2018 Communication Strategy

- Social Media
- Active & Retiree Webinars
- Open Enrollment Communication
- Health Benefit Representative Training
- Outreach Onsite Meetings
- Partnership with NC Retirement Systems

State Health Plan Member

SHPNC.ORG Website
## Customer Experience & Communications Goals

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<th>Messaging Goals</th>
<th>Objectives</th>
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| **Building Sustainability through Educated Consumerism** | • Educate members on the value of their State Health Plan benefit.  
• Inform members on the relationship between the Plan and its vendors (Blue Cross, CVS).  
• Convert members from participants to fans to partners. |
| **Reducing Complexity**                      | • Evaluate all points of member-facing communications in an effort to simplify benefit messaging and emphasize the value.  
• Implement streamlined messaging throughout all communication avenues. |
| **Building Value**                           | • Reinforce to members the value of the programs and resources available as part of their State Health Plan benefit. |
| **Enhancing HBR Outreach & Education**       | • Identify new and innovative ways to engage HBRs.  
• Build additional training and resources to assist HBRs with their duties as they relate to the Plan. |
HBR Enhanced Training and Resources

- HBRs continue to play a critical role in educating active members on their Plan benefits.
- Providing HBRs with training and resources is necessary to educate/train them on Plan rules and processes to ensure they are carrying out their HBR duties correctly.
- In 2018, the Plan will engage HBRs with the following:
  - Continue the monthly HBR webinars
  - Continue offering quarterly on-site trainings for new HBRs
  - Enhance the Plan’s online library of training resources
  - Launch a training resource solution, “HBR University,” to enable the Plan to better track and enforce regular training
2018 Member Outreach

• Offer monthly active and retiree webinars on a variety of Plan benefit topics.
• Partner with the Retirement Systems for coordinated outreach.
• Continue to offer the “Navigating Your State Health Plan Benefits and Medicare” informational sessions with 40 sessions planned this year.
  • The Plan is also hosting webinars to offer members the ability to learn while in the comfort of their own home.
  • The first webinar had more than 400 people attend!
## Communication Topics: A Look Ahead

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<th>Topic</th>
<th>Timeframe</th>
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<td>HBR University</td>
<td>Spring 2018</td>
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<td>New EOB Design</td>
<td>Summer 2018</td>
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<td>New SHPNC.org Website</td>
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<td>eBenefits Name Change</td>
<td>Summer 2018</td>
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<td>Population Health Management Communications</td>
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<td>Open Enrollment Communications</td>
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<td>New Member ID Card</td>
<td>Winter 2018</td>
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Samples of New ID Card

In-Network Member Copay
- Selected PCP: $10
- Designated Specialist: $45
- Specialist: $85
- Physical/Occupational/Speech Therapy, Chiropractic: $52
- Urgent Care: $70
- ER: $300 + Ded ** + 20% *

* same for out-of-network

** Deductible

FRONT

Paid by YOU and other NC Taxpayers

JOHN DOE 01
Subscriber: JANE DOE

Subscriber ID: YPYW12345678

Department of State Treasurer

Date Issued: 01/01/2019
Group No: SR1009

RXBIN/RXPCN: 004336
ADV/RXGRP: RX0274

Primary Care Provider (PCP)
Walter Fowler
Novant Health Durham
919-477-6900

BlueOptions 80/20 Plan

State Health Plan Administered by:

BlueCross
BlueShield

Average Premiums Paid

Employers Pay: $3,104,000,000

18% 82%

Members Pay: $689,000,000

Claims may be subject to review. For nonparticipating providers, members are responsible for ensuring the prior review/cert is obtained. For non-NC providers, members are responsible for ensuring the prior review/cert is obtained for Professional and/or outpatient services.

BlueCross and BlueShield of North Carolina, an independent licensee of the BlueCross and BlueShield Association, provides administrative services only and does not assume any financial risk for claims.

Phone
Benefits & Claims ..................... 888-234-2416
Eligibility & Enrollment .............. 888-859-0966
Find Non-NC Providers .............. 800-810-2583
Provider Service .................... 800-214-4844
Prior Review/Certification .......... 800-672-7897
Mental Health/Substance Use ...... 800-367-6143
Pharmacy Help Desk ................. 800-365-6331
CVS Caremark ........................ 888-321-3124

Mail
BlueCross and BlueShield of North Carolina
PO Box 30087
Durham, NC 27702-0035

Providers send claims to their local BlueCross BlueShield Plan

Online
SHPNC.org