



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



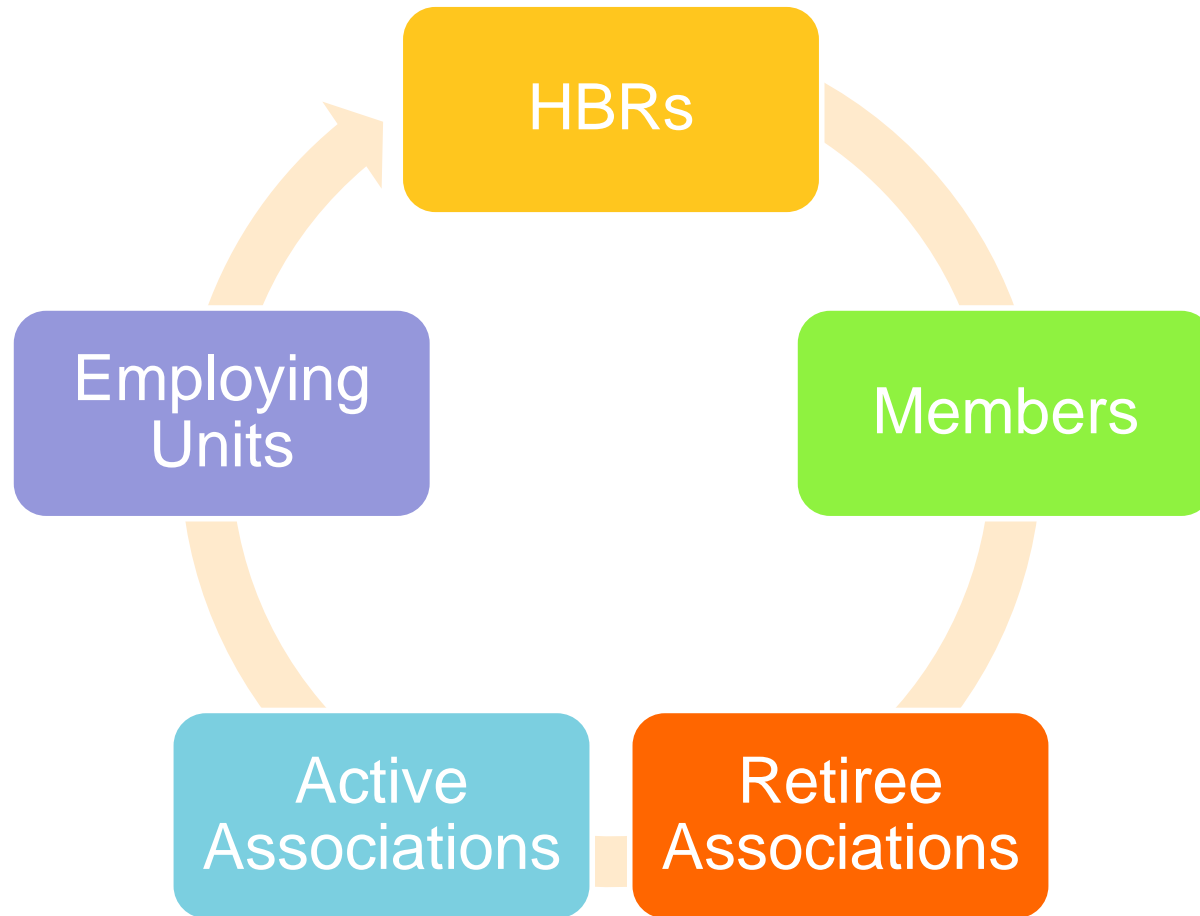
Communications Update

Board of Trustees Meeting

July 26, 2013

A Division of the Department of State Treasurer

Communications Strategy

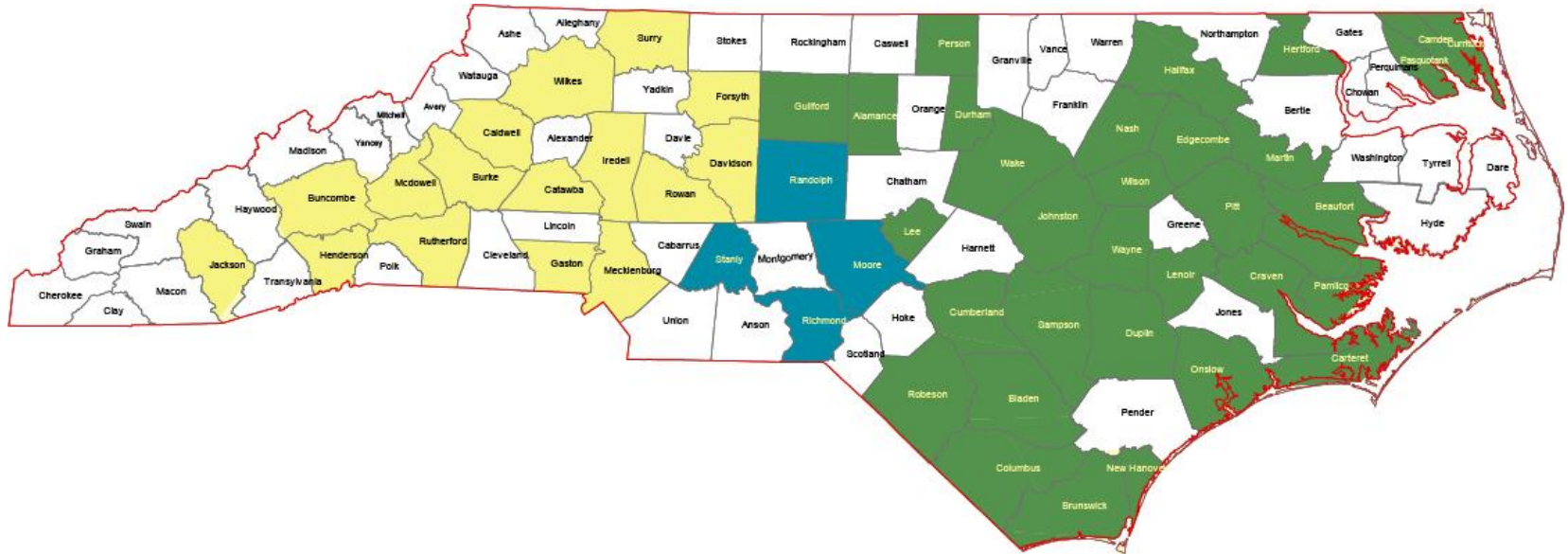


- More than 1,365 HBRs have RSVP'd for training sessions.
- To date, 47 sessions have taken place in 37 counties.
- 317 HBRs have attended thus far.
- Polling surveys collected has yielded 85% Agreed or Strongly Agreed that the training was helpful, provided enough information, and they now have a better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

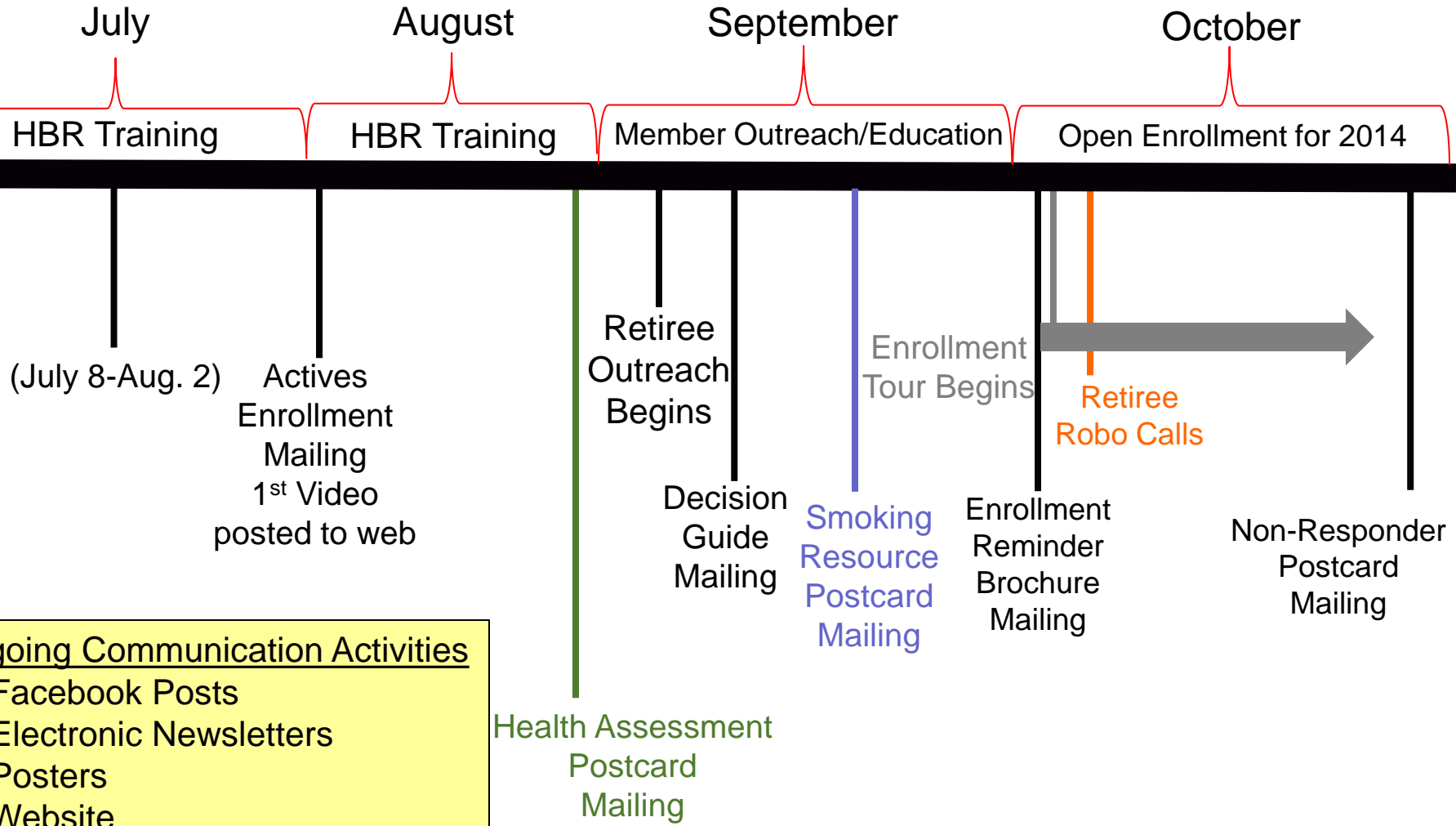
Active
Associations

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

Coming Soon!
State Health Plan Open Enrollment for 2014

- More Plan options
- Financial incentives for making choices that are good for you

Open Enrollment begins October 1, 2013. Watch your mail for more information.

It's in the Mail...
Have You Read Your State Health Plan Decision Guide?

Your Guide is filled with important information about new Plan options and incentives to help you reap the rewards of a healthier life.

YOUR 2014 PLAN OPTIONS

- Enhanced 80/20 Plan
- Consumer-Directed Health Plan
- Traditional 70/30 Plan

Visit www.shpnc.org for more information and instructions.

Open Enrollment runs October 1 – October 31, 2013.

Take Action NOW!
Choose the State Health Plan Option That's Best for You

- Enhanced 80/20 Plan
- Consumer-Directed Health Plan
- Traditional 70/30 Plan

If you don't choose an option by October 31, 2013, you will be enrolled in the Traditional Plan.

Save Money!
Reduce Your State Health Plan Premiums

Two plan options (the Enhanced 80/20 Plan and the Consumer-Directed Health Plan) allow you to earn wellness premium credits by:

- Attesting that you and your spouse (if applicable) either don't smoke or will commit to a smoking-cessation program
- Completing a confidential Health Assessment
- Selecting a Primary Care Provider (PCP), who can be a doctor, nurse practitioner or physician's assistant

Visit www.shpnc.org for more information and instructional videos.

Complete the activities by October 31, 2013 to earn wellness premium credits for 2014.

Find us on Facebook

North Carolina State Health Plan
FOR TEACHERS AND STATE EMPLOYEES
A Division of the Department of State Treasurer

Open Enrollment Materials

Members



IMPORTANT INFORMATION ABOUT
NEW STATE HEALTH PLAN OPTIONS

2014 OPEN ENROLLMENT

OCTOBER 1 – 31, 2013



2014 OPEN ENROLLMENT

YOUR STATE HEALTH PLAN DECISION GUIDE

OCTOBER 1 – 31, 2013





North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Communications Update Appendix

A Division of the Department of State Treasurer

The BIG Picture

	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																						
	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																						
	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																						
Member Newsletter																						
Retirees Facebook Messaging																						
Enrollment Guides																						
Medicare Primary Retiree Reminder Postcard																						
Medicare Primary Retiree Non-Responder Postcard																						
Outreach Events																						
Medicare Primary Retiree Polling during Info Sessions																						
Robo Outbound Calls																						
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	
Medicare Primary Retirees	
Indicates Mail / eMail Drop Week	
Indicates completed	

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																						
Rate Tool											LAUNCH											
Active / Non-Medicare Primary Retiree Videos										1				LAUNCH					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	
Indicates Mail / eMail Drop Week	
Indicates completed	

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																						
<i>Website</i>																						
<i>Member Newsletter</i>																						
<i>Retirees Facebook Messaging</i>																						
<i>Enrollment Guides</i>																						
<i>Medicare Primary Retiree Reminder Postcard</i>																						
<i>Medicare Primary Retiree Non-Responder Postcard</i>																						
<i>Outreach Events</i>																						
<i>Medicare Primary Retiree Polling during Info Sessions</i>																						
<i>Robo Outbound Calls</i>																						

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