



Employer *Bulletin*

Employer Communication Center (608) 264-7900 Toll Free: 1-888-681-3952 <http://etf.wi.gov>

Electronic Distribution Option for the 2012 *It's Your Choice* Booklets

The Department of Employee Trust Funds (ETF) continues to promote electronic distribution as the preferred method of providing the *It's Your Choice (IYC) Decision Guide and Reference Guide* during the It's Your Choice enrollment period this fall.

For the 2012 *It's Your Choice* booklets, ETF is asking employers to reduce the number of paper copies requested (compared to last year) and switch to electronic distribution. Ideally, electronic distribution would be used by employers for all employees. Among the advantages cited by employers are reduced labor cost and time, reduced mailing costs and significant reductions in the amount of paper waste. In addition, an online copy of the *It's Your Choice Decision Guide and Reference Guide* will be available up to two weeks prior to the printed copies. This will make it easier for members to search for and locate needed information. And finally, online booklets give ETF the ability to easily and quickly provide informational updates as soon as they occur.

We understand the concerns some employers have expressed regarding employees who do not have access to the Internet or a computer. One possible solution is to establish a computer kiosk in the workplace. A kiosk would enable employees to not only review the informational materials, but also enter their own enrollment changes, reducing keying errors and speeding up the process for everyone.

Please note that although we strongly encourage electronic distribution of the *It's Your Choice* booklets, we will work with employers to ensure access to paper copies as needed.

Watch for an *Employer Bulletin* outlining details on the process and sample message to employees when electronically distributing the *It's Your Choice* booklet.

If you are interested in implementing electronic distribution this fall, **please complete and return the attached form to ETF by June 17, 2011**. Your response will allow ETF to better plan the number of paper copies to print for this year's It's Your Choice period, set for October 3-28, 2011.

Even if you do not exclusively distribute booklets electronically this year, ETF is requesting that you reduce the number of paper copies received. You can indicate the number of paper copies desired on the attached form, and ETF staff will contact you to discuss the details prior to this fall.

To discuss any questions or concerns, please contact ETF via the Employer Communication Line at 1-888-681-3952, option 1 or email Gary Fox (gary.fox@etf.state.wi.us), Beth Stenner (beth.stenner@etf.state.wi.us), or John Alexander (john.alexander@etf.state.wi.us).

To receive important email updates about the It's Your Choice period, visit <http://etf.wi.gov> and sign up for ETF Email Alerts.

ELECTRONIC DISTRIBUTION OPTION FOR *IT'S YOUR CHOICE* BOOKLETS

So that ETF can accurately assist you in your electronic distribution of the 2012 *It's Your Choice* booklets , please return this form to the Department of Employee Trust Funds (ETF) **no later than June 17, 2011.**

Employer Name: _____

Employer Number: 69-036-_____

Name of Person completing this form: _____

Telephone Number: _____

E-mail: _____

Check the appropriate box below, indicating your preference for the *It's Your Choice* booklet this year. Please include the total number of paper copies in the space provided. Be sure to include any amount needed for new hires.

WE ARE interested in electronic distribution of the 2012 *It's Your Choice* booklets. We agree to notify employees via e-mail prior to the beginning of the *It's Your Choice* enrollment period. We agree to provide instructions to employees for accessing the IYC booklet (with links to ETFs Internet site). We will be able to provide documentation that all our employees either received e-mail notification or paper copies. We are entering the number of paper copies we will need for new hires and for an office copy.

Number of paper copies wanted: _____

WE ARE NOT interested in any electronic distribution of the 2012 *It's Your Choice* booklets this year (please provide an explanation):

Number of paper copies wanted: _____

Please contact ETF if you have questions about reducing the quantity of paper copies of the *It's Your Choice* booklets needed for 2012.

Return form to: Department of Employee Trust Funds
Division of Insurance Administration
Insurance Administration Bureau
Fax: (608) 266-5801
E-mail: gary.fox@etf.state.wi.us