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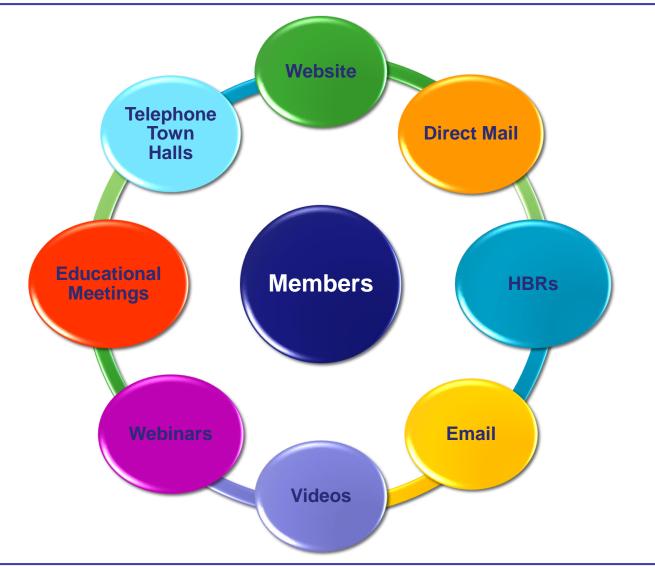
Open Enrollment Communications Update

Board of Trustees Meeting

June 2, 2017

A Division of the Department of State Treasurer

Open Enrollment Communications Strategy







HBR Training and Outreach

- The Plan relies on HBRs to assist in educating members prior to and during Open Enrollment.
- Engaging HBRs through onsite trainings and ongoing communication efforts will assist in preparing them for Open Enrollment.







HBRs

Member Communication Plan

Members

• The communication efforts around Open Enrollment will include a multifaceted approach in an effort to educate members on the necessary actions to take regarding their 2018 benefits.

Online	Social Media	Direct Mail
Telephone Town Halls	Webinars	Onsite Meetings
	Videos	



