North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES

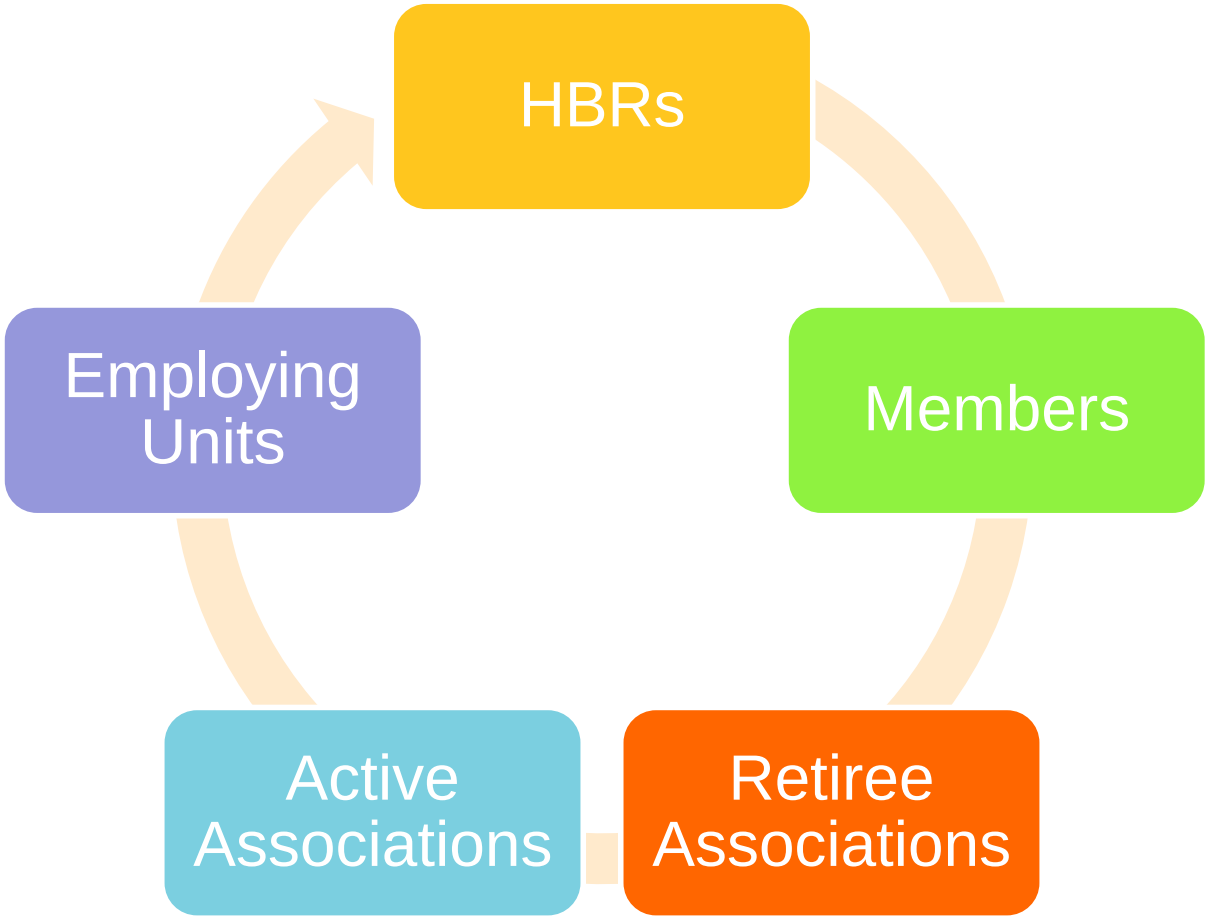
Communications Update

Board of Trustees Meeting

July 26, 2013

A Division of the Department of State Treasurer

Communications Strategy



Health Benefit Representatives

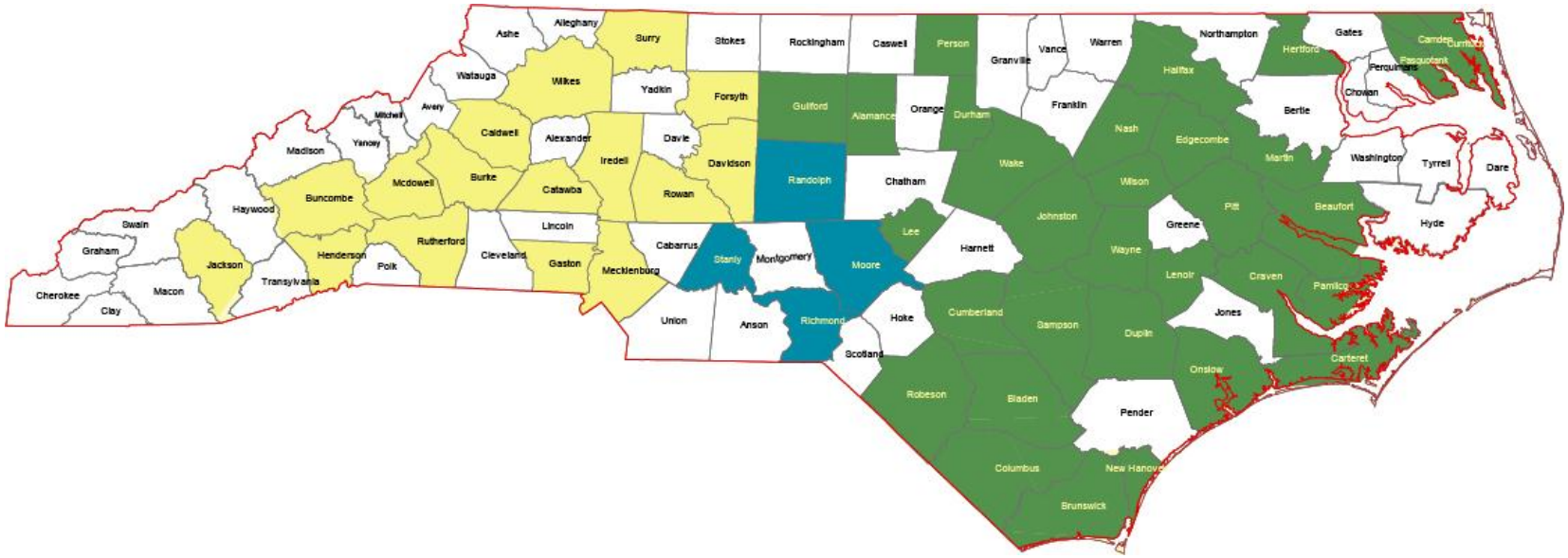
HBRs | Employing Units

- More than 1,365 HBRs have RSVP'd for training sessions.
- To date, 47 sessions have taken place in 37 counties.
- 317 HBRs have attended thus far.
- Polling surveys collected has yielded 85% Agreed or Strongly Agreed that the training was helpful, provided enough information, and they now have a better understanding of the new options since having completed the training.

HBR Training

HBRs

Employing Units



Completed Trainings

Trainings Held Today

Upcoming Trainings

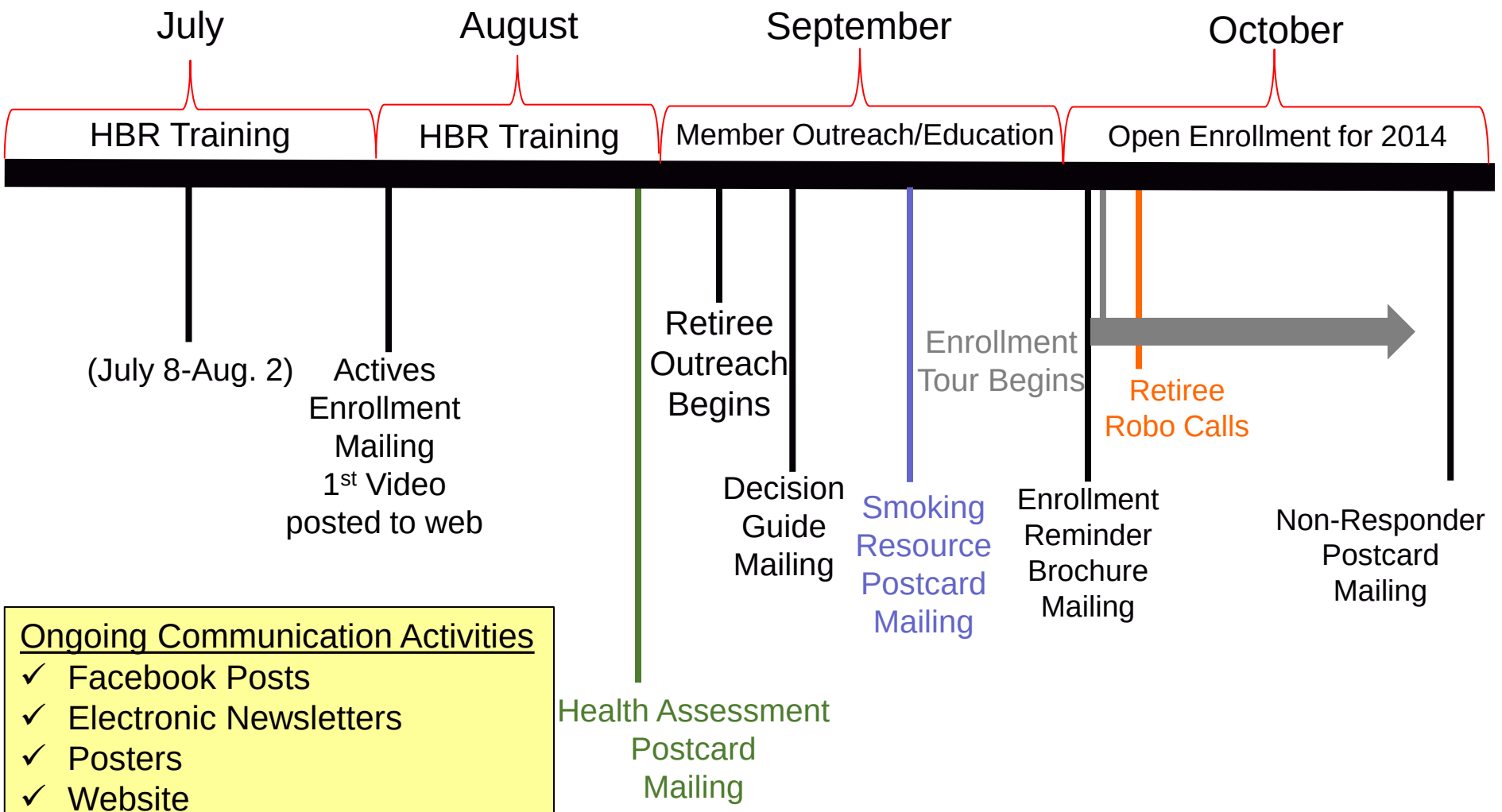
2013 Timeline Progress

HBRs | Active Associations | Retiree Associations

- Conducted Internal Training with staff
- Prepared collateral material for HBR Training
- Meeting continuously with key stakeholders to educate and inform
- Medical Society and Hospital Association Outreach
- Creating member materials

2013 Timeline

Members



Ongoing Communication Activities

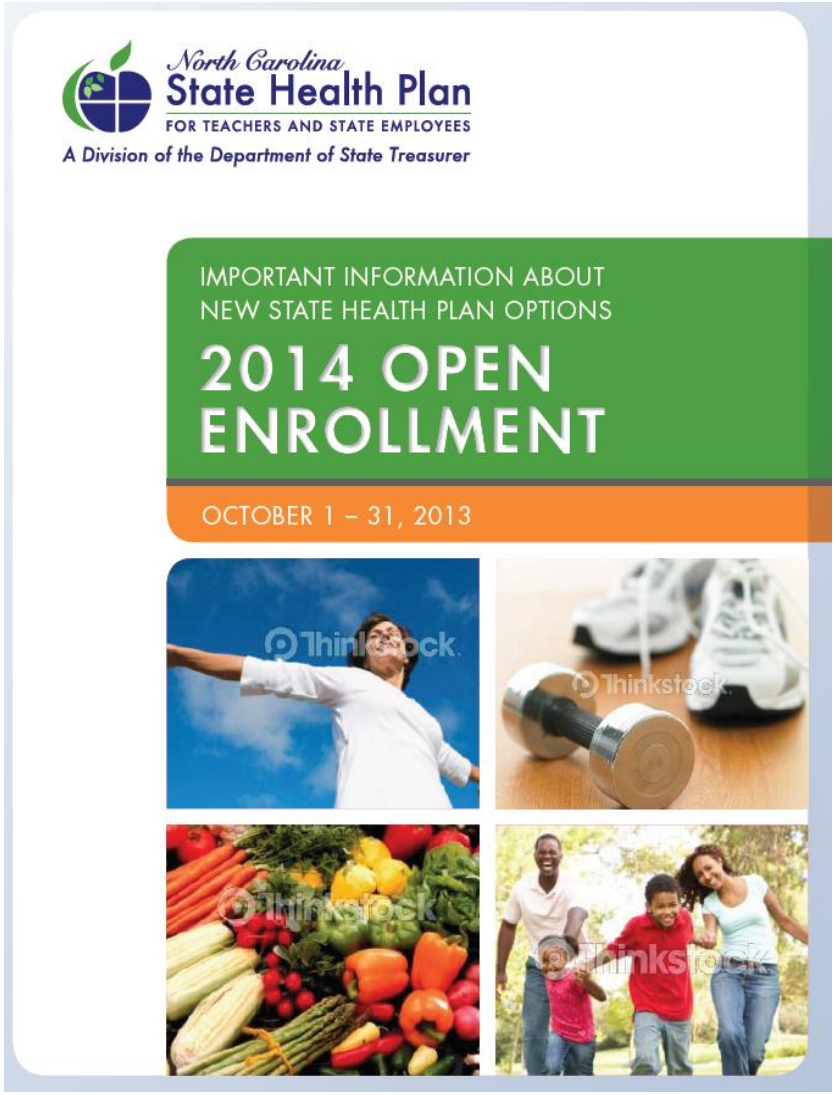
- ✓ Facebook Posts
- ✓ Electronic Newsletters
- ✓ Posters
- ✓ Website

Open Enrollment Materials

Members

Open Enrollment Materials

Members



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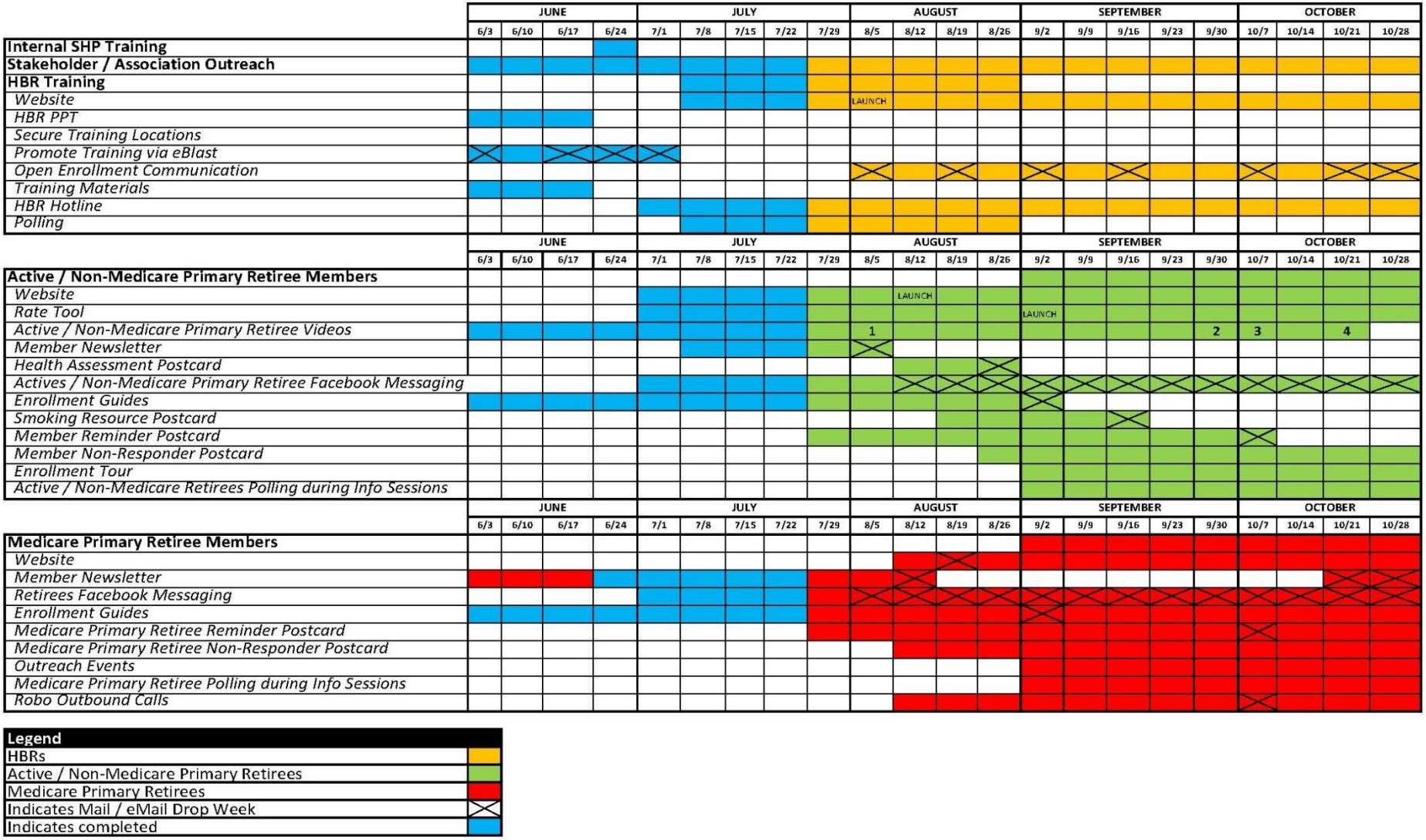
Communications Update Appendix

A Division of the Department of State Treasurer

The **BIG** Picture



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

HBR Training

	JUNE				JULY					AUGUST				SEPTEMBER					OCTOBER			
	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	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
Internal SHP Training																						
Stakeholder / Association Outreach																						
HBR Training																						
Website										LAUNCH												
HBR PPT																						
Secure Training Locations																						
Promote Training via eBlast																						
Open Enrollment Communication																						
Training Materials																						
HBR Hotline																						
Polling																						

Legend
HBRs
Active / Non-Medicare Primary Retirees
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Active / Non-Medicare Retirees

	JUNE				JULY					AUGUST				SEPTEMBER					OCTOBER			
	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	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
Active / Non-Medicare Primary Retiree Members																						
Website											LAUNCH											
Rate Tool														LAUNCH								
Active / Non-Medicare Primary Retiree Videos										1								2	3		4	
Member Newsletter																						
Health Assessment Postcard																						
Actives / Non-Medicare Primary Retiree Facebook Messaging																						
Enrollment Guides																						
Smoking Resource Postcard																						
Member Reminder Postcard																						
Member Non-Responder Postcard																						
Enrollment Tour																						
Active / Non-Medicare Retirees Polling during Info Sessions																						

Legend
HBRs
Active / Non-Medicare Primary Retirees
Medicare Primary Retirees
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Medicare Primary Retirees

	JUNE				JULY					AUGUST				SEPTEMBER					OCTOBER			
	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	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
Medicare Primary Retiree Members																						
Website												X										
Member Newsletter											X										X	X
Retirees Facebook Messaging										X	X	X	X	X	X	X	X	X	X	X	X	X
Enrollment Guides														X								
Medicare Primary Retiree Reminder Postcard																			X			
Medicare Primary Retiree Non-Responder Postcard																						
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	X
Indicates completed	