





### **Communicating the 2016 Benefit Options**

**Board of Trustees Meeting** 

**February 11, 2015** 

A Division of the Department of State Treasurer

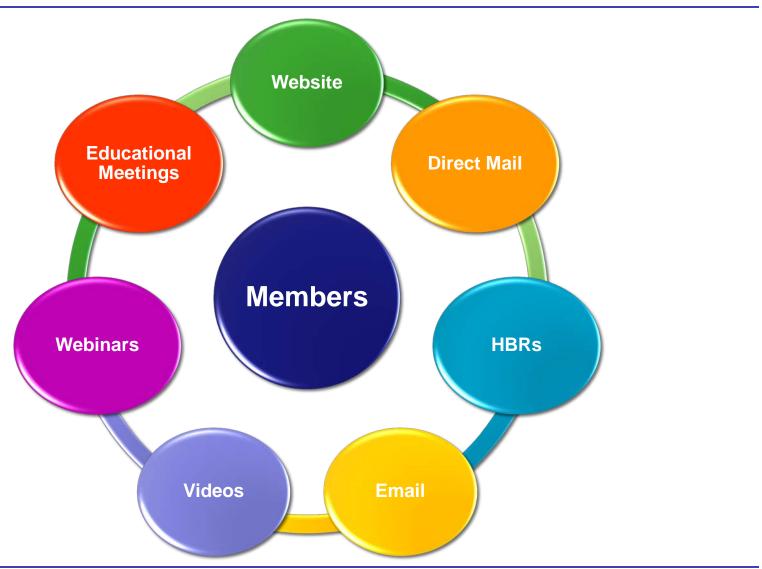
# Communicating a Paradigm Shift

- ➤ In order to effect change, we must communicate to members using methods in which they can relate.
- We need to create an experience that will assist members in understanding the value of their benefit.
- Communicating benefit options and changes for 2016 will include similar strategies that we have used in the past, but the key messages and approach will be different.
- Using marketing and advertising basics to communicate to members will ultimately produce more engaged and informed members, guiding them to the benefit option that best fits their needs.





# **Communications 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).
- The Plan will direct members to shpnc.org, where they will be able to access eEnroll, the new Aon Hewitt platform.
- This will alleviate confusion regarding "where to enroll" and allow the Plan's website to serve as the main hub of benefit and enrollment information.
- The new design will allow for more flexibility during Annual Enrollment which will feature new tools and videos for members.

## **Direct Mail Strategy**

# Direct Mail

#### **Potential Direct Mail Communication Materials**

#### **Spring**

- Active/Non-Medicare postcard introducing 2016 changes—focusing on:
  - Premium credit activities regarding tobacco use
  - More information coming soon—engage now
- Postcard introducing new enrollment platform—focusing on:
  - Verify your information and enter your email address
  - Promote online transparency tools

#### **Summer**

- Active/Non-Medicare postcard introducing 2016 changes—focusing on:
  - Premium credit activities regarding Health Assessment
- Invitation to Medicare Outreach Meetings

#### **Fall**

- Understanding the CDHP
- Decision Guide (promote cost estimator tool)
- Enrollment Guide
- Reminder Postcard



# Health Benefit Representatives

HBRs

- On-site and Webinar HBR Trainings (July)
- Posters promoting Annual Enrollment
- Educational Tools/Tips
- HBR Update Newsletters
- HBR Alerts (Email)
- Member Webinars (opportunities for HBRs to broadcast webinars to employees)



## **Email/Online Strategy**

Email

- Member Focus Newsletter
- Facebook Messaging
- Various Portal Messaging
- Emails from enrollment system (Aon Hewitt)

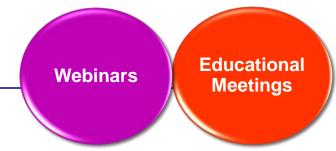


## Active/Non-Medicare Member Videos

Videos

- 3 Member Videos
- Potential topics include:
  - CDHP Features
  - Plan Options Overview (all 3 plans)
  - What is the right choice for me?
    - Member scenarios and online estimator tool demonstration

## **Educational Member Sessions**



- Educational sessions for Active and Non-Medicare Retirees
  - Set the stage for change
  - Provide an overview of the changes for 2016
  - Member scenarios and estimator tool
- The Plan will provide onsite sessions at worksites across the state
- The Plan will offer the same sessions via Webinar
- Educational sessions for Retirees
  - Highlight any changes to benefits
  - Offer resources with carriers present to offer support