



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Medicare Primary and Open Enrollment Outreach

Board of Trustees Meeting

May 30, 2014

A Division of the Department of State Treasurer

Medicare Advantage Member Outreach Efforts

Humana Member Outreach Efforts

Jan Feb March April May June July Aug Sept Oct Nov Dec

❖ Welcome Calls / Humana Health Assessment to New Members and Ongoing Follow-Up Calls

❖ Guidance Center HAO Walking Program – Greensboro, Raleigh

❖ Events Page Live on Humana's Dedicated NCSHP Landing Page

❖ New Member Orientation Events with Silver Sneakers

❖ Locations Finalized

❖ BH2U Meetings

❖ Locations Finalized

❖ AE Meetings

❖ Tent. Dates: 9/8-10/24

❖ NCRGEA District Meetings

❖ April 22-25; Charlotte, Gastonia, Concord

❖ Humana Vitality / WellBeing Tour

❖ Locations TBD

❖ NCRGEA District Meetings

❖ October 2014; Wilkesboro, Boone, Hickory, Statesville, Cullowhee, Asheville, Hendersonville

Humana Member Outreach Efforts

- Welcome Calls/Humana Health Assessments
 - 40% participation rate with Health Assessments
 - 54% of participants have been referred to clinical programs
- SilverSneakers Participation
 - More than 2,000 members have enrolled
- Invalid Phone Number Communication Piece
- In-Home Assessment Co-Branded Letters
- Humana Vitality Packets

Humana Vitality®

Humana Member Outreach Efforts

New Member Orientation Events: March 31 – May 28

Purpose: To educate members on their Humana benefits, give them an opportunity to ask questions about their plan, and highlight the SilverSneakers' program

- Total number of events: 48
- Main locations: Asheville, Charlotte, Winston-Salem, Greensboro, Raleigh, and other towns around the state
- Invitations were sent to all NC resident addresses; RSVPs are required
- Shared invitation with key partners:
 - Provider partners will help promote events at their offices
 - NCRGEA posted invitation on its website as another way to promote events

Humana Member Outreach Efforts

New Member Orientation Events: March 31 – May 28

- Anticipate meeting with **more than 1,000 retirees**
- Frequent questions:
 - Do I still have Medicare?
 - Is Original Medicare billed as primary?
 - How does the Medicare Advantage plan work?
 - Why do I only have one ID card?
 - Does Tricare coordinate with my benefits?
 - Do I have international coverage?
 - Am I responsible for initiating prior authorizations?
 - What is the difference between copays and coinsurance?



Humana Member Outreach Efforts

Bringing Humana to U: June/July

Purpose: To educate members on their Humana benefits, value-added services, and showcase the SilverSneakers' program

- Proposed number of planned events: 18-20
- Proposed timeframe: June/July 2014
- Target areas include more rural locations; 20 mile radius
- BH2U events are typically hosted at SilverSneakers' facilities
- Members are given a tour of the facility and encouraged to sign up on-site



UnitedHealthcare Outreach Efforts

Programs	Timeline
HouseCalls	Ongoing
Health Risk Assessment	Ongoing
Solutions for Caregivers	Spring Mailer
Annual Wellness Direct Mail and Emails	April 2014
Benefits U Healthfair	March 2014
New Medical EOB Mailer	March 2014
Diabetes Opt In and Birthday Blast Emails	March 2014 – Ongoing
hiHealthInnovations Mailer	Feb 2014
Positivity Kit	Feb 2014

UnitedHealthcare Outreach Efforts

Benefits U - Member Engagement

- An opportunity for new North Carolina State Health Plan members to get more value out of their health benefits by attending a healthfair. The events were designed to facilitate engagement with retirees. Healthfairs were held on March 17 in Greensboro and March 18 in Raleigh.
- Members spoke with Customer Service Reps to ask questions about their claims or benefits.
- Members spoke with onsite pharmacists to:
 - Review prescription and over-the-counter medications and answer question
 - **Discuss high risk medications**
 - **Address clinical concerns and formulary alternatives**
 - Look for safety issues
 - Discuss medication adherence
- Members spoke to representatives from HouseCalls and hiHealthInnovations to learn more about their programs.

UnitedHealthcare Outreach Efforts

Benefits U - Member Engagement

- Members received preventive screenings
 - 67 Screenings performed (Fasting was required to ensure most accurate results)
 - More than 130 screening appointments were made but due to an ice storm that hit Guilford and Wake Counties, many were unable to attend
- Benefits U Survey Results: (50 participated)
 - How helpful would you say Benefits U was?
Not helpful: 0 Somewhat helpful: 8=16% Very helpful: 42=84%
 - Did you learn anything today that will help you take better care of your health?
No: 4=8% Yes: 46=92%
 - As a result of attending Benefits U today, how do you feel about your UnitedHealthcare medical benefits plan?
Worse: 1=2% About the same: 13=26% Better: 36=72%

UnitedHealthcare Outreach Efforts

HouseCalls: Uniquely Impactful

Member Engagement	Status	Description
2,241	Completed	Had HouseCalls Visit
483	Scheduled	Scheduled for a Visit
3,652	Attempted	Called member, unable to reach or schedule a visit
2,692	Refused	Called, refused visit
11,863	Cancelled*	Visit cancelled via member or provider; Or made max call attempt to reach member; Or no valid phone number avail
3,249	Open	Scheduled for a call

UnitedHealthcare Outreach Efforts

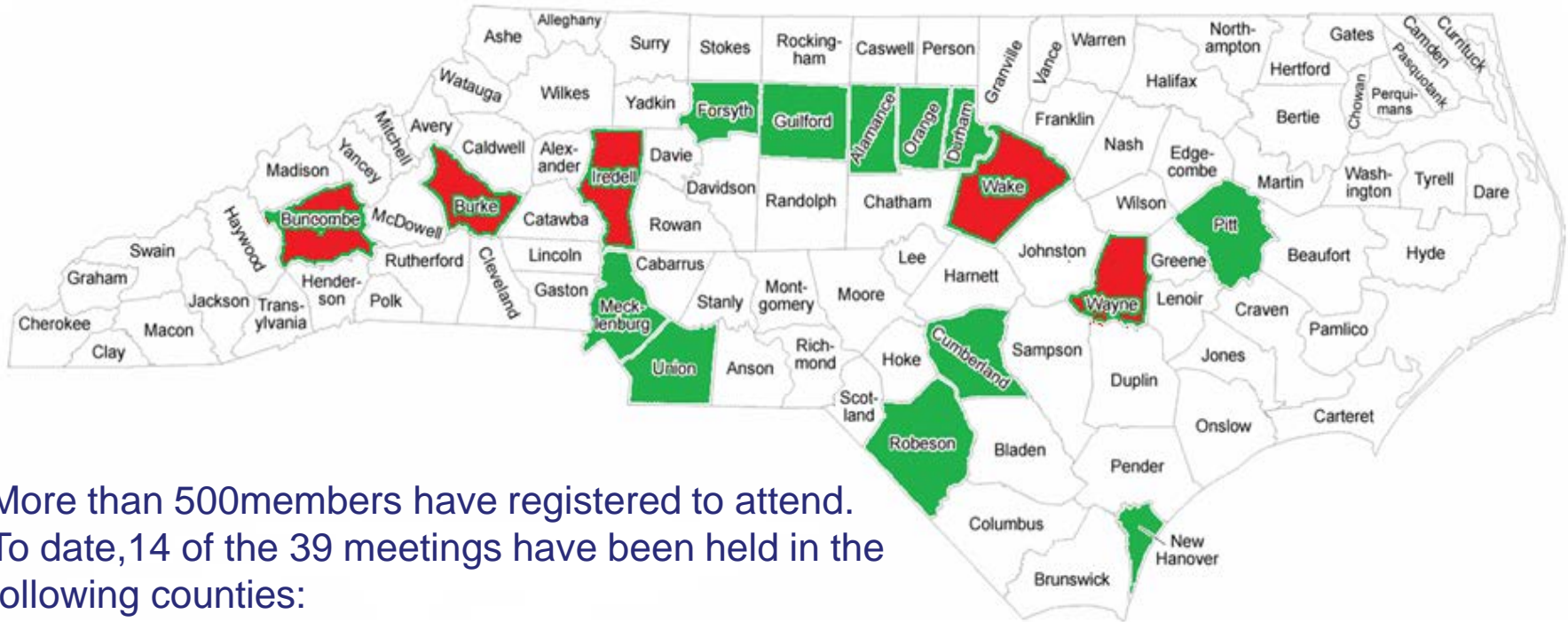
HRA (High Risk Assessment)

- 2014 Health Risk Assessment (Health Survey)--a CMS requirement for the Plan--within 90 days of new members enrolling in an MA plan. Members are **not** required to participate in the survey.

Number of Completed Assessment	Number of Refusal to Participate
30,343	21,570

Pre-65 Outreach Campaign Update

Pre-65 Outreach Sessions Update



- More than 500 members have registered to attend.
- To date, 14 of the 39 meetings have been held in the following counties:
 - Buncombe
 - Burke
 - Iredell
 - Wake
 - Durham
 - Wayne
- 378 members have been in attendance

Red = Events completed
Green = Events scheduled

2015 Open Enrollment Outreach Plan

Active/Non-Medicare Primary Member Outreach

HBR Trainings	
Webinars	August
Face-to-Face Sessions	August
NC Flex HBR Meetings (State Agencies)	September
Member Direct Mailings	
Decision Guide	September
Reminder Postcard	October
Member Outreach Meetings	
Webinars	September-October
Partner Outreach	
Ongoing Communication	September-October

Retiree/Medicare Primary Outreach

Direct Mailings	
Outreach Meeting Invitation	August
Decision Guide	September
Reminder Postcard	October
Outreach Meetings	
More than 80 meetings statewide	September-October
Retirement Association Partnerships	September-October