



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Communications Update

Board of Trustees Meeting

Informational Report

January 26, 2016

A Division of the Department of State Treasurer

Comprehensive Marketing & Communication Plan

Comprehensive Marketing & Communication Plan

- Buck Consultants has completed their initial audit of the State Health Plan's communication efforts.
- The next step, based on the audit results, is to implement a comprehensive marketing and communications campaign aimed at engaging members to be active consumers of health care by improving their understanding of their benefits and resources.
- This effort will also include the ongoing programs and initiatives the Plan is promoting such as:
 - Health Literacy
 - Pre-65 Outreach Promotion
 - Health Engagement Program
 - Diabetes Prevention Program
 - Annual Enrollment



Health Engagement Program

2016 Health Engagement Program

- For all Members (≥ 18 yrs.) in the Consumer-Directed Health Plan (CDHP)
- For Members with certain chronic conditions in the CDHP
- Incent health engagement, healthy behaviors, and high value medical care
- Program to be delivered by the Plan's Population Health Management Vendor, ActiveHealth Management (AHM), and incentives delivered in coordination with Third Party Administrator, Blue Cross and Blue Shield of NC (BCBSNC)
- Program will launch April 1, 2016

Health Engagement Program: Healthy Lifestyles Component

- Available to all CDHP members, 18 years and older
 - Members can enroll online anytime during the calendar year; activities are incented only after enrollment
 - Members encouraged to complete Health Assessment at enrollment
 - Enrolled members stay enrolled for the Plan benefit year
 - Members must complete activities within a calendar quarter to earn HRA incentive funds
- Incented activities include:
 - Engagement with Lifestyle Coach
 - Tracking physical activity and/or nutrition
 - Activities tracked on Personal Health Portal, through a free app, or with a wearable device

Healthy Lifestyles Tracking Activities

- **Lifestyle Coach:** Can have as many calls as needed, third call triggers incentive.
- **Physical Activity:** Track 30 minutes of activity (any kind of physical activity) or 5,000 steps a day for minimum of 46 days over a 13-week period (50% tracking required to earn incentive).
 - This allows members to track activity intermittently, rather than continuously, allowing flexibility for the member
- **Nutrition:** Track daily intake (calories) for a minimum of 46 days over a 13-week period (50% tracking required to earn incentive)
 - Unlike physical activity, a minimum or maximum has not been assigned for caloric intake
 - *Year 1 goal is to raise awareness and mindfulness of one's daily intake*

Health Lifestyles Incentives

Healthy Lifestyles Component for All Members	Participation in Lifestyle Coaching (3rd call is incentivized) Earn up to 1 per CY	Participation in Tracking Exercise AND/OR Nutrition Earn up to 1 per Quarter Total of 4 per CY	Potential Total Incentive Funds Earned Per CY
	\$25	\$25	
	\$25	\$100 (max \$75 for CY 2016)	
Incentive Amount			
Total Incentive Funds Available per Calendar Year (CY)			

Health Engagement Program: Chronic Condition Component

- Available to all CDHP members, 18 years and older
- Program is designed for members with high prevalence high cost chronic conditions (e.g. Diabetes, Asthma)
 - Members enroll by calling AHM at 800-817-7044
 - Members enroll on a rolling calendar year
 - Members must complete HA to enroll
- Diagnosis of one or more of following conditions:
 - Diabetes
 - Hypertension
 - COPD
 - Asthma
 - Coronary Artery Disease
 - Hyperlipidemia
 - Congestive Heart Failure

Chronic Condition Incentives

Incentive Amounts for Chronic Condition Component						
Disease/Condition	2 HC Calls ¹ (\$25 x2)	2 Primary Care Visits (\$25 x 2)*	Labs	Education/ Treatment	Potential 'Earned Incentive'	Estimated Cost of Incentivized Services (includes Medications)
Incentive Amount per item	\$25	\$25	\$30	\$30		
Diabetes	\$50	\$50	\$120	\$30	\$250	\$1,399
COPD	\$50	\$50	\$0	\$30	\$130	\$1,383
Asthma	\$50	\$50	\$0	\$120	\$220	\$865
HTN	\$50	\$50	\$30	\$30	\$160	\$830
Hyperlipidemia	\$50	\$50	\$30	\$0	\$130	\$317
CHF	\$50	\$50	\$60	\$60	\$220	\$303
CAD	\$50	\$50	\$60	\$30	\$190	\$918
Multiple Comorbidities: Asthma + COPD	\$50	\$50	\$0	\$120	\$220	\$1,962
Multiple Comorbidities: DM+CAD+ Hyperlipidemia+CHF	\$50	\$50	\$180	\$120	\$400	\$2,183
Multiple Comorbidities DM + HTN+ Hyperlipidemia	\$50	\$50	\$150	\$60	\$310	\$2,053

*Members who go to their selected PCP will also receive an additional \$25 in their HRA in 2016.

Health Engagement Program Communication

- Buck Consultants will be assisting the Plan with the marketing and communication strategy regarding this program
- ActiveHealth will also be assisting with the communication and promotion of this program
- Communication efforts will begin in March
- Communication efforts include:
 - Website
 - Social Media
 - E-communications
 - HBR education
 - Member webinars
 - Ongoing targeted letters to qualified members



Retiree Outreach

2016 Retiree Outreach

- The Plan will be launching “Navigating Your State Health Plan Benefits and Retirement: *Understanding How the State Health Plan, Medicare and Your Pension Work Together*” in 2016.
- This series of meetings will be aimed at assisting retiree members turning 65 in the next year.
- The NC Retirement Systems and the Social Security Administration will also be included and available to answer any retirement related questions.

