

From: [REDACTED]
To: [ETF SMB Board Feedback](#)
Subject: It's Your Choice
Date: Friday, September 27, 2024 5:47:03 PM

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I am trying to work my way through your online version of "It's Your Choice." IT IS HORRIBLE! For example, where are the premiums listed?

Charles Larson
Sent from my iPad



STATE OF WISCONSIN
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SECRETARY

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November 14, 2024

Charles Larson
[REDACTED]

Dear Mr. Larson,

Thank you for sharing your feedback about your online experience for the 2025 Open Enrollment for insurance benefits. I apologize that your experience on our website, etf.wi.gov, was not positive. While the site is designed to be intuitive, I acknowledge that it can be a little challenging, and even frustrating, to find premiums and other related benefits information.

It's worth noting, the group health insurance program is complex with nine different program options for state and local government employees, retirees, and continuants. As a result, there is a lot of information to make available on the website. The Department of Employee Trust Funds is currently working on a new insurance administration system that will provide secure, online access to individual benefits information for eligibility and enrollment. The system will dramatically improve the customer experience and is planned to be available next summer.

Open Enrollment Information

All retirees in the group health insurance program are mailed a decision guide prior to the annual open enrollment period in early fall. These printed guides include benefit changes, options, and premiums for the upcoming plan year. Employees are made aware of premiums through their employer.

In addition, members can access guides and other benefits information on the website. You can start with [Insurance](#) in the site's top navigation, use the Search function, and other tools, such as [Benefits Available to Me](#), to find benefits information. Right now, this requires a few steps and clicks. For example, if you type "premiums" in the upper right Search field the [Health Care Premiums](#) page for the 2025 plan year comes up. This page has clickable tiles that take members directly to premiums for state retirees (with and without Medicare) and employees.

ETF benefit specialists can assist you with finding benefits information and answering your questions. I encourage you to send a secure email on the [Contact Us](#) page or contact the call center at toll-free 1-877-533-5020 any time you need assistance.

Your Feedback

Each year we identify website improvements based on website user metrics and

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feedback from members. I have already shared your feedback with our webmaster. Please also feel free to complete the brief website user survey.

Again, thank you for taking the time to tell us about your website experience and giving us the opportunity to make improvements where possible.

Respectfully,

Mark Lamkins
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