2025 Open Enrollment Communications

Item 3 – Group Insurance Board

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Office of Strategic Health Policy

etf

Informational Item Only

- No Board action is required.

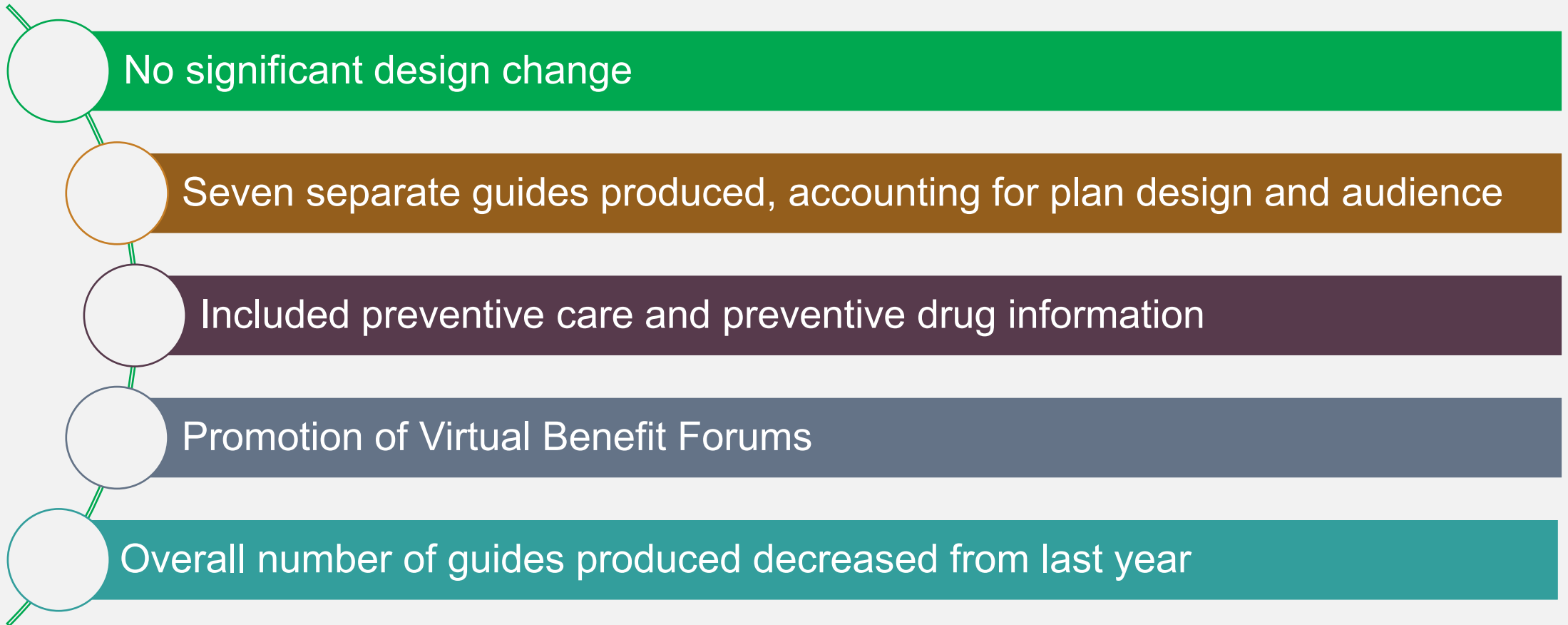# Campaign Highlights

Medical Benefit Changes

Health Plan Name Change

Pre-tax Savings Accounts Limit Changes

State HSA Employer Contribution Increase

State Maintenance Plan (SMP) Changes for Locals

Decision Guides

- No significant design change
- Seven separate guides produced, accounting for plan design and audience
- Included preventive care and preventive drug information
- Promotion of Virtual Benefit Forums
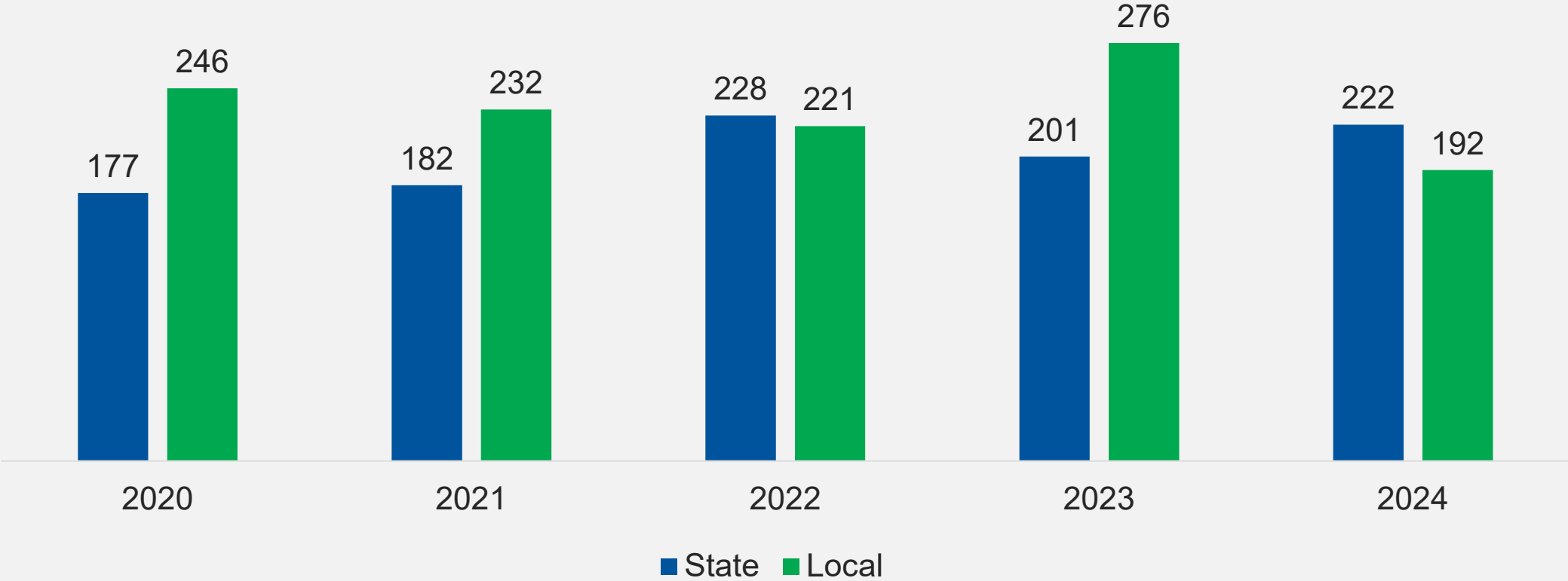- Overall number of guides produced decreased from last year

Employer Kickoff Meetings

- Held virtually

- Two sessions for State and Local Employers

- State attendance increased

- Local attendance decreased

- State and Local Q&A Sessions

Kickoff Meeting Attendance

Attendance for Employer Kickoff Meetings 2020-2024

Year	State	Local
2020	177	246
2021	182	232
2022	228	221
2023	201	276
2024	222	192

■ State ■ Local

Vendor Forums

- ETF hosted 15 Vendor Virtual Forums

- Vendors presentation with Q&A session

- Evening forums available

- Total of 640 participants

- 62% responded "Satisfied" or "Very Satisfied" Overall Experience

eLearning Videos

No new eLearning open enrollment videos produced

Reviewed 21 existing videos for content updates

11 videos were updated

Website

236 web pages reviewed and updated

- Premium and benefit information
- Health premium increase for Plan Year 2025
- Insurance Help page was created and published
- Frequently Asked Questions and Life Event Guide pages
- Link to HDHP informational UW School of Business Website

Call Center

	2021OE	2022OE	2023OE	2024OE	2025OE
Number of IYC Related Calls	6,998	6,873	12,320	6,433	6,499
Average Wait Time	2:32	1:47	10:47	2:48	1:57
Abandonment Rate	6.79%	3.09%	20.48%	6.26%	4.60%
Average Talk Time	6:10	6:35	7:50	6:53	6:39

Questions?

Thank you

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1-877-533-5020