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Correspondence Memorandum

Date: October 26, 2021
To: Group Insurance Board
From: Sara Brockman, Communications Manager
 Office of Strategic Health Policy
Subject: 2022 Open Enrollment Campaign

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

Campaign Highlights

Campaign materials for the annual health benefits open enrollment period for plan year 2022 focused on four key areas:

- **Health Plan Changes:**
 - Addition of Aspirus Health Plan
 - Quartz Community network splitting into two new networks effective January 1, 2022 – Quartz Central and Quartz West
- **Uniform Dental Benefit Change:** Coverage added for composite resin fillings for back teeth which means composite resin fillings will be covered for both front and back teeth beginning January 1, 2022
- **Uniform Pharmacy Benefit Change:** Continuous Glucose Monitors now covered by the pharmacy benefit
- **Benefits Mentor:** IBM Benefits Mentor is the new interactive benefits counselor for active state employees and non-Medicare retirees

Other highlights include:

- **Open Enrollment Webinars:** Second annual offering of health benefits and vendor webinars
- **COVID-19 Vaccines:** Promoted COVID-19 vaccine coverage and resources
- **Uniform Medical Benefit Changes:** Minor medical benefit changes, including updated coverage guidelines for telemedicine

This is the second consecutive year in which all open enrollment planning activities were conducted virtually due to the COVID-19 outbreak. ETF staff met the vast majority of deliverable deadlines for the 2022 open enrollment period.

Benefits Mentor

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy
 Electronically Signed 11/05/2021

Board	Mtg Date	Item #
GIB	11.17.21	6

Powered by ETF's secure data warehouse, Benefits Mentor uses member claims information (if available) as a basis for personalized plan design recommendations. Benefits Mentor also considers the member's medical needs and what is most important to them when choosing a health plan – such as paying smaller copays at the doctor or pharmacy, or the lowest premium cost overall for the plan year.

A dedicated Benefits Mentor web page was launched in advance of open enrollment, including detailed instructions on how to use the tool and how to troubleshoot common issues. Benefits Mentor was promoted in a variety of ways, including the state decision guides, multiple locations across the ETF website, and multiple news alerts.

1,256 unique users accessed the Benefits Mentor tool 1,406 times during the open enrollment period. This data will serve as the benchmark for future years.

Initial feedback to the tool has been largely positive, citing its ease of use and detailed explanation of plan designs.

Decision Guides

The decision guides for plan year 2022 are not materially different from the 2021 guides, including maintaining the now familiar colors for each plan option (i.e., blue for state active employees, yellow for local deductible plan members, etc.).

Several improvements were made to the decision guides, including:

- Highlighting COVID-19 vaccine coverage, efficacy, and availability, with links to the DHS and ETF websites to learn more
- Minor clarifications to the dental and vision pages to improve benefit clarity

Open Enrollment Preview Video

ETF published an open enrollment preview video that provides a summary of important changes for the 2022 plan year. This is the first ETF-produced open enrollment preview video, developed in collaboration between the Offices of Communications and Strategic Health Policy.

The video has been viewed over 4,000 times and has received positive feedback. It was promoted on the ETF website and important change reference handouts, as well as during open enrollment webinars.

ETF plans to continue producing an open enrollment video in the future.

Open Enrollment Webinars

Due to the ongoing COVID-19 outbreak, ETF again hosted a series of health benefits webinars during the open enrollment period.

Two types of webinars were offered to members and employers:

- Health Benefits Webinars

- Vendor Q&A Webinars

Feedback from multiple sources – including members, employers, vendors, and ETF staff – was reviewed and incorporated into the webinar planning process for plan year 2022. Most notably, the overall number of sessions was reduced from 80 in 2020 (for plan year 2021) to 55 in 2021 (for plan year 2022).

The reduction was achieved by eliminating the employer-only vendor question and answer sessions, as the content and questions were identical to the “member” sessions. This reduced administrative burden and was more efficient for vendors.

Overall attendance was lower for the 2022 open enrollment period, as displayed in Table 1. Likely factors include one less webinar type offered compared to 2020, minimal benefit changes, and additional vendor-hosted webinar opportunities.

Table 1 – Annual Open Enrollment Webinar Attendance

Webinar Type	OE 2021	OE 2022	Difference
Health Benefits Webinars	1,796	1,144	- 36.3%
Vendor Q&A – Employers Only (discontinued)	497	n/a	n/a
Vendor Q&A Webinars	1,383	919	- 33.6%
Total	3,676	2,063	- 43.9%

Attendees expressed largely positive feedback about the webinars, describing the webinars as easier to attend and a more efficient use of time than the traditional in-person offering, with additional praise for direct access to knowledgeable vendor representatives and/or ETF subject matter experts.

Webinar feedback identified several areas for improvement in the future, including presenter sound quality and other technical issues. ETF will continue to review and incorporate feedback into the webinar planning process.

Website

Enhancements to the health benefits web pages were primarily focused on updating existing content and communicating key changes for plan year 2022. No major changes were made to the navigation or health benefit page layouts.

A few key improvements or additions were made, including:

- Launching the new Health Benefits Education resource center
- Establishing a dedicated web page for 88% tables and total monthly premium rates for local employers
- Adding a new documentation requirements page for life change events
- Outlining new telemedicine service categories and cost-sharing

ETF will continue to refine health benefits web pages based on feedback and metrics.

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