



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



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



Webinars



Educational Meetings

- 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