



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



## Member Experience and Communications Update

*Board of Trustees Meeting*

August 28, 2015

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*A Division of the Department of State Treasurer*

# 2016 Membership Satisfaction Survey

# Membership Satisfaction Survey Under Way

- The Annual Membership Satisfaction Survey opened up in July and will end Aug. 31.
- Postcards were sent to members inviting them to participate.
- To date, 4,804 people have completed the survey.

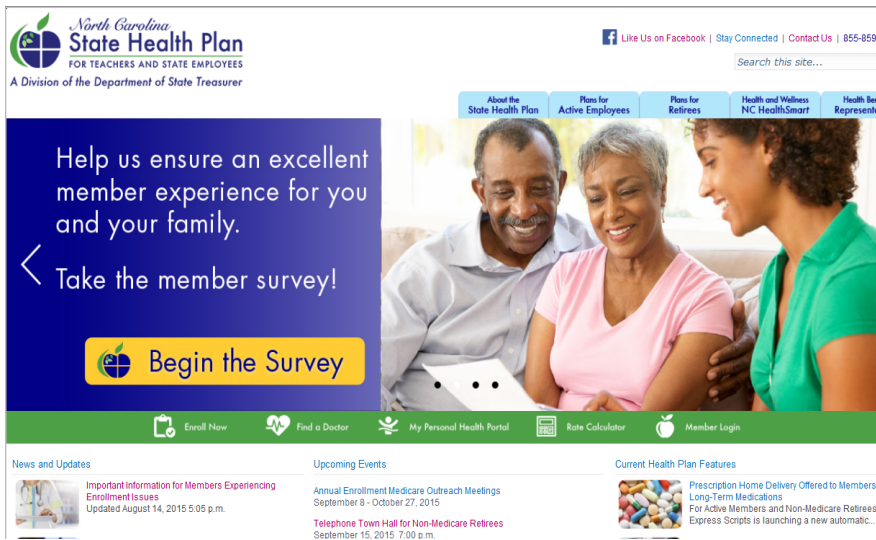
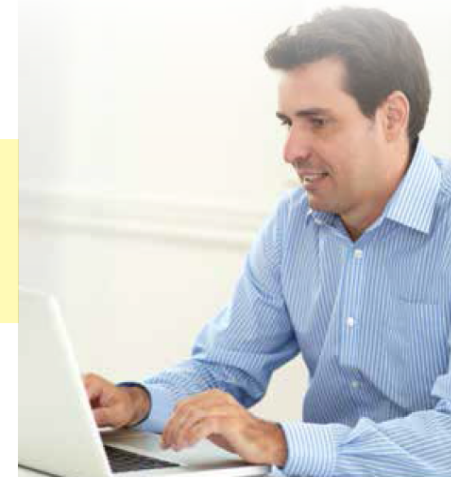
## Let us know how we're doing

Your opinion matters – and so does your satisfaction with the North Carolina State Health Plan. That's why we're asking you to let us know about your experience with the Plan. As an active or retired member, both you and your covered spouse (if applicable) are welcome to participate in our quick, online survey.

### Taking the survey is fast and easy:

- ✓ Go to [www.shpnc.org](http://www.shpnc.org) by August 31, 2015
- ✓ Click on the survey link
- ✓ Take the survey

Thank you in advance for your valuable feedback. It helps us learn what's working well and what might need improvement to ensure an excellent member experience for you and your family.



# SURVEY

# Rx Home Delivery Pilot Program Communications

# Rx Home Delivery Pilot

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- **Rx Home Delivery Pilot:** Express Scripts (ESI) has developed a Rx Home Delivery (Mail Order) pilot for its entire book of business. The program begins in August 2015 and will run for one year.
- **Who Qualifies:** Members with established long-term medications.
- **Goal:** Increase Rx home delivery by removing some of the standard, initial home delivery set-up requirements that may discourage a member from utilizing the service.
- **Member Identified:** This month (August), ESI has identified qualifying members and has mailed them a letter announcing the program.
- **Member Enrolls:** Members will have 30 days to enroll in the program which they can do by calling ESI or via ESI's secure member web portal.

# Program Promotion

- ESI mailing to members
- Plan e-newsletters
- Facebook
- Website



Skip the trip to the pharmacy with automatic home delivery.

#### It's easy.

##### One simple step

And all your long-term medicine will be delivered automatically

##### Two ways to get started

Just go to Express-Scripts/signup or give us a call at 866.776.0057

##### Three-month supply

FREE standard shipping straight to your door

Sign up before August cutoff date to enroll

Convenience delivered

Get any long-term medicines you take now, or in the future, delivered automatically.

#### Here are just a few of the benefits:

- Your medicine delivered straight to your door
- Three-month supplies of your long-term medicines<sup>1</sup>
- Free standard delivery<sup>2</sup>

Sign up by <Insert Date> and you'll be set now and in the future.

#### It's easy to get started:

Visit [Express-Scripts/signup](https://www.express-scripts.com/signup) or call 866.776.0057.

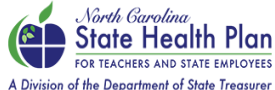
<sup>1</sup> Supply dependent on specific medication and prescription.

<sup>2</sup> Cost of standard shipping is included as part of your prescription benefit plan.



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## Prescription Home Delivery Offered to Members with Long-Term Medications

### For Active Members and Non-Medicare Retirees



Express Scripts, the State Health Plan's pharmacy benefits manager, is launching a new automatic home delivery pilot program designed to help members with established long-term medications.

The new automatic home delivery program will provide members the convenience of having their long term medications delivered right to their home without a trip to the pharmacy. Benefits include:

- A three-month supply so you won't worry about running out
- Free standard delivery of your long-term medications

Members will receive a mailing on how to get enrolled in the program. If you're interested in this program, please watch your mailbox for details.

If you do not receive a postcard by the end of August and believe you should qualify for the new program, please call Express Scripts Customer Service at 866-776-0057 to enroll.

Enroll Now Find a Doctor My Personal Health Portal Rate Calculator Member Login

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# Communications and Marketing Services Contract

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- As a reminder, the purpose of securing a firm was to provide services to assist with strategic initiatives regarding communication and marketing campaigns of health plan benefits to our members.
- Since the award of the Communications and Marketing Services contract to Buck Consulting, Inc. in May:
  - Execution of Contract completed
  - Kickoff meeting held to provide background and set expectations for services
  - Buck is currently in the discovery phase of their implementation which includes information gathering and analysis
  - Buck has also been utilized to assist the Plan and DST with messaging and strategy regarding the transition of enrollment vendors

# 2016 Annual Enrollment Communications



# Annual Enrollment Communications Strategy

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# Member Outreach-Actives & Non-Medicare Retirees

Videos

Direct Mail

Member Outreach – Phase I	Overview of 2016 Changes: The Importance of Wellness
<b>Teaser Postcard</b> <b>Teaser Video</b> <b>Tri-fold Postcard</b> <b>Healthy Activities Reminder Postcard</b>	<ul style="list-style-type: none"> <li>Promote Annual Enrollment early</li> <li>How wellness plays a part in 2016 changes</li> <li>Introduce Wellness Premium Credit changes</li> </ul>
Member Outreach – Phase II	Review 2016 Options and Resource Tools
<b>Fresh Look at the CDHP</b> <b>Online Learning Modules</b> <b>Videos</b> <b>Decision Guide</b>	<ul style="list-style-type: none"> <li>Enrollment Events</li> <li>Plan details for each option</li> <li>How to choose and how to enroll</li> <li>Promote informational sessions</li> </ul>
Member Outreach – Phase III	Make a Decision That is Right for Your Family
<b>Invite to Telephone Town Halls</b> <b>Videos</b> <b>Enrollment Guide</b> <b>Reminder Postcard</b>	<ul style="list-style-type: none"> <li>Enrollment Events</li> <li>Enrollment has started, take action now</li> <li>Option overview</li> <li>Reference website and enrollment kit</li> </ul>

*Collateral no longer being produced*

# Member Outreach-*Medicare Retirees*

Videos

Direct Mail

Member Outreach – Phase I	Overview of 2016 Changes: The Importance of Wellness
<b>Teaser Postcard</b> <b>Tri-fold Postcard</b>	<ul style="list-style-type: none"><li>• Promote Annual Enrollment early</li><li>• How wellness plays a part in 2016 changes</li></ul>
Member Outreach – Phase II	Review 2016 Options and Resource Tools
<b>Outreach Meeting Invitation Booklet</b> <b>Decision Guide</b>	<ul style="list-style-type: none"><li>• Enrollment Events</li><li>• Plan details for each option</li><li>• How to choose and how to enroll</li><li>• Promote informational sessions</li></ul>
Member Outreach – Phase III	Make a Decision That is Right for Your Family
<b>Invite to Telephone Town Halls</b> <b>Enrollment Guide</b> <b>Reminder Postcard</b>	<ul style="list-style-type: none"><li>• Enrollment Events</li><li>• Enrollment has started, take action now</li><li>• Option overview</li><li>• Reference website and enrollment kit</li></ul>

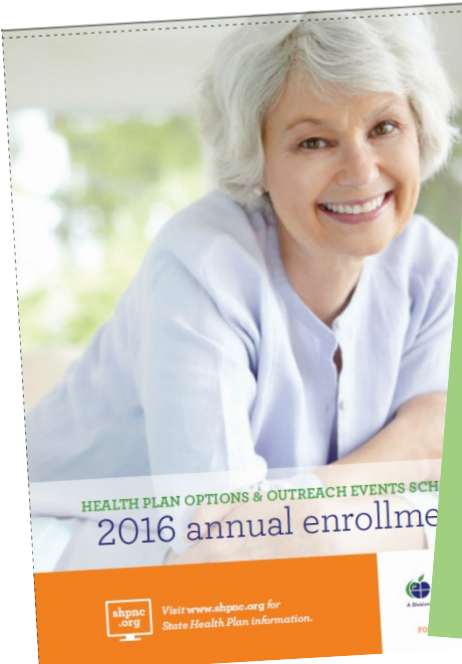
*Collateral no longer being produced*

*Additional mailing*

# Member Outreach-Medicare Retirees

## Educational Meetings

- Medicare Outreach meetings will be held in Sept. and Oct.
- Presentations by Plan staff, Humana, UHC, BCBSNC
- SilverSneakers will be onsite for each meeting
- Schedule includes 81 meetings in 45 counties
- To date, 364 members have RSVP'd to attend a meeting



**MEDICARE PRIMARY OUTREACH EVENTS SCHEDULE**  
If you would like to attend one of the events below, please RSVP by calling 800-850-1992, Monday through Friday, from 8:00 a.m. to 5:00 p.m.

COUNTY	DAY	TIME	VENUE
Johnston	09/24/2015	9:00 AM 12:00 PM	Smithfield Recreation & Aquatics Center Banquet Room 5000 Booker Dairy Road Smithfield, NC 27577
Lenoir	09/14/2015	9:00 AM	Hampton Inn Kinston Grand Ballroom 1362 Hwy 25S South Kinston, NC 28504
Macon	10/26/2015	9:00 AM	Smokely Mountain Center for the Performing Arts Auditorium 1028 Georgia Road Franklin, NC 28734
Mecklenburg	10/16/2015	9:00 AM 12:00 PM 3:00 PM	Harris Conference Center Central Piedmont Community College Harris Campus 5335 CPCC Harris Campus Drive Charlotte, NC 28209
Moore	10/09/2015	9:00 AM 12:00 PM	Pine Needles Lodge & Golf Club Reception Center 1005 Mallard Road Southern Pines, NC 28387
Nash	09/22/2015 09/23/2015	4:00 PM (09/22) 9:00 AM (09/23)	Gateway Convention Centre Complex Gateway Centre Grand Ballroom Rocky Mount, NC 27804
New Hanover	09/11/2015	3:00 PM	Shell Island Resort Sound View Ballroom 2700 North Lantana Avenue Wrightsville Beach, NC 28480
Onslow	09/11/2015	9:00 AM	VFW Cedar Point Morgan Hall 246 VFW Road Swanboro, NC 28584
Orange	10/01/2015	9:00 AM 12:00 PM 3:00 PM	Sheraton Chapel Hill Hotel Europa Ballroom 1 Europa Drive Chapel Hill, NC 27517
Pasquotank	09/08/2015	9:00 AM	Kaibab Creek Recreation Center 200 East Ward Street Elizabeth City, NC 27909

# Telephone Town Hall Meetings

Educational  
Meetings

- Events are being promoted via website, all printed mailings and social media
- Registration is not required and all members (with a valid phone number) will receive an outbound call the day before the scheduled event.

Event Date/Time	Population	Members Registered
September 15; 7-8pm	Medicare Retirees	99
September 16; 7-8pm	Non-Medicare Retirees	387
September 17; 7-8pm	Non-Medicare Retirees	40
September 22; 7-8pm	Actives	132
September 24; 7-8pm	Actives	35
October 7; 2-3pm	Medicare Retirees	95
		Total = 788

# Vendor Transition Communications

# Health Benefit Representative (HBR) Announcements

- The Plan has been communicating with HBRs all year regarding the eligibility and enrollment vendor transition.
- HBR Alerts (email blasts) were sent regularly to inform HBRs and employing units of all the impacts related to the transition since June 1, 2015.
- Messaging to members regarding access to care and who to call has been posted to the Plan's website as well as social media.



A screenshot of a Facebook post from the North Carolina State Health Plan. The post is titled "The State Health Plan's top priority is to ensure that our members have access to care—which includes medical coverage and prescription medication." It includes a link to the plan's website and a photo of a group of people. The post has 73 people reached and 0 post clicks. The post is published by beth.homer@nc-treasurer.com on August 14 at 5:13pm. The post also includes a photo of a group of people and a link to the plan's website.