



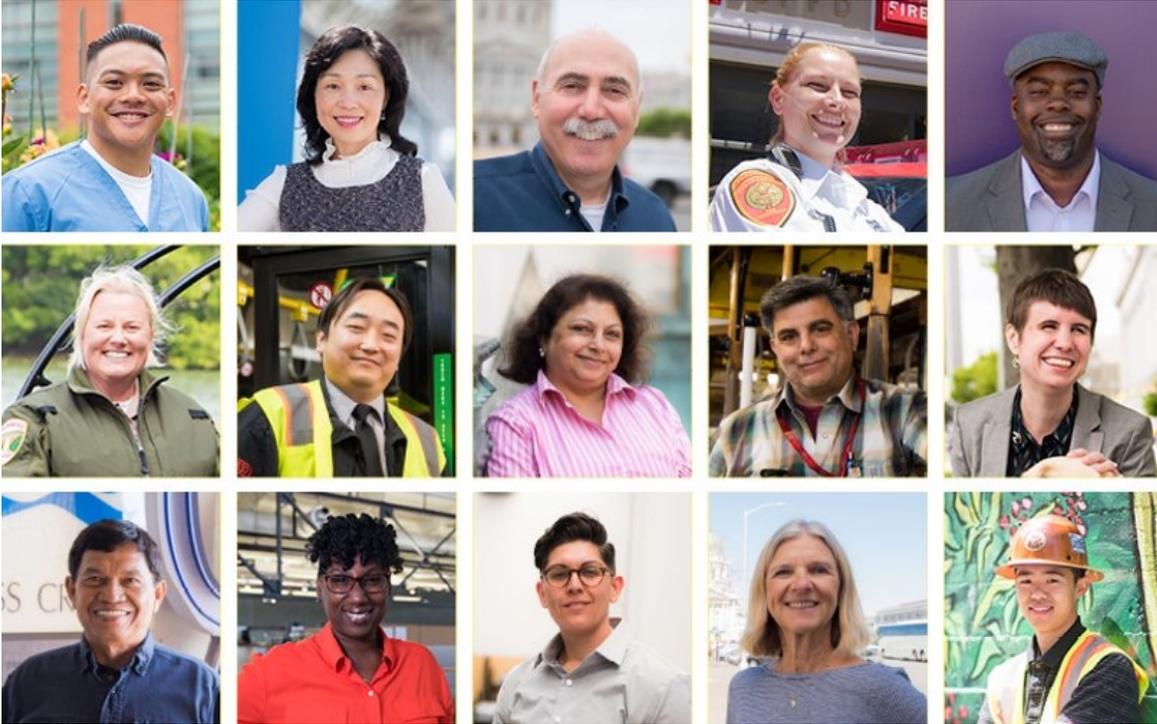
Report of Open Enrollment Activities for Plan Year 2023

December 8, 2022

Agenda

- Purpose of Open Enrollment/Who We Serve
- Open Enrollment Highlights
- Project Plan
- Communications
- Enterprise Systems & Analytics
- Member Services
- Outcome of Key Initiatives
- Health Fairs & Flu Clinics
- Results

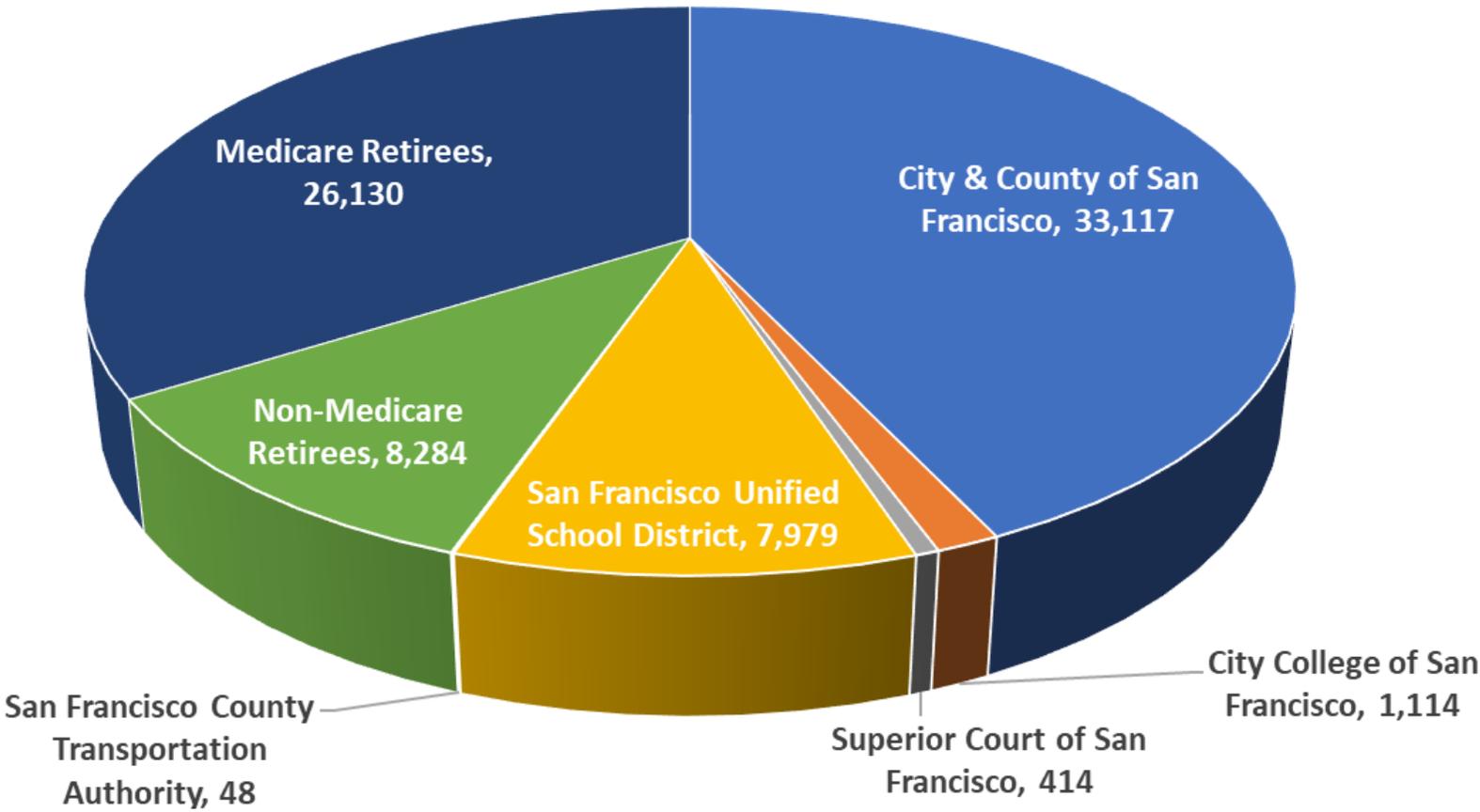
Purpose of Open Enrollment



- Open Enrollment is the annual opportunity for members to elect or change their benefit elections with SFHSS, such as health, dental and vision insurance, and ancillary or voluntary benefits ranging from life insurance services to pet insurance.
- Open Enrollment is also when members can add/delete family members without a qualifying life event.
- Elections made during Open Enrollment in October 2022 are effective January 1st, 2023.

Who We Serve

77,068 SFHSS Members



Open Enrollment Highlights



Staffing Challenges
Avg. **34%** Vacancy Rate in October



7,381 Total Calls
Handled by Member Services



Continued Promotion of eBenefits
35% Decrease in Paper Applications



**Renewed Awareness Initiative
of Health Net CanopyCare**
97% increase of enrolled lives



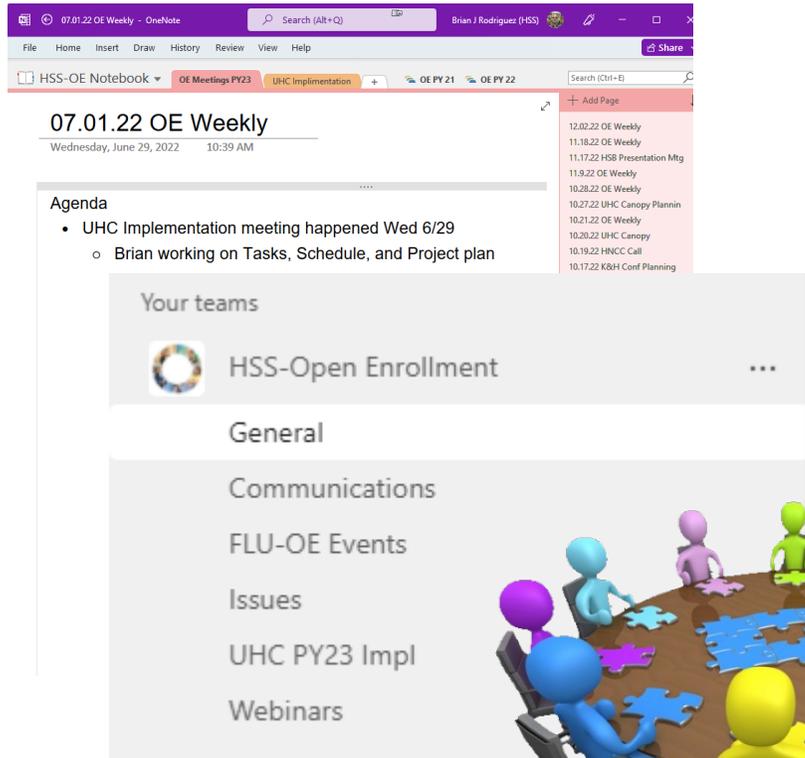
Split Carrier Plan Transition
667 families transitioned



In-Person Activities
10 Health Fairs
24 Flu Shot Clinics

Project Plan

Open Enrollment Project Team



Open Enrollment Project Team Breakdown	
Administration	1
Communications	2
Contracts	3
Enterprise Systems & Analytics	3
Executive	3
Finance/CFO	2
Member Services/COO	3
Project Manager	1
Well-Being	3
Total	21

Open Enrollment Project Tasks

Open Enrollment Project Tasks Breakdown

HSS Groups:	# of Tasks
Administration	8
Communications	103
Contracts	9
Enterprise Systems & Analytics	75
Executive	19
Finance/CFO	21
Member Services/COO	27
Project Manager	63
Well-Being	10
Total	329

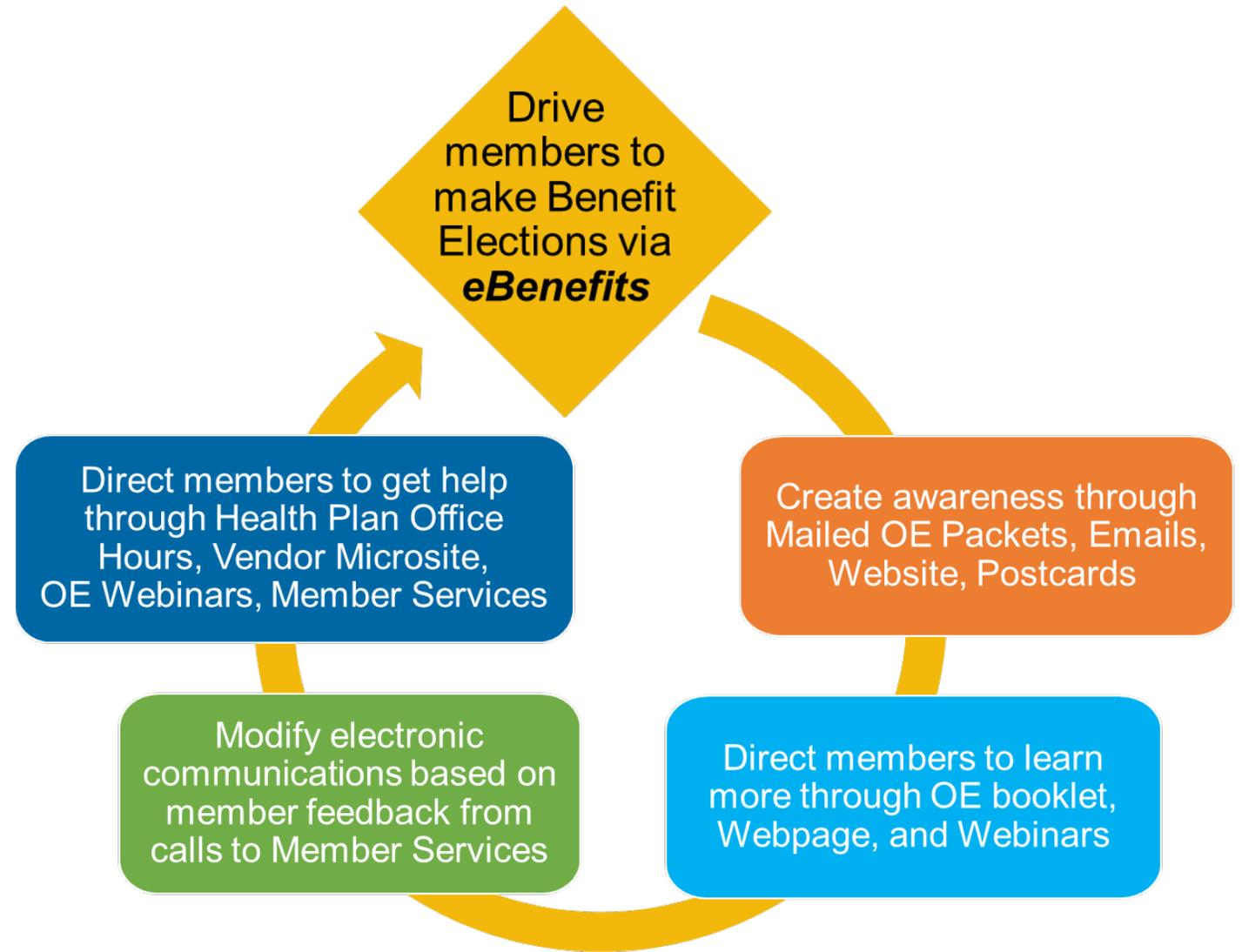


All HSS divisions support Open Enrollment with their assigned initiatives captured in the project plan.

Communications

Communications Objectives

1. Educate members about their benefit options and changes to existing benefits, so they can make an informed decision to elect the benefits that best meet their needs.
2. Reduce unnecessary calls to Member Services.
3. Increase benefits elections through **eBenefits** and decrease paper applications.
4. Preemptively address member concerns over split-family change from BSC HMO to UHC EPO plans.
5. Increase awareness and drive elections for newer Health Net CanopyCare HMO plan.



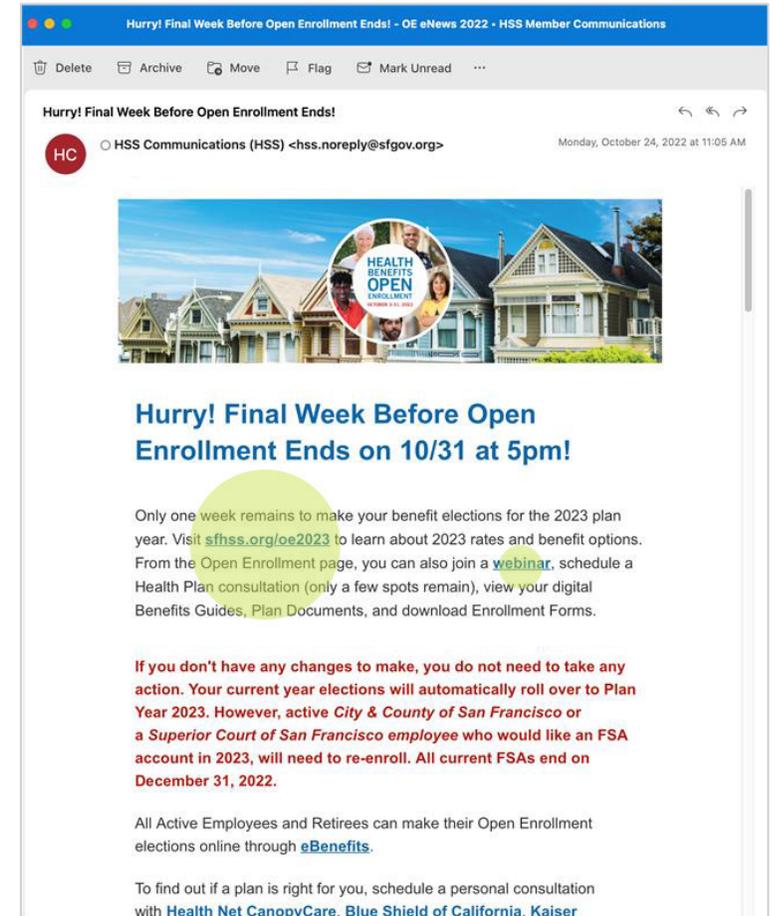
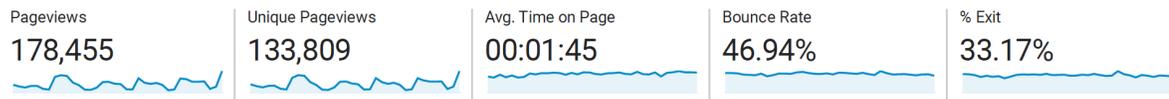
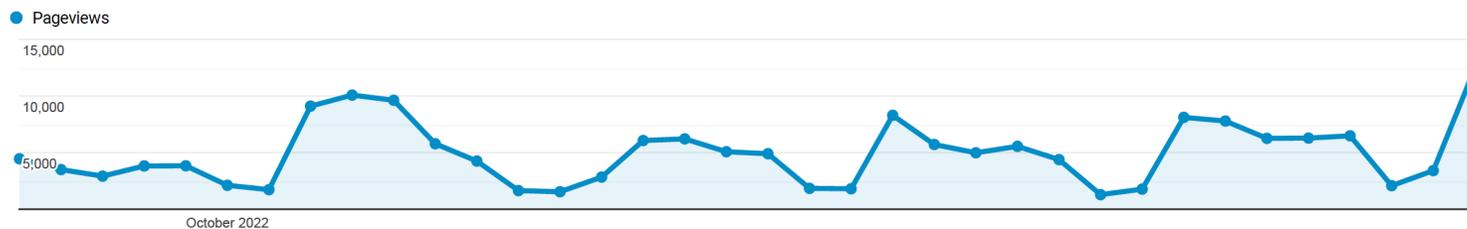
Tactics: OE Collateral & Mailers



Group	2022	2021
CSF & Courts	31,879	32,320
MEA	1,479	1,403
USD	7,695	7,770
CCD	1,131	1,377
Retirees	33,778	33,485
Total	75,962	76,355

Tactics: Weekly OE Emails Reminders

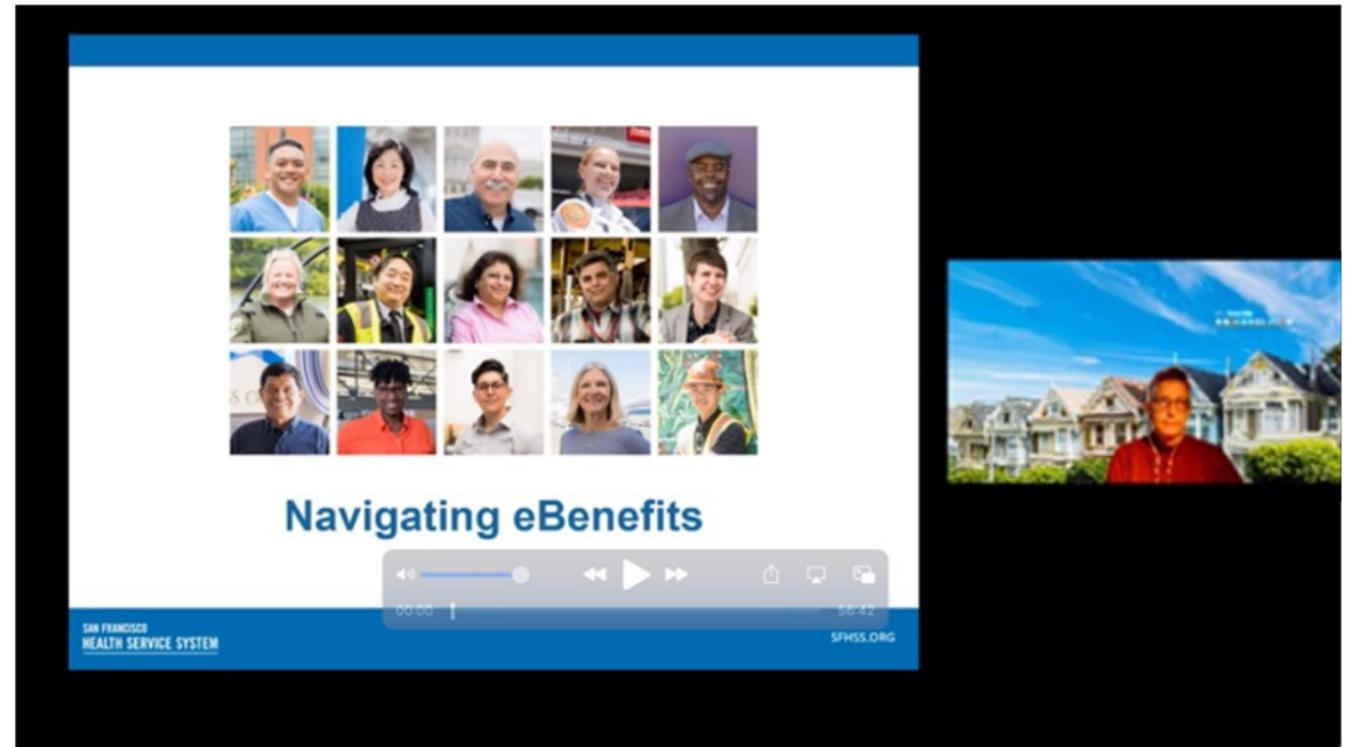
- Distributed **six (6)** weekly open enrollment emails to **(42,355)** active employees and retirees
- Calls-to-action (CTA) to drive members to **health plan office hours, vendor microsites, webinars, comprehensive OE webpages** for assistance.
- **Open Enrollment** landing page received **19,656** views, an **8.7% increase** from 2021.



A heat map showing a large green circle with a highest click rate and pageviews were on the Open Enrollment link.

Objective: Help Increase eBenefits Utilization

- Updated sfhss.org/ebenefits with last year's webinar video to help members learn how to register and navigate **eBenefits**.
- Drove members to learn how to register for and navigate **eBenefits** via OE email campaign.
- **eBenefits** page received **7,752** views, a **69% increase** from 2021.



Objective: Reduce Unnecessary Calls to Member Services

Drove Members to Health Plan Office Hours & **17** Vendor-Hosted Webinars

Vendor	Office Hours Appointments	Plan-Specific Webinars
Blue Shield of CA	138	2
Health Net CanopyCare	61	4
Kaiser Permanente	40	2
UnitedHealthcare	118	2
Delta Dental	2	2
P&A Admin	N/A	2
VSP	N/A	1
Workterra	405 Appts + 353 Inbound calls	2

Objective: Educate Medicare Split-Families on transition from BSC HMOs to UHC EPOs and Preemptively Address Possible Member Concerns

1. Mailed **685** postcards to UHC Split-Family Members
2. Emailed **547 impacted members** directing them to UnitedHealthcare’s microsite to confirm if their providers are in-network.
3. UnitedHealthcare telephoned all impacted members to answer questions about the change in plan administration.



Objective: Create Awareness for Health Net CanopyCare Plan



SFHSS promoted the newer Health Net CanopyCare plan:

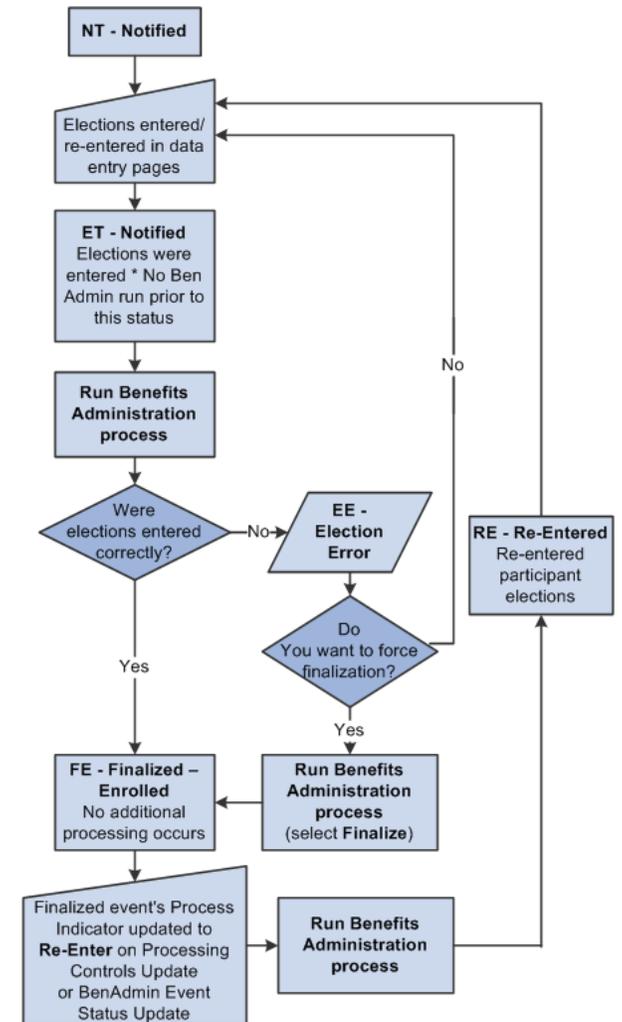
- Health Net stories were prominently featured in eNews and weekly Open Enrollment emails.
- 4 Dedicated Health Net CanopyCare HMO webinars.
- Health Net CanopyCare was invited to 3 additional flu clinics to gain exposure.
- Health Net CanopyCare postcard mailed to more than **5,000** early retirees to drive awareness.

Enterprises Systems and Analytics

ESA – Laying the Foundation for a Successful OE - PeopleSoft

- **System implementation of Split Medicare Family Transition:**
 - Configured **4** benefit plans and added to all benefit programs
 - Modified **4** impacted interface files & **2** payment files
 - Set up new deduction codes
 - Pre-enrolled split enrollment members in the correct new plan
 - Modified plan configuration to eliminate Access+ and Trio split enrollments with UHC

- **Configured / Programmed all the yearly updates which included:**
 - Added Rates for Medical, Dental, Life, LTD, Flex Credits and COBRA
 - Updated Zip Code Tables for plan service areas
 - Updated Deduction Calendars for all employers and pension systems
 - Updated FSA amounts
 - Updated URL links to the new **eBenefits** materials
 - Updated text catalog items (plan labels, plan descriptions)
 - Configured MOU changes effective 1/1/2023
 - Updated Hetch Hetchy stipend

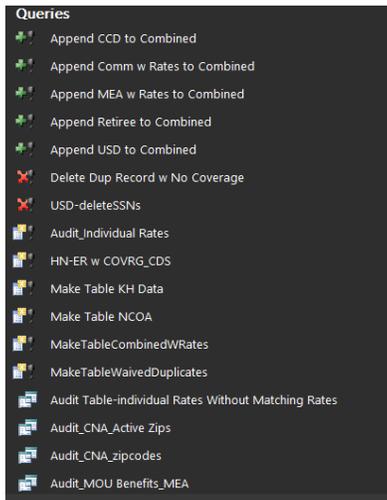


ESA – Laying the Foundation for a Successful OE - Communications

- Provided email and snail mail distribution lists for targeted messaging:
 - Non-Medicare retirees
 - Split Medicare families in Access+ / Trio and UHC Medicare Advantage
 - Non-USA residents
 - Waived members
- Provided test cases to print vendor

```

UltraEdit - [H:\Compare\mba0035.sqr]
File Edit Search Insert Project View Format Column Macro Scripting Advanced Window Help
H:\Compare\mba0035.sqr
Open Files
mba0035.sqr x
1194 ! let $Medicare_Elig = 'Y'
1195 ! Else
1196 ! let $Medicare_Elig = 'N'
1197 ! End-If
1198 ! Else ! 6/27/12 NNG - Added set $Medicare_Elig = 'N', if BEN_STATUS is not R or C
1199 ! let $Medicare_Elig = 'N' ! 6/27/12 NNG - Added set $Medicare_Elig = 'N', if BEN_STATUS is not R or C
1200 ! End-If
1201 ! Vish Shenoi, CCSF 05/20/21 HC30-BA0507_1 CHG#8477 End Changes Requirement 1
1202
1203 #debuga show '***** EmplID = ' $EmplID ', $HB_PLANTYPE = ' $HB_PLANTYPE ', &Z.BEN_STATUS = ' &Z.BEN_STATUS
1204
1205 ! Vish Shenoi, CCSF 05/20/21 HC30-BA0507_1 CHG#8477 End Changes Requirement 1
1206
1207 do Get-VDT-Plan ! 08/12/16 UP000348 Vish Shenoi
1208 do Get-SSN#
1209 do Get-Email-Address
1210 do Get_phone ! Vish Shenoi, CCSF 07/27/17 UP001401
1211 do Get-Dept-Code
1212 do Get-Medical-Plan
1213 do Get-VSP-BUYUP-Plan ! Vish Shenoi, CCSF 07/13/17 UP001401
1214 let $Medical_plan = $Medical_Plan
1215 let $Med_Covrg = $Med_Covrg
1216 do Get-Dental-Plan
1217 let $Dental_Plan = $Dental_Plan
  
```



- Modified OE Letter program for new requirements
- Provided data for NCOA address corrections
- Created data files for **22** OE Letter segments
- Created data files for **9** OE confirmation letter segments
- Cleaned up distribution lists in the HSS email platform

Member Services

Summary of Member Activity



Made Change in Plan:

2,972

Members **changed** Medical Plan

1,793

Members **changed** Dental Plan

2,646

Members **changed** Vision Plan



Added/Dropped Dependents:

1,154

Members **added**
deps to **Medical**

663

Members **dropped**
deps from **Medical**

922

Members **added**
deps to **Dental**

554

Members **dropped**
deps from **Dental**



Number of Calls:

7,381

Calls to Member Services

- **22% Decrease** from 2021



Enrolled in Flexible Spending Accounts:

7,368 in Medical FSA

1,503 in Dependent Care FSA

Member Services Dashboard



Call Volume

- 7,381 Calls answered by Member Services staff



Call Metrics

- Avg. Wait Time **Actives: 8m 24s**
- Avg. Wait Time **Retirees: 8m 38s**



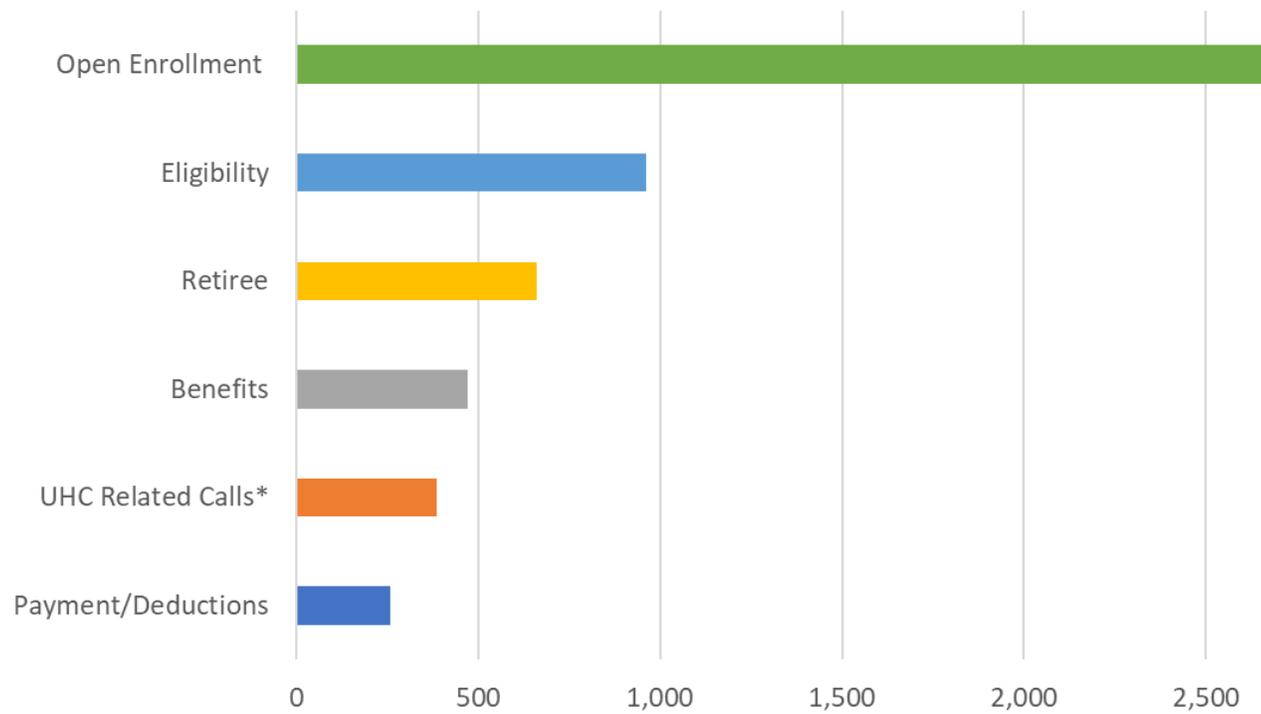
Virtual Consultations

- Virtual Consultations: **348**

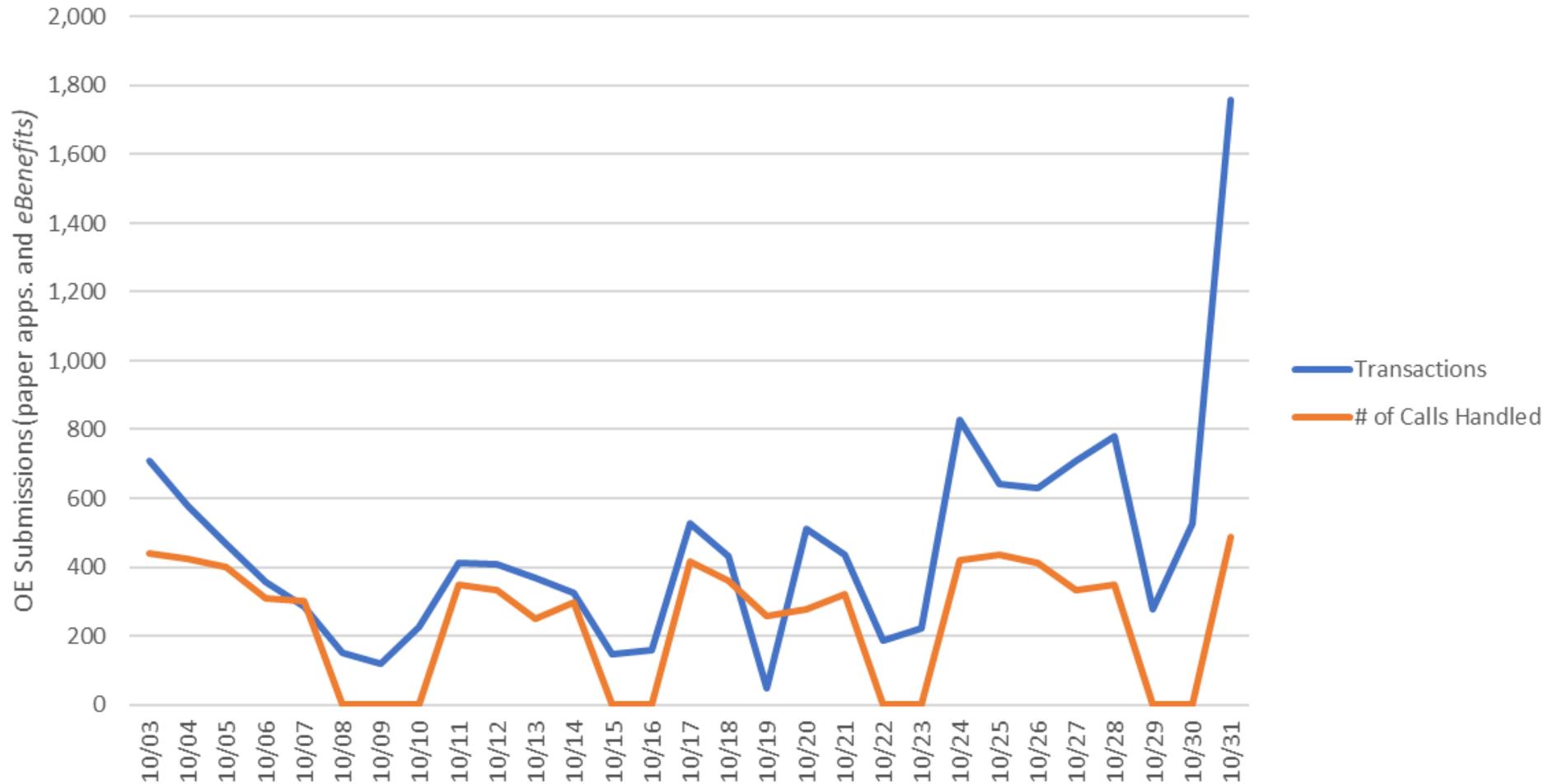
No Scheduled In-Person Appointments but SFHSS Offices Open for Walk-In Support.

Call Drivers

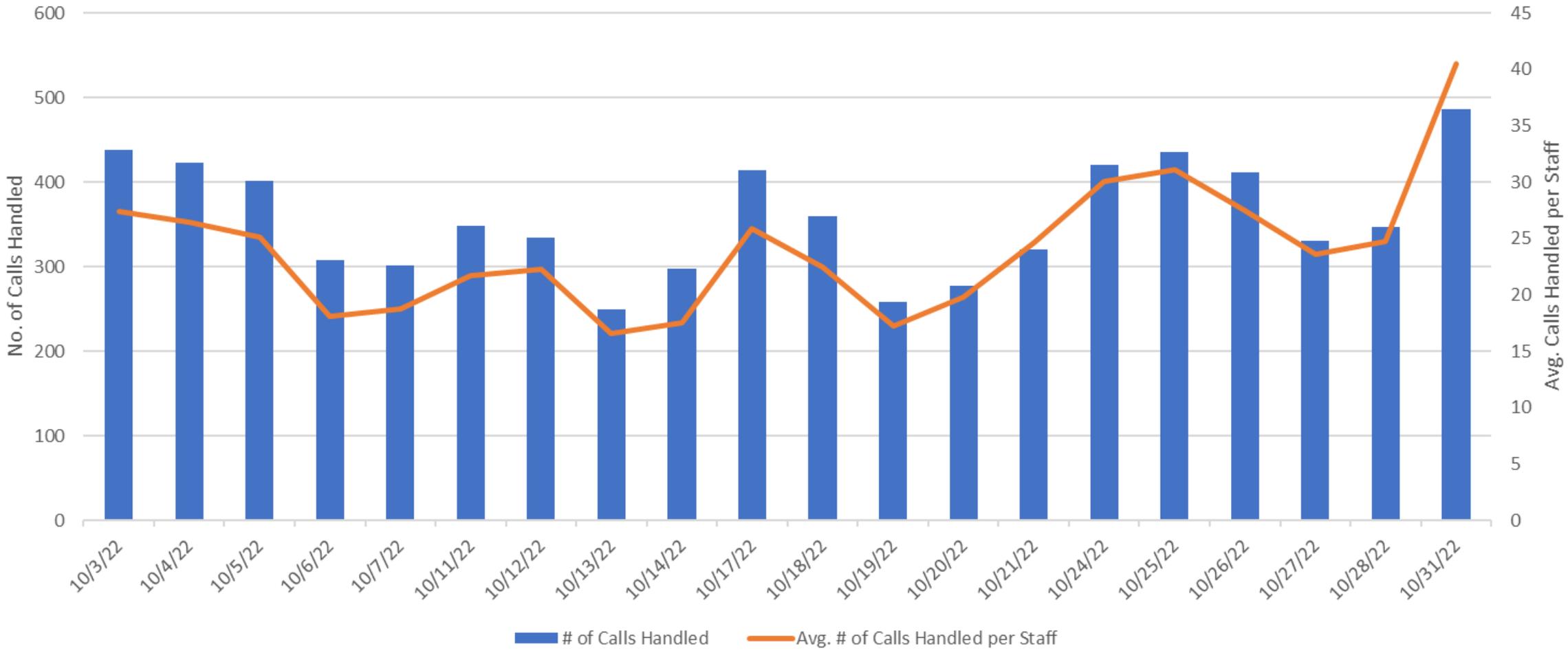
Top Call Reasons



Receipt of Calls and OE Submissions vs. # of Calls Handled by Date

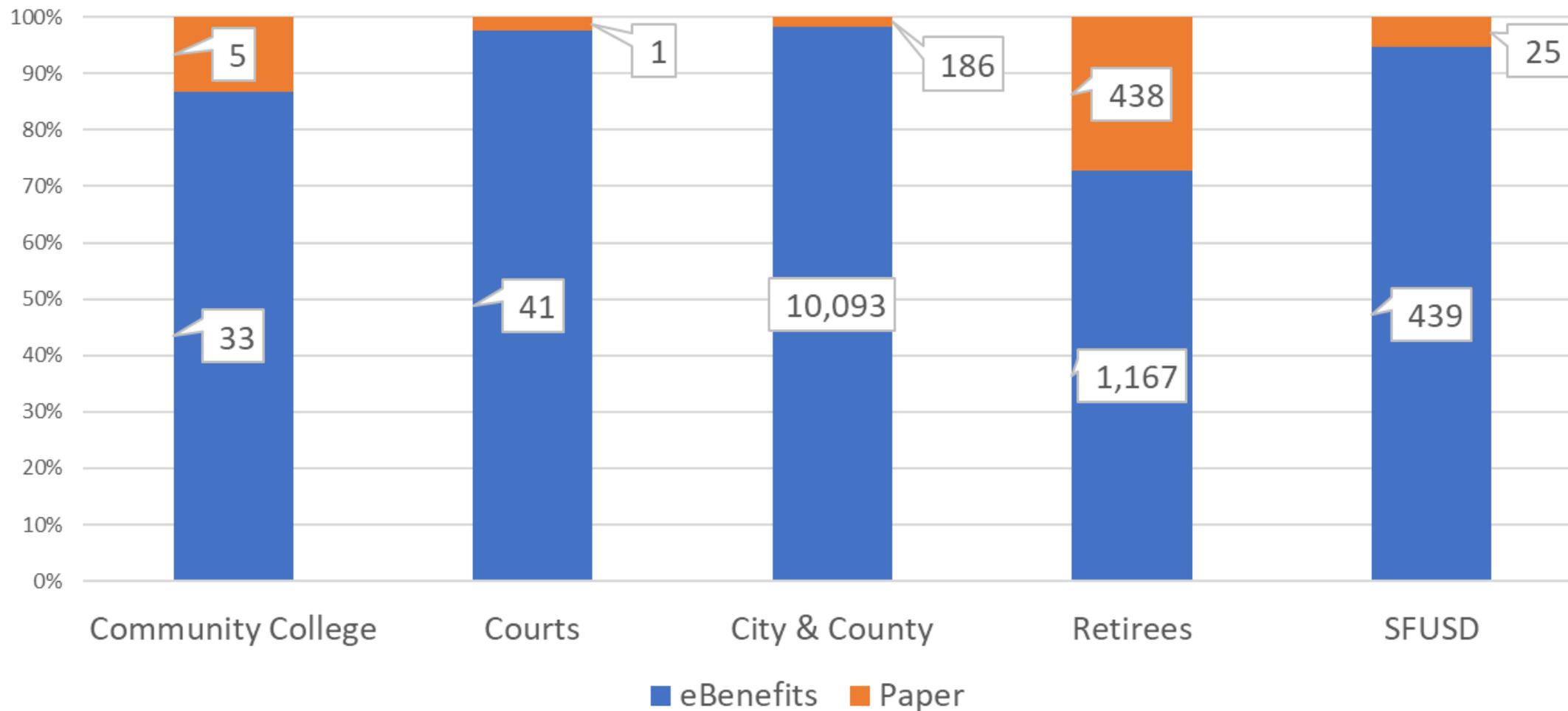


Average Number of Calls Handled Per Staff

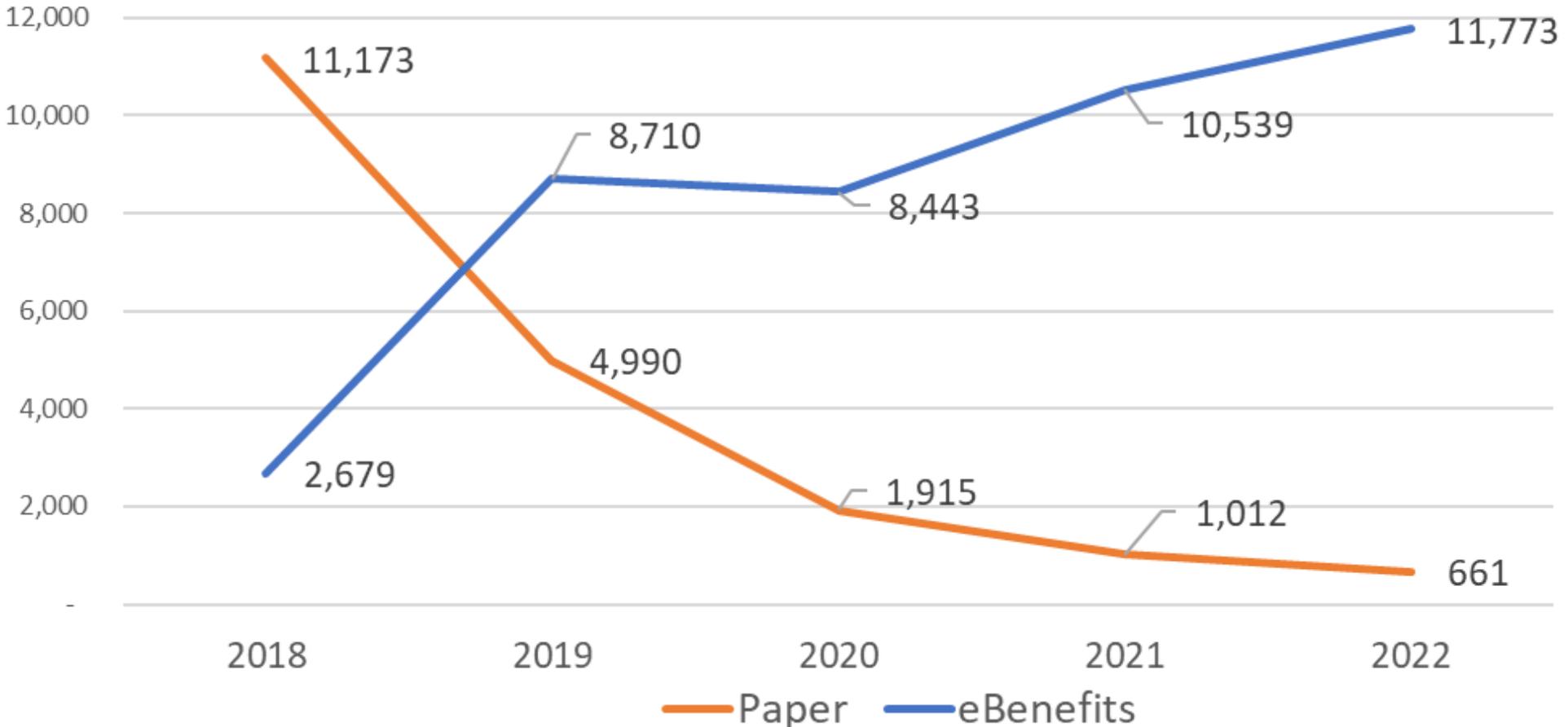


Key Initiatives

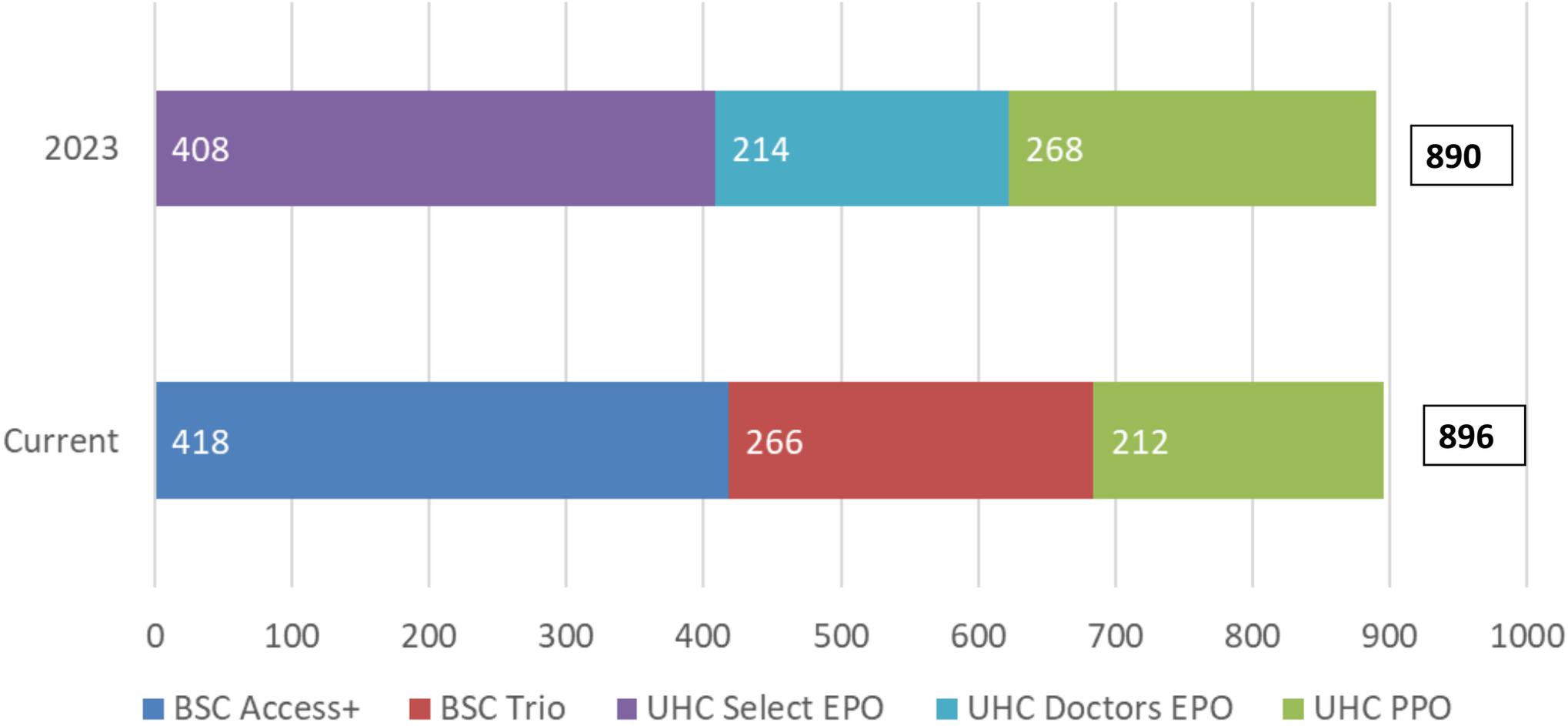
OE Submissions via eBenefits vs. Paper Applications by Group



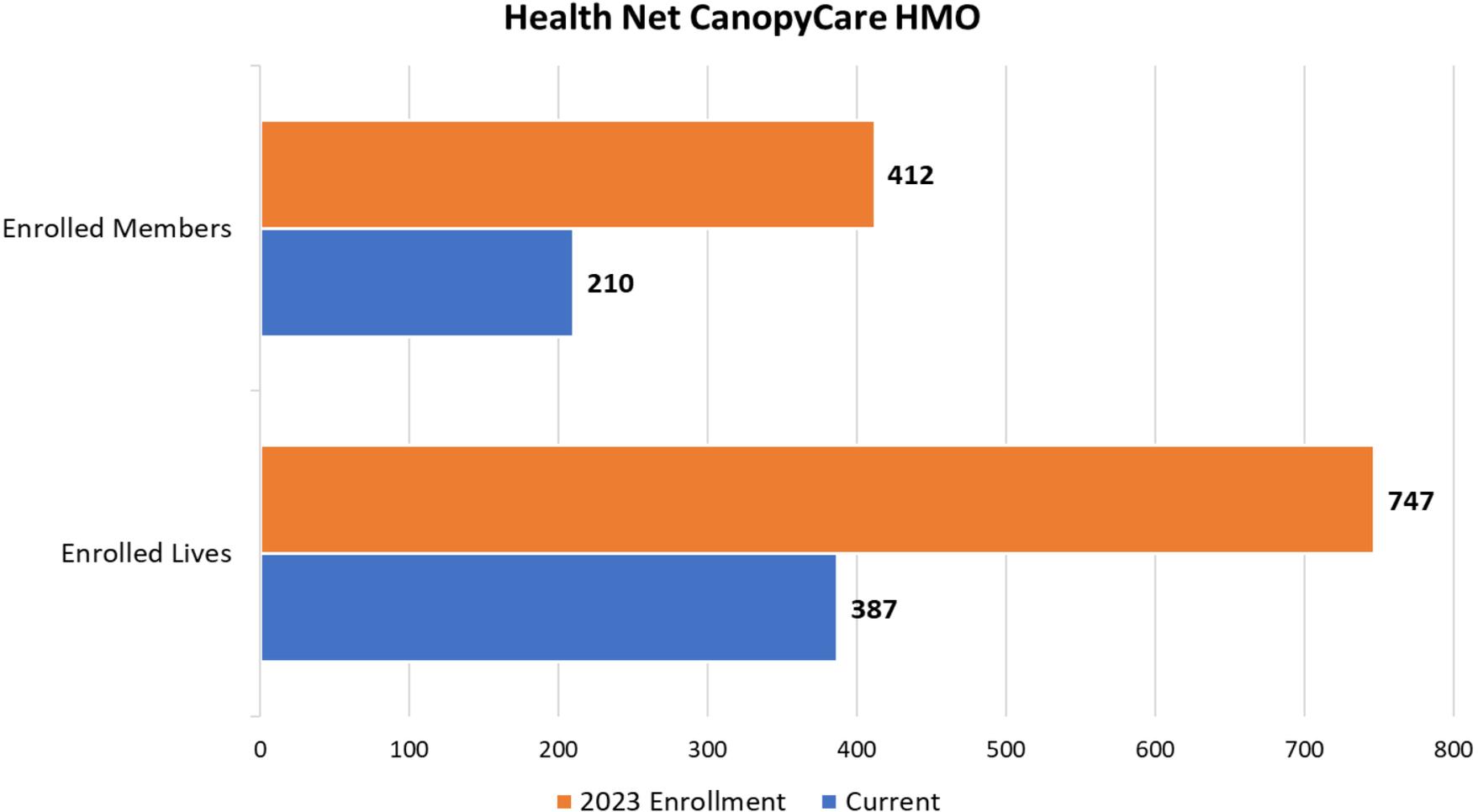
OE Submissions: eBenefits vs. Paper Over Time



Split Family Enrollment



Health Net CanopyCare Enrollment Data



Health Fairs & Flu Clinics

Open Enrollment Health Fairs



- **10** Health Fairs – of which all were combined with flu shot clinic events
- Airport hosted an “After Hours” Health Fair from 10:00pm to 12:00am
- Best Practices:
 - Locations targeted based on type of work and number of members that would have access
 - Executed a pre-planning webinar for vendors
 - Reviewed fair logistics and vendor responsibilities
 - Smaller health fairs at first responder locations – tied in the new MHN EAP benefit and Cordico Wellness App

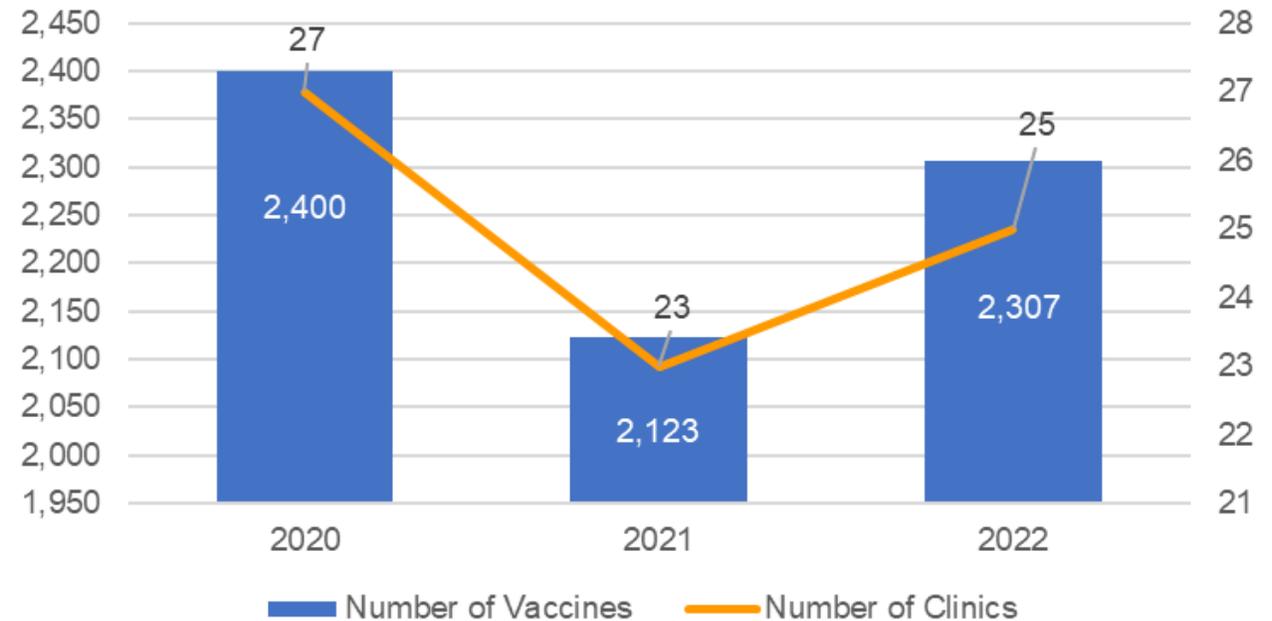
Flu Clinics

- Hosted **25** Clinics at **24** Locations:



- 9** Open Clinics (Employees & Retirees)
 - 16** Restricted Clinics (Dept Specific)
- 1** New Clinic Location: Animal Care and Control (ACC)
- 2** COVID-19 Booster Shot Clinics:
 - SFHSS (1145 Market St., SF)
 - Recreation and Parks Department (SF County Fair Building)
- Total Participation
 - 2,189** regular flu shots
 - 118** high dose flu shots

YEARS: 2020-2022



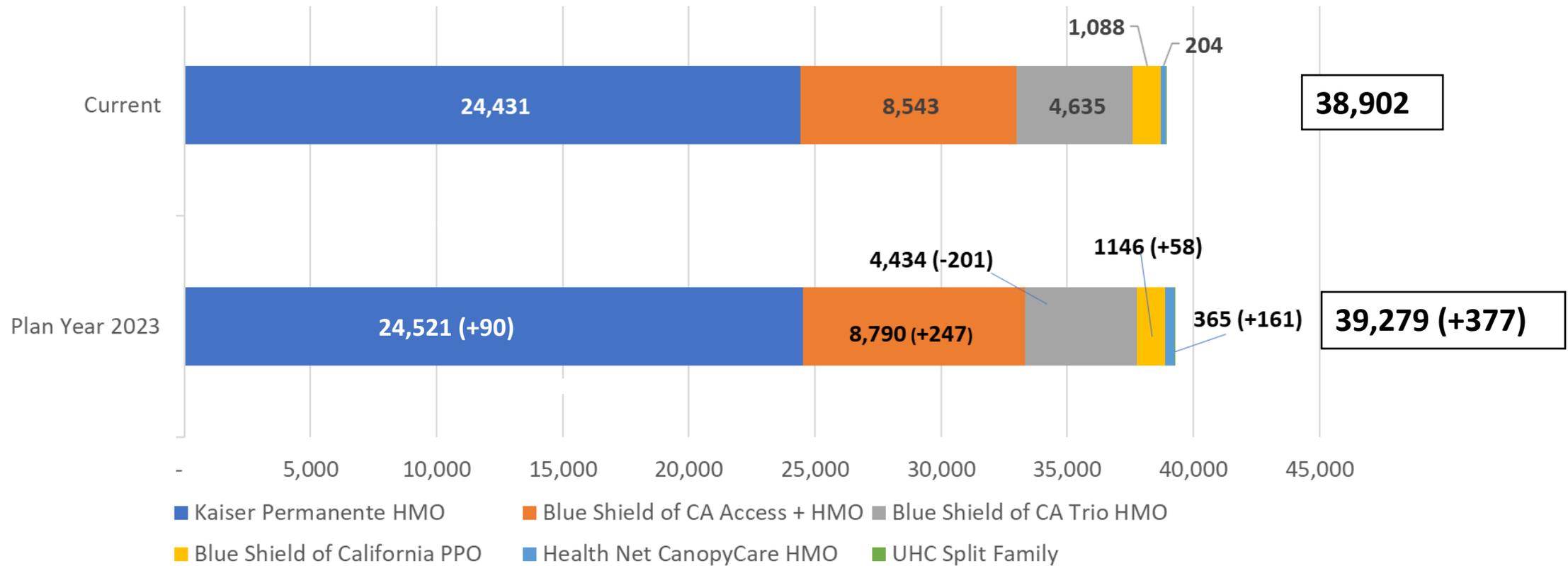
New in 2022:

- COVID-19 Booster Shots
- Later end date mid-November
- Albertson/Safeway managed administration duties

Results

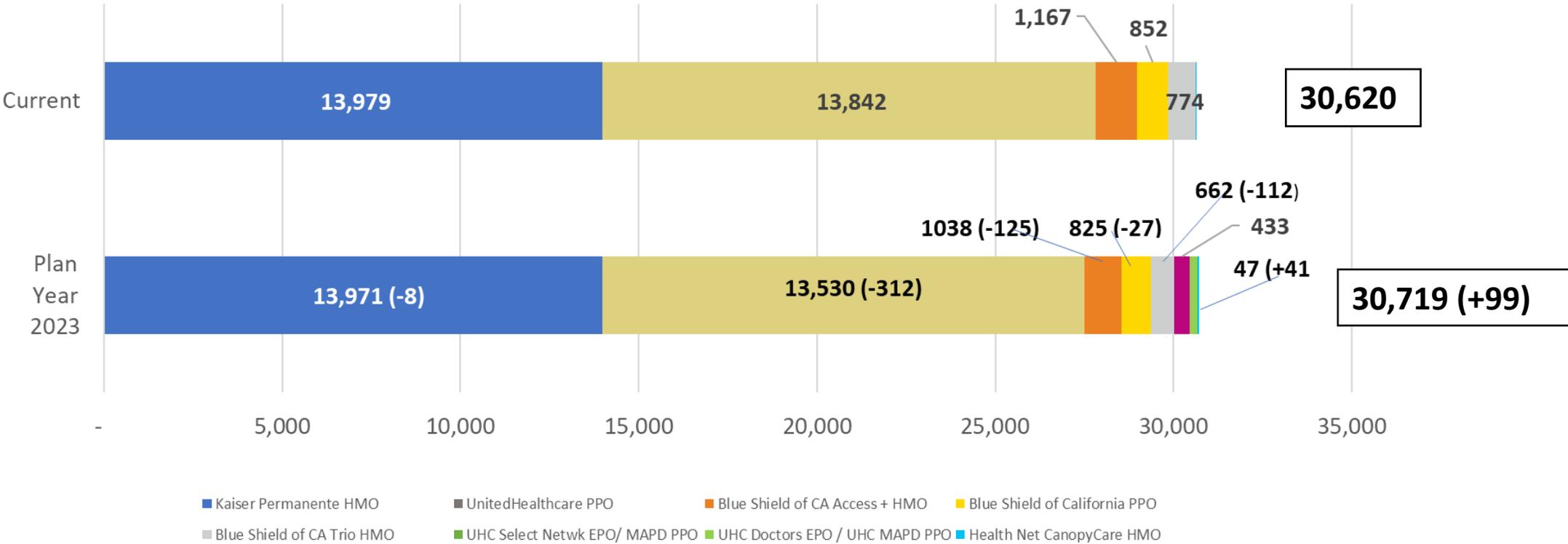


Medical Enrollment Migration - Actives (# of Subscribers)



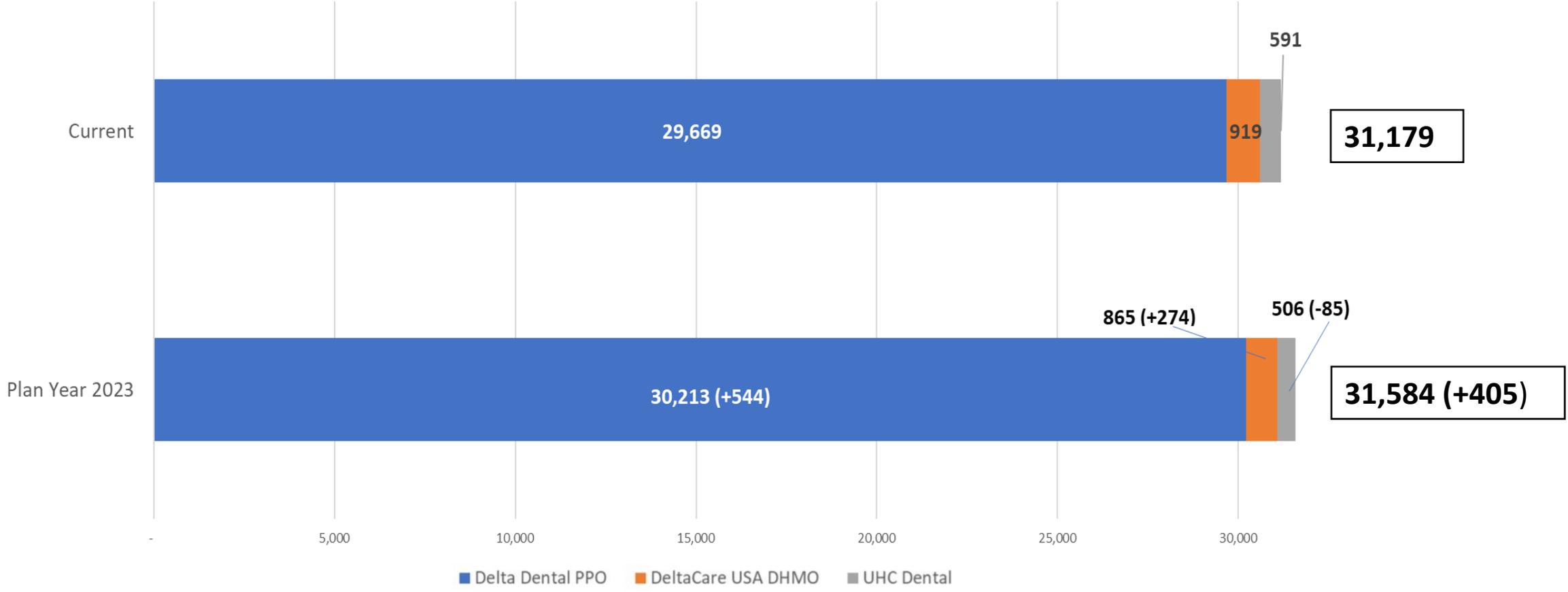


Medical Enrollment Migration - Retirees



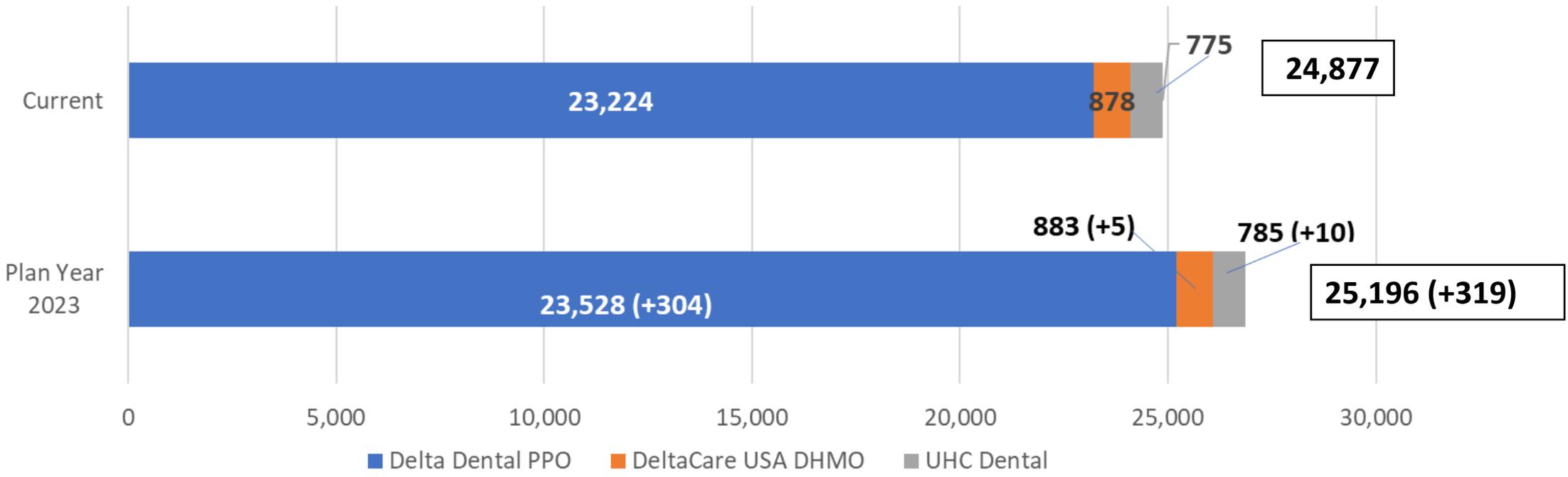


Dental Enrollment Migration - Actives



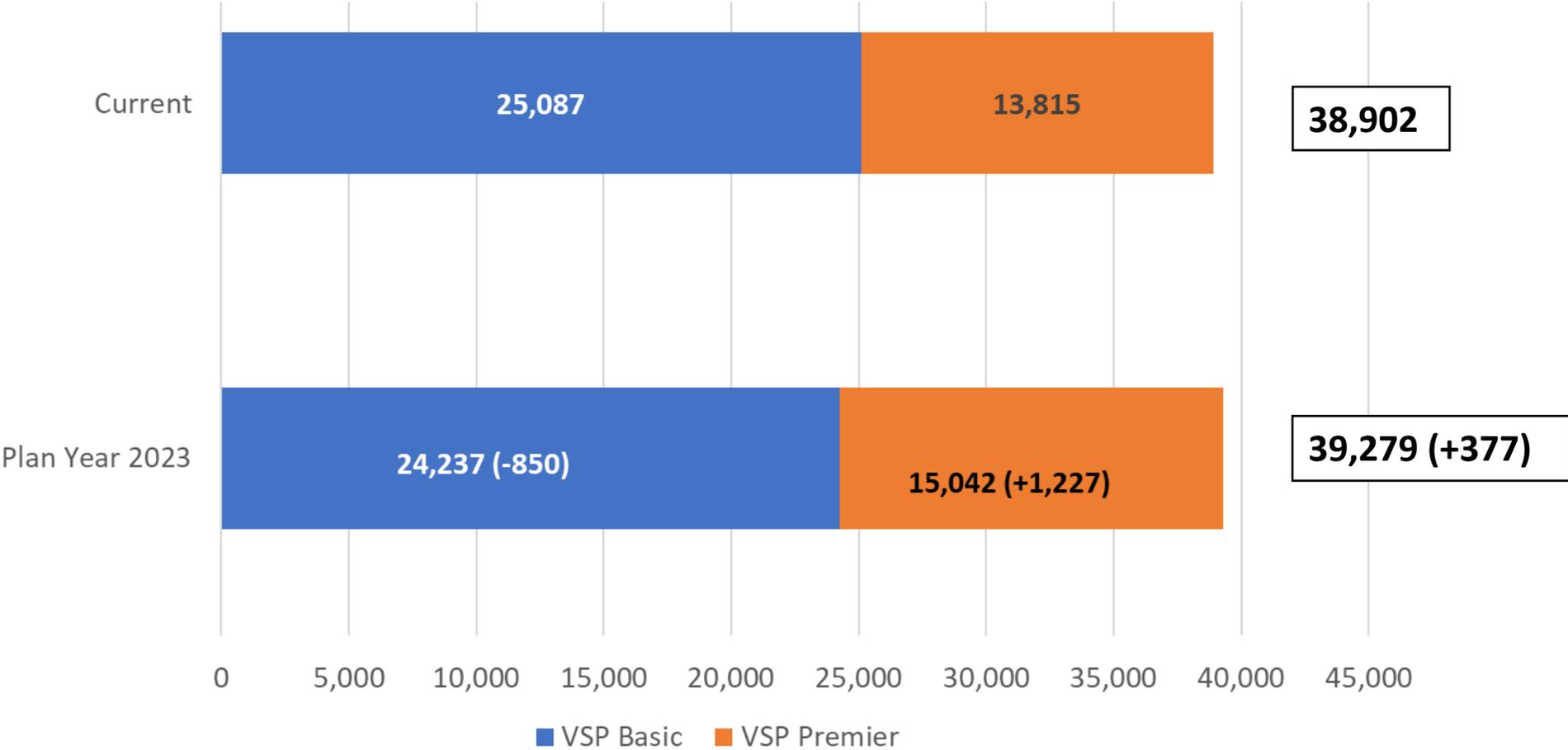


Dental Enrollment Migration - Retirees



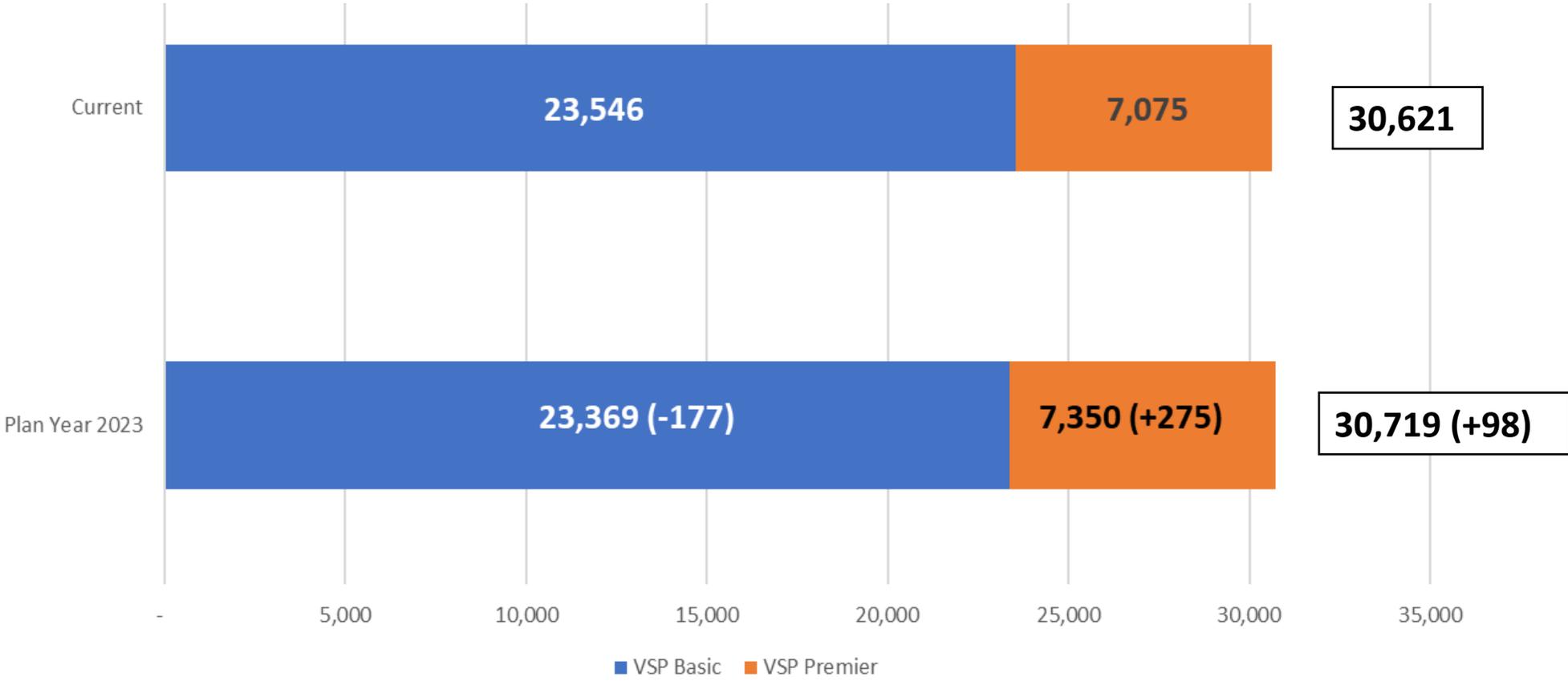


Vision Enrollment Migration - Actives





Vision Enrollment Migration - Retirees



Thank You