



STATE OF WISCONSIN
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CORRESPONDENCE MEMORANDUM

DATE: March 25, 2011
TO: Group Insurance Board
FROM: Arlene Larson, Manager, Self-Insured Health Plans
Division of Insurance Services
SUBJECT: Establishment of It's Your Choice Enrollment Period

Staff recommends the Group Insurance Board (Board) approve October 3-28, 2011, as the *It's Your Choice* enrollment period for 2012.

Annually, the Board establishes *It's Your Choice* (IYC) enrollment period dates at the April meeting, but due to the April meeting being cancelled, the dates will be established at the June Board meeting.

Last year for the first time, the IYC enrollment period occurred over four weeks in October. For the 2011 period, staff is again requesting a four-week period from October 3-28, 2011.

The 2010 four-week period was well received by employers and subscribers. It provided employees and annuitants with ample time to make decisions and electronically enter their health insurance change information into the myETF Benefits system. Some employers performed the data entry for their members.

Staff agrees that a four-week enrollment period can be accommodated again this fall.

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

Reviewed and approved by Lisa Ellinger, Administrator, Division of Insurance Services.

Lisa Ellinger 5/2/11
Signature Date

Board	Mtg Date	Item #
GIB	6.7.11	5A