





## **Communications Update**

**Board of Trustees Meeting** 

May 22, 2015

A Division of the Department of State Treasurer

# Communications & Marketing Services RFP

### Strategic Plan Initiative:

### Create a Comprehensive Communications and Marketing Campaign

What It Means	What We Will Do	Why It Is Important
Providing members with materials they can understand to help them effectively utilize their health benefits.  Communicating regularly, not just at Annual Enrollment, to allow members the opportunity to maximize their experience and improve their access to the health care services available to them.	Develop a comprehensive and continuous communication strategy, including print, email, web-based and mobile applications and media, regarding benefit plan options, how to get the most value out of the benefit programs and explain the value of the benefits that are offered, including:	Health benefits are utilized throughout the year and therefore, regular benefits communications will assist members with benefit questions and managing their care
	<ul> <li>Develop a branding campaign in coordination with the Department of State Treasurer</li> </ul>	There are opportunities to increase the use of online communication channels because fewer than 1% of members now access NCHealthSmart resources online
	Demonstrate the value of and promote Plan offerings	Over 80% of retired members prefer written materials while active members prefer online communications. This demonstrates the need for a variety of communication channels

The intent is to secure a firm to provide services to assist with the strategic initiatives regarding communication and marketing campaigns of health plan benefits to our members.



# Communications & Marketing Services RFP

The Request for Proposal (RFP) was structured to solicit responses from companies that would showcase relevant work experience in benefits communication and included the following:

#### **Minimum requirement:**

• Offeror must have experience in the last 5 years communicating and marketing health benefits, products, programs and initiatives to a diverse population.

#### Scope of Work:

- Development of a comprehensive communications and marketing campaign
- Development of health benefit program collateral and branding
- Evaluation and assistance with web collateral associated with member communications
- Assistance with other services such as cross promotion of State Health Plan and Retirement Systems programs

Not a replacement for Segal's assistance with materials for the upcoming 2015 Annual Enrollment period for 2016 benefits.



# SHP Website Health Benefits Estimator Tool

# Website Strategy

- To coincide with the transition to Aon Hewitt, the State Health Plan's website will be redesigned to serve as a landing page for all members regardless of their enrollment system (BEACON/eEnroll).
- New website launches June 15, 2015
- The new design will allow for
  - More flexibility during Annual Enrollment
  - More flexibility for benefit/plan option changes
  - Will feature new tools and videos for members



# New Home Page



Follow Us On Facebook | Stay Connected | Contact Us

Search this site ...

Health and Wellness



Know your options.











My Personal Health Portal



Rate Calculator



Member Login

Plans for

#### News and Updates



#### **New Enrollment System**



Managing your State Health Plan benefits has

new enrollment system is now available that makes it

#### Current Health Plan Features



#### Become a Wellness Champion Today!

Do you have what it takes to be a wellness champion? Sign up today and earn rewards!



# New Mega Menu



Follow Us On Facebook | Stay Connected | Contact Us

Search this site ...

About the State Health Plan

Active Employees

Plans for Retirees Health and Wellness NC HealthSmart

Health Renefit Representatives

#### Plans for Active Members

Begin your jour healthier, happi

Discover your fr resources today



[Plan Image]

Enhanced 80/20 **Health Plan** 

My Plan Benefits My Pharmacy Benefits Wellness Credits Find a Doctor (Blue Connect) [Plan Image]

Consumer-Directed **Health Plan** 

My Plan Benefits **Pharmacy Benefits** Important Forms Find a Doctor (Blue Connect) [Plan Image]

Traditional 70/30 **Health Plan** 

My Plan Benefits **Pharmacy Benefits** Important Forms Find a Doctor (Blue Connect) [Plan Image]

**High-Deductible** Health Plan (HDHP)

My Plan Benefits



**Find a Doctor** 



Get your HealthSmart Resources Today!

Need to enroll or make changes?



**Enroll Now** 



Learn More about Options



Compare Plans



**Rate Calculator** 







Find a Doctor





Rate Calculator



Member Login

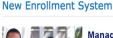
Current Health Plan Features

#### News and Updates



#### Get Your Retirement Questions Answered!

June 1, 2015 - Join the State Health Plan for special outreach events in your area beginning in...



#### Managing your State Health Plan benefits has never been easier!

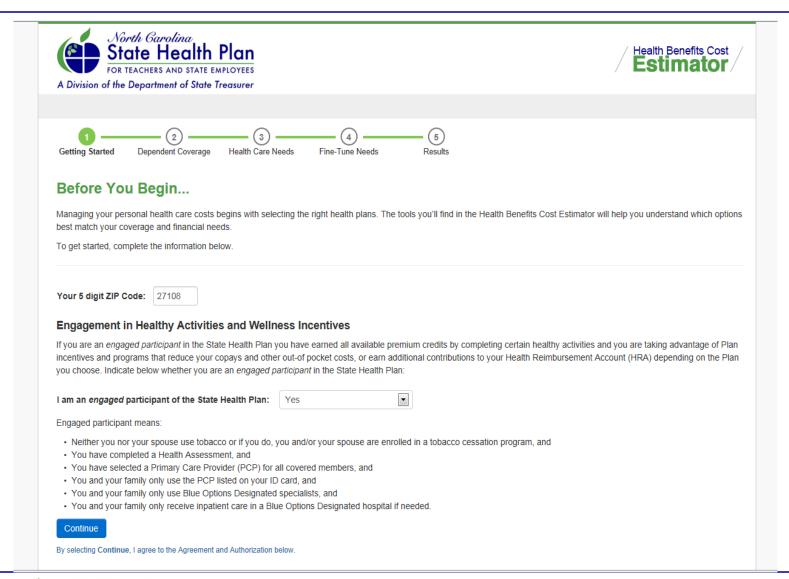
new enrollment system is now available that makes it



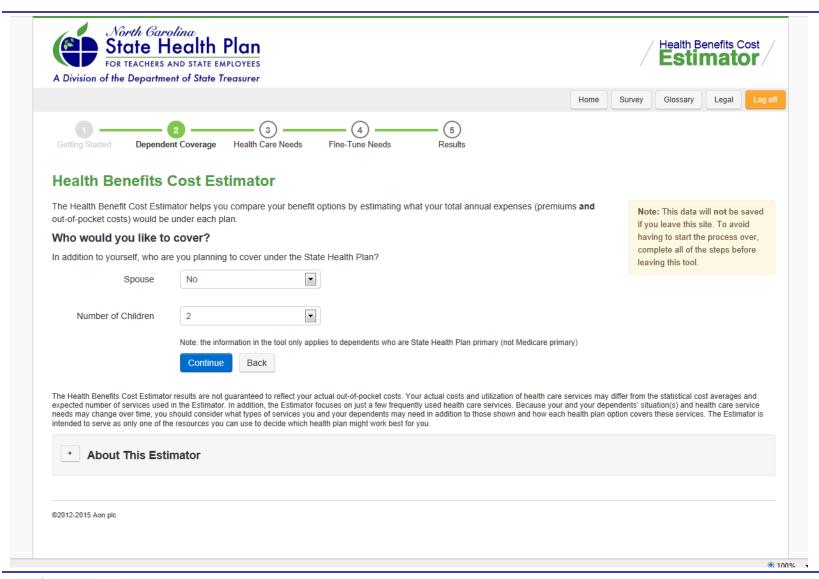
#### Become a Wellness Champion Today!

Do you have what it takes to be a wellness champion? Sign up today and earn rewards!

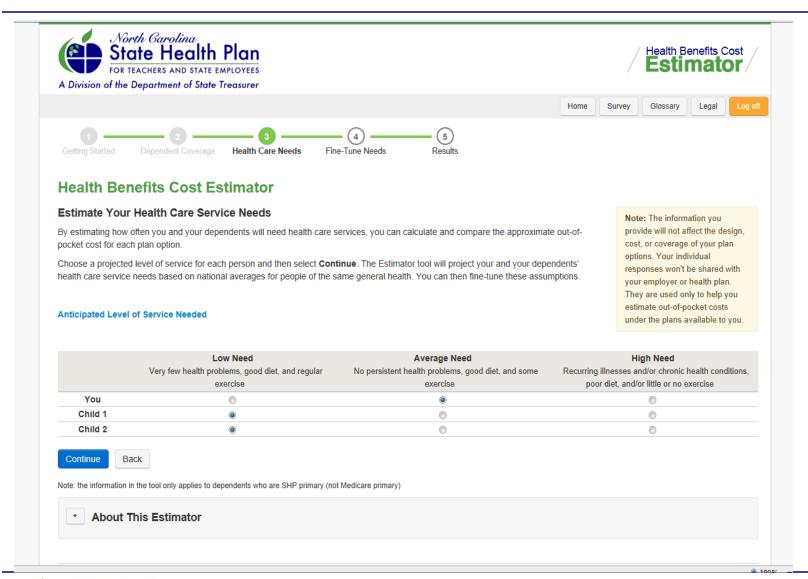




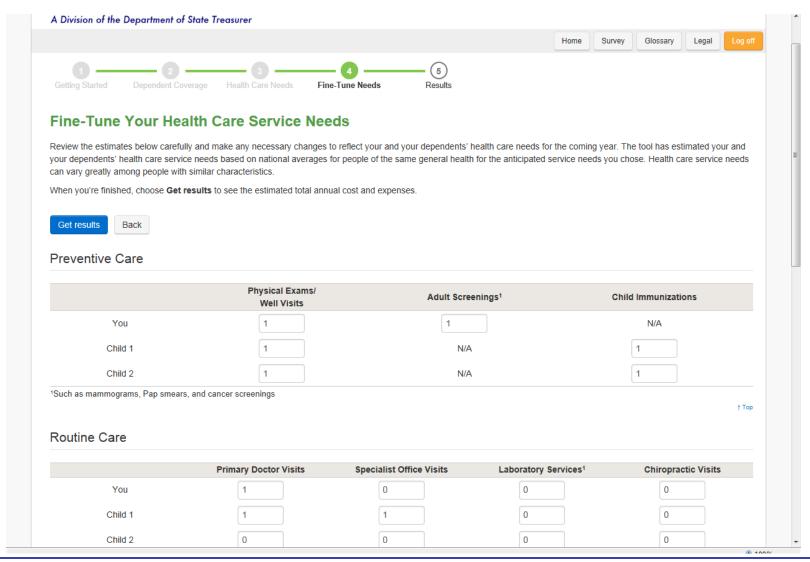


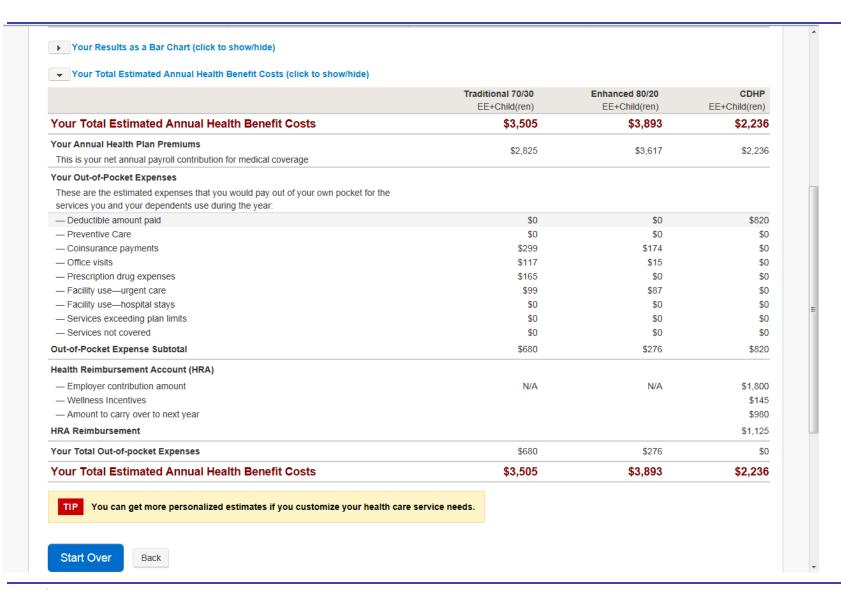








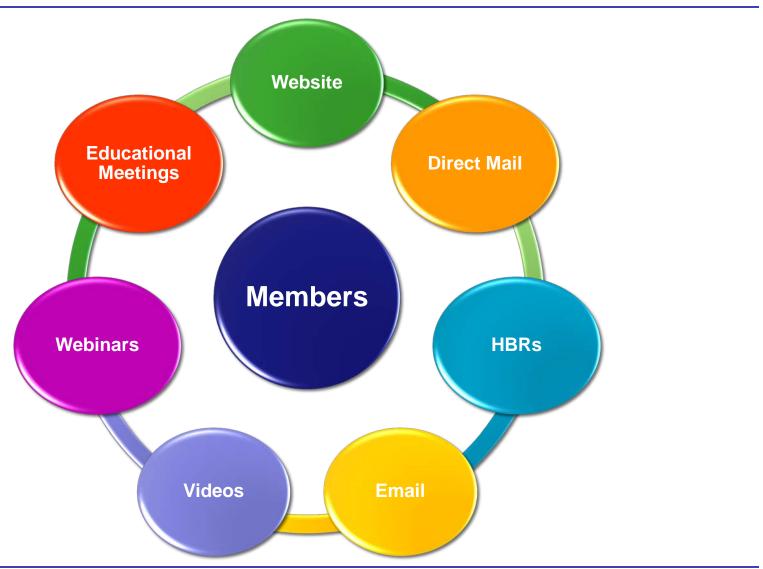






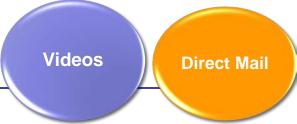
# **2016 Annual Enrollment Communications**

# Annual Enrollment Communications Strategy





## Member Outreach-Actives



Member Outreach – Phase I	Overview of 2016 Changes: The Importance of Wellness		
Teaser Postcard Teaser Video Tri-fold Postcard Healthy Activities Reminder Postcard	<ul> <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		
Fresh Look at the CDHP Online Learning Modules Videos Decision Guide	<ul> <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		
Invite to TeleTown Halls Videos Enrollment Guide Reminder Postcard	<ul> <li>Enrollment Events</li> <li>Enrollment has started, take action now</li> <li>Option overview</li> <li>Reference website and enrollment kit</li> </ul>		



## Member Outreach-Non-Medicare Retirees

Videos

**Direct Mail** 

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## Member Outreach-Medicare Retirees

Videos

**Direct Mail** 

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## **Teaser Postcard**

For 2016, the State Health Plan is expanding the wellness activities you can do to reduce your monthly premium. Below is a preview.

	CDHP	80/20	70/30
	Consumer-Dtrected Health Plan (CDHP) with HRA	Enhanced 80/20 Plan	Traditional 70/30 Plan
Take the Health Assessment	\$20 reduction	\$25 reduction	N/A
Choose a Primary Care Provider <u>and</u> watch a video to learn more about Patient-Centered Medical Homes	\$20 reduction	\$25 reduction	N/A
Attest to being tobacco-free or enroll in the QuitlineNC tobacco-cessation program	\$40 reduction	\$40 reduction	\$40 reduction

- Health Reimbursement Account (HRA) contributions (under the CDHP) will be greater. Participate in the new Health Engagement Program and get more in your HRA.
- New learning tools will be available. Use them to help make a smart coverage choice.

More coming! Including interactive tele-town hall meetings in September. Reserve your spot now by visiting [insert registration URL]. What's coming up:

- A new video about 2016 State Health Plan benefits, on www.shpnc.org right now!
- More mail about 2016 health plan choices and wellness activities.

the STATE HEALTH PLAN FOR 2016 AND BEYOND: simple steps to better health





GOOD HEALTH IS PERSONAL. And, for many of us, it's a choice—a choice to learn more nd take action, starting with simple steps. Simple steps can lead to better health for you nd lower costs for you and the State Health Plan. That's our focus for 2016 and beyond.

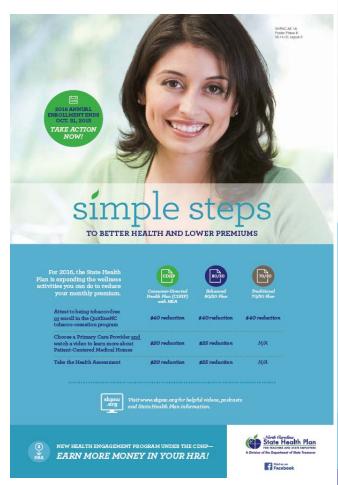




# Health Benefit Representatives

**HBRs** 

- HBR Trainings will take place in July
  - Other tools include:
    - Webinars
    - Posters







- This method of engaging with members offers the Plan the opportunity to reach a large portion of the population with a single phone call.
- Meetings have already been scheduled and will be offered to all members.
  - September 14; 5-8pm (Medicare Retirees)
  - September 15; 5-8pm (Non-Medicare Retirees)
  - September 17; 5-8pm (Non-Medicare Retirees)

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- September 22; 5-8pm (Actives)
- September 23; 2-5pm (Medicare Retirees)
- September 24; 5-8pm (Actives)
- September 30; 5-8pm (Actives)

