



STATE OF WISCONSIN
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CORRESPONDENCE MEMORANDUM

DATE: July 30, 2015
TO: Group Insurance Board
FROM: Tara Pray, Manager, Alternate Health Plans
Mark Lamkins, Director, Office of Communications
SUBJECT: It's Your Choice communications update for the 2016 plan year

This memo is for informational purposes only. No Group Insurance Board (Board) action is required.

Background

The 2016 It's Your Choice materials have been redesigned to be easier to navigate and to have a modern look and feel. Employee Trust Funds (ETF) staff have been working on this effort as a part of the strategic plan to improve member communications and education.

Staff have engaged a cross-functional workgroup to get feedback and to plan improvements in the way ETF communicates about health and wellness benefits. The workgroup is comprised of ETF staff from various areas of the Department, as well as state and local employer representation. Staff also consulted with a public relations firm (Laughlin Constable) to assist in developing the new communication strategy.

The ETF Office of Strategic Health Policy and the Office of Communications have completely redesigned the It's Your Choice materials, including both print and web communications, and staff are creating a new email campaign, "It's Your Choice e-alerts," to increase awareness about health and wellness benefits throughout the year.

Goals

The goals of the new communication strategy are:

- Clear and targeted information for different audiences:
 - Active state employee
 - State retiree
 - Local employee or retiree
- Year-round communications to support the different points of enrollment:

Reviewed and approved by Lisa Ellinger, Director,
Office of Strategic Health Policy

Electronically signed:
8/10/15

Board	Mtg Date	Item #
GIB	8.25.15	8C

- New employee or retiree
- It's Your Choice open enrollment period
- Life event that would allow a change in coverage or health plan
- New to Medicare
- Branding "It's Your Choice" to mean more than the annual open enrollment period. "It's Your Choice" is the brand of the new names of the health plan design choices, as well as the brand name of the new year-round brochures, webpages, e-learning modules and e-alerts. Beginning this fall, all ETF communications related to health benefits will be branded "It's Your Choice"
- User-friendly and visually-interesting brochures that contain only the most important information members want and need
- Moving most information to the web (with a new layout and design) to allow for web analytics that will guide future site enhancements to better assist members and employers
- Easy access to the information members need to help them through the health plan decision-making process

Presentation

Mark Lamkins will briefly present changes to the Board at the August meeting. This will provide an opportunity for Board members to see visual examples of the changes to both the print and web materials, as well as the vision for the It's Your Choice brand and how it will be used for year-round communications.

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



2016 It's Your Choice

Communication Strategy & New Design

Mark Lamkins, Office of Communications

August 25, 2015



IYC Communication Strategy

- Brand plan design options with IYC
- Identify points of enrollment and access throughout the year
- Customized information – in printed Decision Guide and on web – for members
- Easy-to-follow steps guide members and provide important information to assist with decision making
- Use of images to represent different members and their choices
- Year-round education about health and wellness benefits and related topics of interest

Plan Design Options for 2016

State Employees, Retirees and Continuants	
Current Name	New Name in 2016
Coinsurance Uniform Benefits	It's Your Choice Health Plan
High Deductible Health Plan	It's Your Choice High Deductible Health Plan
Standard Plan	It's Your Choice Access Health Plan
HDHP Standard Plan	It's Your Choice Access High Deductible Health Plan

Local Employees, Retirees and Continuants		
Program Option #	Current Name	New Name in 2016
PO2	Traditional HMO – Standard PPO	It's Your Choice Local Traditional – with Dental Option
PO4	Deductible HMO – Standard PPO	It's Your Choice Local Deductible – with Dental Option
PO6	Coinsurance HMO – Standard PPO	It's Your Choice Local Health Plan – with Dental Option
PO7	High Deductible Health Plan HMO – Standard PPO	It's Your Choice Local High Deductible Health Plan – with Dental Option

Points of Enrollment *for Employee*



Open
Enrollment



New
Employee



Life-Event
Change

Points of Enrollment *for Retiree*



Open
Enrollment



New
Retiree



Medicare
Eligible

- Easy-to-read tables help members compare health plan options, make choices, and find more details on the web

HEALTH PLAN PROVIDER RATINGS Health Plan Options	Overall Performance Rating (5 ★ is highest)
Anthem Blue	★☆☆☆☆
Arise Health Plan	★★☆☆☆
Dean Health Insurance	★★★★☆
GHC of Eau Claire	★★☆☆☆
GHC of South Central Wisconsin	★★★☆☆
Gundersen Health Plan	★★★★★
Health Tradition Health Plan	★★★☆☆
HealthPartners Health Plan	★★★★★
Humana	★★★☆☆
Medical Associates Health Plans	★★★☆☆
MercyCare Health Plans	★★★★★
Network Health	★★☆☆☆
Physicians Plus	★★☆☆☆
Security Health Plan	★★★★☆
State Maintenance Plan	Not available
UnitedHealthcare	★★★★☆
Unity Health Insurance	★★★★☆
WEA Trust	★☆☆☆☆



For health plans available in your county* and more plan details, visit etf.wi.gov

- Icons and other four-color graphics guide members through ways to supplement their coverage and easily find what they're looking for



Anthem DentalBlue



EPIC Benefits+



EPIC Dental
Wisconsin



Hartford Accidental
Death and
Dismemberment



Mutual of Omaha



VSP





Wisconsin Deferred
Compensation



Wisconsin Public
Employers Life
Insurance


Old Design = *2 Separate Guides*

State of Wisconsin Group Health Insurance Program for
State of Wisconsin Employees
Retired State of Wisconsin Employees (Annuitants)
Members with Continuation Coverage (Continuants)
UW Graduate Assistants



It's Your Choice 2015 Decision Guide
To Help You Choose Your Group Health Insurance Plan

Enrollment Period
October 6 to 31, 2014





Scan to read online.


Turn The Page
To Explore Your Options
For Health Insurance
Coverage

ET-2107d-15 (12/3/2014)

State of Wisconsin Group Health Insurance Program for
State of Wisconsin Employees
Retired State of Wisconsin Employees (Annuitants)
Members with Continuation Coverage (Continuants)
UW Graduate Assistants



It's Your Choice 2015 Reference Guide
A resource to use throughout the year regarding
Group Health Insurance information

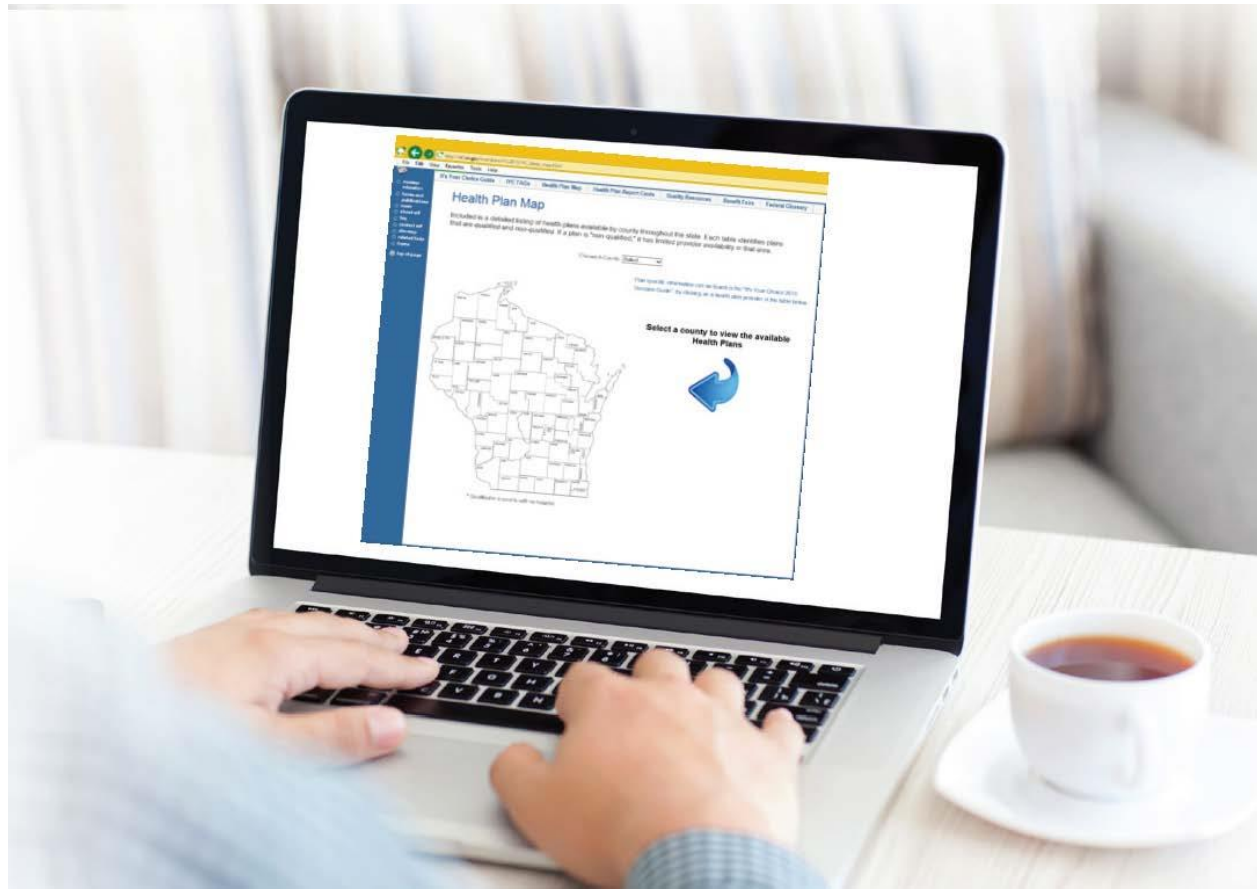


Scan to read online.

Turn the page
to find the information
most important to you

ET-2107r-15 (10/2014)

New Design = *1 Guide + Web*

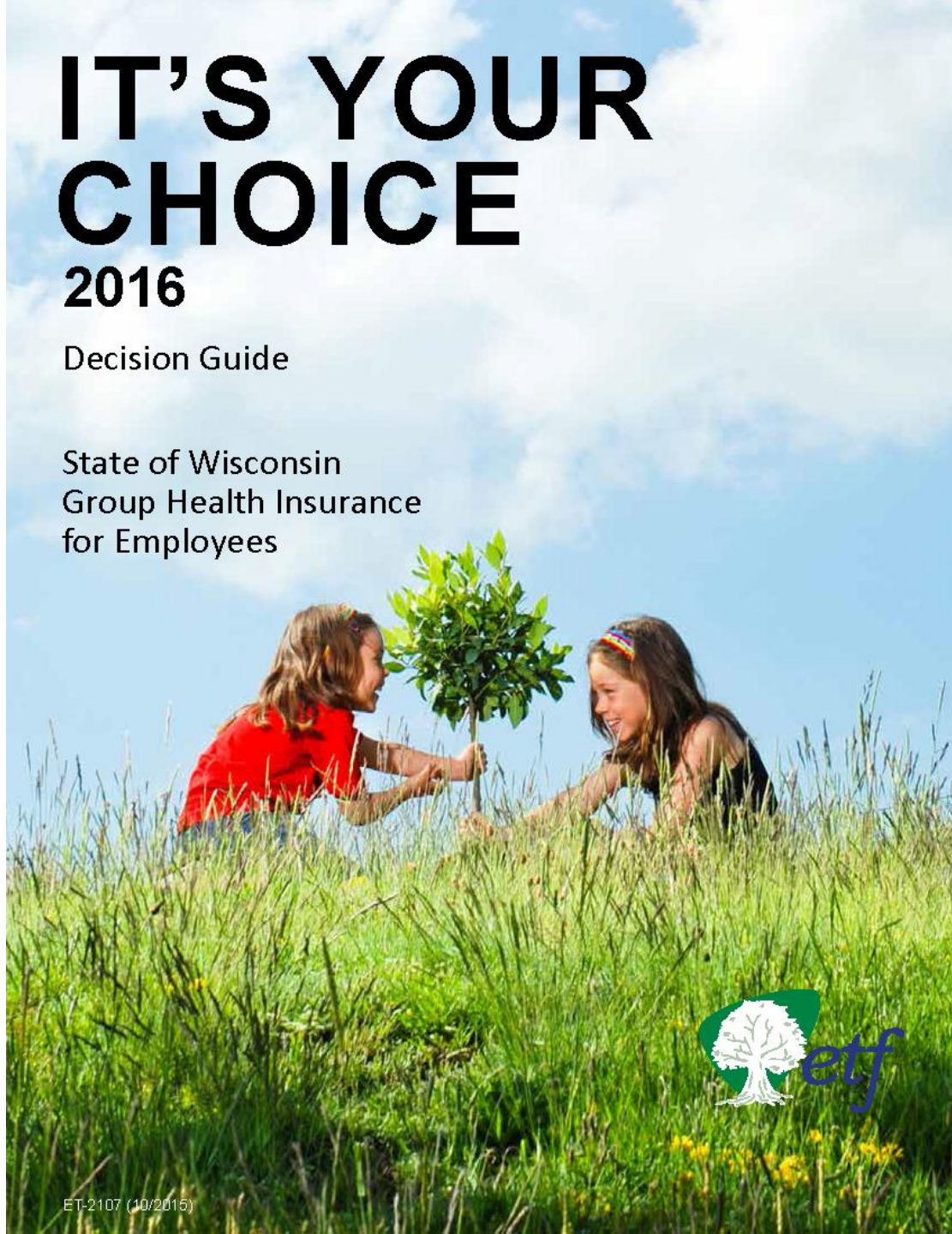


IT'S YOUR CHOICE

2016

Decision Guide

State of Wisconsin
Group Health Insurance
for Employees



IT'S YOUR CHOICE

2016

Decision Guide

State of Wisconsin
Group Health Insurance
for Retirees

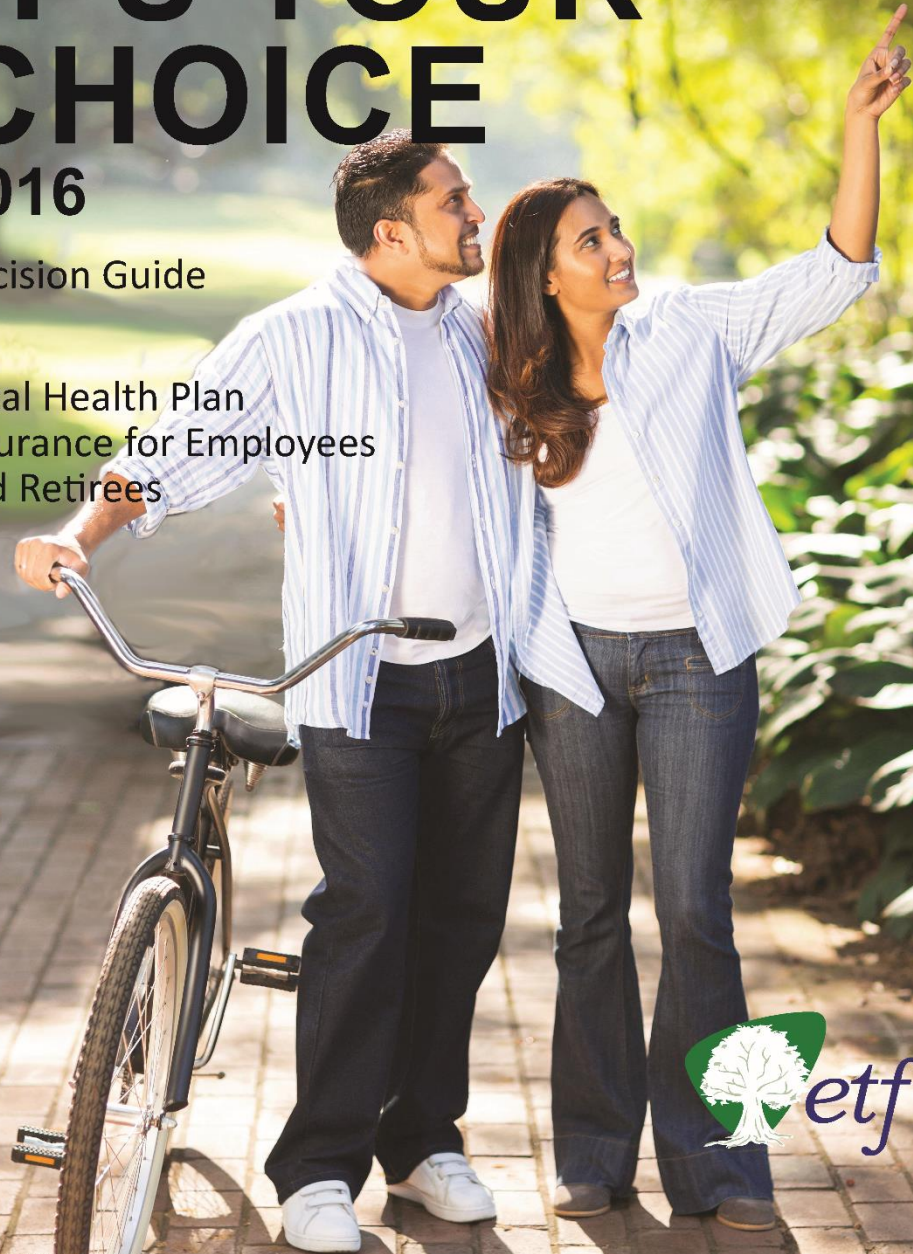


IT'S YOUR CHOICE

2016

Decision Guide

Local Health Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

2016

Decision Guide

Local Traditional Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

2016

Decision Guide

Local High Deductible Health Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

2016

Decision Guide

Local Deductible Plan
Insurance for Employees
and Retirees



Expanded Web Resources

- Interactive health plan map by county
- Searchable FAQs
- Detailed plan quality ratings
- All covered benefits and services
- Options to supplement coverage
- Web analytics and customer surveys for future site enhancements

Year-Round Education

- Increase awareness about health and wellness benefits and related topics of interest

E-Alerts



E-Learning



Tweets



Any Questions?

Thank You

