



*North Carolina*  
**State Health Plan**  
FOR TEACHERS AND STATE EMPLOYEES



## **New Medicare Primary Outreach Program**

*Board of Trustees Meeting*

March 27, 2014

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*A Division of the Department of State Treasurer*

# Overview

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- Medicare Primary Education – Lessons Learned
- Medicare Primary Education Outreach Programs
  - Members
  - Partners
  - HBRs

# Medicare Primary Education – Lessons Learned

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## Lessons learned from Open Enrollment

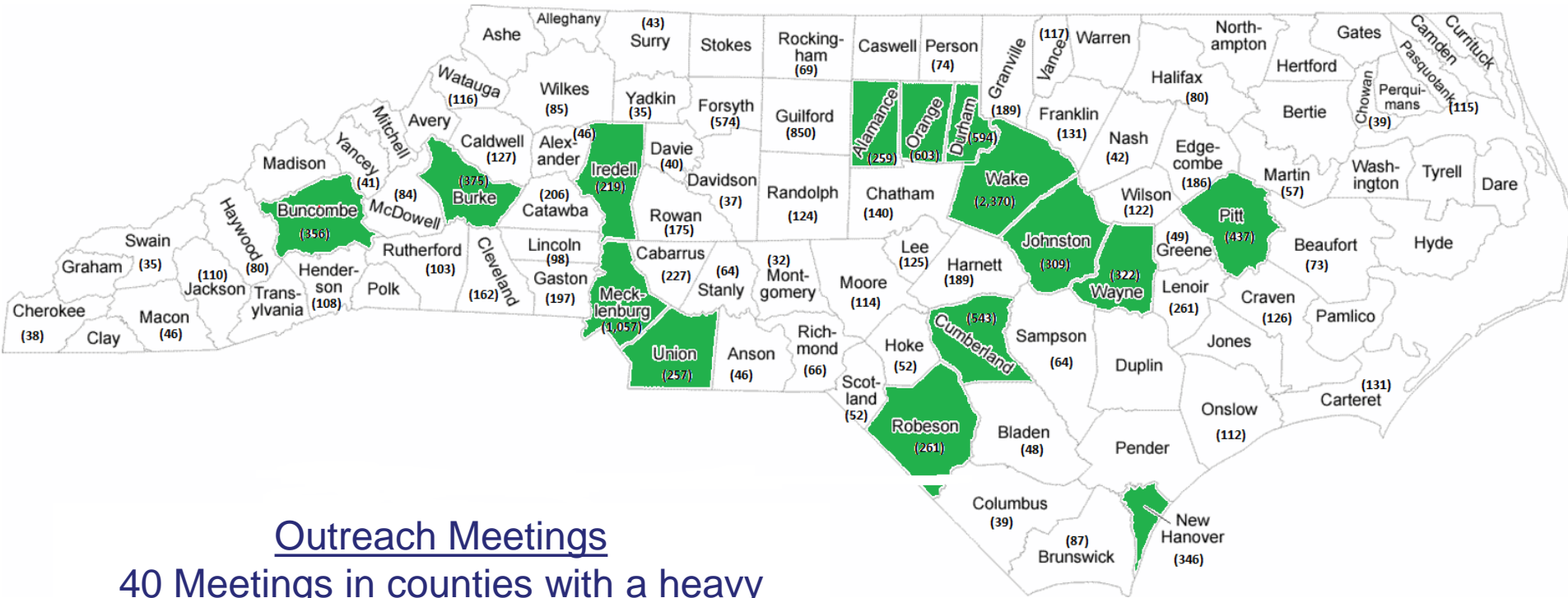
- 1. Face to Face Meetings** – There is no substitute for face to face meetings with plenty of time for questions and answers.
- 2. Partner Education** – It's not just the retirees that need to be educated. Our partners such as the Retirement Systems, SHIP and the HBRs need to be fully trained.
- 3. Printed Materials** – Everyone needs to have the same documentation with a consistent message.

# Education Outreach Programs

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- Plan staff is providing additional training to:
  - Retirement System's Call Center/Membership Team
  - SHIP Call Center and State-wide Coordinators
- Engagement of members turning 65 in the next 12 months:
  - Outreach meetings across the state
  - New Collateral

# Members Turning 65 in the Next 12 Months

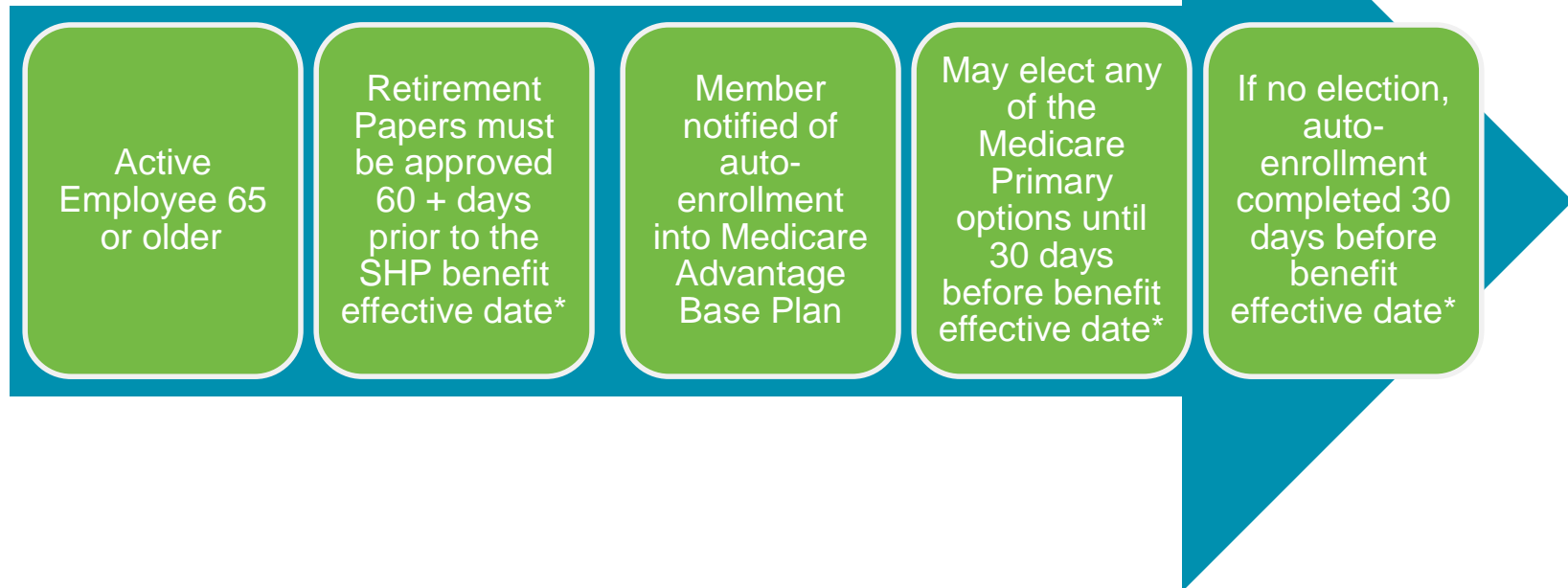


## Outreach Meetings

40 Meetings in counties with a heavy population of members turning 65 in the next 12 months.

# Medicare Primary Education: New Retirees

Retirement approved at least 60 days prior to effective date of retiree *health coverage*



*\*The SHP benefit effective date is the first of the month following the retirement effective date. For example: If the retirement date is January 1, the SHP benefit effective date is February 1.*

# Medicare Primary Education: New Retirees

Retirement approved less than 60 days prior to effective date of retiree *health coverage*

Active employee 65 or older

Retirement papers processed and approved 59 days or less prior to retiree health coverage effective date.

Medicare Advantage Options Not Available

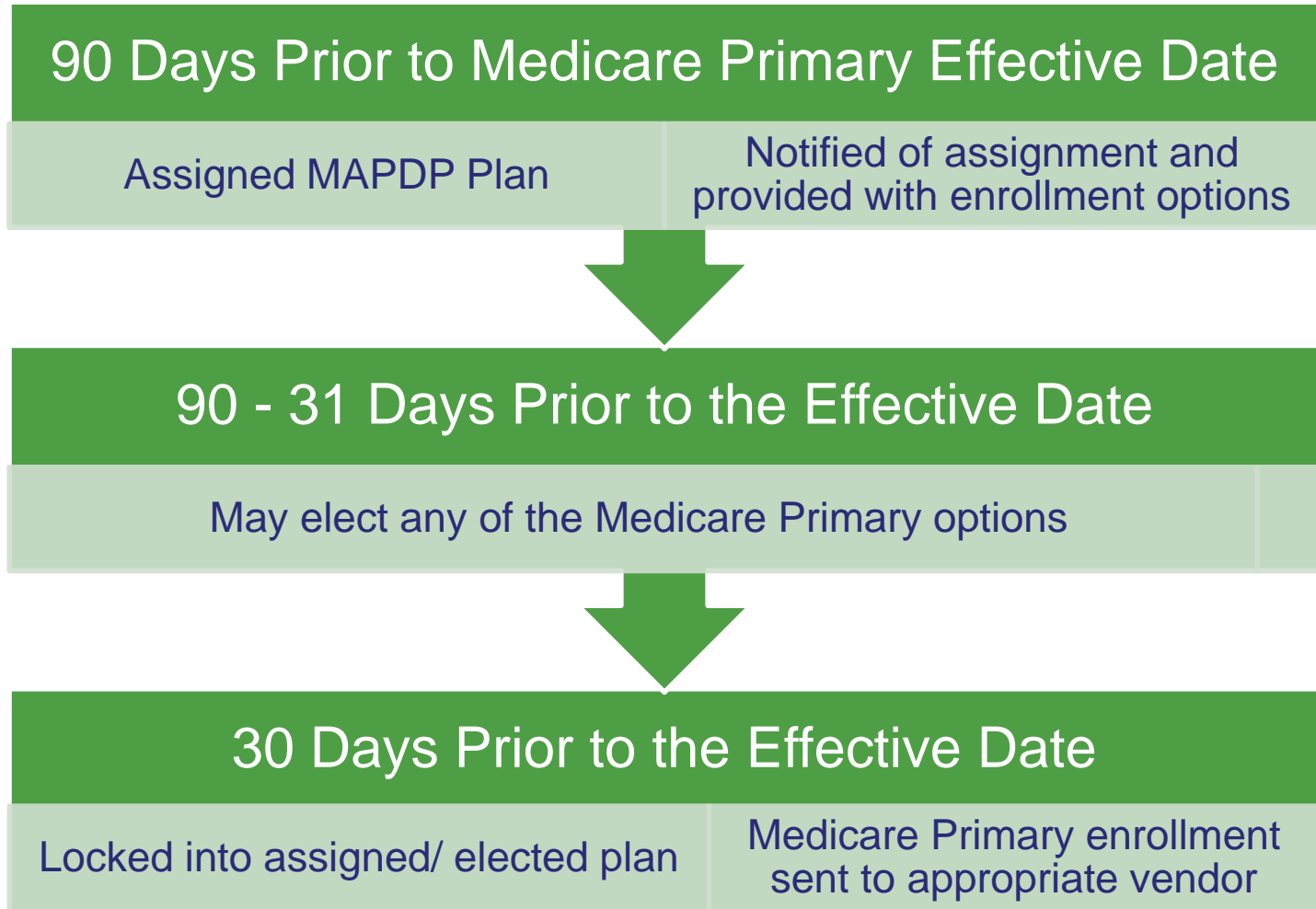
Will be auto-enrolled into the Traditional 70/30 plan 30 days before effective date.

Next Open Enrollment

Will have access to all Medicare Advantage options during the next Open Enrollment Period.

# Medicare Primary Education: Retirees/Dependents turning 65

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# Education Outreach-*HBRs*

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- Ongoing communication through Newsletters and email Alerts
- Provide collateral for potential retirees for their employees
- HBR webinars
- Outreach meetings (invite HBRs along with members)