



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



## Communications Update

*Board of Trustees Meeting*

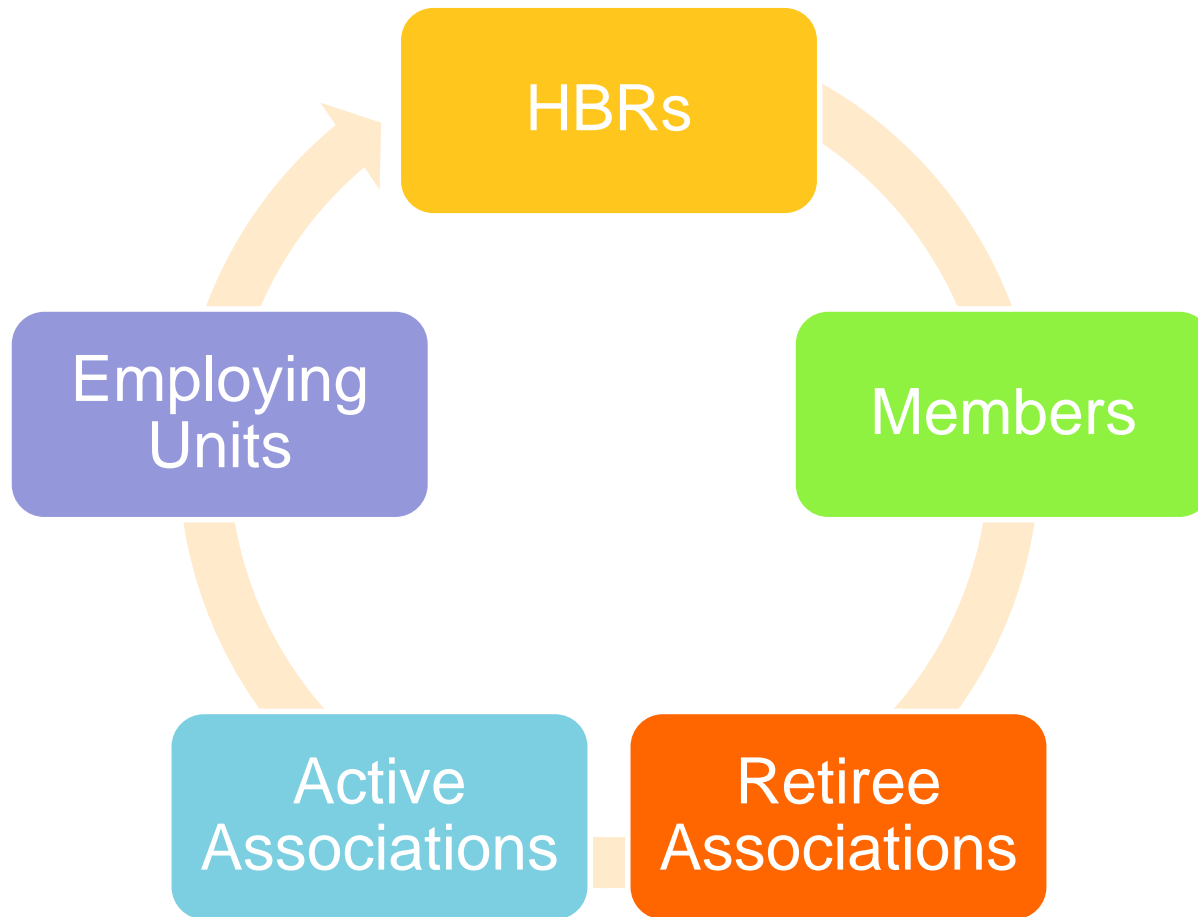
September 27, 2013

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*A Division of the Department of State Treasurer*

# Communications Strategy

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- 72 sessions were completed across 53 counties in 30 days, including 2 webinars.
- 1,556 HBRs have attended training sessions.
- 90% of those who attended RSVP'd.
- 85.7% of those attended completed a survey.
- 80% of those surveyed either agreed or strongly agreed training was helpful.
- 4,449 clicks to HBR web page for the month of August.

# HBRs – The Next 90+ Days

HBRs

Employing  
Units

	SEP	OCTOBER				NOVEMBER				DECEMBER			
	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/9	12/16	12/23	12/30
Internal SHP Training													
Stakeholder / Association Outreach													
HBR Training													
Website													
HBR PPT													
Secure Training Locations													
Promote Training via eBlast													
Open Enrollment Communication		X	X	X	X								
Training Materials													
HBR Hotline													
Polling													

Legend	
HBRs	
Indicates Mail / eMail Drop Week	
Indicates completed	

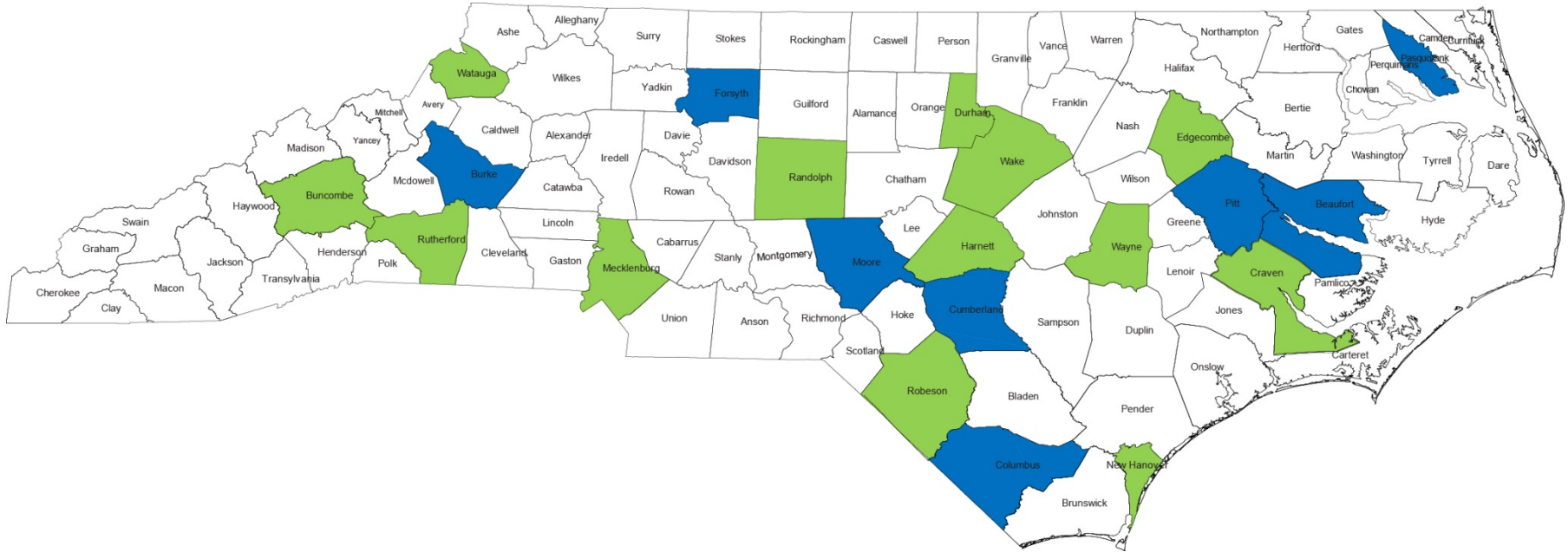
- Newsletters were mailed week of Aug. 12.
- Decision Guides mailed week of Sept. 16.
- Health Assessment (HA) postcard mailed Aug. 23.
- Smoking Resource postcard mailed Sept. 23.
- Nearly 20,000 HAs have been completed since Aug. 16, an increase of 45% from July.
- As of Sept. 20, more than 1,800 members have attended sessions, 28% of those who attended completed a survey.
- Of those surveyed, 88% have stated that they are “...most likely to participate in Wellness Premium Credits to reduce premium.”
- During Aug., SHP website received 52,462 clicks to 2014 Open Enrollment web page. Of those, 34,190 were unique visitors.
- As of Sept. 19, the first member video received 15,136 clicks.

# Active / Non-Medicare Retirees – *The Next 90+ Days*

	SEP	OCTOBER				NOVEMBER				DECEMBER			
	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/9	12/16	12/23	12/30
<b>Active / Non-Medicare Primary Retiree Members</b>													
<i>Website (Actives)</i>													
<i>Rate Tool</i>													
<i>Active Member Videos</i>	2	3		4									
<i>Member Newsletter</i>													
<i>Health Assessment Postcard</i>													
<i>Actives Facebook Messaging</i>	X	X	X	X	X				X				
<i>Enrollment Guides</i>													
<i>Smoking Resource Postcard</i>													
<i>Member Reminder Postcard</i>		X											
<i>Member Non-Responder Postcard</i>						X							
<i>Enrollment Tour</i>													
<i>Active Polling during Info Sessions</i>													

Legend	
Actives / Non-Medicare Primary Retirees	
Indicates Mail / eMail Drop Week	X
Indicates completed	

## Meeting Locations



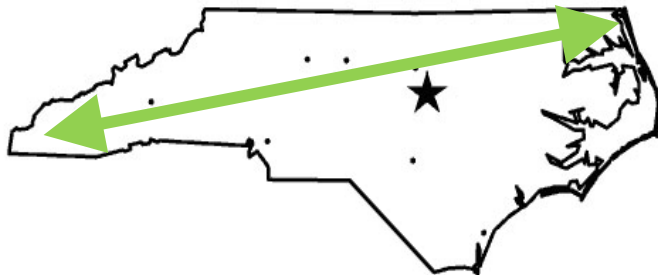
Month of September



Month of October

Information Session and  
Enrollment Tours Outreach

**45 Meetings**



## Number of Sessions / County

Wake = 17

Durham, Mecklenburg, and

Wayne = 2 each

Buncombe = 4

One meeting each for  
Beaufort, Burke, Columbus, Craven  
Cumberland, Edgecombe, Forsyth,  
Harnett, Moore, New Hanover,  
Pasquotank, Pitt, Randolph,  
Robeson, Rutherford, and  
Watauga counties

12 member webinars



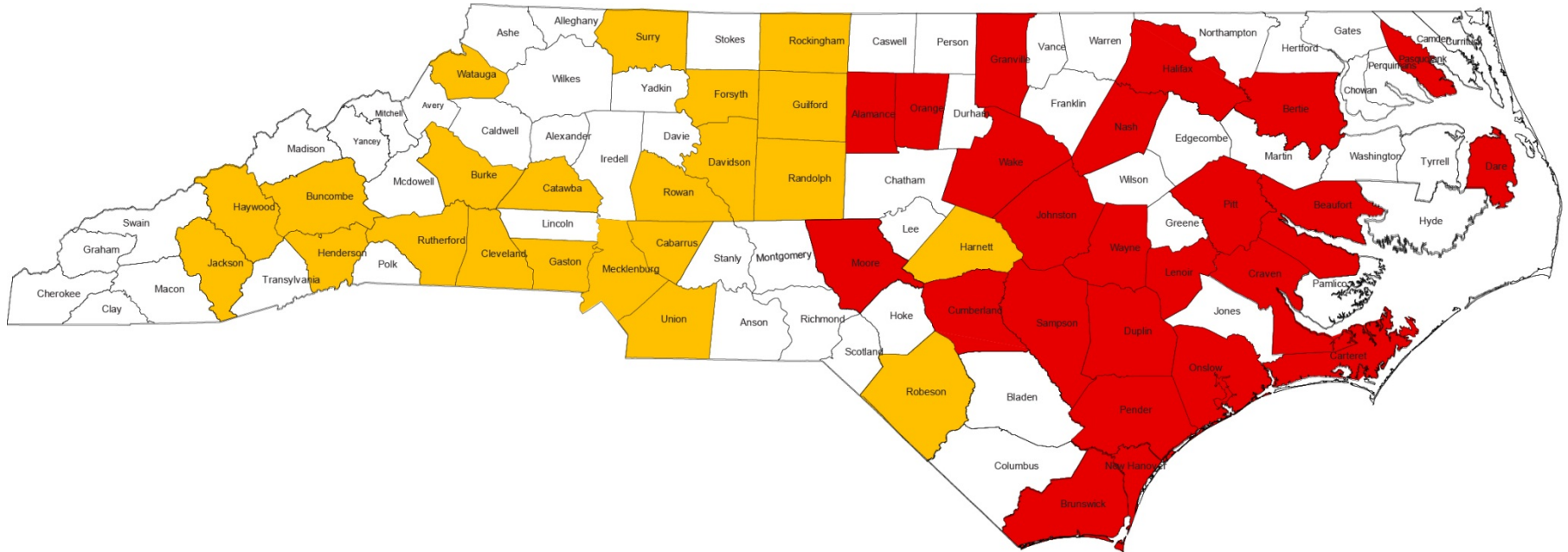
- Newsletters were mailed week of Aug. 12.
- Decision Guides and MAPDP Enrollment kits were mailed week of Sept. 16.
- As of Sept. 20, 7,317 have attended Outreach Events.
- Of those in attendance, 28% completed surveys.
- Of those surveyed, 57.5% agree and strongly agree that SHP is offering more choices, while 27% stayed neutral.
- Of those surveyed, 38.5% agreed or strongly agreed that “...*the MAPDPs offer an opportunity to save money,*” while 47.5% stayed neutral.
- Of those surveyed, 66.5% agreed and strongly agreed that the presentation held their attention.
- Of those surveyed, 61.5% agreed and strongly agreed that they now have a better understanding after having attended an Outreach Event.
- During Aug., SHP website received 11,034 clicks to the 2014 Medicare Primary Open Enrollment webpage. Of those, 7,565 were unique visitors.



# Medicare Primary Retirees – *The Next 90+ Days*

	SEP	OCTOBER				NOVEMBER				DECEMBER			
	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/9	12/16	12/23	12/30
<b>Medicare Primary Retiree Members</b>													
<i>Website (Retirees)</i>													
<i>Member Newsletter</i>													
<i>Retirees Facebook Messaging</i>	X	X	X	X	X	X			X				
<i>Enrollment Guides</i>													
<i>Retiree Reminder Postcard</i>		X											
<i>Retiree Non-Responder Postcard</i>						X							
<i>Outreach Events</i>													
<i>Retiree Polling during Info Sessions</i>													
<i>Robo Outbound Calls</i>		X											

Legend	
Medicare Primary Retirees	
Indicates Mail / eMail Drop Week	X
Indicates completed	

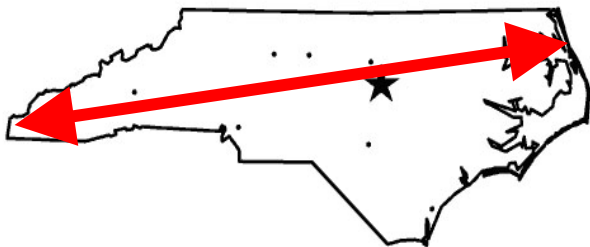
## Meeting Locations



 Month of September  
 Month of October

Medicare Primary  
Outreach Events

**134 Meetings**



## Number of Sessions / County

Wake = 24

Mecklenburg and Orange = 6 each

Forsyth and Guilford = 4 each

Alamance, Cumberland, Harnett, Johnston,  
Lenoir, New Hanover, Rockingham = 3 each

Beaufort, Brunswick, Buncombe, Burke,  
Cabarrus, Carteret, Catawba, Cleveland,  
Craven, Davidson, Gaston, Granville, Haywood,  
Henderson, Horry (SC), Nash, Onslow,  
Pasquotank, Pitt, Pittsylvania (SC), Randolph,  
Robeson, Rowan, Rutherford, Sampson, Surry,  
Union, and Wayne counties = 2 each

One meeting each for  
Bertie, Brevard (FL), Dare, Duplin, Halifax,  
Jackson, Lake (FL), Moore, Orange (FL),  
Pender, Pinellas (FL), Watauga, and York (SC).

# Medicare Primary Retirees

Members



- As of Sept. 20, more than 15,000 RSVP'd for Outreach Events.
- As of Sept. 20, 7,317 have attended Outreach Events.



# 2013 Timeline

Members

September

October

November

December

Active / Non-Medicare  
Primary Retiree

Enrollment Tour

After Action Review

Member Materials Mailed

Open Enrollment

Retiree Outreach Events Sep. 3 – Oct. 25

Information Sessions

(Sep. 4 – 30)

Decision Guide  
Mailing

Retiree  
Robo Calls

Non-Responder  
Postcard  
Mailing

ID cards and  
Welcome Kits  
Mailed

Rate Tool and  
Rates posted  
to web

Video #2  
posted to web

Video #4  
posted to web

Enrollment  
Reminder  
Brochure  
Mailing

Video #3  
posted to web

Smoking  
Resource  
Postcard  
Mailing

## Ongoing Communication Activities

- ✓ Facebook Posts
- ✓ Electronic Newsletters
- ✓ Posters
- ✓ Website

# The BIG Picture

	AUGUST				SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER			
	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/9	12/16	12/23	12/30
<b>Internal SHP Training</b>																					
<b>Stakeholder / Association Outreach</b>																					
<b>HBR Training</b>																					
Website	LAUNCH																				
HBR PPT																					
Secure Training Locations																					
Promote Training via eBlast																					
Open Enrollment Communication		X	X	X	X	X	X	X		X	X	X	X								
Training Materials																					
HBR Hotline																					
Polling																					
<b>Active / Non-Medicare Primary Retiree Members</b>																					
Website		LAUNCH																			
Rate Tool																					
Active / Non-Medicare Primary Retiree Videos	1								2	3		4									
Member Newsletter		X																			
Health Assessment Postcard																					
Actives / Non-Medicare Primary Retiree Facebook Messaging			X	X	X	X	X	X	X	X	X	X	X				X				
Enrollment Guides																					
Smoking Resource Postcard																					
Member Reminder Postcard										X											
Member Non-Responder Postcard														X							
Enrollment Tour																					
Active / Non-Medicare Retirees Polling during Info Sessions																					
<b>Medicare Primary Retiree Members</b>																					
Website			LAUNCH																		
Member Newsletter			X																		
Retirees Facebook Messaging			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Enrollment Guides																					
Medicare Primary Retiree Reminder Postcard										X											
Medicare Primary Retiree Non-Responder Postcard														X							
Outreach Events																					
Medicare Primary Retiree Polling during Info Sessions																					
Robo Outbound Calls										X											

Legend	
HBRs	
Active / Non-Medicare Primary Retirees	
Medicare Primary Retirees	
Indicates Mail / eMail Drop Week	
Indicates completed	

# Open Enrollment Materials

Members



To see the second member video, go to:  
<http://elearning.shpnc.org/2014-open-enrollment/>