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Correspondence Memorandum

Date: September 1, 2016

To: Employee Trust Funds Board
Teachers Retirement Board
Wisconsin Retirement Board

From: Mark Lamkins, Director, Office of Communications

Subject: Communications Update

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

It's Your Choice 2017

For the past couple of months the Office of Strategic Health Policy and the Office of Communications have been developing the It's Your Choice (IYC) 2017 decision guides and online resources for the annual open enrollment period, which is set for October 17-November 11, 2016. During this time members can change health plans, enroll if they previously deferred coverage and change or cancel coverage.

The overall communication strategy for IYC 2017 will remain the same as 2016, with expanded online resources and awareness building on members' health benefits year round. We have continued to engage the Member Communication and Education Workgroup for feedback on ways to improve web access, information and graphics. The workgroup includes Department of Employee Trust Funds frontline staff and employer benefit specialists from the Department of Administration, University of Wisconsin, UW Health and City of Madison.

Health benefit changes and the 1.6% overall premium increase for non-Medicare participants in the state's group health insurance program have been announced. Members will begin receiving their IYC decision guides the first week in October. In addition, we will push out a series of e-alerts on health and wellness topics leading up to and during open enrollment and publish an e-learning, all intended to assist members in making informed decisions and taking action.

In August we released [Pharmacy Benefits: Saving on Your Prescriptions](#). This interactive e-learning provides an overview of members' cost share for generic, brand name and specialty drugs, along with tips for saving money.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 9/16/16

Board	Mtg Date	Item #
JM	9.29.16	4C

New Display for Outreach Events

A new retractable banner display has been designed for Member Services to use at outreach events. The display incorporates ETF's brand, which focuses on awareness and the impact of Wisconsin Retirement System benefits on members' lives. This display will be the first in a series that conveys diversity in member lifestyle and demographics. See Attachment A for an image of the display.

User Engagement Metrics for June-August 2016

- [ETF E-mail Updates](#) – 53 emails sent; 45,197 total subscribers.

Members, employers and other stakeholders can subscribe to *ETF E-mail Updates* (via GovDelivery) on retirement, health and other WRS benefits.

- Twitter [@WI ETF](#) – 119 tweets; 38,399 impressions; 362 total followers.

There was a decrease in the number of daily tweets, when compared to the previous quarter. We experienced a 43% decrease in the number of impressions and gained 37 new followers. These metrics are in line with ETF's cyclical communications and Twitter trends. The top mention with the highest number of engagements was by *The Wheeler Report*, regarding the release of the request for proposal (RFP) for self-insurance administrative services.

- ETF Website, etf.wi.gov – Please see Attachment B for website trends, including a comparison of unique visitors, number of visits and viewed pages. In general, there has been an increase in web traffic for June-August compared to the same time last year and a decrease from the previous quarter.

Other Updates

- Media Coverage – Self-insurance and the other RFPs of the Group Insurance Board have been in the news over the past few months. The Wisconsin Hospital Association and Wisconsin Association of Health Plans have shared their opposition to changing the state's group health insurance program to a self-insurance model in 2018.
- *WRS News* – The [September editions](#) of *WRS News Online* for active employees and *WRS News* for retirees were distributed.
- myETF – A new web section, [myETF for Employers](#), provides employers with project updates on the new benefits administration system and other resources. They can also register for webinar trainings on processes and reporting in myETF Employer Online Services, which is set to launch in early 2018.

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

Attachment A: ETF Display
Attachment B: ETF Website Trends

ETF Display for Outreach Events

Retractable Banner Display #1 (Fall 2016)

The banner features a photograph of a family of four walking on a sandy beach with tall grass in the foreground. A young boy in a blue shirt is running towards the camera, holding an orange shovel. Behind him are a girl in overalls, a man in a pink shirt, and a woman in a red polka-dot dress. The background shows the ocean and a clear sky.



**Know Your
WRS Benefits**

- Retirement**
- Health**
- Life**
- Disability**
- Survivor
Benefits**

   etf.wi.gov

ETF Website Trends, etf.wi.gov (as of September 1, 2016)

