



2016 Outreach and Education Strategy

Board of Trustees Meeting

November 20, 2015

A Division of the Department of State Treasurer

2016 Outreach and Education Strategy

- With assistance from Buck Consulting, our communications and marketing firm, we plan to tackle several key areas of engagement during 2016.
 - Members enrolled in the CDHP:
 - Understanding the CDHP and your benefits
 - Promotion of the Health Engagement Program
 - Focus on our Non-Medicare Retirees
 - Pre-65 Outreach meeting and education
 - Introduce monthly webinar series
 - Focus on Active Employees
 - Introduce State Health Plan 101 webinar series



2016 Outreach and Education Strategy

- New Tools and Tactics for Engagement
 - Given the success of the Plan's Telephone Town Hall events for Annual Enrollment, we will be looking into using that method for additional outreach opportunities in 2016.
 - The Plan will research new online tools and estimators to assist members with their health plan and health care decisions.
- Health Benefit Representative Education
 - In an effort to equip HBRs with the tools to make them successful, the Plan will concentrate on providing new training, training guides and modules in 2016 to encourage them to be active partners with the Plan in assisting our members with understanding their benefits.

