



# Health Care Update

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June 13, 2022



## Status Updates

- Financials (Rae-Ellen)
- Partnership (Bernie)
- Communications (Betsy)
- Open Enrollment Results/Next Steps (Rae-Ellen)
- MAPD results and implementation planning (Rae-Ellen)



## FY 2021-2022 Year End Health Account Balances

Budget Review 5.15.22

Active Employee Healthcare Appropriation	
<i>Projected Appropriation Balance</i>	\$ 14,440,736.28

Active Employee Healthcare FAD Accounts	
<i>Projected Active Health FAD</i>	\$ 76,021,224.59
<i>Projected Active Rx FAD</i>	\$ 23,327,171.83
<i>Combined FAD Balances:</i>	\$ 99,348,396.42

Retired Employee Healthcare Appropriation	
<i>Projected Appropriation Balance</i>	\$ 3,027,068.55

Retired Employee Healthcare OPEB FAD Accounts	
<i>Projected Retiree Health</i>	\$ 148,268,814.79
<i>Projected Retiree Rx</i>	\$ 53,639,367.48
<i>Combined FAD Balances:</i>	\$ 201,908,182.27



## Partnership 2.0

As of 6/1/22 we have 154 groups enrolled totaling over 26,000 employees and almost 64,000 members.

As of 6/1/22, we had 107 groups who have completed their 3-year contract commitment under Partnership. They had the option of leaving the plan without an early termination penalty and two groups have elected to leave effective 7/1/22.

We have 9 confirmed small groups coming on for 7/1/22 which is adding approximately 400 new employees and 900 members.

## Partnership 1.0

As of 6/1/22 we still have 5 groups remaining totaling approximately 2,400 employees and just under 3,400 members.



# Communications Update

Presented by Betsy Nosal

# Live Event Participation

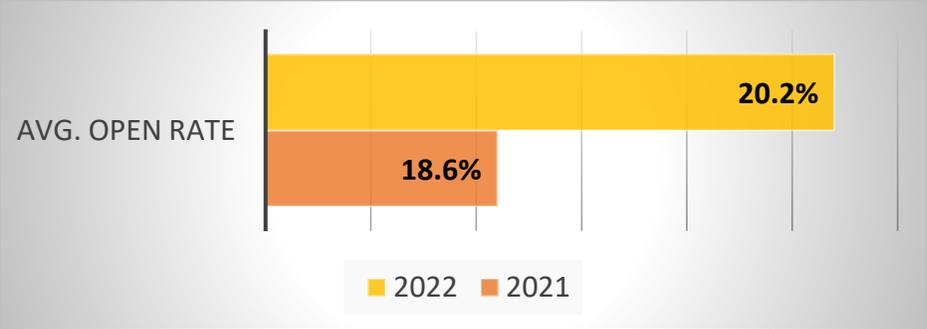


Live Event	2022 Attendance	2021 Attendance	2020 (Oct.)** Attendance
HEP / CVS Spotlight	746	735*	n/d
Cigna Spotlight	1,412	996	n/d
Anthem Spotlight	1,232	1,135	n/d
Total Spotlight Events	3,390	2,866	n/d
Total Q&A Sessions	1,283	857	1,669
<b>Total Participation</b>	<b>4,673</b>	<b>3,723</b>	<b>1,669</b>
Total Number of Live Events	9	11	9
	-----	-----	-----
	7 Actives	9 Actives	8 Actives
	2 Retirees	2 Retirees	1 Retirees

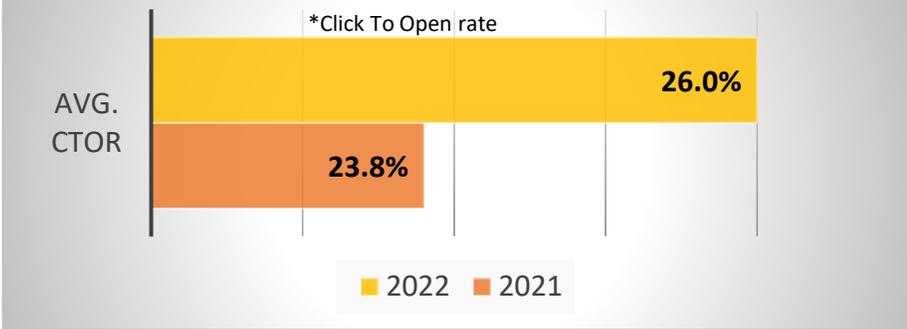
\*2021 HEP did not participate in spotlights since HEP was not being tracked due to the pandemic.

\*\*2020 Live Events held in groups of agencies; meeting links were sent to benefit contacts to distribute to employees.

# Email Communications



Average Open rate for healthcare services: 23.7%



Average CTOR for healthcare service: 13.4%



Email	1	2	3	4	5	6	7
<b>2022</b>	OE Begins (dup.)	Decision-Making Tools	OE Live Events (dup.)	Dental Age 26 (dup.)	Quality First Select Access	OE Final Week (dup.)	
<b>2021</b>	OE Begins	Total Care DHMO	BC Prime Plus POS	Virtual Q & A's	Health Navigator	OE Final Week	OE Final Steps

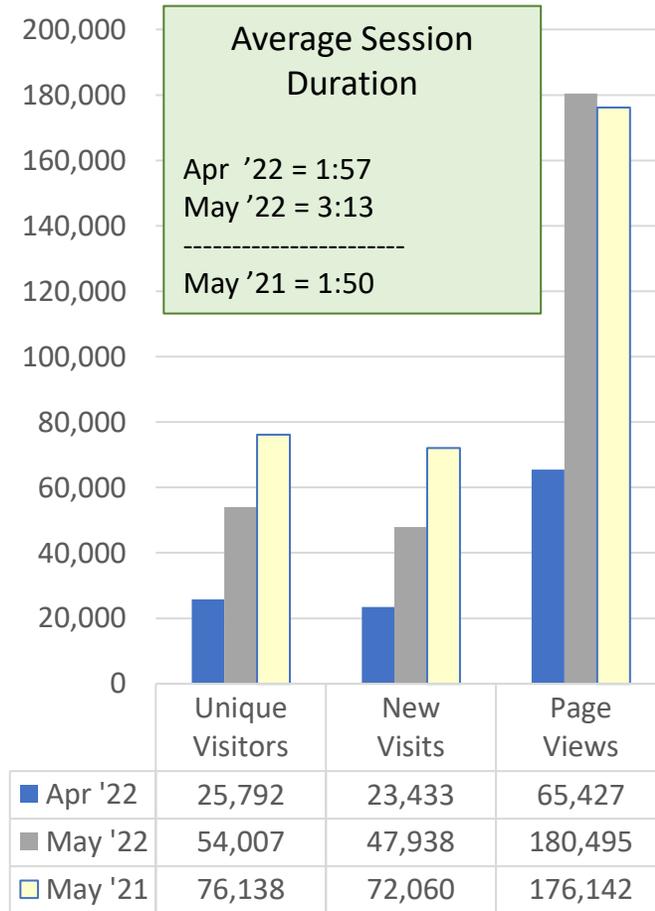


# Care Compass Website Activity & Google Ads



**Care Compass OE Page Views by QR Code**

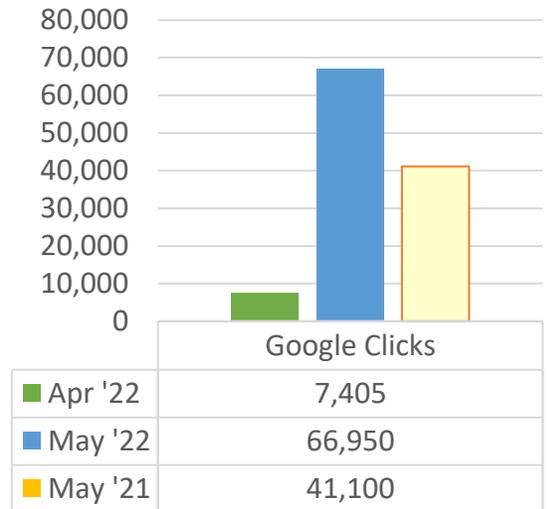
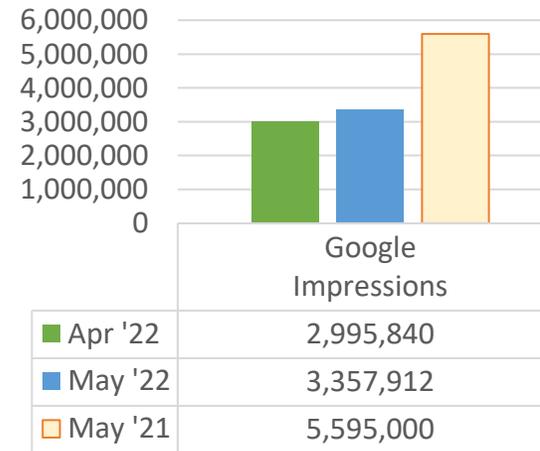
- 50K Postcards, Bi-fold mailers, plus email links: 64,088 views
- 5,537 DOC mailer: 347 views
- 300 DOT flier: 9 views



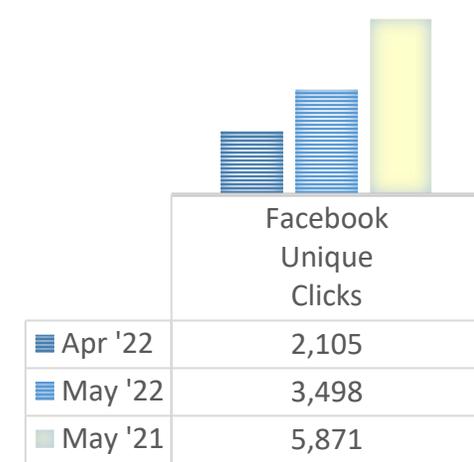
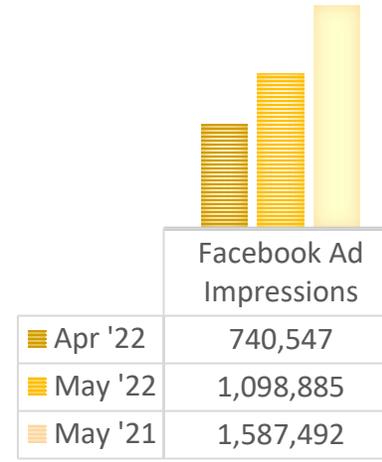
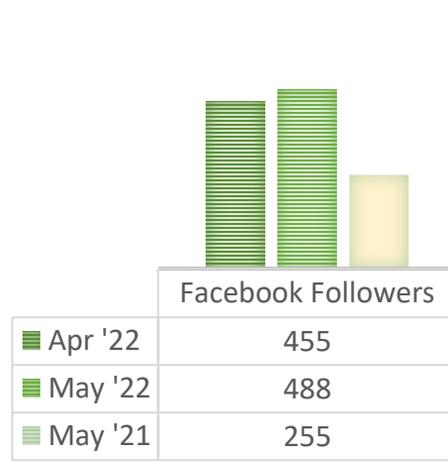
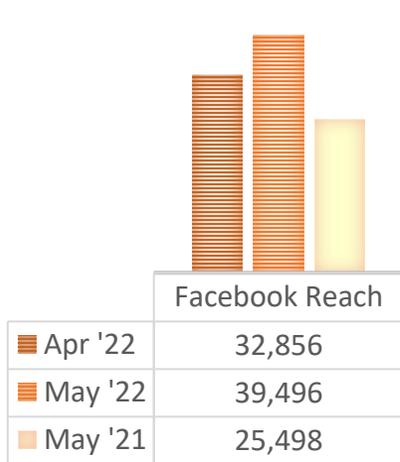
\*Note: April '21:1 4,754 unique visits



## Google Ads



# Facebook Posts and Ads



## Posts and Ads in the Month of May:

**Healthcare Benefits:** Open Enrollment all-user emails / Care Compass webpage

**Education:** Mental Health Month; healthy lifestyle (walking, nutrition, family time; children’s physical activity, children’s sleep, sports/activities)

**Special Event Ads:** Carrier Spotlights; Open Enrollment Q&A sessions; Orthopedic webinar

**Facebook reach** is the number of unique people who see our content. It’s a measurement of our brand’s effective audience. Not every follower will see every single post.

**Facebook followers** are people who have opted-in to “follow” our page, meaning that they will receive our updates in their timeline. The most common way to get followers is when people ‘like’ our page.

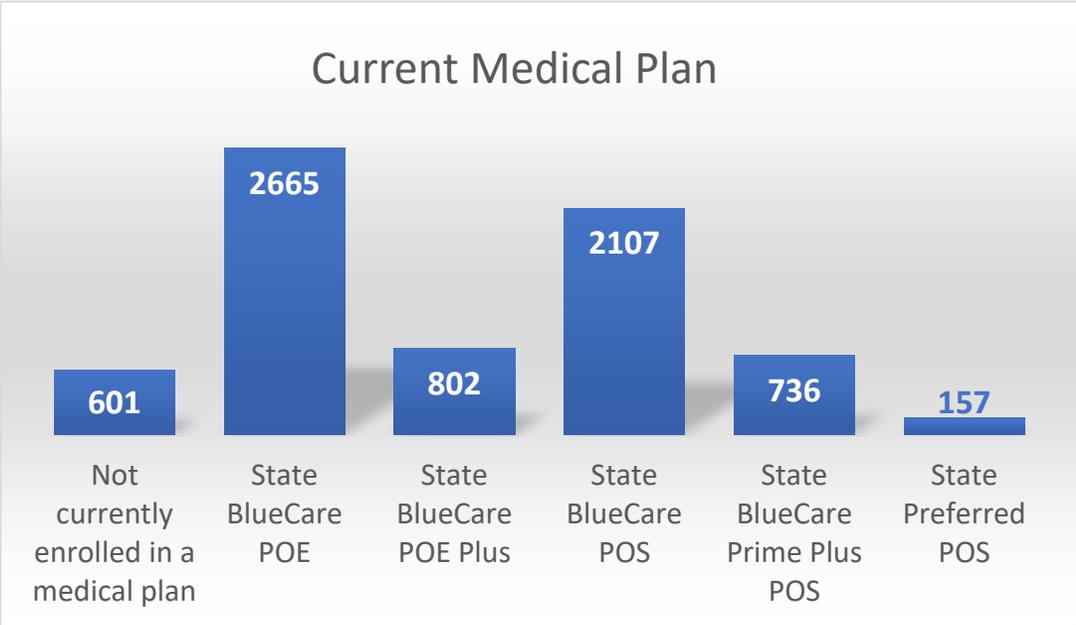
**Facebook impressions** are defined as the number of times our ad was viewed on a user’s Facebook timeline. This is an important metric to track because it tells if our ads are compelling.

**Unique clicks** are the total number of subscribers that have clicked on any link in a campaign. It does not count how many times each subscriber has clicked on a link. Even if a subscriber clicks on the link twice, it will be counted only once.



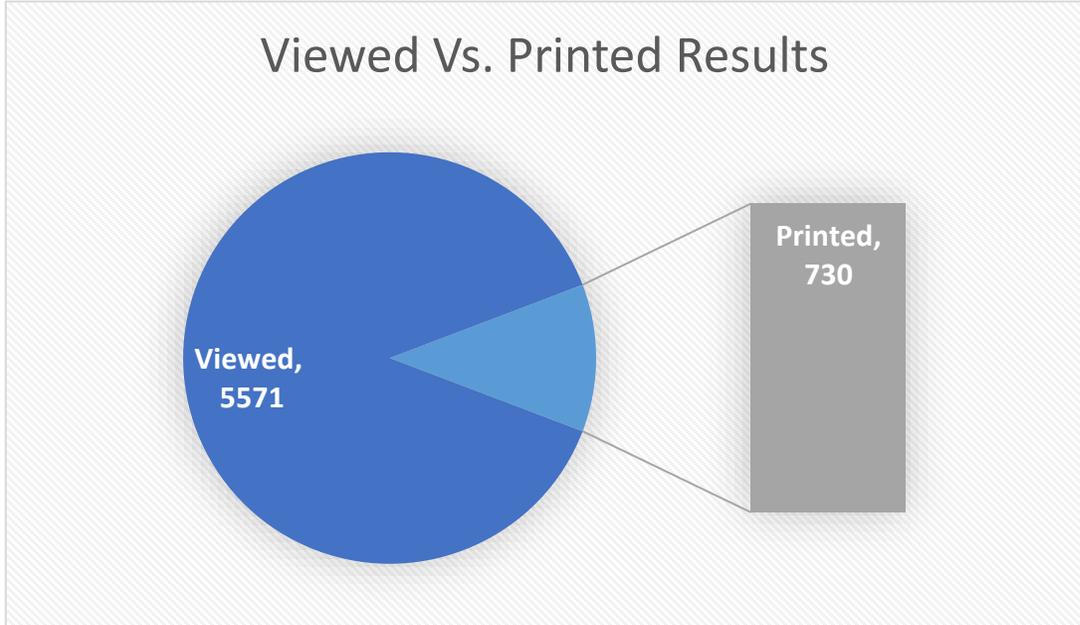
## Medical Plans

	2022	2021
Sessions	7,068	(n/a)



## Dental Plans

	2022	2021
Sessions	5,571	3,339



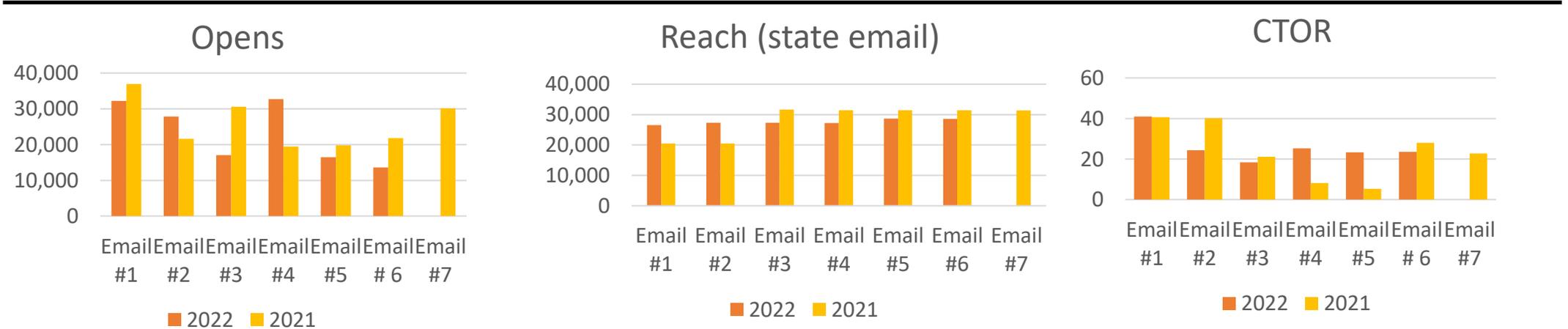


- **Employee Survey**
- **Focus Groups**
  - HR/Benefit contacts
  - Employee populations



# Appendix: Email Analytics

Email Topic	Date Sent	Successful Deliveries	Total Opens	CTOR (Click To Open Rate-unique)
OE Begins ----- (personal email)	05/02/22 (Monday) ----- 05/06/22	26,494 (743 bounced) ----- 32,215	32,194 (22.8%) ----- 25,113	41.0% ----- 8.9%
Decision-Making Tools	05/05/22 (Thursday)	27,271 (25 bounced)	27,867 (19.5%)	24.4%
OE Live Events ----- (personal email)	05/09/22 (Monday) ----- 05/11/22 (Wednesday)	27,253 (39 bounced) ----- 32,168 (627 bounced)	17,084 (19.3%) ----- 22,522	18.4% ----- 3.5%
Dental Age 26-Tools-Info. ----- (personal email)	05/12/22 (Thursday) ----- 05/24/22 (Tuesday)	27,225 (61 bounced) ----- 32,150	32,768 (21.5%) ----- 23,656	25.3% ----- 5.9%
Quality First Select Access Plan	05/17/22 (Tuesday)	28,692	16,466 (19.7%)	23.3%
OE Final Check List ----- (personal email)	05/23/22 (Monday) ----- 05/25/22 (Wednesday)	28,619 (441 bounced) ----- 32,132 (169 bounced)	13,619 (18.2%) ----- 24,167	23.6% ----- 6.3%



Thank you.





- **Dental Plan Updates**

- 7,630 Update Requests Processed
- 206 Members Newly Enrolled in Coverage
- 183 New Enrollees to Basic Plan
- 135 New Enrollees to Enhanced Plan
- 386 Enrollees Left DHMO
- 267 New Enrollees to Total Care DHMO
- 5 New Enrollees to Judges Plan
- 13,302 New Dependents Added to Coverage

- **Medical Plan Updates**

- 2,542 Update Requests Processed
- 14 Members Newly Enrolled in Coverage
- 503 New Enrollees to Expanded Access/POS
- 311 Enrollees Left Standard Access/POE
- 103 Enrollees Left Primary Care Access/POE-G
- 19 Enrollees Left State Preferred
- 18 Enrollees Left Out of Area
- 38 Enrollees Left Quality First Select Access/BlueCare Prime Plus POS
- 46 New Dependents Added to Coverage



- **Quality First Select Access Plan Movement**
  - 127 Enrollees moved to Expanded Access/POS
  - 98 Enrollees moved to Standard Access/POE
  - 86 Enrollees moved to Primary Care Access/POE-G
  - 29 Enrollees adjusted dependents enrolled
  - 5 Enrollees Waived Coverage
  - 278 Newly Elected Plan
- **How Does This Compare to Last Year?**
  - 2,071 Medical Updates Were Processed
  - 3,724 Dental Updates Were Processed

# MAPD RFP



Aetna awarded the Contract  
announced Wednesday 6/1



Implementation kickoff Thursday  
6/9



Letter announcing contract award  
to enrollees mailed Friday 6/10

**Aetna Contract Award  
General Fund Fiscal Year Review**

<i>Prior Year's FY Spend</i>	2019	\$178,490,000.00
	2020	\$212,670,000.00
	2021	\$232,590,000.00

<i>Current Year FY Spend</i>		<i>Includes one month Covid premium holiday</i>
	2022	\$209,780,000.00

		<b>Initial Forecast</b>	<b>Aetna Forecast</b>	<b>General Fund Savings</b>
<i>Future Year FY Spend</i>	2023	\$233,070,000.00	\$173,160,000.00	\$59,910,000.00
	2024	\$246,360,000.00	\$123,460,000.00	\$122,900,000.00
	2025	\$260,400,000.00	\$130,990,000.00	\$129,410,000.00
		<b>\$739,830,000.00</b>	<b>\$427,610,000.00</b>	<b>\$312,220,000.00</b>



# Questions and Comments



**Adjourn**