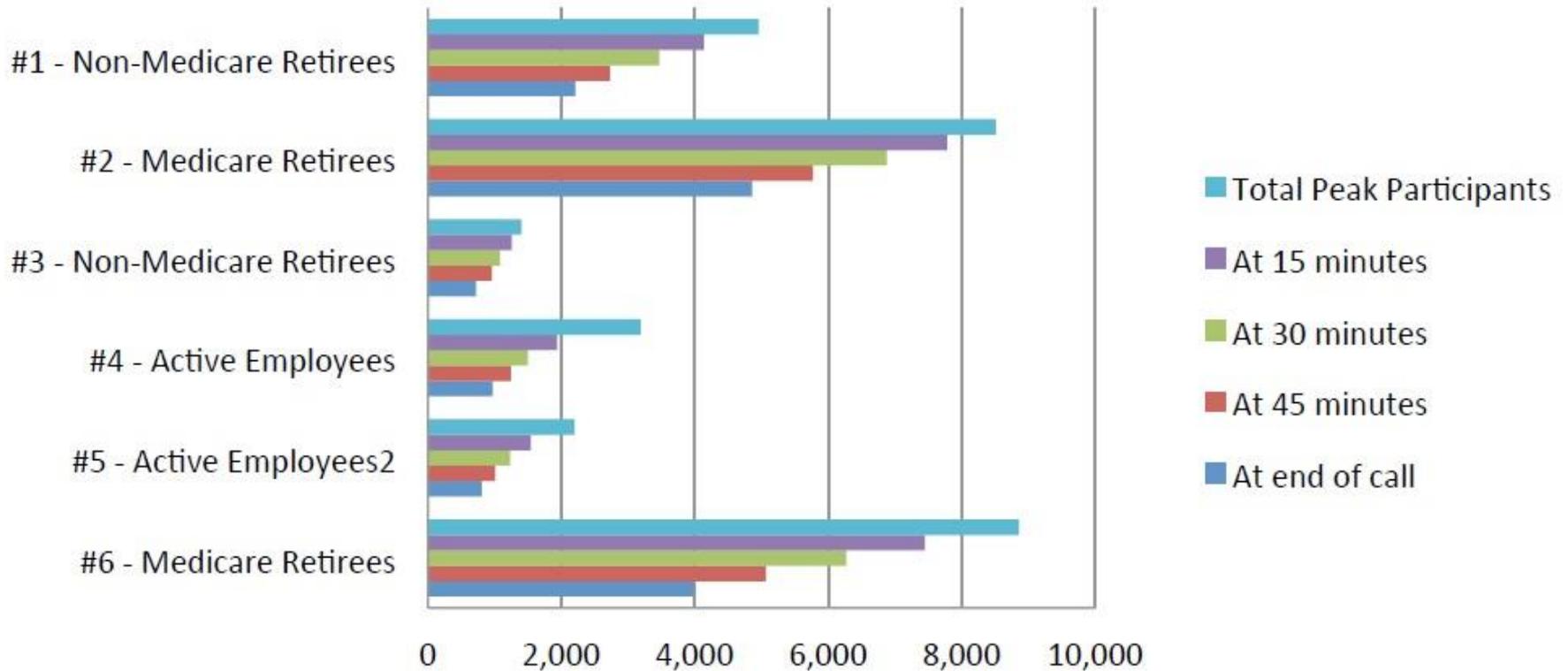
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- Listeners participated in the events at very high rates through poll questions and live questions.
- Medicare Retirees most frequently raised their hands to ask questions.
- Active Employees were the least likely to participate in poll questions.
- The types of phone numbers varied widely across universes, which affected the overall participation levels for the events.
  - 53% of the Active Employee outbound universe were composed of cell phones, while 25% of Non-Medicare Retiree and 15% of the Medicare Retiree phones were cell numbers.
- Medicare Retirees were the most likely to opt out of receiving future calls about the Telephone Town Halls after the pre-event robocall.



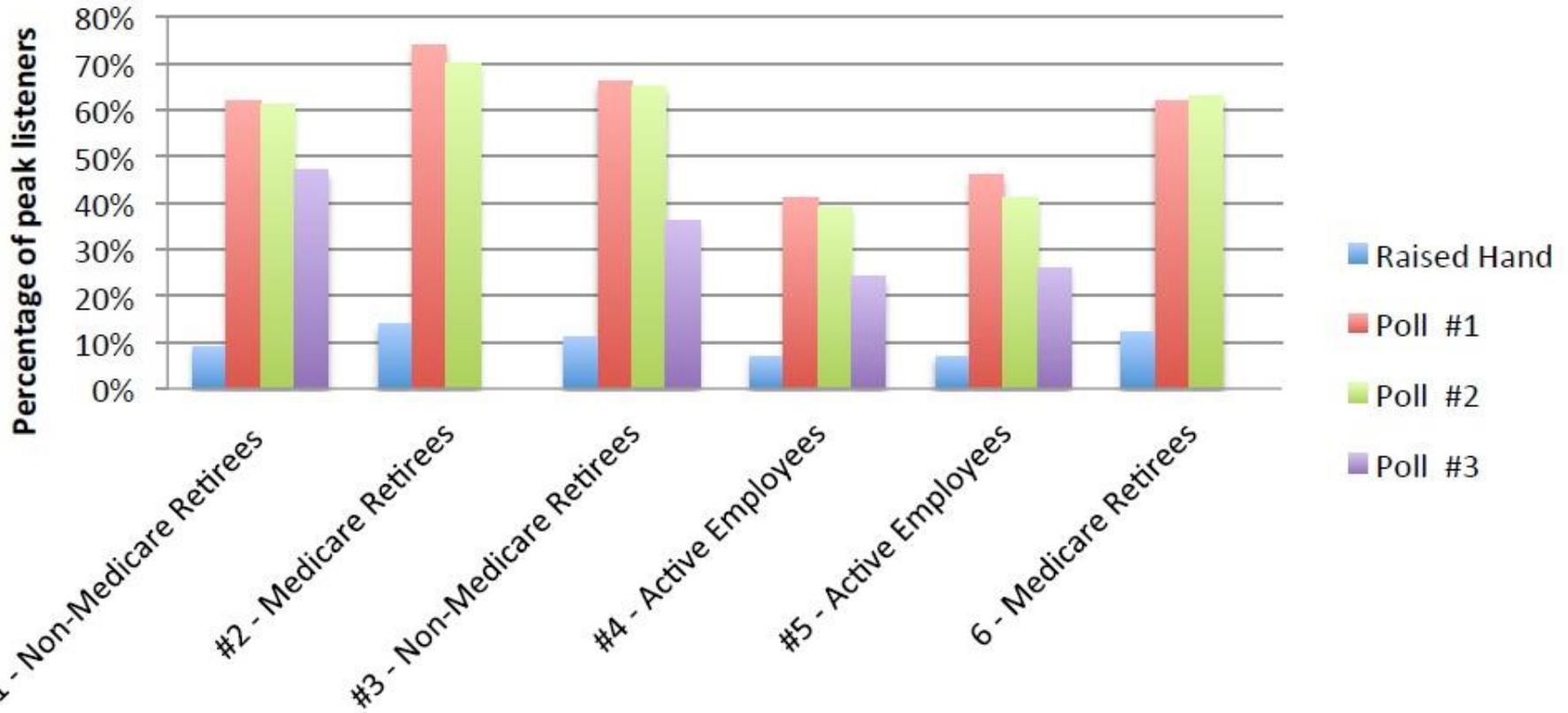
# Total Participants

## Participant Count by Call Interval



# Engagement Levels by Participants

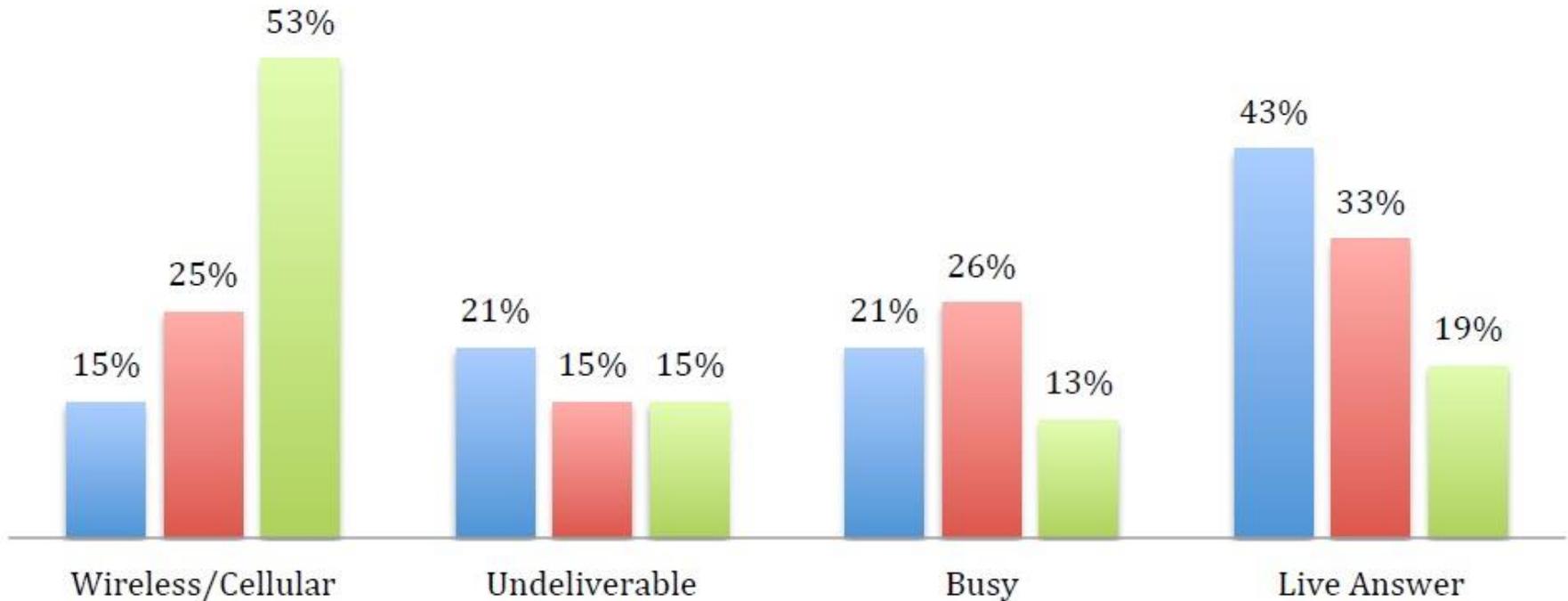
## Engagement Levels by Participants



# Member Phone Number Outcomes

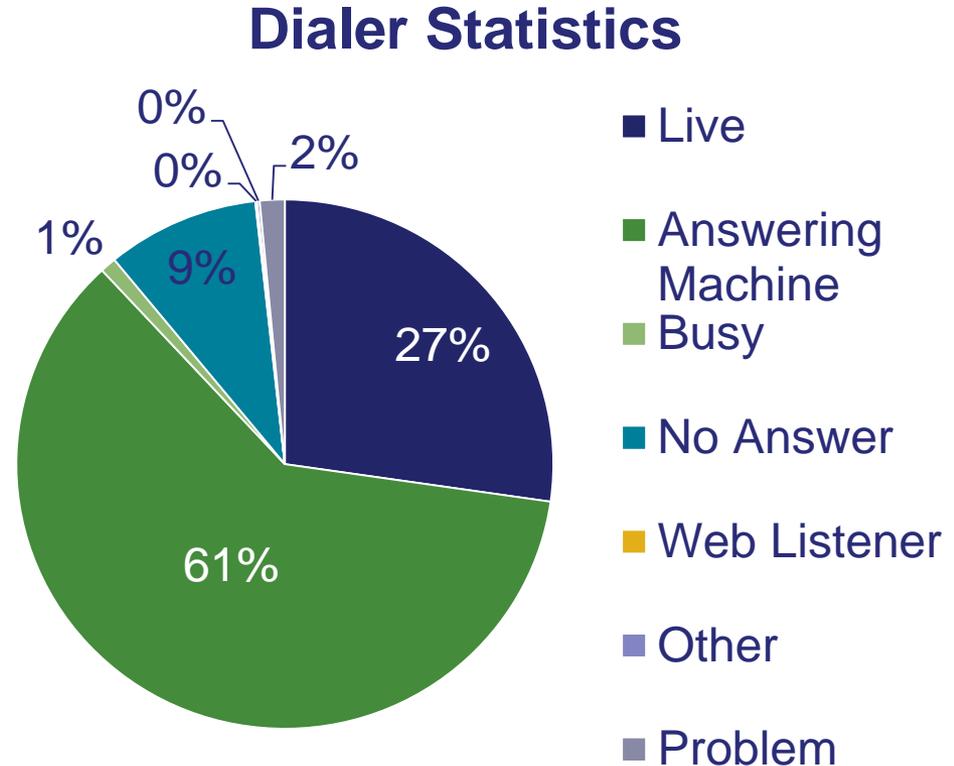
## Pre-Event Robocall Outcome by Universe

■ Medicare Retirees   ■ Non-Medicare Retirees   ■ Active Employees



# Active Dial Statistics-9/22/15

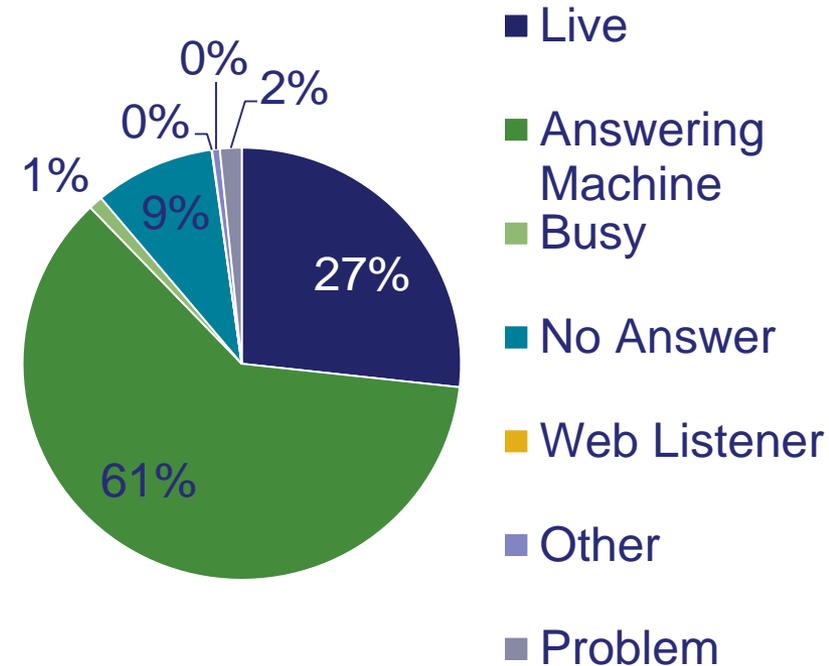
Category	Count	Percent
Live	10,976	27.27%
Answering Machine	24,476	60.81%
Busy	391	0.97%
No Answer	3,700	9.19%
Web Listener	42	0.1%
Other	64	0.16%
Problem	602	1.5%
Total	40,251	100%



# Active Dial Statistics-9/24/15

Category	Count	Percent
Live	10,986	26.74%
Answering Machine	25,116	61.12%
Busy	431	1.05%
No Answer	3,651	8.89%
Web Listener	17	0.04%
Other	232	0.56%
Problem	657	1.6%
Total	41,090	100%

## Dialer Statistics



# Active Employees Event Call Data

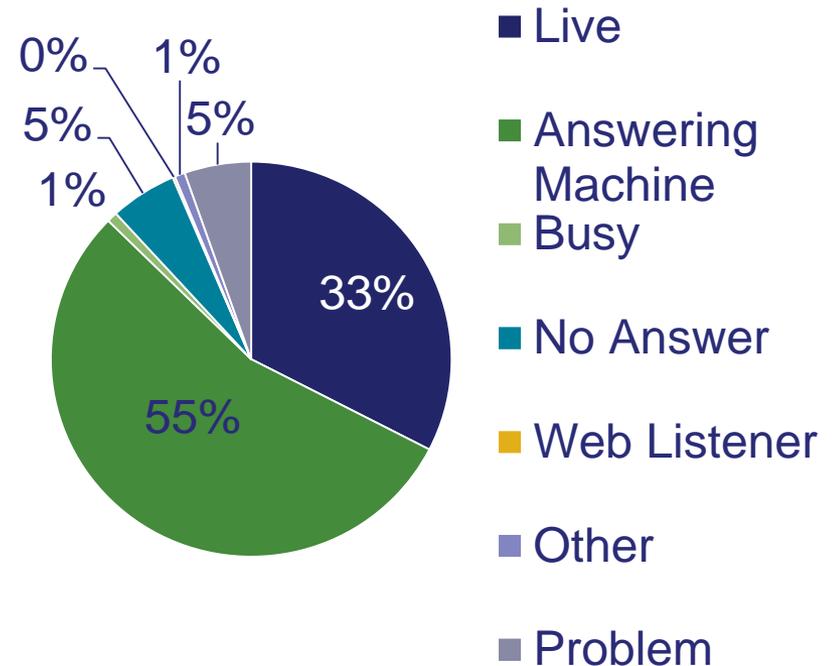
Listener Data for Active Event- 9/22/15	
Live Participants	7,370
Peak Listeners	3,181
Peak Inbound Listeners	329
Peak Outbound Listeners	3,000
Hands Raised	232
Screened	193
On Deck	16
Live	15
Poll Votes	3274
Question Statistics	
Total Hands Raised	232
Total Calls Screened	193
Total Questions Accepted	75
Total Questions Removed	91
Total Questions Hung Up On	27
Total Questions Live	15

Listener Data for Active Event- 9/24/15	
Live Participants	4,072
Peak Listeners	2,191
Peak Inbound Listeners	247
Peak Outbound Listeners	2,079
Hands Raised	163
Screened	153
On Deck	18
Live	18
Poll Votes	2481
Question Statistics	
Total Hands Raised	163
Total Calls Screened	153
Total Questions Accepted	65
Total Questions Removed	80
Total Questions Hung Up On	8
Total Questions Live	18

# Non-Medicare Dial Statistics 9/15/15

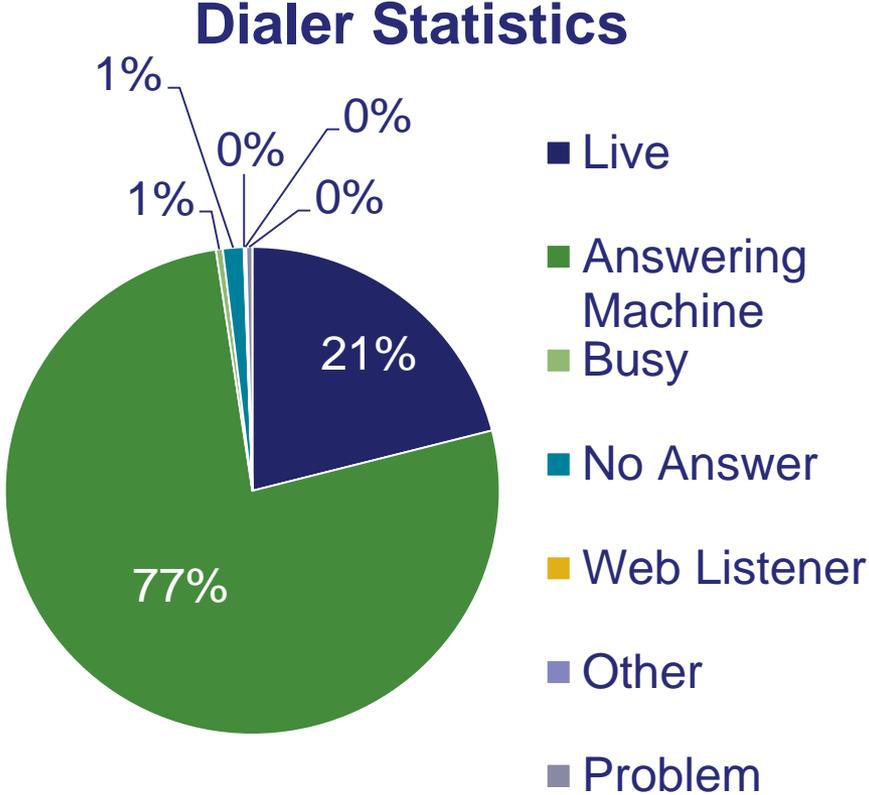
Category	Count	Percent
Live	9,580	32.56%
Answering Machine	16,125	54.8%
Busy	248	0.84%
No Answer	1,586	5.39%
Web Listener	55	0.19%
Other	246	0.84%
Problem	1,584	5.38%
Total	29,424	100%

## Dialer Statistics



# Dial Statistics: Non-Medicare 9/17/15

Category	Count	Percent
Live	3,588	21.02%
Answering Machine	13,076	76.62%
Busy	76	0.45%
No Answer	231	1.35%
Web Listener	8	0.05%
Other	20	0.12%
Problem	68	0.4%
Total	17,067	100%



# Non-Medicare Listener Call Data

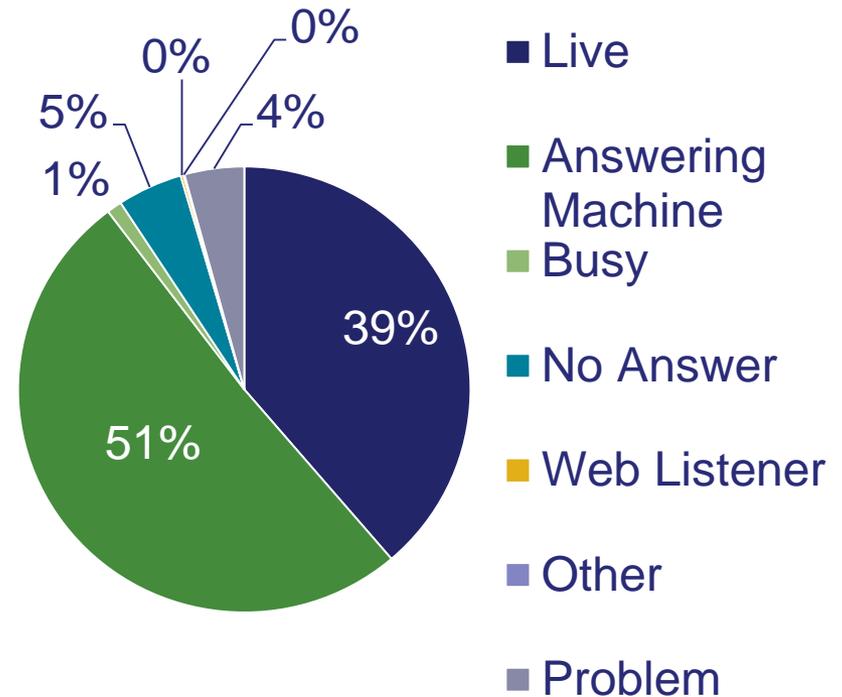
Listener Data for Non-Medicare Event-9/15/15	
Live Participants	7,666
Peak Listeners	4,952
Peak Inbound Listeners	505
Peak Outbound Listeners	4,574
Hands Raised	428
Screened	161
On Deck	15
Live	16
Poll Votes	8,421
Average Call Duration	7.63 m
Question Statistics	
Total Hands Raised	428
Total Calls Screened	161
Total Questions Accepted	77
Total Questions Removed	77
Total Questions Hung Up On	7
Total Questions Live	16

Listener Data for Non-Medicare Event-9/17/15	
Live Participants	2,724
Peak Listeners	1,403
Peak Inbound Listeners	386
Peak Outbound Listeners	1,203
Hands Raised	158
Screened	148
On Deck	19
Live	18
Poll Votes	2,343
Average Call Duration	4.64 m
Question Statistics	
Total Hands Raised	158
Total Calls Screened	148
Total Questions Accepted	100
Total Questions Removed	45
Total Questions Hung Up On	3
Total Questions Live	18

# Medicare Dial Statistics 9/16/15

Category	Count	Percent
Live	17,614	38.73%
Answering Machine	23,188	50.98%
Busy	491	1.08%
No Answer	2,121	4.66%
Web Listener	91	0.2%
Other	36	0.08%
Problem	1,940	4.27%
Total	45,481	100%

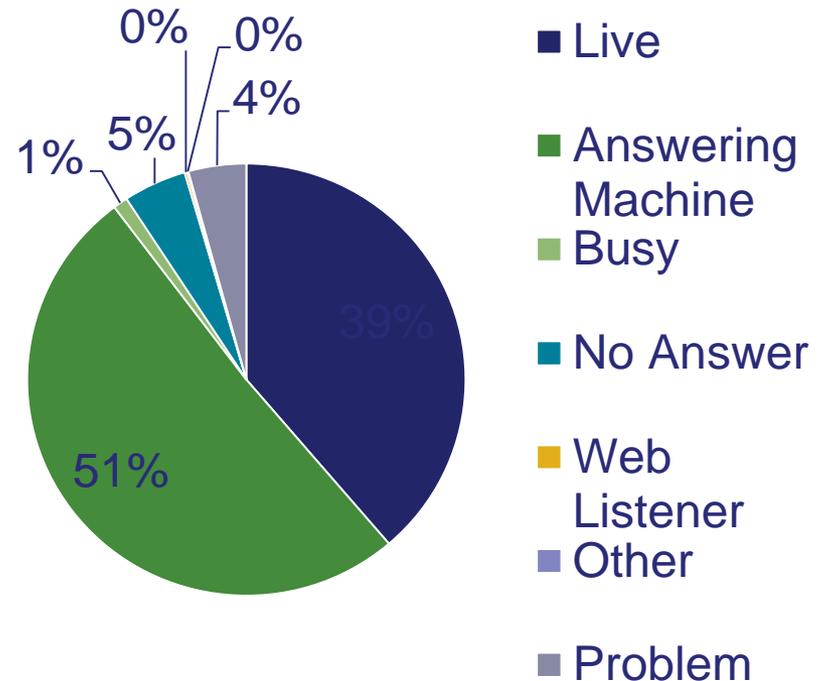
## Dialer Statistics



# Medicare Dial Statistics-10/8/15

Category	Count	Percent
Live	17,552	39.27%
Answering Machine	23,517	52.61%
Busy	522	1.17%
No Answer	2,506	5.61%
Web Listener	46	0.1%
Other	48	0.11%
Problem	510	1.14%
Total	44,701	100%

## Dialer Statistics



# Medicare Listener Data

Listener Data Medicare Event-9/16/15	
Live Participants	14,786
Peak Listeners	8,509
Peak Inbound Listeners	969
Peak Outbound Listeners	7,859
Hands Raised	1,233
Screened	211
On Deck	21
Live	19
Poll Votes	12,230
Average Call Duration	9.64 m

Question Statistics	
Total Hands Raised	1,233
Total Calls Screened	211
Total Questions Accepted	96
Total Questions Removed	105
Total Questions Hung Up On	10
Total Questions Live	19

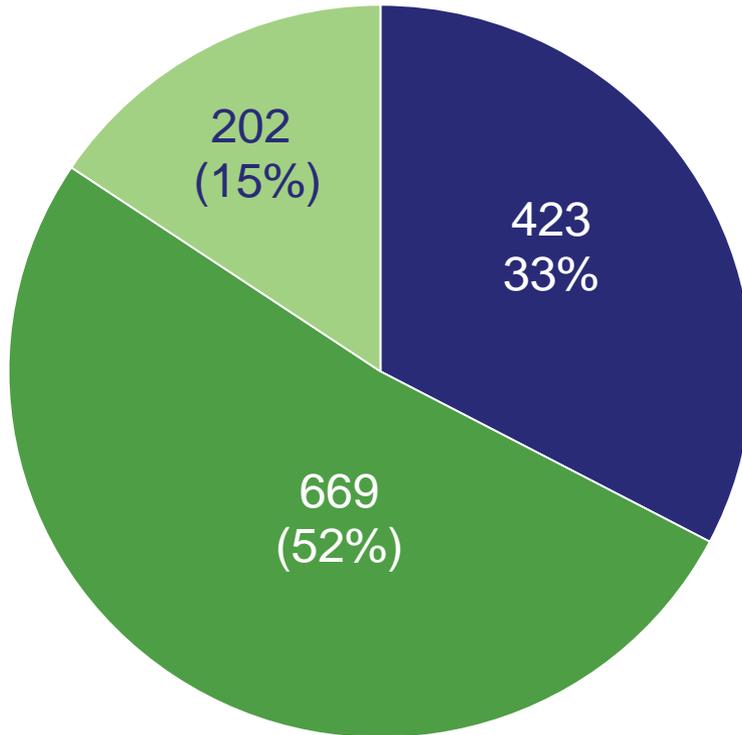
Listener Data Medicare Event-10/8/15	
Live Participants	14,945
Peak Listeners	8,541
Peak Inbound Listeners	911
Peak Outbound Listeners	7,941
Hands Raised	1,080
Screened	312
On Deck	15
Live	14
Poll Votes	11,084
Average Call Duration	9.09 m

Question Statistics	
Total Hands Raised	1,080
Total Calls Screened	312
Total Questions Accepted	143
Total Questions Removed	142
Total Questions Hung Up On	27
Total Questions Live	14

# Appendix

# Active Poll Question #1- 9/22/15

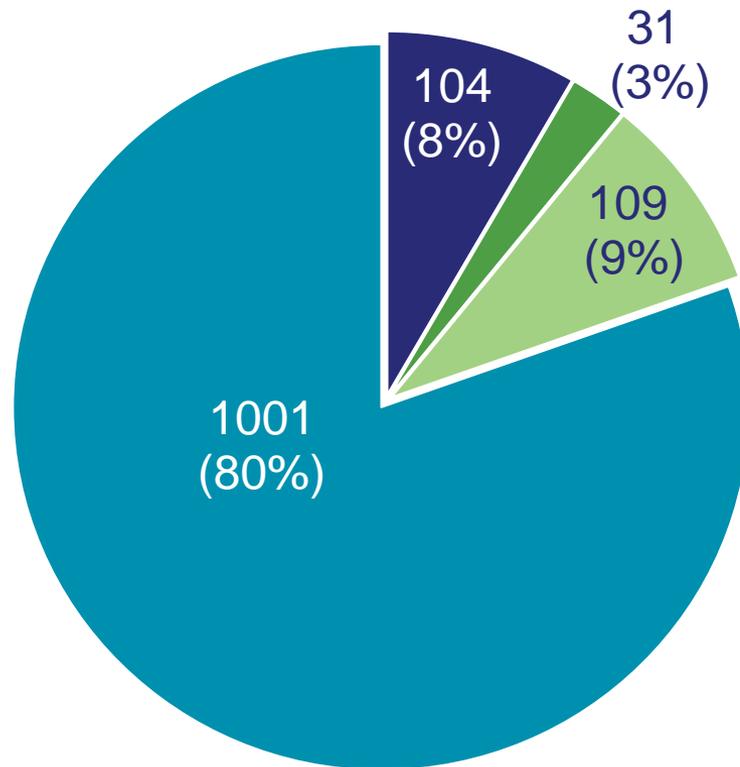
- Poll #1 - We want to know what you are most interested in hearing on this call.



- Press 1 if you're interested in learning how to save money on your monthly premium by taking simple steps.
- Press 2 if you want to learn more about how to decide which health plan is right for you and whether you should consider changing plans.
- Press 3 if you're interested in learning how you may be able to save even more money if you enroll in the CDHP.

# Active Poll Question #2- 9/22/15

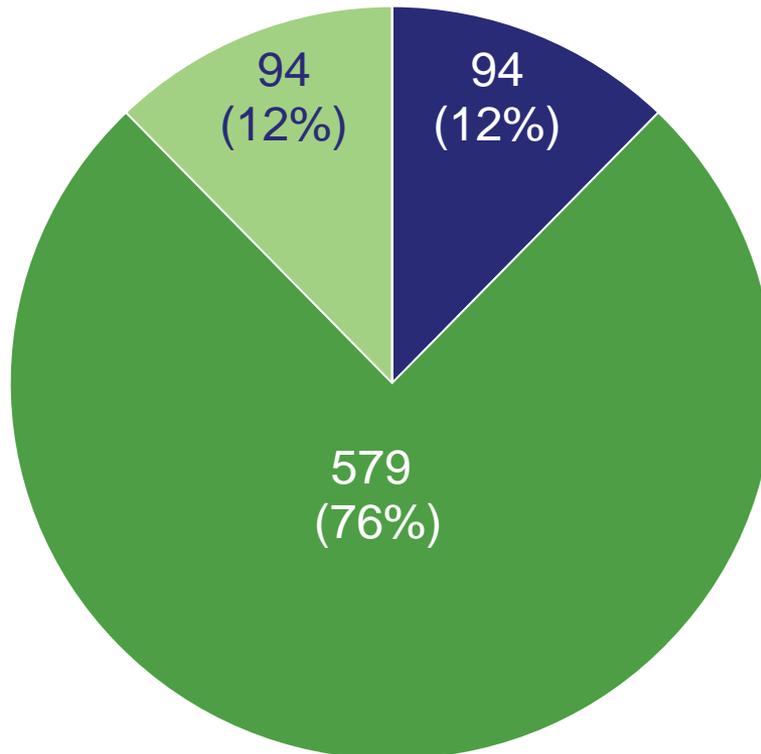
- Poll #2 - Please tell us which wellness activity you think you'll do.



- Press 1 if you'll attest – or confirm – at enrollment that you and your enrolled spouse are non-tobacco users.
- Press 2 if you'll choose a Primary Care Provider if you don't have one now, and if you'll watch a video about PCMH.
- Press 3 if you'll take or update your Health Assessment, if you haven't done so since October 31, 2014.
- Press 4 if you think you'll do all three activities.

# Active Poll Question #3-9/22/15

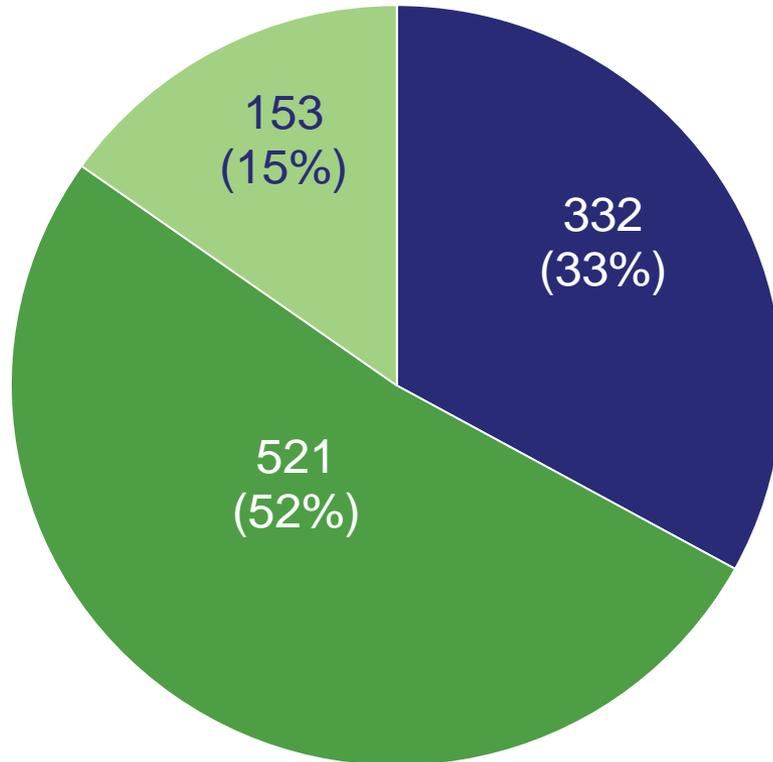
- Poll # 3 - What plan do you think you'll choose for 2016 health coverage?



- Press 1 if you think you'll choose the Consumer-Directed Health Plan.
- Press 2 if you think you'll choose the Enhanced 80/20 Plan.
- Press 3 if you think you'll choose the Traditional 70/30 Plan.

# Active Poll Question #1-9/24/15

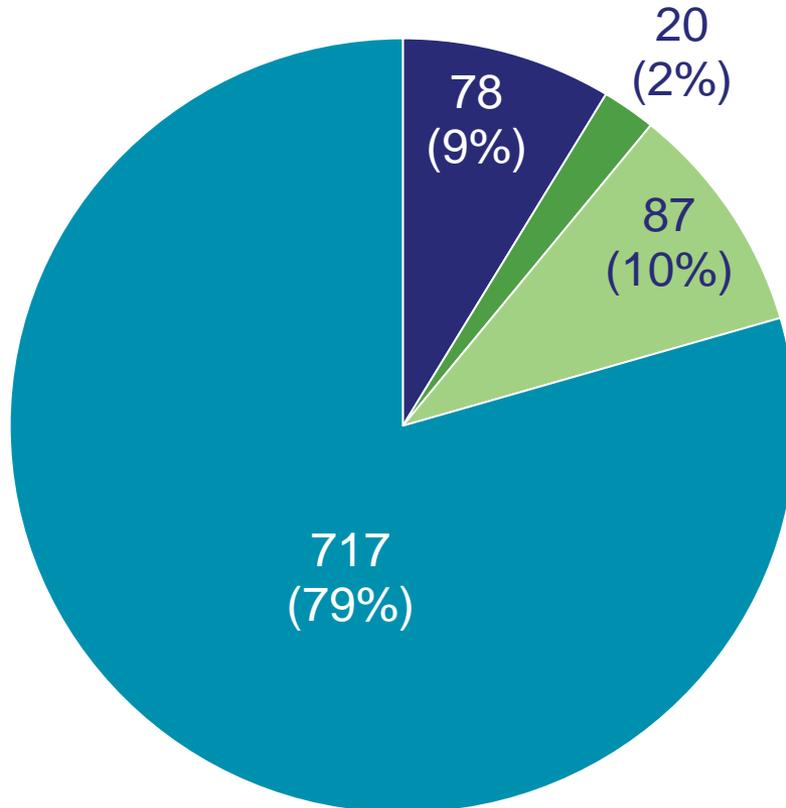
- Poll #1 - We want to know what you are most interested in hearing on this call.



- Press 1 if you're interested in learning how to save money on your monthly premium by taking simple steps.
- Press 2 if you want to learn more about how to decide which health plan is right for you and whether you should consider changing plans.
- Press 3 if you're interested in learning how you may be able to save even more money if you enroll in the CDHP.

# Active Poll Question #2-9/24/15

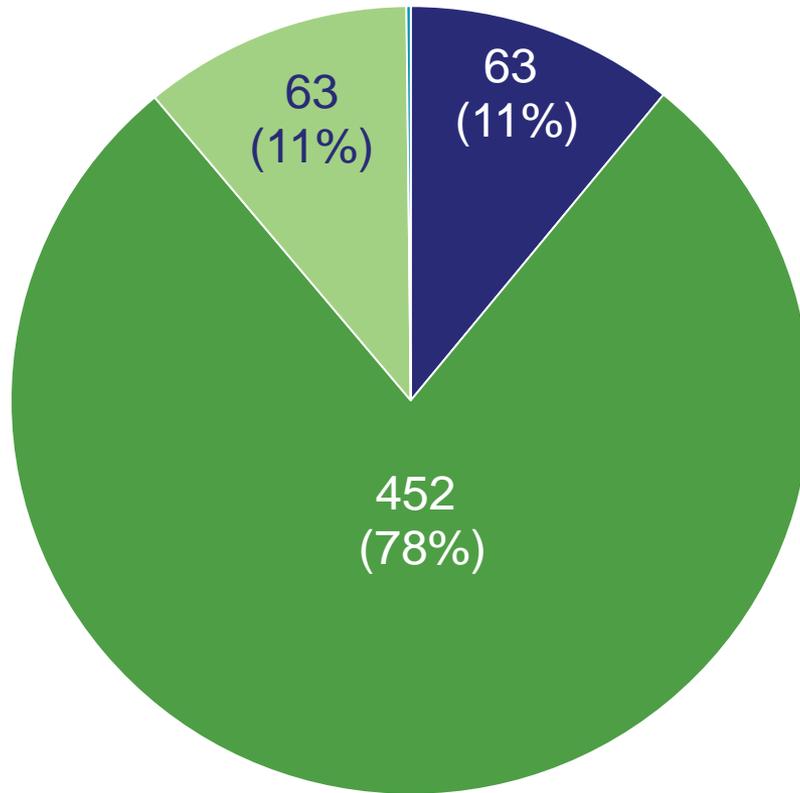
- Poll #2 - Please tell us which wellness activity you think you'll do.



- Press 1 if you'll attest – or confirm – at enrollment that you and your enrolled spouse are non-tobacco users.
- Press 2 if you'll choose a Primary Care Provider if you don't have one now, and if you'll watch a video about PCMH.
- Press 3 if you'll take or update your Health Assessment, if you haven't done so since October 31, 2014.
- Press 4 if you think you'll do all three activities.

# Active Poll Question #3-9/24/15

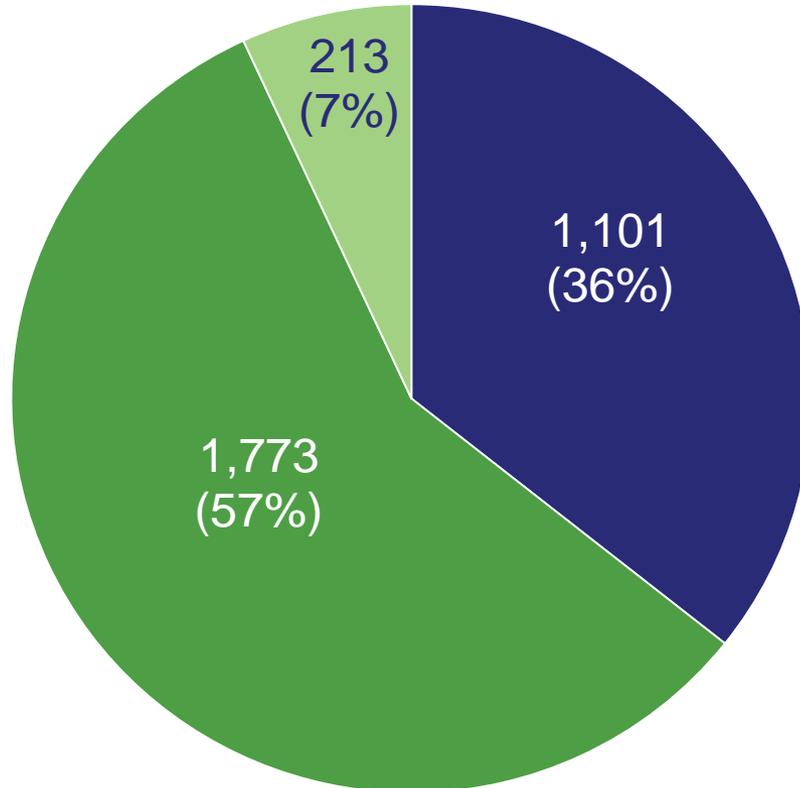
- Poll #3 – What plan do you think you'll choose for 2016 health coverage?



- Press 1 if you think you'll choose the Consumer-Directed Health Plan.
- Press 2 if you think you'll choose the Enhanced 80/20 Plan.
- Press 3 if you think you'll choose the Traditional 70/30 Plan.
- Press 4 if you think you'll decline coverage because you have other coverage—for example, under your spouse's employer.

# Non-Medicare Poll Question #1-9/15/15

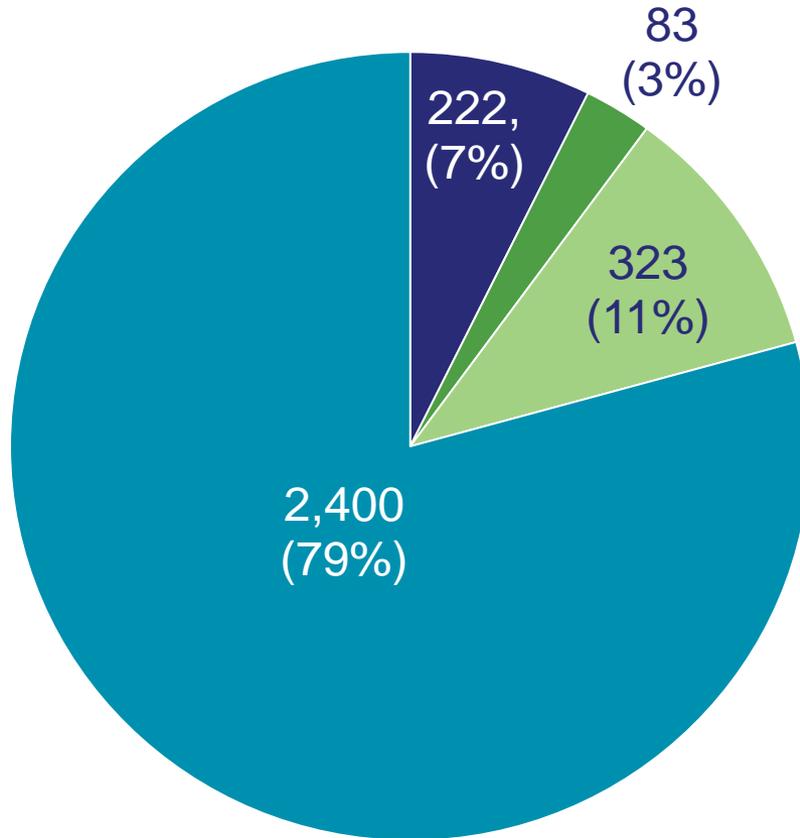
- Poll #1 – We want to know what you are most interested in hearing on this call.



- If you're interested in learning how to save money on your monthly premium by taking simple steps.
- If you want to learn more about how to decide which health plan is right for you and whether you should consider changing plans.
- If you're interested in learning how you may be able to save even more money if you enroll in the CDHP.

# Non-Medicare Poll Question #2-9/15/15

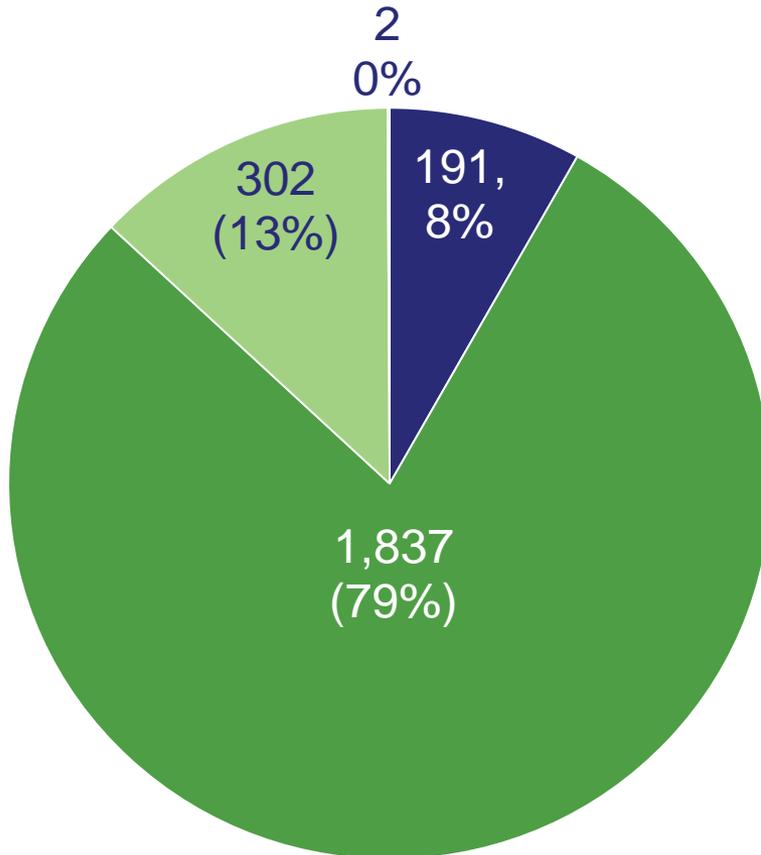
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- You'll attest – or confirm – at enrollment that you and your enrolled spouse are non-tobacco users.
- You'll choose a Primary Care Provider if you don't have one now, and if you'll watch video on PCMH.
- You'll take or update your Health Assessment, if you haven't done so since October 31, 2014.
- You think you'll do all three activities.

# Non-Medicare Poll Question #3-9/15/15

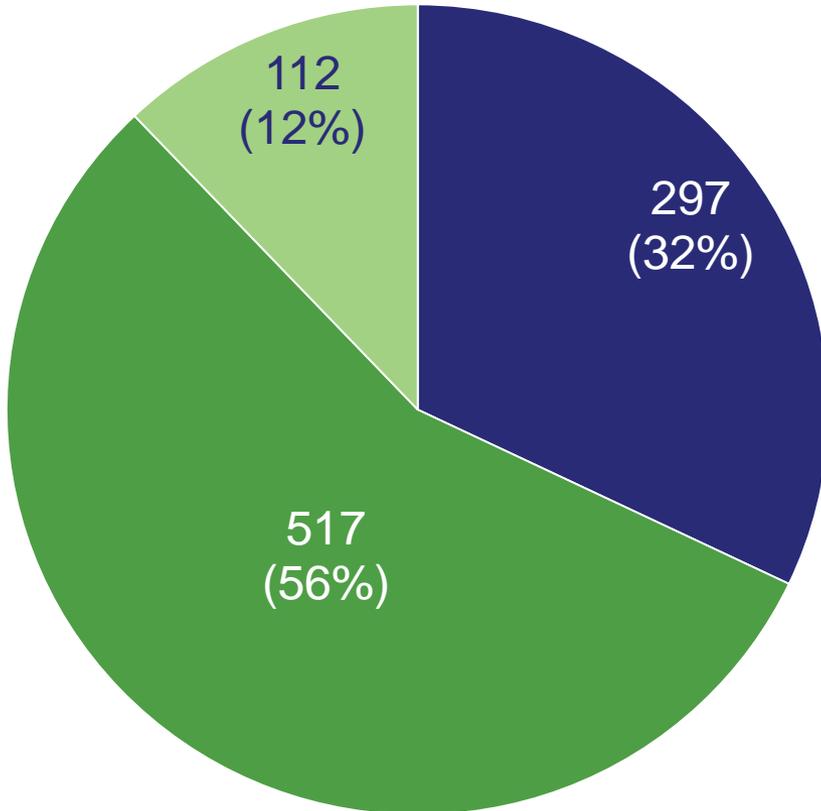
- Poll #3 – What plan do you think you'll choose for 2016 health coverage?



- You'll choose the Consumer-Directed Health Plan.
- You'll choose the Enhanced 80/20 Plan.
- You'll choose the Traditional 70/30 Plan.
- You'll decline coverage because you have other coverage—for example, under your spouse's employer.

# Non-Medicare Poll Question #1-9/17/15

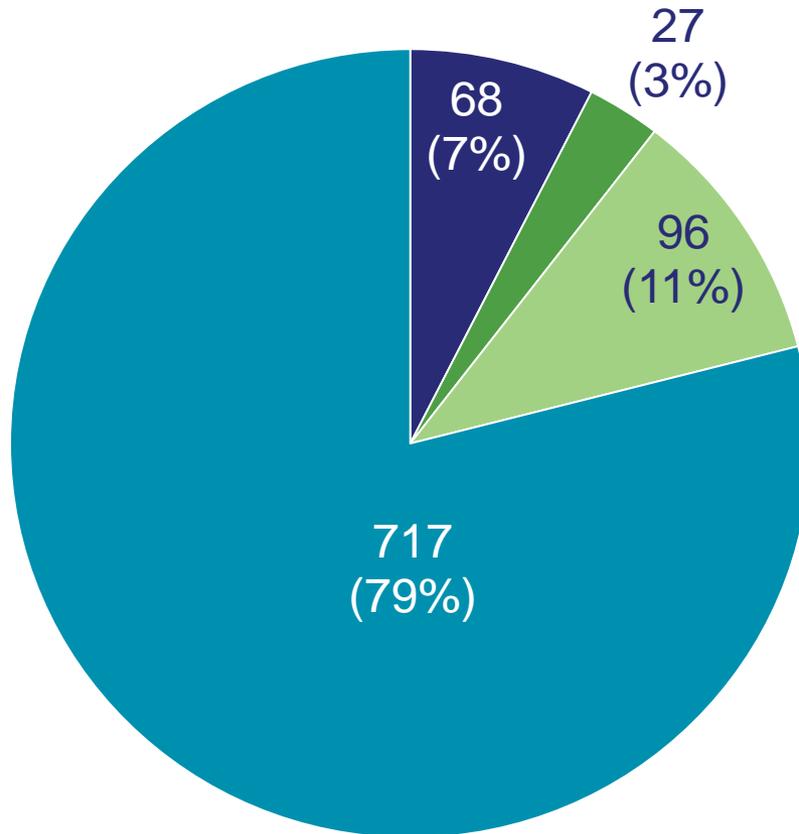
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- Press 1 if you're interested in learning how to save money on your monthly premium by taking simple steps.
- Press 2 if you want to learn more about how to decide which health plan is right for you and whether you should consider changing plans.
- Press 3 if you're interested in learning how you may be able to save even more money if you enroll in the CDHP.

# Non-Medicare Poll Question #2-9/17/15

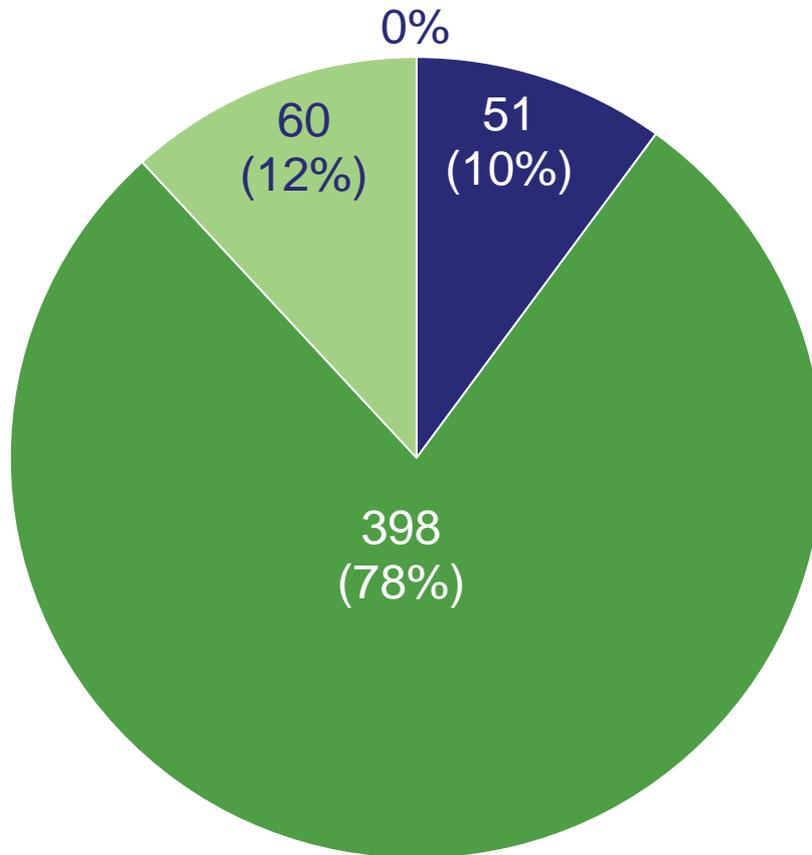
- Poll #2 – Please tell us which wellness activity you think you'll do.



- Press 1 if you'll attest – or confirm – at enrollment that you and your enrolled spouse are non-tobacco users.
- Press 2 if you'll choose a Primary Care Provider if you don't have one now, and if you'll watch a video about PCMH.
- Press 3 if you'll take or update your Health Assessment, if you haven't done so since October 31, 2014.
- Press 4 if you think you'll do all three activities.

# Non-Medicare Poll Question #3-9/17/15

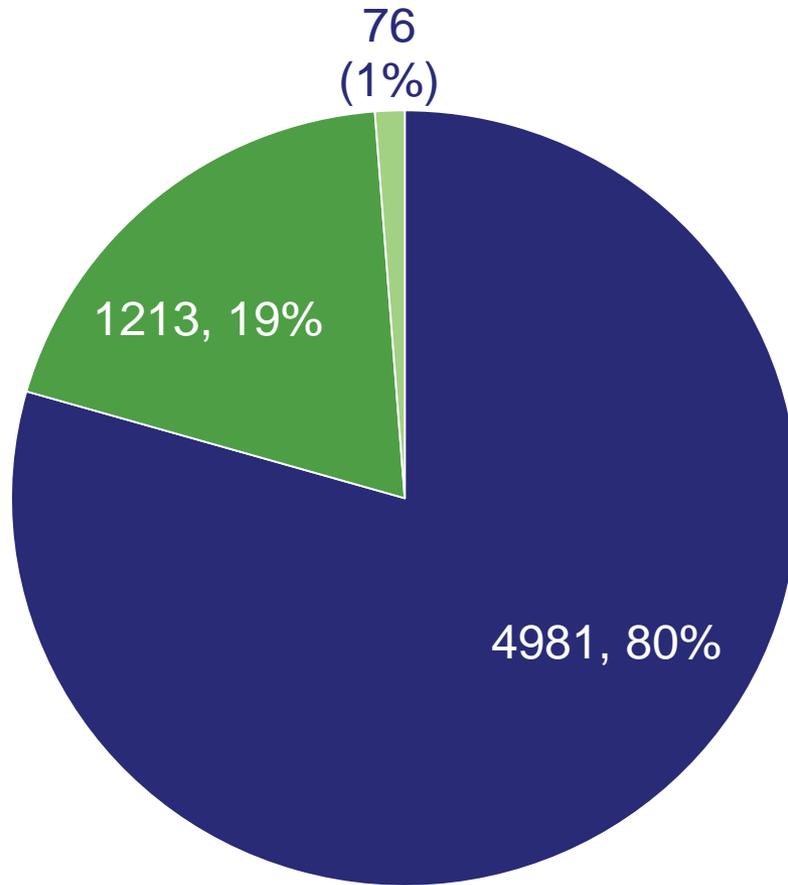
- Poll #3 – What plan do you think you'll choose for 2016 health coverage?



- Press 1 if you think you'll choose the Consumer-Directed Health Plan.
- Press 2 if you think you'll choose the Enhanced 80/20 Plan.
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# Medicare Poll Question #1-9/16/15

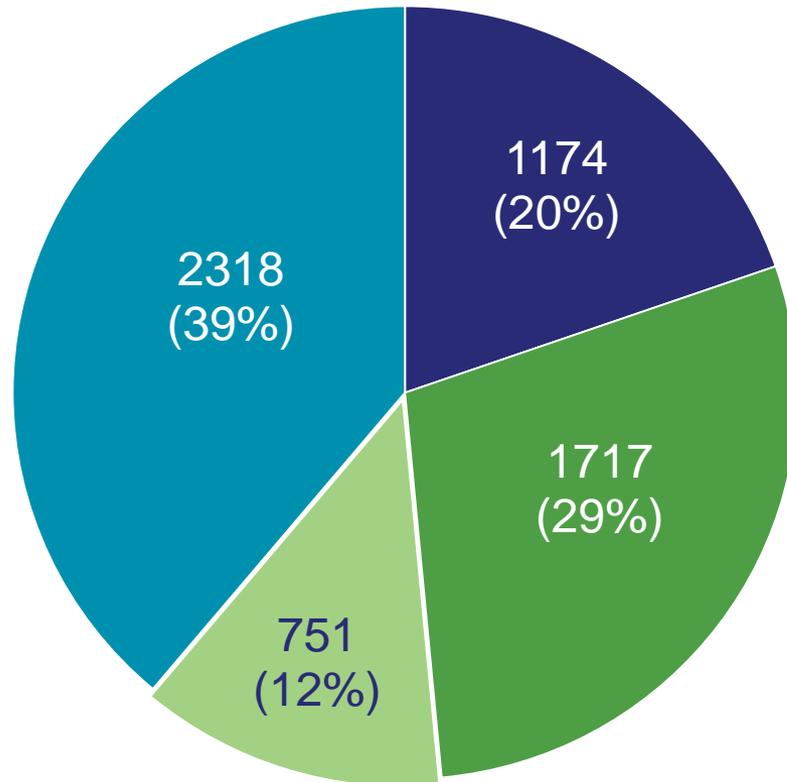
- Poll #1 – We want to know how you are joining this Telephone Town Hall today.



- Press 1 if you are listening from home and you are the only person on the call at your household.
- Press 2 if you are listening from home and you are joined by at least one other person.
- Press 3 if you are listening from a cell phone outside of your home.

# Medicare Poll Question #2-9/16/15

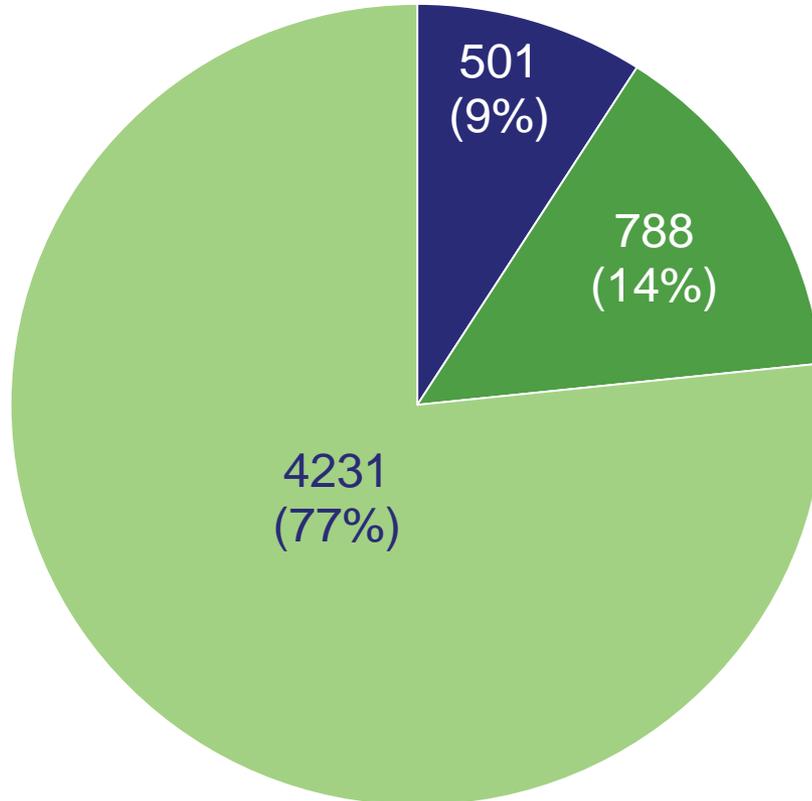
- Poll #2 – Tell us what type of plan you are most likely to enroll in for 2016.



- Press 1 if you're most likely to enroll in a Medicare Advantage Base Plan.
- Press 2 if you're leaning toward choosing a Medicare Advantage Enhanced Plan.
- Press 3 if you are likely to select the Traditional 70/30 Plan.
- Press 4 if you're not sure which plan you'll choose.

# Medicare Poll Question #1- 10/08/15

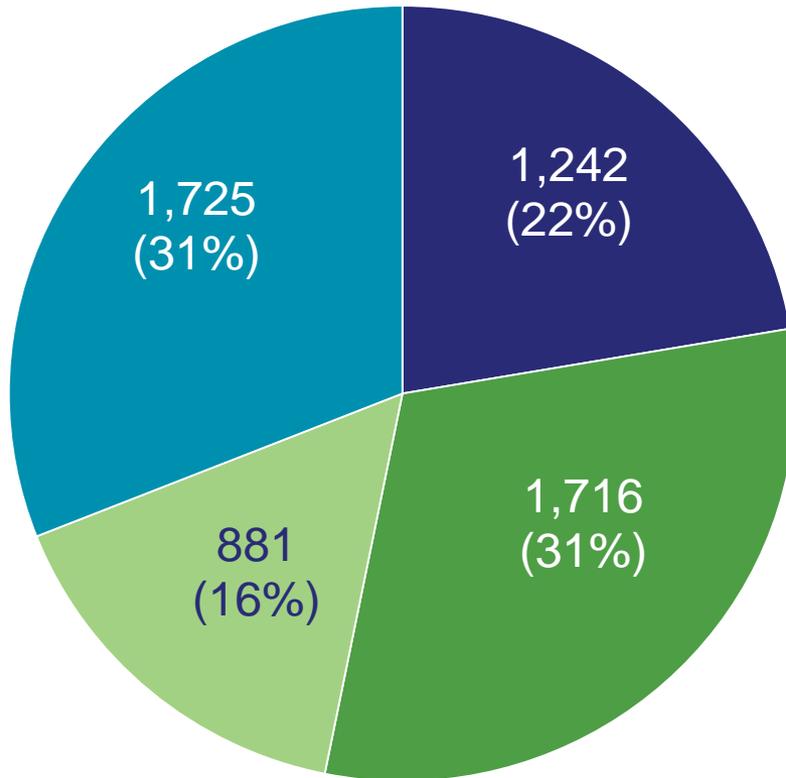
- Poll #1 – Have attended or plan to attend an in-person Medicare Outreach Event.



- Press 1 if you have already attended one the Medicare Outreach Events.
- Press 2 if you have RSVP'd to attend a future Medicare Outreach Event.
- Press 3 if you do not plan to attend a Medicare Outreach Event.

# Medicare Poll Question #2-10/08/15

- Poll #2 – Tell us what type of plan you are most likely to enroll in for 2016.



- Press 1 if you're most likely to enroll in a Medicare Advantage Base Plan.
- Press 2 if you're leaning toward choosing a Medicare Advantage Enhanced Plan.
- Press 3 if you are likely to select the Traditional 70/30 Plan.
- Press 4 if you're not sure which plan you'll choose.