

Medicare Advantage Communications Update

Item 3A – Group Insurance Board

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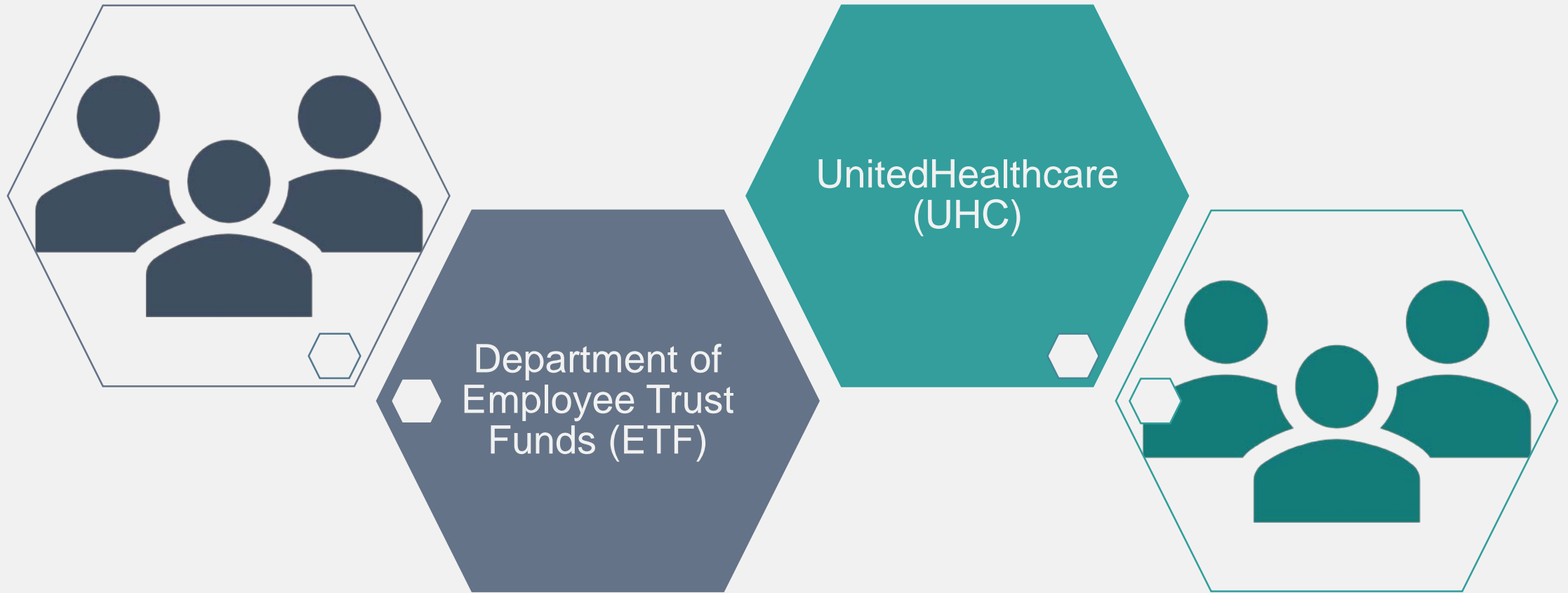
Office of Strategic Health Policy



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?

Thank you



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