



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Annual Enrollment Outreach Plan

Board of Trustees Meeting

August 1, 2014

A Division of the Department of State Treasurer

Annual Enrollment Communications-Actives/Non-Medicare Retirees

- Decision Guide (Sept)
- Reminder Postcard (Oct)
- Webinars (Sept-Oct)
- SHP Website

The screenshot shows the homepage of the North Carolina State Health Plan website. At the top, there is a navigation bar with links for Home, My Medical Benefits, My Pharmacy Benefits, NC HealthSmart, Medicare/Patrol Medical Benefits, and Health Benefits Representatives. Below the navigation bar, there are several promotional banners: one for 'Thinking how to save on health costs? We've got ideas.' featuring three women meditating; another for 'NC HealthSmart Personal Health Portal Click Here' featuring a woman's face; and a third for 'Find a Doctor' featuring a woman in a white lab coat. Below these banners, there is a 'Welcome to the NC State Health Plan' section with a Facebook icon and a 'Quick links' section with a list of links including '2014 Rate Calculator', '2014 Rate Sheets', 'Member Services', 'My Rx Choices', 'Important Forms', 'Newsroom', 'Contact Us', and 'About Us'.

2015 Annual Enrollment YOUR STATE HEALTH PLAN DECISION GUIDE



October 1-31, 2014

**North Carolina
State Health Plan**
FOR TEACHERS AND STATE EMPLOYEES
A Division of the Department of State Treasurer

Annual Enrollment Communications-Medicare Retirees

- Outreach Meeting Invite Mailer (Aug)
- Decision Guide (Sept)
- Reminder Postcard (Oct)
- SHP Website
- Outreach Meetings

The screenshot shows the North Carolina State Health Plan website. At the top, it says "North Carolina State Health Plan FOR TEACHERS AND STATE EMPLOYEES A Division of the Department of State Treasurer". The navigation bar includes links for Home, My Medical Benefits, My Pharmacy Benefits, NC HealthSmart, Medicare Retiree Medical Benefits, and Health Benefits Representatives. The main content area features a banner for "Thinking how to save on health costs? We've got ideas." with an image of three people meditating. Below this is a "Welcome to the NC State Health Plan" section with a Facebook link. To the right, there are sections for "NC HealthSmart Personal Health Portal", "Find a Doctor", and "Sign up for MEMBER FOCUS". A "Quick links" section is also visible, listing items like "2014 Rate Calculator", "2014 Rate Sheets", "Member Services", "My Fix Choices", "Important Forms", "Newsroom", "Contact Us", and "About Us".

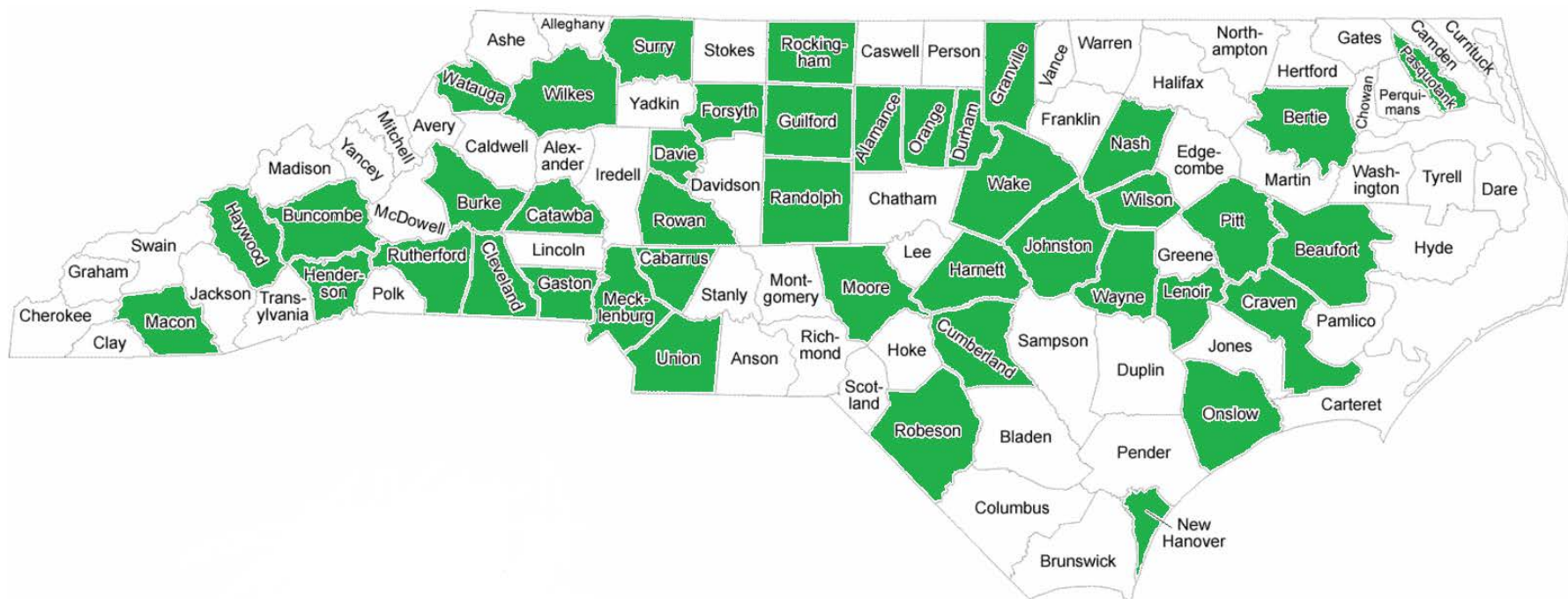
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Annual Enrollment – Medicare Outreach Meetings



- 72 meetings in 42 counties have been scheduled
- SHP, Humana, UHC and BCBSNC will present at each meeting
- Representatives from SilverSneakers will be in attendance

Annual Enrollment: Call Center

Aon Hewitt will be supplementing the Benefitfocus Call Center by handling Retiree enrollment calls during Annual Enrollment (AE).

- **Enrollment Calls** – Members will continue to call the same number as they have always called for enrollment.
- **Call Prompt** – A call prompt will be added to the beginning of the call advising members to press a number for Retiree Annual Enrollment assistance.
- **Routing** – Members who select the Retiree Annual Enrollment assistance option will be routed to the Aon Hewitt Call Center
- **Enrollment** – Aon Hewitt will facilitate the call and enter the enrollment into eEnroll, the Benefitfocus enrollment tool.
- **Misrouted Calls** – Undoubtedly, some active members will select the Retiree Annual Enrollment option in error and end up in the Aon Hewitt Center and some Retirees will end up in the Benefitfocus Call Center. No matter who takes the enrollment call, it will be handled by the representative who answers.
- **Post Annual Enrollment** – Benefitfocus will resume taking all Retiree calls post Annual Enrollment.