

IT'S YOUR CHOICE

2016



Communication Strategy & New Design

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IYC Communication Strategy

- Brand plan design options with IYC
- Identify points of enrollment and access throughout the year
- Customized information – in printed Decision Guide and on web – for members
- Easy-to-follow steps guide members and provide important information to assist with decision making
- Use of images to represent different members and their choices
- Year-round education about health and wellness benefits and related topics of interest

Plan Design Options for 2016

State Employees, Retirees and Continuants

Current Name	New Name in 2016
Coinsurance Uniform Benefits	It's Your Choice Health Plan
High Deductible Health Plan	It's Your Choice High Deductible Health Plan
Standard Plan	It's Your Choice Access Health Plan
HDHP Standard Plan	It's Your Choice Access High Deductible Health Plan

Local Employees, Retirees and Continuants

Current Name	New Name in 2016
Traditional HMO – Standard PPO	It's Your Choice Local Traditional
Deductible HMO – Standard PPO	It's Your Choice Local Deductible
Coinsurance HMO – Standard PPO	It's Your Choice Local Health Plan
High Deductible Health Plan HMO – Standard PPO	It's Your Choice Local High Deductible Health Plan

Points of Enrollment *for Employee*



Open
Enrollment



New
Employee



Life Change
Event

Points of Enrollment *for Retiree*



Open
Enrollment



New
Retiree



Medicare
Eligible or Life
Change Event

- Easy-to-read tables help members compare health plan options, make choices, and find more details on the web

HEALTH PLAN PROVIDER RATINGS	Overall Performance Rating (5 ★ is highest)
Health Plan Options	
Anthem Blue	★☆☆☆☆
Arise Health Plan	★★☆☆☆
Dean Health Insurance	★★★★★
GHC of Eau Claire	★★☆☆☆
GHC of South Central Wisconsin	★★★☆☆
Gundersen Health Plan	★★★★★
Health Tradition Health Plan	★★★★☆
HealthPartners Health Plan	★★★★★
Humana	★★★★☆
Medical Associates Health Plans	★★★☆☆
MercyCare Health Plans	★★★★☆
Network Health	★★☆☆☆
Physicians Plus	★★☆☆☆
Security Health Plan	★★★☆☆
State Maintenance Plan	Not available
UnitedHealthcare	★★★☆☆
Unity Health Insurance	★★★☆☆
WEA Trust	★☆☆☆☆



For health plans available in your county* and more plan details, visit etf.wi.gov



- Icons and other four-color graphics guide members through ways to supplement their coverage and easily find what they're looking for



Anthem DentalBlue



EPIC Benefits+



EPIC Dental Wisconsin



Hartford Accidental Death and Dismemberment



Mutual of Omaha



VSP





Wisconsin Deferred Compensation



Wisconsin Public Employers Life Insurance


Old Design = *2 Separate Guides*

State of Wisconsin Group Health Insurance Program for
State of Wisconsin Employees
Retired State of Wisconsin Employees (Annuitants)
Members with Continuation Coverage (Continuants)
UW Graduate Assistants



It's Your Choice 2015 Decision Guide
To Help You Choose Your Group Health Insurance Plan

Enrollment Period
October 6 to 31, 2014





Scan to read online.


Turn The Page
To Explore Your Options
For Health Insurance
Coverage

ET-2107d-15 (12/3/2014)

State of Wisconsin Group Health Insurance Program for
State of Wisconsin Employees
Retired State of Wisconsin Employees (Annuitants)
Members with Continuation Coverage (Continuants)
UW Graduate Assistants



It's Your Choice 2015 Reference Guide
A resource to use throughout the year regarding
Group Health Insurance information



Scan to read online.

Turn the page
to find the information
most important to you

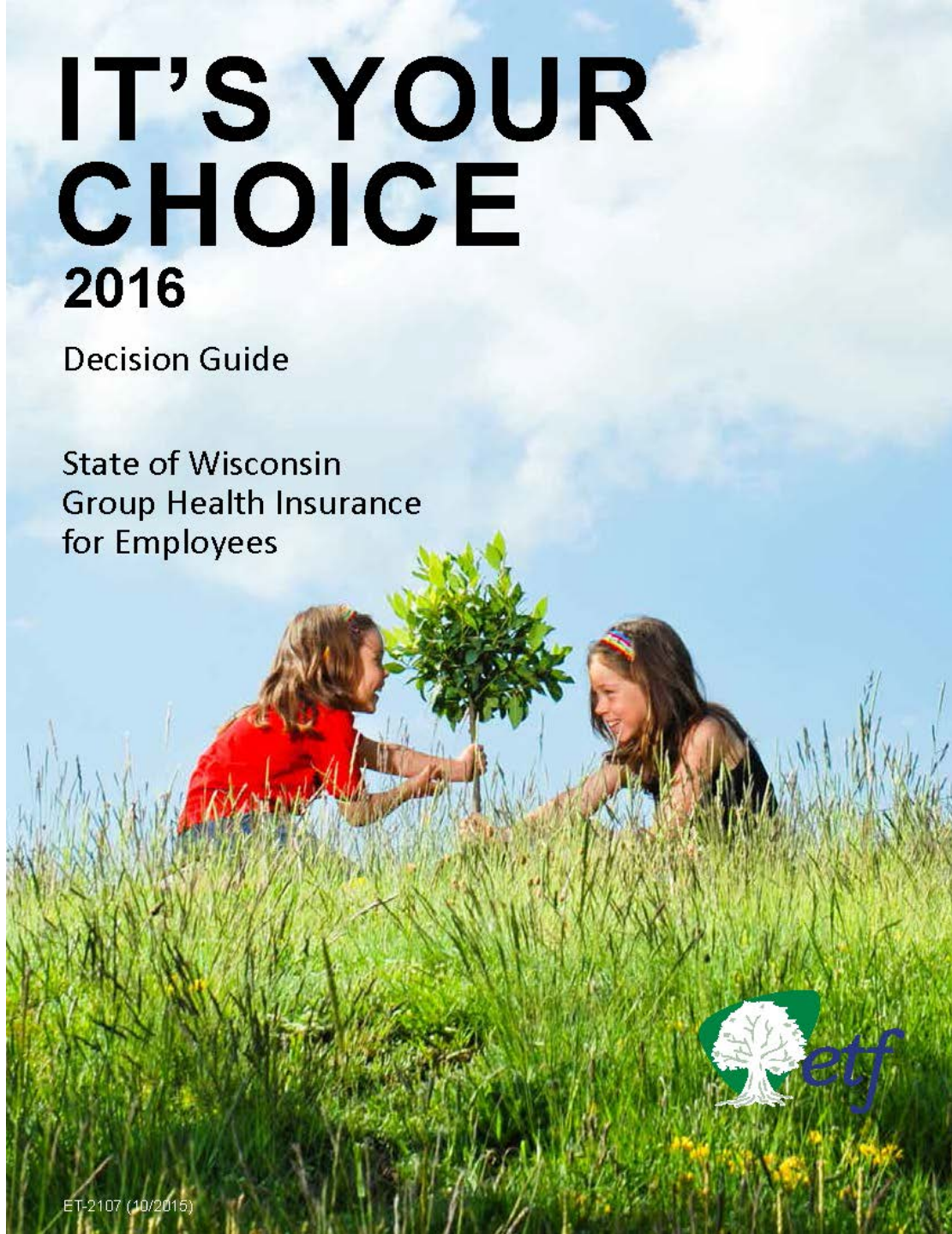
ET-2107r-15 (10/2014)

IT'S YOUR CHOICE

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Decision Guide

State of Wisconsin
Group Health Insurance
for Employees



IT'S YOUR CHOICE

2016

Decision Guide

State of Wisconsin
Group Health Insurance
for Retirees

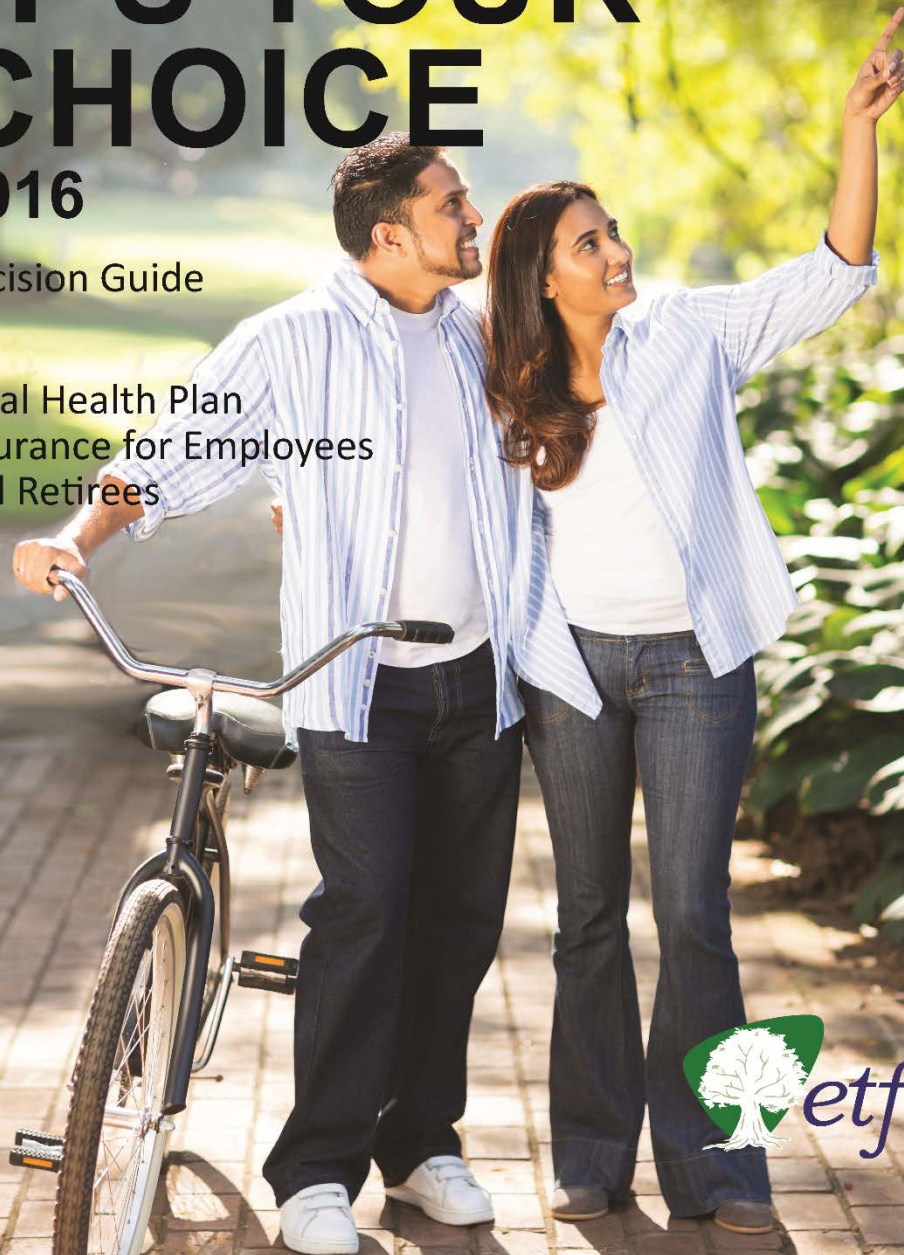


IT'S YOUR CHOICE

2016

Decision Guide

Local Health Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

2016

Decision Guide

Local Traditional Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

2016

Decision Guide

Local High Deductible Health Plan
Insurance for Employees
and Retirees



IT'S YOUR CHOICE

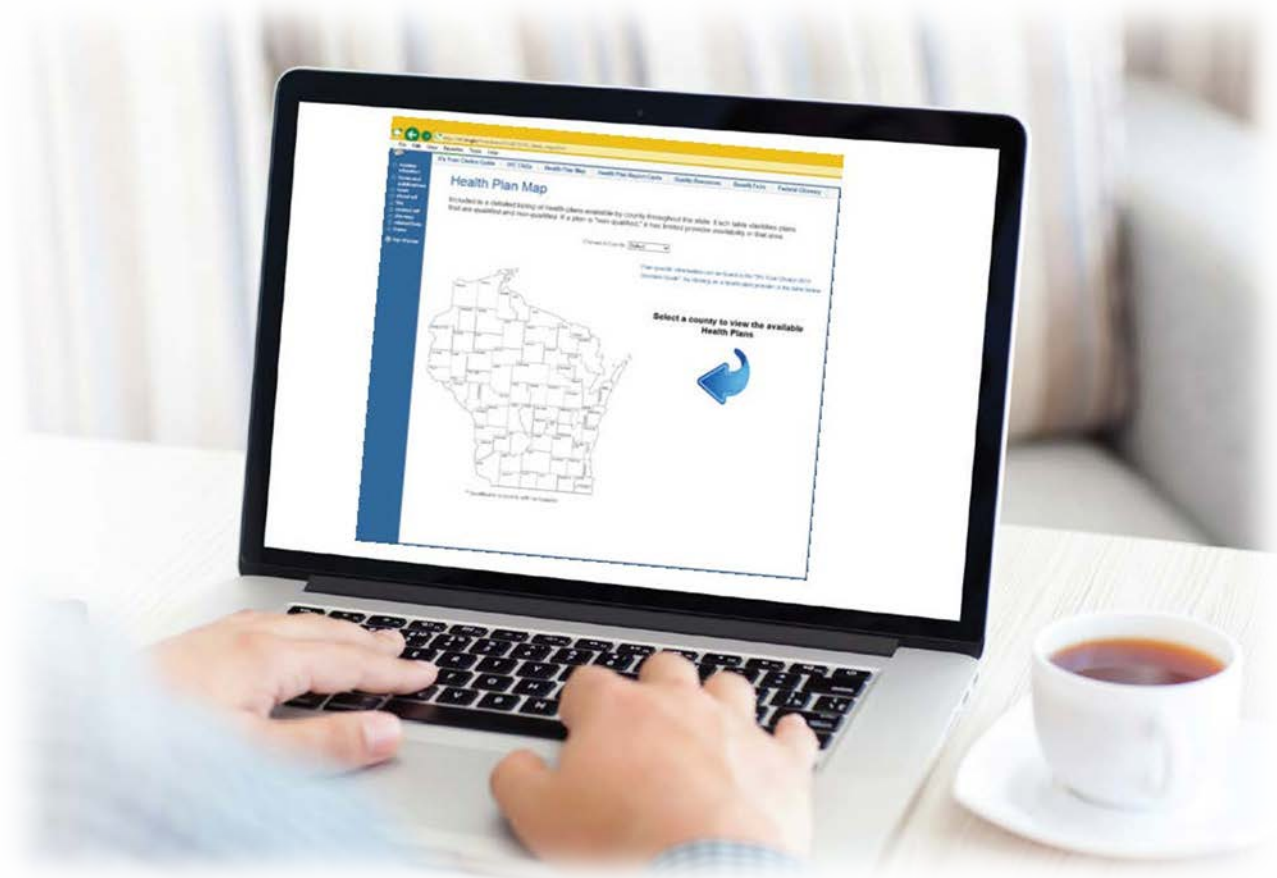
2016

Decision Guide

Local Deductible Plan
Insurance for Employees
and Retirees



New Design = *1 Guide + Web*



Expanded Web Resources

- Interactive health plan map by county
- Searchable FAQs
- Detailed plan quality ratings
- All covered benefits and services
- Options to supplement coverage
- Web analytics and customer surveys for future site enhancements



WISCONSIN DEPARTMENT OF EMPLOYEE TRUST FUNDS



search our site

- members
- retirees
- employers
- governing boards
- careers at etf

Wisconsin Department of Employee Trust Funds

ETF administers retirement, insurance and other benefit programs for state and local government employees and retirees of the Wisconsin Retirement System.

IT'S YOUR CHOICE
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Coming Soon!

Open enrollment: October 5-30

calculators



- member education
- forms and publications
- news
- about etf
- faq
- contact etf
- site map
- related links
- home
- 🏠 top of page

What's New

- [Retirement Boards to Meet](#)
- [2016 Health Insurance Rates & Open Enrollment](#)
- ["Investments 101" for Women](#)
- [Legislative Update: Other Post-Employment Benefits for Local Governments](#)
- [Wanted: Member Feedback](#)
- [Teachers: Nominations Sought for Board Seats](#)
- [WRS News Online \(Active Employees\)](#)
- [Upcoming Webinars](#)

Year-Round Education

- Increase awareness about health and wellness benefits and related topics of interest

E-Alerts



E-Learning



Tweets



Questions



Thank You