



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



2017 Communication and Marketing Strategy

Board of Trustees Meeting

December 2, 2016

A Division of the Department of State Treasurer

2017 Communication and Marketing Strategy

- The State Health Plan is engaging members to become active health care consumers by enhancing their understanding of all their benefits and resources.
- This effort will include the ongoing programs and initiatives the Plan is promoting such as:
 - Health Literacy
 - Health Engagement Program
 - Diabetes Prevention Program
 - Open Enrollment
 - Pre-65 Outreach Promotion
 - Health Benefit Representative Enhanced Training & Resources



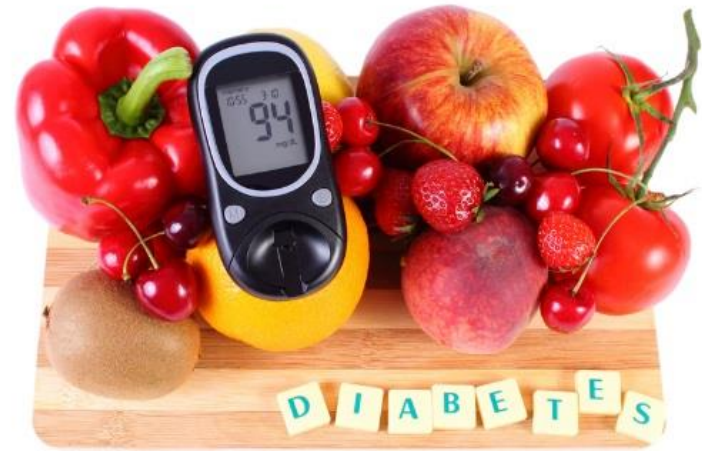
State Health Plan 101 Webinar Series

- Over the course of 2016, the Plan offered monthly webinar series on a variety of topics to assist members in understanding their benefits.
- These webinars gained popularity as the year progressed and were a great tool to use before and during Open Enrollment.
- These are advertised on our website and through our e-newsletters.
- We plan to continue this offering on a variety of topics to build the health literacy of our members.



Targeted Member Communication

- The Plan will continue to work with ActiveHealth Management and Buck Consulting on ways to educate members on a variety of health topics. These efforts include targeting certain conditions, sending out screening reminders and sharing other topics dictated by data trends.
 - Managing Diabetes
 - Bundled Knee Replacement Program
 - Cancer Screenings
 - Blue Options Designated Provider Education



Consumer-Directed Health Plan Education

- The new year will mark the opportunity to remind members enrolled in the CDHP how the plan works and offer details for those who may be new to the plan.
- Direct mailers will be sent and webinars will be offered to supplement the effort.
- Other important reminders regarding the plan will include Health Reimbursement Account incentives:
 - Health Engagement Program
 - Selected Primary Care Provider visits
 - Blue Options Designated Providers and Hospitals



2017 Retiree Outreach (*Pre-65 Population*)

- In 2016, the Plan conducted 40 meetings across the state with 3,928 members attending.
 - 2014: 1,119 (40 meetings)
 - 2015: 2,033 (38 meetings)
 - 2016: 3,928 (40 meetings)
- We surveyed registered attendees, and 90% of those that responded said the meeting was helpful and easy to understand regarding their health plan options at retirement.
- The Plan will continue to offer “Navigating Your State Health Plan Benefits and Medicare” outreach meetings in 2017.
- Given the topic’s popularity and interest, the Plan will be looking to add webinars and a Telephone Town Hall to enhance this outreach



HBR Enhanced Training and Resources

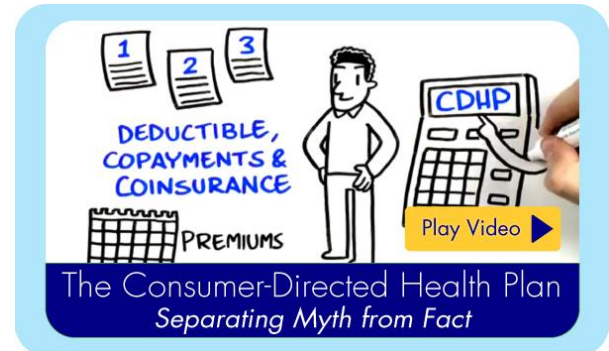
- HBRs continue to hold the front lines between the Plan and our active members. Providing them with training and resources is critical to their ability to process enrollment tasks as well as aid in members' understanding of their benefits.
- In 2017, the Plan will engage HBRs with the following:
 - Continue the monthly HBR webinars
 - Continue offering quarterly trainings
 - Enhance the Plan's online library of training resources
 - Improve new employee onboarding resources


Online Tools

- The Plan will continue to provide online tools and resources through the website to encourage members to be more active consumers of healthcare information.
- The Plan is working to launch new tools on the website:
 - A “New Employee Resource” page dedicated to new hires
 - A “Resource” page for easy to find, frequently asked questions
- The Plan is also working with Buck to develop a short video regarding the Health Engagement Program to entice more members to enroll.



 **2017 Health Benefits Estimator**
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