



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Open Enrollment Communication and Outreach

Board of Trustees Meeting

August 5, 2016

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, 2016.
- Postcards were sent to members inviting them to participate.

Tell us 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.

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.



Taking the survey is fast and easy:

- Go to www.shpnc.org
- Click the Membership Satisfaction Survey link
- Take the survey

2017 Open Enrollment Communications

Open Enrollment Communications Strategy



Open Enrollment: HBR Training Efforts

- HBR Open Enrollment training sessions were held at 18 locations across the state and via webinars.
 - 18 onsite trainings were held with 620 HBRs registered to attend, and 638 attending.
 - 3 webinars were held with 219 HBRs registered to attend, and 105 attending to date.
 - The Plan will partner with NCFlex for an additional 5 onsite trainings in September.
 - The Plan distributed Open Enrollment posters to HBRs attending the trainings to promote Open Enrollment at their worksites.

EN-ROLL WITH THE CHANGES!

Open Enrollment: October 1-31, 2016

Does your current State Health Plan coverage fit your needs NOW? YOU MUST TAKE ACTION DURING OPEN ENROLLMENT or you will be enrolled in the Traditional 70/30 Plan and pay more for coverage.

Times change. Lives change. People change. Plans change. Your State Health Plan coverage is changing too.

During Open Enrollment, ALL members and eligible dependents will be enrolled into the Traditional 70/30 Plan for 2017. If you want to reduce your premium or enroll in either the Enhanced 80/20 Plan or the Consumer-Directed Health Plan 85/15, YOU MUST TAKE ACTION DURING OPEN ENROLLMENT.



Visit www.shpnc.org and watch your mail for more information about:

- What's changing with the Enhanced 80/20 Plan and Traditional 70/30 Plan
- What you need to do if you want premium-free coverage under the Traditional 70/30 Plan (There's a new tobacco attestation premium credit for 2017)
- How you can reduce your monthly premiums for coverage in 2017 by completing wellness activities
- How you can use the Health Benefits Cost Estimator to help you choose the plan that best works for you and your family
- How to enroll - don't forget to CLICK and SAVE!

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Member Communication and Outreach

Actives & Non-Medicare Retirees

Member Outreach	
What's New Direct Mailer	<ul style="list-style-type: none"> • Confirm Open Enrollment dates • Introduce 2017 benefit changes • Promote online Health Assessment incentive drawing • Promote Member Outreach Events
Online Learning Videos Health Benefits Estimator Tool Rate Calculator	<ul style="list-style-type: none"> • CDHP Myth vs. Fact • Plan Overview • Calculator to assist members with determining what is their best plan option
Member Outreach Events	<ul style="list-style-type: none"> • Provide members with multiple opportunities for onsite sessions, webinars and telephone town halls to learn about 2017 Open Enrollment
Member Webinars	
Telephone Town Halls	<ul style="list-style-type: none"> • Provide detailed plan comparison with member scenarios
Enrollment Guide	
Reminder Postcard	<ul style="list-style-type: none"> • Provide an important reminder about taking action during Open Enrollment




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Member Outreach Events

Actives & Non-Medicare Retirees

Date	Time	County	Location
9/13/16	2 p.m.	Burke	Western Piedmont Community College
9/15/16	2 p.m.	Forsyth	Forsyth Tech Community College
9/19/16	10 a.m. and 2 p.m.	Wake	Wake Tech Main
9/21/16	2 p.m.	Durham	Durham Tech Community College
9/22/16	2 p.m.	Pitt	East Carolina University
9/26/16	2 p.m.	New Hanover	UNC-Wilmington
9/27/16	10 a.m.	Cabarrus	Rowan-Cabarrus Community College
9/28/16	2 p.m.	Wake	NC State University
9/29/16	10 a.m.	Cumberland	Fayetteville Tech Community College
9/29/16	2 p.m.	Robeson	Robeson Community College
9/29/16	2 p.m.	Guilford	Guilford Tech Community College
10/6/16	2 p.m.	Wayne	Wayne Community College
10/7/16	10 a.m.	Johnston	Johnston Community College
10/11/16	2 p.m.	Alamance	Alamance Community College
10/13/16	2 p.m.	Pasquotank	College of the Albemarle

Member Communication and Outreach

Medicare Retirees

Member Outreach	
What's New Direct Mailer	<ul style="list-style-type: none">• Confirm Open Enrollment dates• Introduce 2017 benefit changes• Promote Medicare Outreach Events
Medicare Outreach Event Invitation	
Medicare Outreach Events	<ul style="list-style-type: none">• Medicare Outreach meetings will be held in Sept. and Oct.• Schedule includes 56 meetings in 39 counties• Presentations by Plan staff, UHC, BCBSNC• SilverSneakers will be onsite for each meeting
Telephone Town Halls	<ul style="list-style-type: none">• Provide members with multiple opportunities for onsite sessions, webinars and telephone town halls to learn about 2017 Open Enrollment• Provide detailed plan comparison• Provide an important reminder about taking action during Open Enrollment
Enrollment Guide	
Reminder Postcard	

Open Enrollment Medicare Outreach Events



- The Plan will be taking on the responsibility of the reservation process for the Open Enrollment Medicare Outreach meetings.
 - Historically this function has been handled by Humana
 - Retirees can RSVP online via the Plan's website or by calling the Plan
 - The Plan will have temporary employees answering a designated toll free number

Telephone Town Hall 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	Time	Population
September 20, 2016	7 p.m.	Actives
September 22, 2016	7 p.m.	Medicare Retirees
September 27, 2016	7 p.m.	Non-Medicare Retirees
September 28, 2016	3:30 p.m.	Medicare Retirees
September 29, 2016	7 p.m.	Actives