

# It's Your Choice Materials/ ALEX Presentation

Item 6A & 6B – Group Insurance Board

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# It's Your Choice 2019

## Initiatives:

- ALEX
- Supplemental benefit changes
- Medicare Advantage

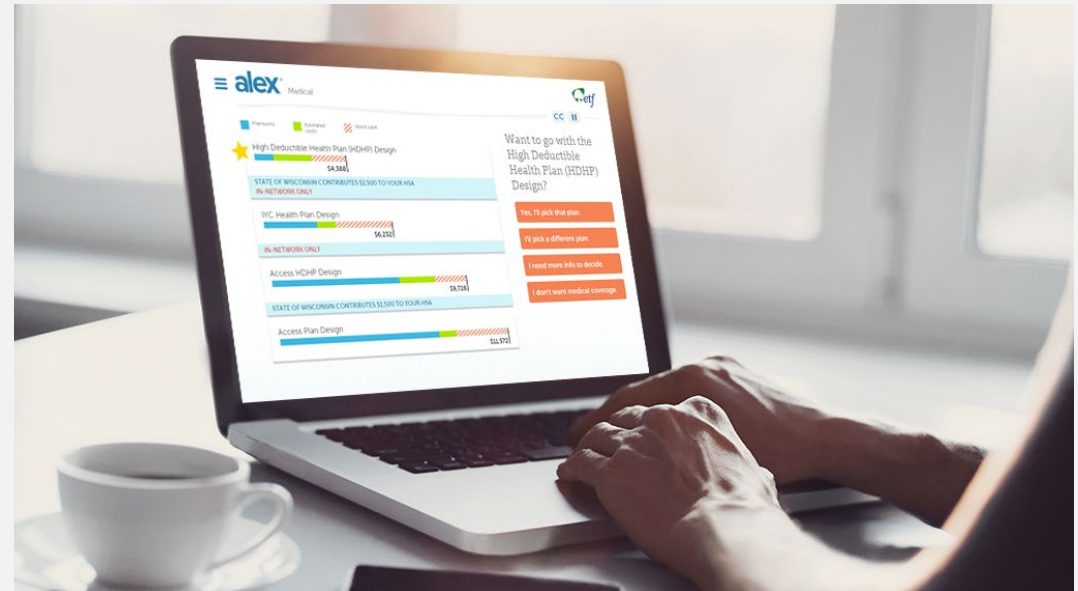
## Other highlights:

- Robin, by HealthPartners
- No cost telehealth for most

# ALEX

# What is ALEX?

- An interactive and personalized benefits decision-making tool
- A helpful, virtual benefits counselor
- An empowering and engaging learning experience for members



# Who else is using ALEX?



# What benefits are covered?

## Health Benefits

- Medical/Pharmacy
- Opt out
- Dental
- Vision
- Well Wisconsin

## Life insurance/AD&D

## Income Continuation Insurance (ICI)

## Tax savings

- (non-HDHP) Health Care FSA
- (HDHP) HSA
- (HDHP) Limited FSA
- Dependent Care FSA

## More Benefits:

- WRS
- Deferred Comp
- Parking/Transit
- EAP
- LifeSuite (Securian)

# Who is ALEX for?



## **ALEX (ETF Version)**

State, UWHC, Retiree

- State and UW Hospital & Clinics Employees
- Retirees without Medicare (including UW System retirees)



## **ALEX**

UW System

UW System Employees

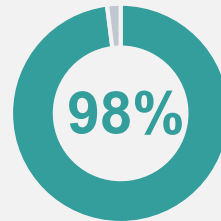
# 2018 Version

**July 23**  
Soft-launched

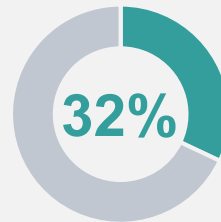
- Opportunity for employers to use with new hires and life event changes
- ETF staff become familiar

**Results** (through October 26)

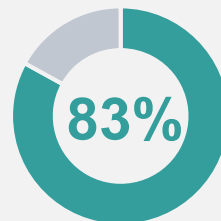
**771** visits



said medical section was **at least somewhat** helpful



said medical section was **extremely** helpful



said they have a **better understanding** of how their medical benefits work

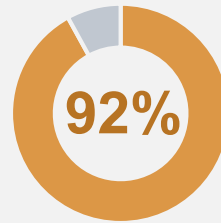


# 2019 Version

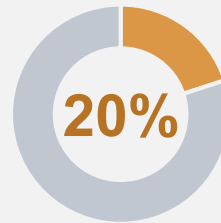
## September 24 Launched

- For open enrollment, Oct. 1-26
- Employer toolkit
- Promoted through all available communications channels

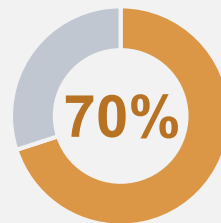
Results (through October 26) **15,782** visits



said medical section was **at least somewhat** helpful



said medical section was **extremely** helpful



said they have a **better understanding** of how their medical benefits work

# Feedback

## Positive

Helpful and fun. I enjoyed being able to go back and change the numbers/ scenarios to see what plan would fit me best with the more likely possibilities in the next year. ALEX is funny, too!

This is a nice way to figure things out.  
Great idea!

## Neutral / Negative

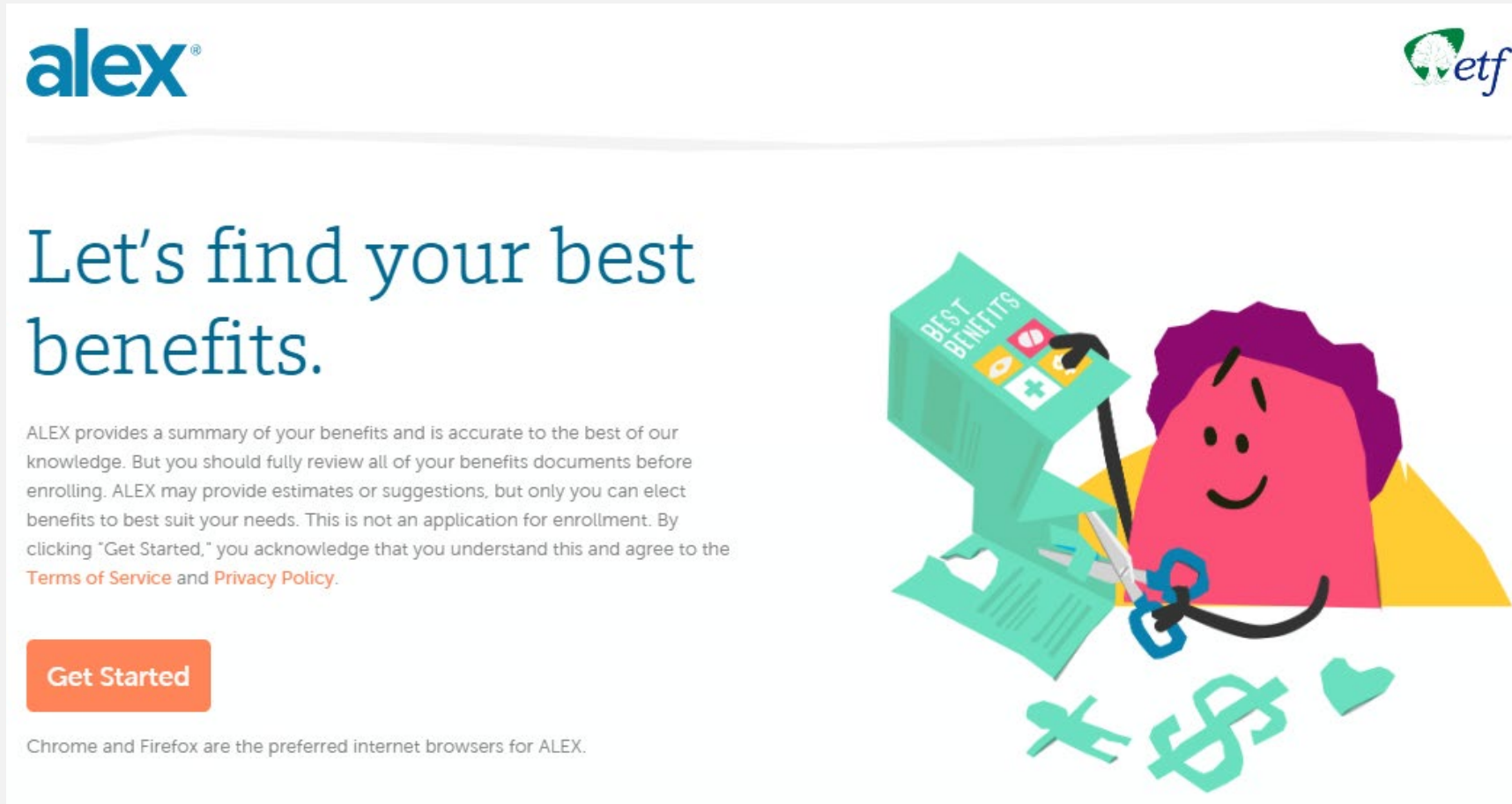
Please explain what an out of pocket cost means and what before deductible means. For the HDHP, what are average costs for services prior to hitting the deductible? Is a blood draw \$400? An office visit \$200? Are all of these things covered under a HSA?

it would be nice to have a "not chatty" version for people who just want the dry facts. :-)

# Open Enrollment Sneak Peek



# Demo



The screenshot shows the 'alex' website interface. At the top left is the 'alex' logo, and at the top right is the 'etf' logo. The main heading reads 'Let's find your best benefits.' Below this is a paragraph of text: 'ALEX provides a summary of your benefits and is accurate to the best of our knowledge. But you should fully review all of your benefits documents before enrolling. ALEX may provide estimates or suggestions, but only you can elect benefits to best suit your needs. This is not an application for enrollment. By clicking "Get Started," you acknowledge that you understand this and agree to the [Terms of Service](#) and [Privacy Policy](#).' Below the text is an orange 'Get Started' button. At the bottom of the text area, it says 'Chrome and Firefox are the preferred internet browsers for ALEX.' On the right side of the page, there is a colorful illustration of a pink character with purple hair, holding a pair of blue scissors and cutting a green document labeled 'BEST BENEFITS'. There are also green dollar signs and a green heart icon scattered around the character.

**alex**<sup>®</sup>

**etf**

## Let's find your best benefits.

ALEX provides a summary of your benefits and is accurate to the best of our knowledge. But you should fully review all of your benefits documents before enrolling. ALEX may provide estimates or suggestions, but only you can elect benefits to best suit your needs. This is not an application for enrollment. By clicking "Get Started," you acknowledge that you understand this and agree to the [Terms of Service](#) and [Privacy Policy](#).

**Get Started**

Chrome and Firefox are the preferred internet browsers for ALEX.

# It's Your Choice Campaign



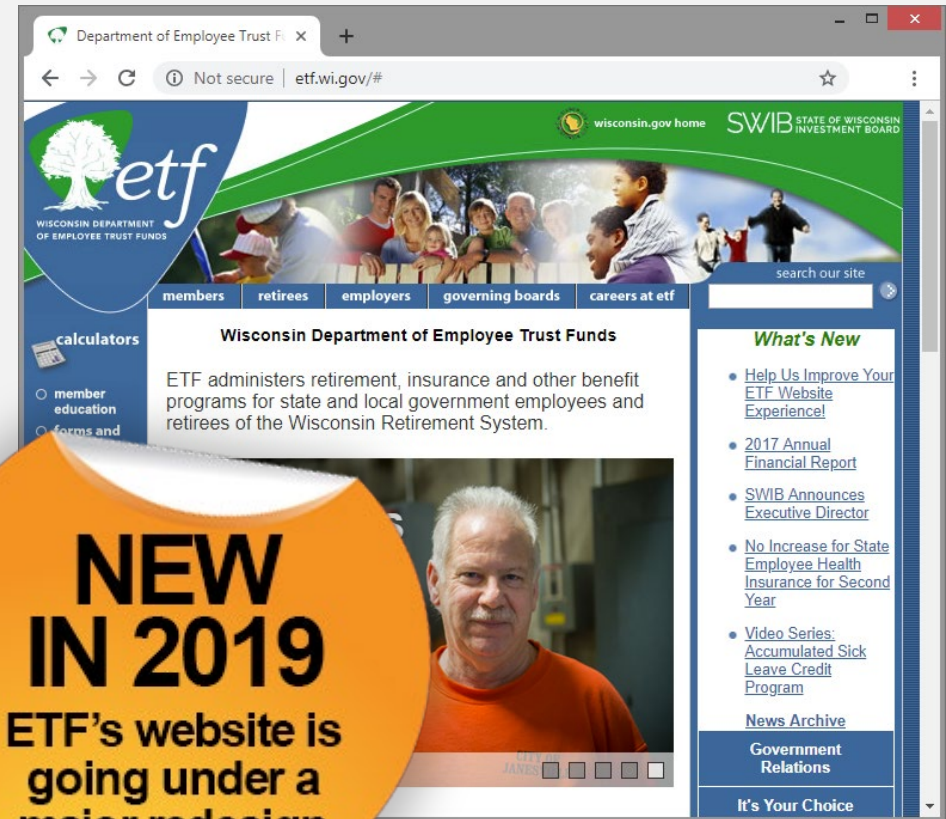
# Decision Guides

- New retiree application stitched in mailed guides
- ALEX “sticker” for active state employees
- Minor improvements based on feedback



# Web

- More options to access provider directories
- Easier to navigate to eLearning
- Links to ALEX
- Reduced text



# eLearning

## ★ New

- [It's Your Choice: 2019 Important Changes](#)
- [Accumulated Sick Leave Credit Conversion Program: What You Need To Know](#)

## ↻ Updated

- [Plan Design Options](#)
- [How to Choose Your Health Benefits](#)
- [Pharmacy Benefits – Saving on Your Prescriptions](#)
- [High Deductible Health Plan \(2019\)](#)
- [Health Benefits in Retirement](#)



The background is a dark blue gradient with numerous bokeh light effects in shades of blue and purple, scattered across the upper and middle portions of the frame.

**Questions?**

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# Thank you

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ETF E-mail Updates



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