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Correspondence Memorandum

Date: April 20, 2018
To: Group Insurance Board
From: Tara Pray, Member Engagement & Communications Lead
Office of Strategic Health Policy
Subject: Medicare Advantage Communications Update

This memo is for informational purposes only. No Board action is required.

Background

Staff have begun developing a strategy to educate members about the new Medicare Advantage (MA) plan to be offered during open enrollment for 2019. The Department of Employee Trust Funds (ETF) met with UnitedHealthcare (UHC) the week of April 16th and discussed their outreach, education, and communication plan. UHC's plan, described below, will begin early this summer and extend through January 2019.

A robust communications plan is important to educate Medicare-eligible retirees about the new Medicare Advantage option. Though members have had Medicare Advantage available in past years, UHC's offering is a bit different.

The new Medicare Advantage plan option will provide several opportunities for participants to manage their health. Participants will have the option to have house calls, where a nurse practitioner visits a participant at their home and provides preventive care focusing on prevention of complications, identification of gaps in care, and care coordination and adherence. UHC will offer incentives to participants who complete certain activities and screenings.

On the wellness front, UHC will offer Silver Sneakers, the popular fitness program, as well as programs to help members obtain custom hearing aids, support for caregivers and routine foot care.

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy

Electronically Signed 4/26/18

Board	Mtg Date	Item #
GIB	5.16.18	3A

ETF's goal for all health benefits information is to educate and effectively communicate health benefits information, so participants:

- Understand benefit changes and new offerings
- Make the best decisions for themselves and their families when choosing their benefits
- Can utilize their benefits effectively

This memo outlines the basic strategies ETF and UHC staff will take to ensure a successful rollout of the MA option to our members.

ETF Efforts

WRS News

- Notification and updates provided in ETF's mailed quarterly newsletter

It's Your Choice materials

- Decision guides: available printed or online, mailed directly to retirees' homes
- Dedicated web pages: explaining new MA option and how it compares to other Medicare-coordinated program options
- It's Your Choice Health & Wellness E-alerts will provide educational opportunities to e-alert subscribers

Outreach

- Approximately 50 benefit fair booths in 34 cities before and during the fall It's Your Choice open enrollment period
- ETF staff will attend some UHC in-person meetings
- ETF staff will develop a recorded introductory video for UHC to play at the beginning of each informational meeting across the state
- ETF staff will present Medicare options to retiree groups upon request

UHC Efforts

Mailings

- Announcement letter to all eligible members (To also include Education MA meeting schedule)
- Plan guide to all eligible members
- Welcome packet and identification cards to all enrollees

Outreach

- Host approximately 91 in-person informational meetings across Wisconsin during June and July
- Attend employer benefit fairs leading up to, and during, the fall It's Your Choice open enrollment period

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- Conduct teleconference meetings and webinars; a webinar will also be recorded and available online
- Have a dedicated toll-free phone line with staff trained to answer member questions
- Launch a dedicated webpage and web portal
- Make welcome phone calls to new enrollees after the start of the plan year

Please find the attached tentative communications timeline, excerpted from the accompanying PowerPoint presentation.

Staff will be at the Board meeting to answer any questions.

Attachment A: Tentative Timeline

Tentative timeline

