

# Medicare Advantage Communications Update

Item 3A – Group Insurance Board

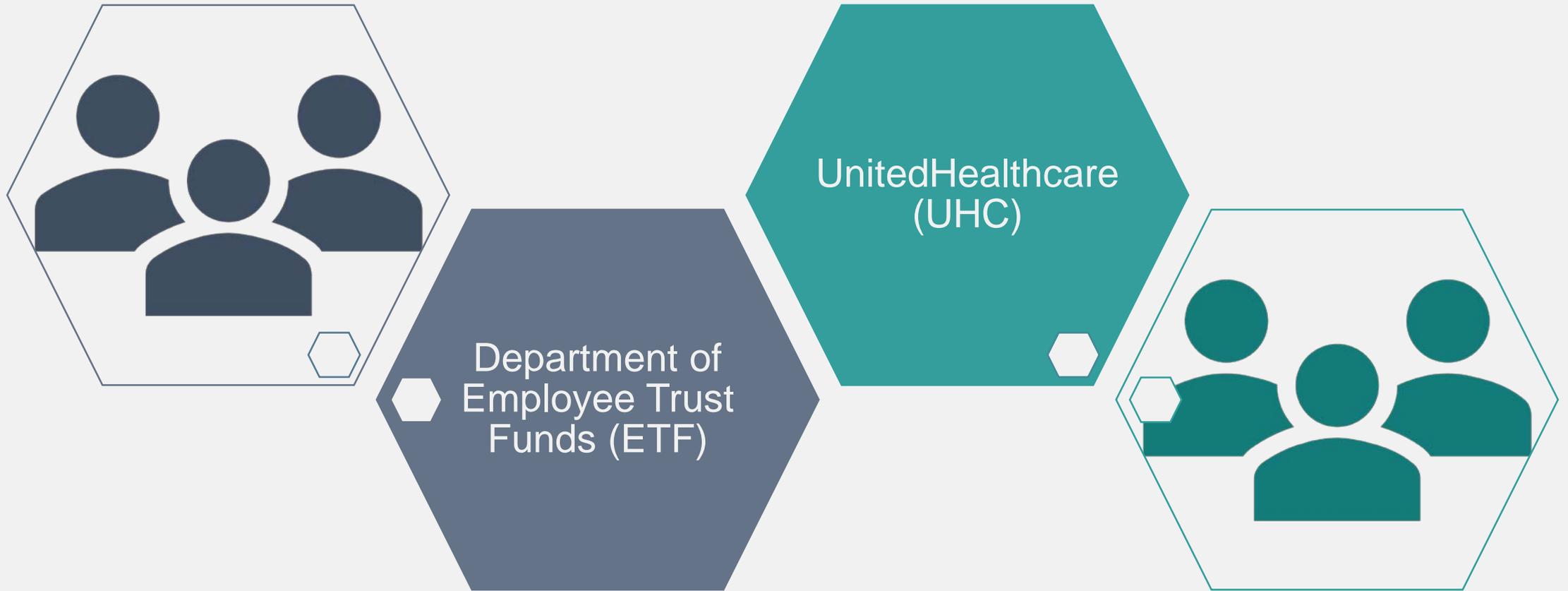
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# Objectives

- To educate and effectively communicate health benefits information, so our 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

# Coordinated Approach



# UHC's MA Program Opportunities



- House calls
- Incentives



- Silver Sneakers
- Custom hearing aids
- Support for caregivers
- Routine foot care

# ETF Efforts



## Member Materials

- WRS News
- Decision Guides
- Web pages
- eLearning
- Health & Wellness E-alerts



## Outreach

- Benefit fairs
- Info meetings with UHC
- Intro video
- Presentations upon request

# UHC Efforts



## Member Mailings

- Announcement letter
- Plan guide
- Welcome packet
- ID cards



## Outreach

- Info meetings
- Benefit fairs
- Teleconference meetings & webinars
- Toll-free phone line
- Web page & portal
- Welcome calls



# Timeline

## Combined efforts

# Tentative timeline

*Late May or early June:*

- Announcement letters

*Late summer, early fall:*

- Dedicated phone line
- Plan guide

*Post open enrollment:*

- Welcome packets & ID cards
- Welcome phone calls

*Summer:*

- Informational meetings

*Fall:*

- Benefit fairs
- Web pages
- Teleconference meetings & webinars
- IYC materials
- Presentations



**Questions?**

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# Thank you

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