



STATE OF WISCONSIN
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 SECRETARY

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CORRESPONDENCE MEMORANDUM

DATE: January 21, 2016
 TO: Group Insurance Board
 FROM: Tara Pray, Alternate Health Plans Manager
 SUBJECT: Establish *It's Your Choice* Open Enrollment Period

Staff recommends the Group Insurance Board (Board) approve October 17 – November 11, 2016, as the *It's Your Choice* (IYC) open enrollment period for 2017.

This proposed four-week timeframe occurs two weeks later than the typical IYC open enrollment period (typically the four full weeks during October). There are several reasons for recommending the two-week shift, described below.

Rationale:

The IYC enrollment period has historically occurred in October to allow a two-month timeframe to set up employee paycheck premium contributions after the open enrollment period ends and before the new plan year begins. This lead time is no longer needed, as these transactions are now processed in real-time for state employees under STAR¹ and one month in advance for employees of the University of Wisconsin System, UW Hospital and Clinics, local employers and all annuitants.

The shift will also provide:

- More lead time for ETF to develop and distribute communication materials to employers and health plans prior to open enrollment, which will enhance employer training and assist the health plans with their own informational needs.
- More time for ETF to develop high-quality, member-focused e-learning presentations and webinars.
- An overlap in the open enrollment periods of private sector employers, which often occur in November. This will allow employees the opportunity to weigh insurance coverage options of their spouse or domestic partner.
- Lead time after the deadline for local employers to file resolutions changing program options for the following year. This will help ensure that ETF supplies the correct open enrollment materials. This was a particular challenge in 2015, since the new IYC materials are audience-specific.

¹ STAR is an acronym for "State Transforming Agency Resources," the Department of Administration's initiative to consolidate information technology systems.

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

Lisa Ellinger

Electronically Signed 2/8/16

| Board | Mtg Date | Item # |
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| GIB | 2.17.16 | 5A |

Stakeholder feedback:

ETF staff consulted with several employers and health plans to ensure there would not be negative unintended consequences resulting from this shift. The employers support the change, as they will gain time for staff training and the development of internal benefits information. The health plans did not convey any major concerns and are able to accommodate the new timeframe.

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