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STATE TREASURER OF NORTH CAROLINA
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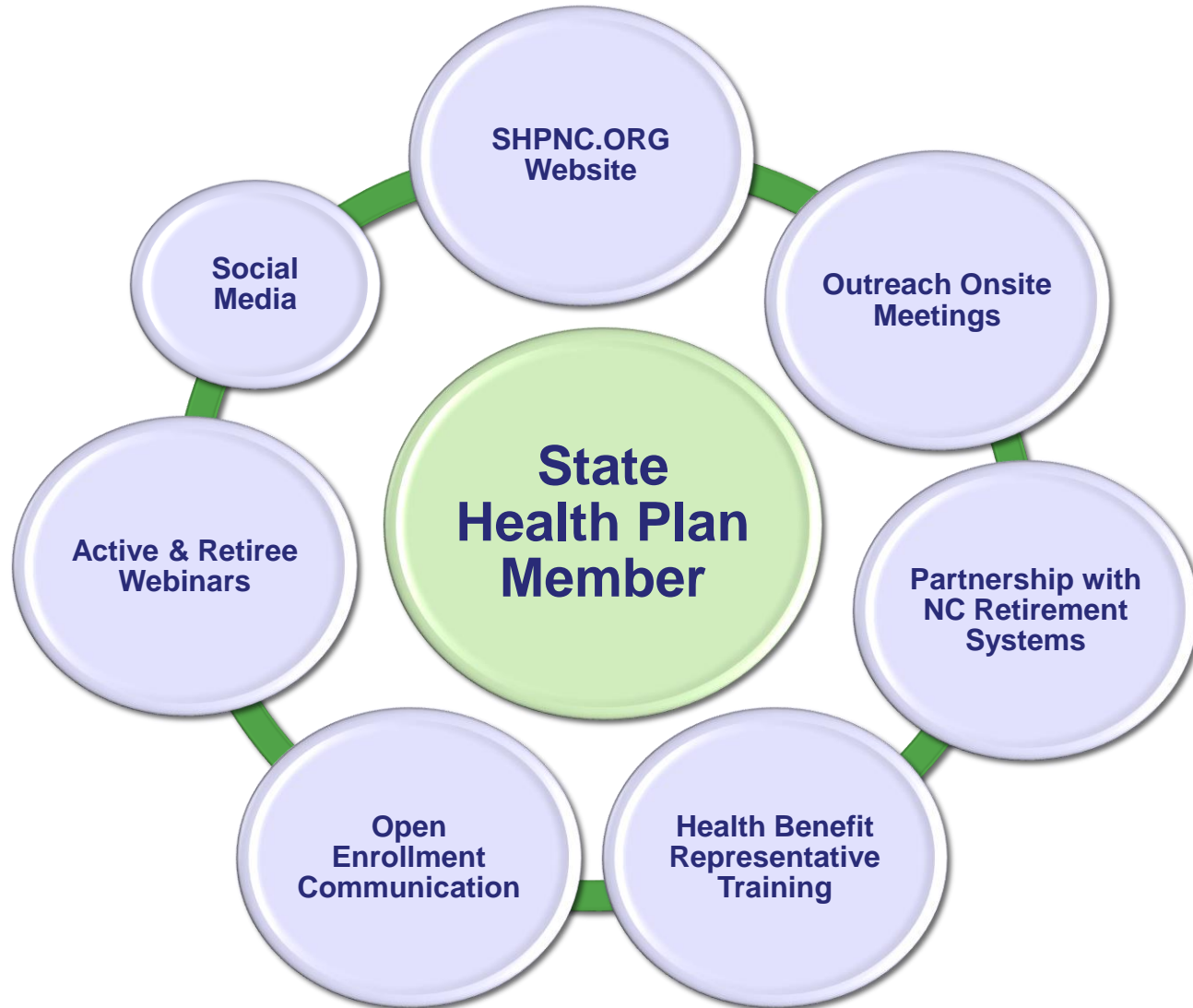
2018 Communication Strategy

Board of Trustees Meeting

February 8, 2018

A Division of the Department of State Treasurer

2018 Communication Strategy



Customer Experience & Communications Goals

Messaging Goals	Objectives
Building Sustainability through Educated Consumerism	<ul style="list-style-type: none"> • Educate members on the value of their State Health Plan benefit. • Inform members on the relationship between the Plan and its vendors (Blue Cross, CVS). • Convert members from participants to fans to partners.
Reducing Complexity	<ul style="list-style-type: none"> • Evaluate all points of member-facing communications in an effort to simplify benefit messaging and emphasize the value. • Implement streamlined messaging throughout all communication avenues.
Building Value	<ul style="list-style-type: none"> • Reinforce to members the value of the programs and resources available as part of their State Health Plan benefit.
Enhancing HBR Outreach & Education	<ul style="list-style-type: none"> • Identify new and innovative ways to engage HBRs. • Build additional training and resources to assist HBRs with their duties as they relate to the Plan.

HBR Enhanced Training and Resources

- HBRs continue to play a critical role in educating active members on their Plan benefits.
- Providing HBRs with training and resources is necessary to educate/train them on Plan rules and processes to ensure they are carrying out their HBR duties correctly.
- In 2018, the Plan will engage HBRs with the following:
 - Continue the monthly HBR webinars
 - Continue offering quarterly on-site trainings for new HBRs
 - Enhance the Plan's online library of training resources
 - Launch a training resource solution, "HBR University," to enable the Plan to better track and enforce regular training

2018 Member Outreach

- Offer monthly active and retiree webinars on a variety of Plan benefit topics.
- Partner with the Retirement Systems for coordinated outreach.
- Continue to offer the “Navigating Your State Health Plan Benefits and Medicare” informational sessions with 40 sessions planned this year.
 - The Plan is also hosting webinars to offer members the ability to learn while in the comfort of their own home.
 - The first webinar had more than 400 people attend!



Communication Topics: *A Look Ahead*

HBR University

- Spring 2018

New EOB Design

- Summer 2018

New SHPNC.org Website

- Summer 2018

eBenefits Name Change

- Summer 2018

Population Health Management
Communications

- Summer 2018

Open Enrollment Communications

- Summer 2018

New Member ID Card

- Winter 2018

Samples of New ID Card



In-Network Member Copay

Selected PCP	\$10
Designated Specialist	\$45
Specialist	\$85
Physical/Occupational/ Speech Therapy, Chiropractic	\$52
Urgent Care	\$70*
ER	\$300 + Ded** + 20%*

* same for out-of-network
** Deductible



Paid by **YOU** and other **NC Taxpayers**

JOHN DOE **01**
Subscriber: JANE DOE
Subscriber ID:
YPYW12345678

Department of State Treasurer
Date Issued: Group No:
01/01/2019 **SR1009**
RXBIN/RXPCN ADV/RXGRP
004336 **RX0274**

Primary Care Provider (PCP)

Walter Fowler
Novant Health Durham
919-477-6900

BlueOptions® 80/20 Plan

FRONT

State Health Plan Administered by:



Average Premiums Paid

Employers Pay: **\$3,104,000,000**

18% **82%**

Members Pay: **\$689,000,000**

Claims may be subject to review. For nonparticipating providers, members are responsible for ensuring the prior review/cert is obtained. For non-NC providers, members are responsible for ensuring the prior review/cert is obtained for Professional and/or outpatient services.

BlueCross and BlueShield of North Carolina, an independent licensee of the BlueCross and BlueShield Association, provides administrative services only and does not assume any financial risk for claims.

♥CVS caremark® Pharmacy Benefits Administrator

John Doe YPYW12345678

Phone

Benefits & Claims.....	888-234-2416
Eligibility & Enrollment.....	888-859-0966
Find Non-NC Providers.....	800-810-2583
Provider Service.....	800-214-4844
Prior Review/Certification.....	800-672-7897
Mental Health/Substance Use.....	800-367-6143
Pharmacy Help Desk.....	800-365-6331
CVS Caremark.....	888-321-3124

Mail

BlueCross and BlueShield of North Carolina
PO Box 30087
Durham, NC 27702-0035

Providers send claims to their local BlueCross BlueShield Plan

Online

SHPNC.org

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