



# **STATEWIDE BENEFITS OFFICE**

**STATE EMPLOYEE BENEFITS COMMITTEE  
FEBRUARY 6, 2015**



*NEW*  
**SBO COMMUNICATIONS STRATEGY**



# BACKGROUND INFO

Focus group research was conducted in September 2014.

This consisted of State of Delaware employees and pensioners.

Results revealed the confusion members have when it comes to understanding their benefits.



Received constructive feedback from the focus group participants and other members.

This led SBO to a new path of creating a more recognizable, consistent and streamlined communications process.

This strategy starts with the development of a logo and common “look and feel.”



Our new motto

***“Benefits Made Easy”***

focuses on the goal of helping members better understand their benefits by giving them the information, resources and tools they need when they need them, so they can make the most of their benefits and health care dollars.

We plan to use a mixture of communication methods (face-to-face, email, print, video, Facebook, etc.), as well as revamp the SBO website to make it more user-friendly.

# INTRODUCING OUR NEW LOGO



# LAUNCHING THE BRAND

Attend important meetings:  
Key End User, HR Roundtable, School Business  
Managers, Charter School Business Managers and  
Cabinet Members



## **e-Newsletters:**

- Will be sent via email from DTI directly to State and K12 employees
- Informs members about new benefit offerings, changes to current benefit programs and upcoming special events or campaigns
- Focuses on the main highlights of what members need to know and why, refers them to the appropriate resources for additional information and points out important action items that they need to take as communicated in our “*Call To Action*” sections
- First e-Newsletter will be sent on **2/23/15** and introduce the new SBO brand to employees

**We need your help with disseminating this information to employees who do not have email access**



**2015 STATEWIDE BENEFITS  
OPEN ENROLLMENT (MAY 11 – 28, 2015)**



# EMPLOYEE EDUCATION SESSIONS

## Dates and Locations:

- 4/15/15 – DTCC Stanton Campus
- 4/21/15 – DTCC Owens Campus
- 4/22/15 – DTCC Terry Campus

## Times:

- Three sessions on each day (i.e., morning, lunchtime and near the end of the workday)

## Online registration will be encouraged

- (available beginning April 1, 2015)

## Attendees will learn:

- Overview of benefit programs and how they relate to one another
- Where to locate information and who to contact
- What's New for OE including supplemental benefits\* administered by Aflac and enrollment in Minnesota Life benefits

\*Agencies/Schools are also able to schedule onsite meetings for new supplemental benefits



# EMPLOYEE CONSENT CAMPAIGN

OBTAIN OE MATERIALS & NOTICES ONLINE (MARCH 2015)

## SBO is Going **GREEN!** (And not just with our new Brand!)

Log On to Employee Self Service from March 1<sup>st</sup> to March 31<sup>st</sup>

- Consent to Receiving Annual Open Enrollment Materials & Notices Online
- Verify Contact Information and Update As Needed

Currently Enrolled Employees Who Do Both

- Will be Entered in Random Drawings to Win iPads and \$50 Gift Cards
- Prizes Being Offered by Employee's Health Vendor – Highmark Delaware & Aetna

Campaign Objective:

- Reduce Printing of Information Available Online
- Reduce Postage and Printing Costs
- Provide Opportunity to Obtain Up to Date Employee Contact Information
  - Important for Health Plan Vendors to Communicate with Members



# SPOUSAL COORDINATION OF BENEFITS

COMPLETE IN EMPLOYEE SELF SERVICE (MAY 2015)

## **PHRST Employees Access Spousal COB Form via Employee Self Service**

Spousal COB Policy Requires:

- Employees or pensioners covering a spouse to complete the form annually during OE or when the spouse experiences a change in coverage
- New employees are also required to complete the form if enrolling a spouse

New Functionality in Employee Self Service Allows:

- Some pre-populated data to load from PHRST data
- User to access the saved form to make changes in the future as opposed to completing a new form

No Changes for State of Delaware Pensioners & Participating Group Employees

- Continue to access existing form



# MINNESOTA LIFE ENROLLMENT

MAY 11 – 28, 2015

## **Active PHRST Employees Not Currently Enrolled in the Minnesota Life GUL Program May Enroll During 2015 Open Enrollment for July 1, 2015**

Coordination underway with DTI to improve employee experience when enrolling or making changes in Minnesota Life benefit

- Single sign on functionality will allow employee to access Minnesota Life website from Employee Self Service or other State portal
- Allows employee to use same user name and password used to access Employee Self Service

Current active PHRST employees will have the option of increasing current coverage by 1x salary (not to exceed 3x) without evidence of insurability

Slight rate decrease for active PHRST employees and newly enrolled employees beginning July 1, 2015

- Negotiated as part of 2014 Life Insurance RFP



# HEALTH FAIRS

Date	Event Time	Location
<b>New Castle County</b>		
Tuesday, May 12, 2015	11 a.m. – 6 p.m.	Delaware Technical and Community College Stanton Campus Conference Rooms A114 & A116
Thursday, May 21, 2015	10 a.m. – 2 p.m.	Carvel State Building 2 <sup>nd</sup> Floor Mezzanine
<b>Kent County</b>		
Wednesday, May 20, 2015	11 a.m. – 6 p.m.	Duncan Center 5 <sup>th</sup> Floor – Outlook Conference Center
<b>Sussex County</b>		
Wednesday, May 13, 2015	10 a.m. – 2 p.m.	Delaware Technical and Community College Owens Campus Carter Partnership Center Rooms 540 A – H