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Correspondence Memorandum

Date: July 18, 2022

To: Group Insurance Board

From: Sara Brockman, Communications Manager
 Office of Strategic Health Policy

Subject: WEA Departure and Other Updates – Communications and Outreach Plan

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

The Department of Employee Trust Funds (ETF) communications and outreach plan for the 2023 open enrollment period has five key areas of focus:

1. Remind current WEA Trust members that a new health plan must be selected during the open enrollment period (September 26 to October 21, 2022).
2. Communicate new administrator(s) for the Access plan, Medicare Plus plan, and State Maintenance Plan (SMP).
3. Highlight the addition of any new health plans(s) to the State of Wisconsin Group Health Insurance Program (GHIP).
4. Announce any health plan service area changes or expansions, especially in areas of Wisconsin affected by the WEA Trust departure, and if those changes or expansions require action from current members during the open enrollment period.
5. Announce program changes for the Income Continuation Insurance program (ICI) that expands the share of annual earnings eligible for an employer premium contribution pending Board approval of such changes ([Ref. GIB | 08.17.22 | 11](#)).

Health plan changes will be the focus of standard annual open enrollment communication topics and outreach activities, including but not limited to:

- 2023 What's Changing video
- Employer kickoff meetings hosted by ETF Employer Services
- Health benefit webinars hosted by ETF Member Services
- Important Changes webpages and handouts
- Vendor Q&A webinars hosted by the Office of Strategic Health Policy

Given the significant number of members that must take action to select a new health plan during open enrollment, additional special communications work is underway:

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy Electronically Signed 08/02/2022

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2023 Decision Guides

All Decision Guides will feature an eye-catching call to action graphic on the cover. Page content has been condensed and rearranged to allow more room to communicate health plan changes. Health plan changes will be communicated in plain language as well as with visually appealing graphic components.

Health Plan Changes Landing Page

ETF has posted a [new website landing page](#) for health plan changes. The page currently features information and resources about the WEA departure. Following the August 17 Group Insurance Board (Board) meeting, the page will be updated with additional details about the new Access, Medicare Plus, and SMP administrator(s) and any other changes to health plan offerings. Resources and frequently asked questions will also be updated following the Board meeting.

WEA Transition Vendor Webinars

All health plans and benefit vendors participate in two webinars during open enrollment. Six additional vendor webinars focusing solely on the WEA transition will be offered in advance of and during the open enrollment period. Staff representatives from the new Access, Medicare Plus, and SMP administrator(s) will be available for member questions. Presentation materials will also be available on the ETF website for any members who are unable to attend a live webinar.

Additional ETF Frontline Staff Outreach

Given the number of service areas and programs affected by the WEA departure, as well as the anticipated amount of additional health plan service area changes, ETF expects a larger than usual number of member contacts during the open enrollment period. In order to sufficiently prepare ETF frontline staff, two additional outreach activities will supplement the annual training plan:

WEA Transition and Health Plan Changes Overview

Two webinar sessions will be offered to ETF staff the week of August 22, focusing solely on health plan changes. Special attention will be paid to what changes require member action during open enrollment, as well as where frontline staff can find resources and answers to common questions throughout open enrollment.

2023 Changes Open Houses

Two casual drop-in webinar sessions will be offered to ETF staff the week of September 19. These webinars will serve to refresh prior training about health plan changes and resources. Staff may stay for the entire webinar, or simply ask a question or two before returning to work.

ICI program changes will be communicated to employers and employees via WRS News and through electronic notification to employers. ETF will develop revised premium rate tables and publish them in late November for the new plan year. ETF staff will work with employers to provide assistance with implementation questions. ETF staff will also develop written materials for employers to distribute to their employees. The

annual ICI deferred enrollment period runs from January 1 through March 1 of each year.

Additional communications and outreach activities may be added to meet the needs of members, employers, and ETF staff. All ETF-hosted activities will be conducted virtually. Health plans may attend in-person open enrollment events at the plans' discretion.

A summary of the 2023 open enrollment campaign will be presented to the Board at the November 2022 meeting.

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