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Correspondence Memorandum

Date: August 26, 2022

To: Employee Trust Funds Board
Wisconsin Retirement Board
Teachers Retirement Board

From: Sara Brockman, Communications Manager
Office of Strategic Health Policy

Subject: It's Your Choice Health Insurance Enrollment Dates and Program Changes for 2023

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

WEA Trust will no longer offer health insurance as of December 31, 2022. This change affects all current WEA Trust network areas and plan designs offered by the Group Health Insurance Program. As a result, approximately 52,000 members must choose a new health plan during the 2023 open enrollment period.

The Department of Employee Trust Funds (ETF) worked with health plans to provide new options in all current WEA network areas for coverage beginning January 1, 2023. On August 17, 2022, the Group Insurance Board approved health plan changes for plan year 2023, which will not only replace current WEA Trust offerings, but also add five new network offerings for members to choose from.

As this is a year of change, the communications and outreach plan for the 2023 open enrollment period is more robust than usual, with four key areas of focus:

1. Remind current WEA Trust members that a new health plan must be selected during the open enrollment period (September 26 to October 21, 2022).
2. Communicate the new administrator for the Access plan and State Maintenance Plan (SMP), Dean Health Plan (Dean), as well as the new administrator for Medicare Plus, UnitedHealthcare (UHC).
3. Highlight the addition of Security Health Plan as a new offering for the State of Wisconsin Group Health Insurance Program (GHIP).
4. Communicate health plan service area changes and/or expansions, especially in areas of Wisconsin affected by the WEA Trust departure.

Reviewed and approved by Eileen K. Mallow, Director, Office of Strategic Health Policy
Electronically Signed 9/7/22

Board	Mtg Date	Item #
ETF	9.22.22	6I

Health plan changes will be the focus of standard annual open enrollment communication topics and outreach activities, including but not limited to:

- 2023 What's Changing video
- Employer kickoff meetings hosted by ETF Employer Services
- Health benefit webinars hosted by ETF Member Services
- Important Changes webpages and handouts
- Vendor Q&A webinars hosted by the Office of Strategic Health Policy

Given the significant number of members who must take action to select a new health plan during open enrollment, additional special communications work is underway:

2023 Decision Guides

All Decision Guides will feature an eye-catching call-to-action graphic on the cover. Page content has been condensed and rearranged to allow more room to communicate health plan changes. Health plan changes will be communicated in plain language as well as with visually appealing graphic components.

Health Plan Changes Landing Page

ETF has posted a [new website landing page](#) for health plan changes. The page currently features information and resources about the WEA departure. Following the August 17 Group Insurance Board (Board) meeting, this page was updated with additional details about the new Access, Medicare Plus, and SMP administrators and any other changes to health plan offerings. Resources and frequently asked questions will also be updated following the Board meeting.

WEA Transition Vendor Webinars

All health plans and benefit vendors must participate in two webinars during open enrollment. Six additional vendor webinars focusing solely on the WEA transition will be offered in advance of (and during) the open enrollment period. Staff representatives from the new Access and SMP administrator, Dean, and the new Medicare Plus vendor, UHC, will be available for member questions. Presentation materials will also be available on the ETF website for any members who are unable to attend a live webinar.

Additional ETF Frontline Staff Outreach

Given the number of service areas and programs affected by the WEA departure, as well as the anticipated amount of additional health plan service area changes, ETF expects a larger than usual number of member contacts during the open enrollment period. In order to sufficiently prepare ETF frontline staff, two additional outreach activities will supplement the annual training plan:

WEA Transition and Health Plan Changes Overview

Two webinar sessions have been offered to ETF staff the week of August 22, focusing solely on health plan changes. Special attention was paid to what changes require member action during open enrollment, as well as where frontline staff can find resources and answers to common questions throughout open enrollment.

2023 Changes Open Houses

Two casual drop-in webinar sessions will be offered to ETF staff the week of September 19. These webinars will serve to refresh prior training about health plan changes and resources. Staff may stay for the entire webinar, or simply ask a question or two before returning to work.

Additional communications and outreach activities may be added to meet the needs of members, employers, and ETF staff. All ETF-hosted activities will be conducted virtually. Health plans may attend in-person open enrollment events at the plans' discretion.

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