



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



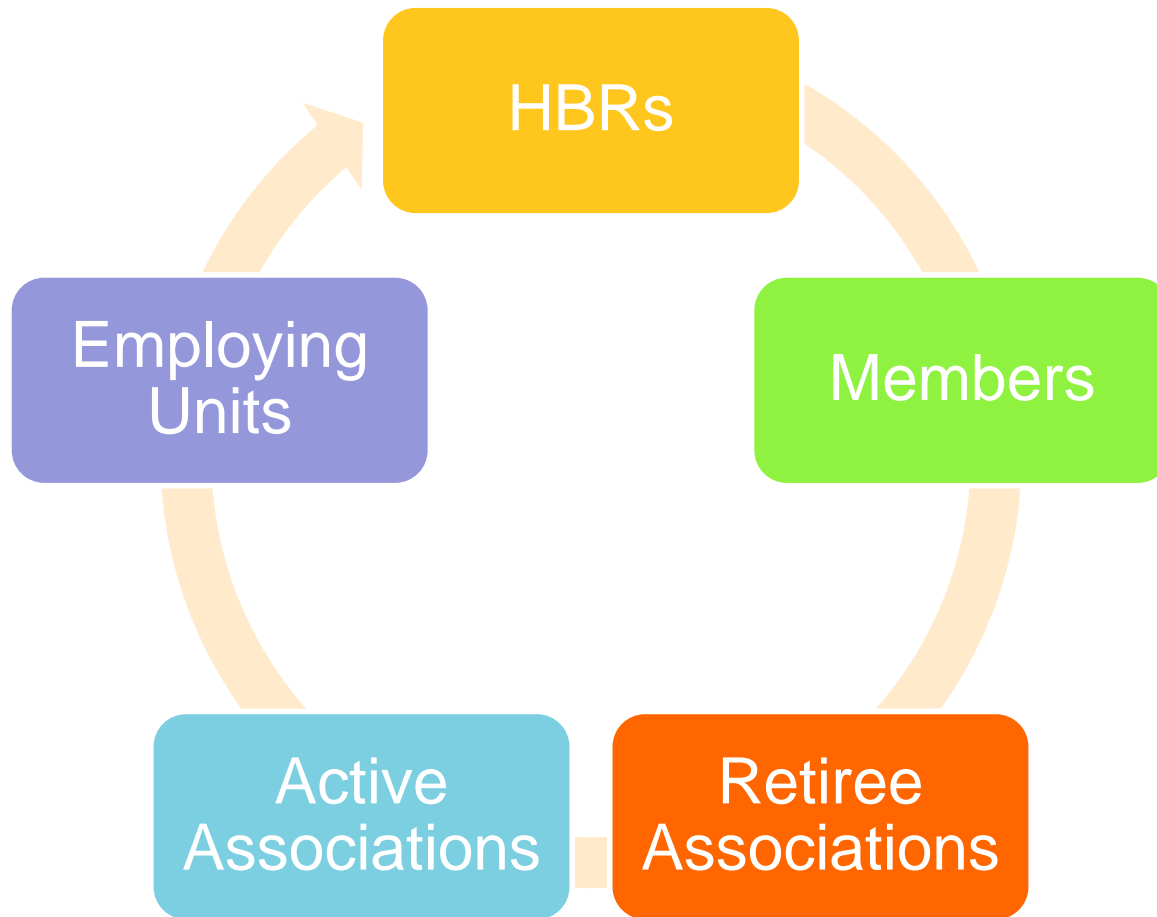
Communications Update

Board of Trustees Meeting

May 24, 2013

A Division of the Department of State Treasurer

Communications Strategy



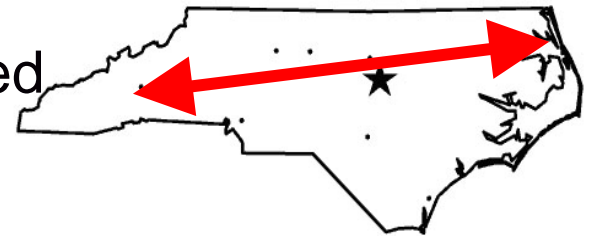
Ongoing Communication Efforts

- NC Retired School Personnel Association
 - Presented at 3 district meetings (~200 retirees)
- North Carolina Retired Governmental Employees' Association
 - Presented at 6 district meetings (~1,100 retirees)
- Annual Enrollment HBR Trainings
 - Conducted 11 trainings in April (~600 HBRs)
 - Community College Finance Meeting (~400 Finance/HR)
- Cross Promotion with State Retirement Systems
- NC Medical Society
- Seniors' Health Insurance Information Program
- Join us on Facebook!



Activities:

- 57 training locations have been secured
- 1-800 number goes live July 1, 2013
- Training materials currently being developed



Upcoming Milestones

- SHP announces training dates June 3, 2013
- Training sessions begin on July 8, 2013

Member Outreach-*Actives and Non-Medicare* Progress Report

Members

Activities:

- September will feature “Member Information Sessions”
 - 7 locations, 2 webinars secured
- October will feature an “Enrollment Tour”
 - 14 locations secured

Upcoming Milestones

- Member video production begins in June
- Initial mailers finalized in June

Video	Content
Video #1: Overview	Intro w/State Treasurer for “Overview of New Plans”
Video #2: Comparing Plans	Self-directed “Comparing Plan Options”
Video #3: All about CDHP	How the Consumer-Directed Health Plan Works
Video #4: Enrollment	Self-directed “What You Need to Know to Enroll”

Member Outreach-Medicare Retirees Progress Report

Members

Activities:

- UHC is in the process of securing 122 locations in NC, VA, SC and FL.
- Humana will be setting up a 1-800 line for retirees to RSVP

Upcoming Milestones

- Materials development finalized in June

