

# **SFHSS**

# **Open Enrollment**

# **Member Services Summary**

December 2021

# Open Enrollment October 1<sup>st</sup> through October 29<sup>th</sup> Summary

Member Services continued to support a virtual Open Enrollment

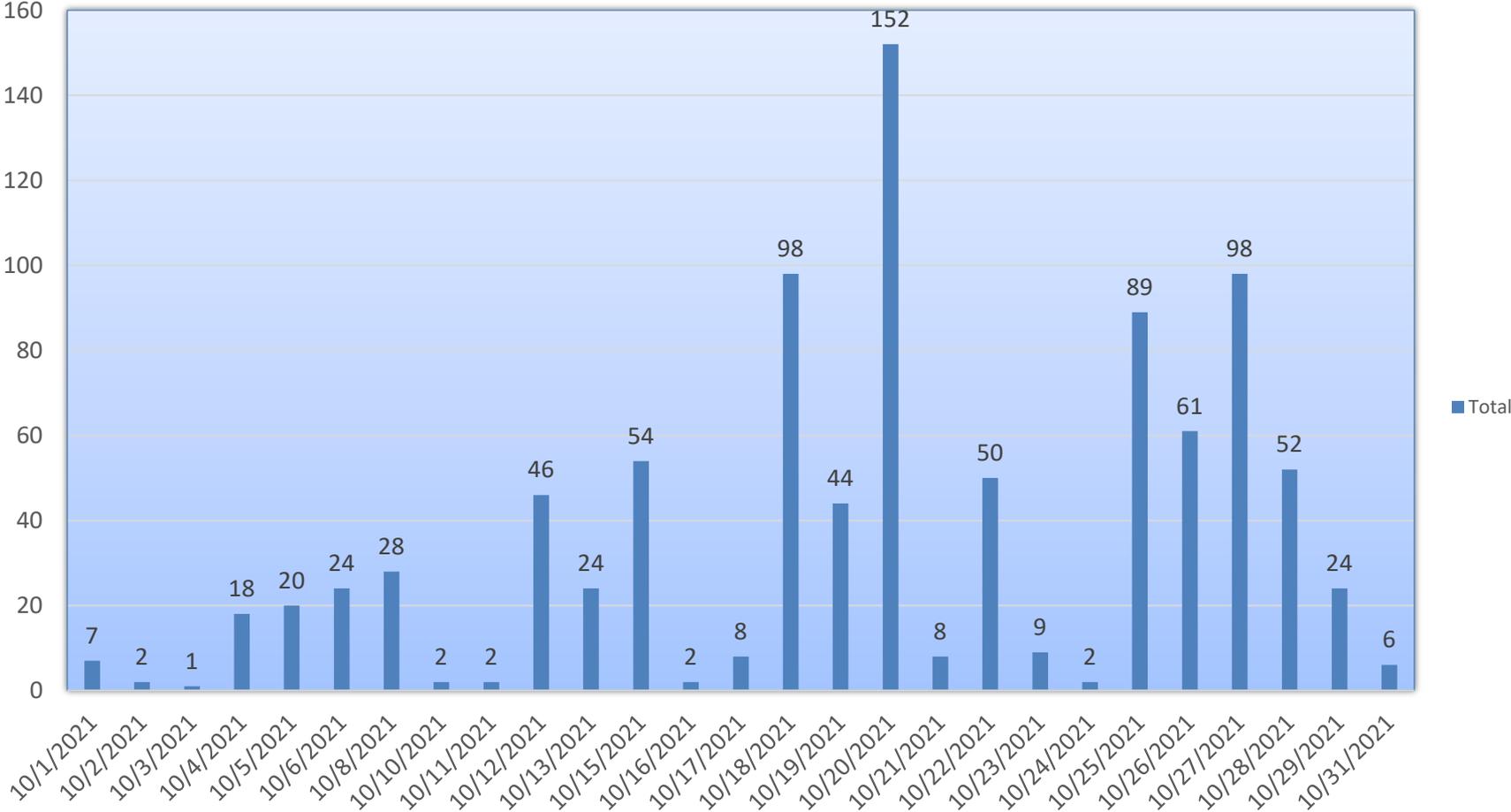
- No face-to-face counseling with members.
- Member Services continued to provide virtual one-on-one consultations for retirees, new hires, and members with family circumstance changes.
- Member Services had a staggered schedule of 3-days per week on site, to ensure that there was proper bandwidth available for the increase in phone calls during Open Enrollment.
- HealthNet Canopy Care and BlueShield Accolade provided Member Services staff training on plan options.

# Open Enrollment Report: Member Assistance

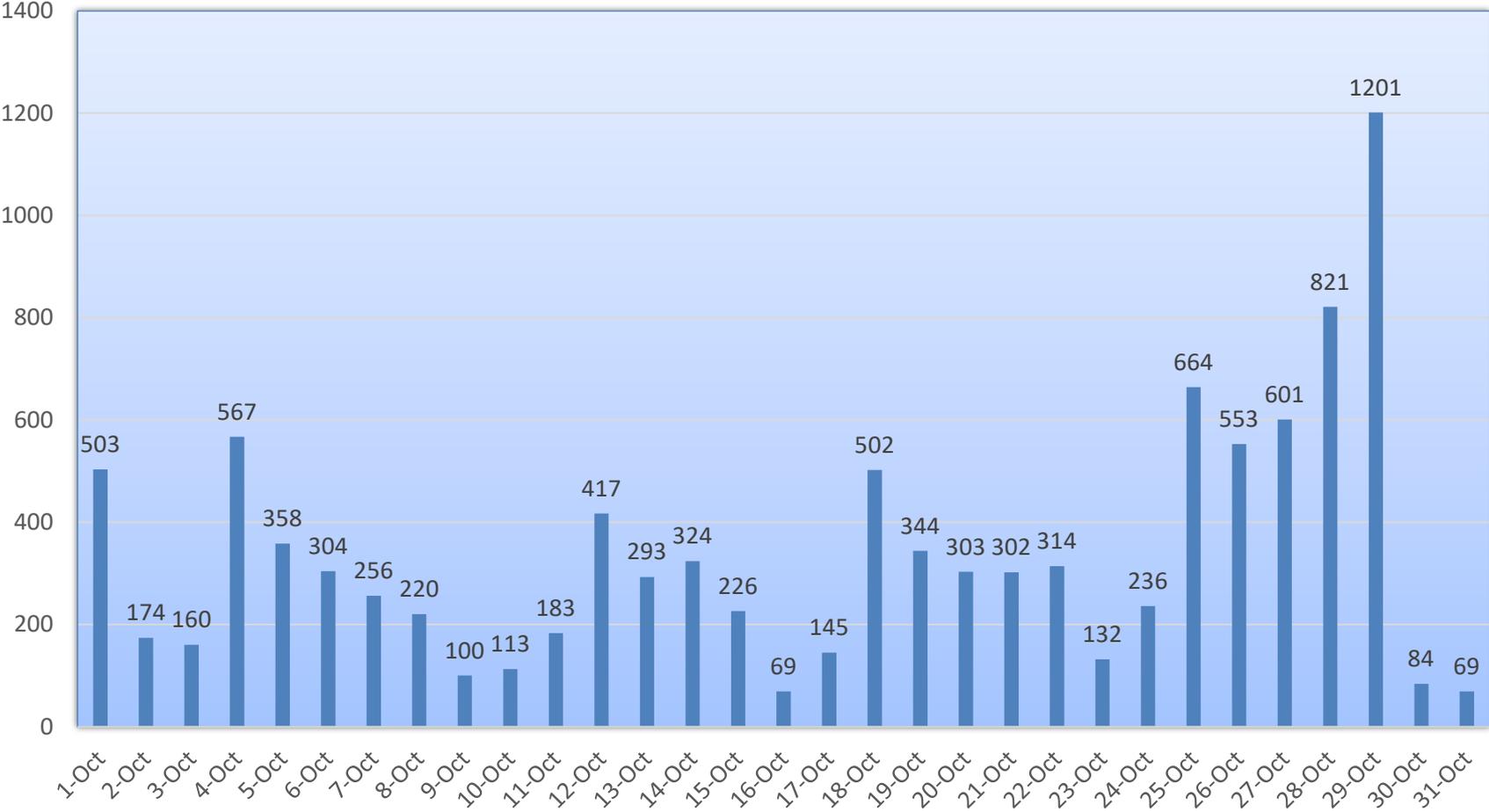
## Calls and Virtual Assistance:

- Inbound Calls: **9,448** answered (1% decrease from 2020)
  - 5<sup>th</sup> consecutive year of decreased phone calls during Open Enrollment
- Speed of Answer: **130** second (increase from 2020)
- Average Call Duration: **6 min 45 sec**
- Top Inbound Call Reasons:
  - eBenefits Enrollment Process
  - General Open Enrollment
  - Benefit Premiums
  - Enrollment Confirmation
- Bookings Virtual Consultations: **61**
  - Retirees: **48**
  - New Hires and Family Circumstance Changes: **13**
- Paper Applications Received: **1,263** (34% decrease from 2020)
- Self Service (*eBenefits*) submissions: **10,539** (25% increase from 2020)

# Distribution of Paper Applications by Date



# Distribution of eBenefit Applications by Date



# **SFHSS**

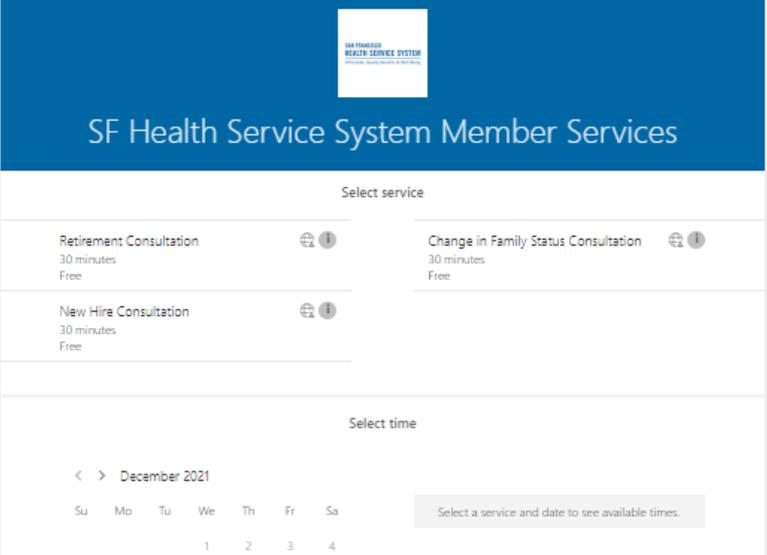
# **Open Enrollment Summary**

# **Enterprise Systems & Analytics**

December 2021

## Support of OE Communications / Webinars

- Implemented new automated process for National Change of Address Updates to ensure accurate addresses at the onset
- Created mailing letter data files for **76,355** OE letters and **76,982** confirmation letters
- Identified and created letter mailing files and email distribution lists for **1,696** members impacted by the BSC PPO transition
- Provided advanced enrollment data to Health Net CanopyCare to ensure smooth onboarding experience
- Provided advanced enrollment data for Blue Shield PPO to assist transition of Rx
- Provided support in the role of Technical Producer for all of HSS' 23 webinars



The screenshot displays the 'SF Health Service System Member Services' booking interface. It features a 'Select service' section with three consultation options, each with a 30-minute duration and a 'Free' cost. Below this is a 'Select time' section showing a calendar for December 2021. The calendar includes days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates (1, 2, 3, 4). A button prompts the user to 'Select a service and date to see available times.'

- Documented and provided training on recording, editing and uploading individual recordings used in HSS webinars
- Implemented and trained staff on Microsoft Bookings to facilitate scheduling of member virtual consultations

## Advancing adoption of eBenefits

- Configured and designed eBenefit experience for Community College (last group to be granted access)
- Modified the self-service registration to include Community College SF
- Provided Help Desk support for retiree password resets
- Conducted internal training
- Offered member training via webinars
- Updated help documentation on SFHSS.ORG
- Wrote 6 queries of audit tables to assist Member Services

**2,737** members added dependents

**6,994** members made Healthcare FSA elections

**1,292** members made Dependent Care FSA elections

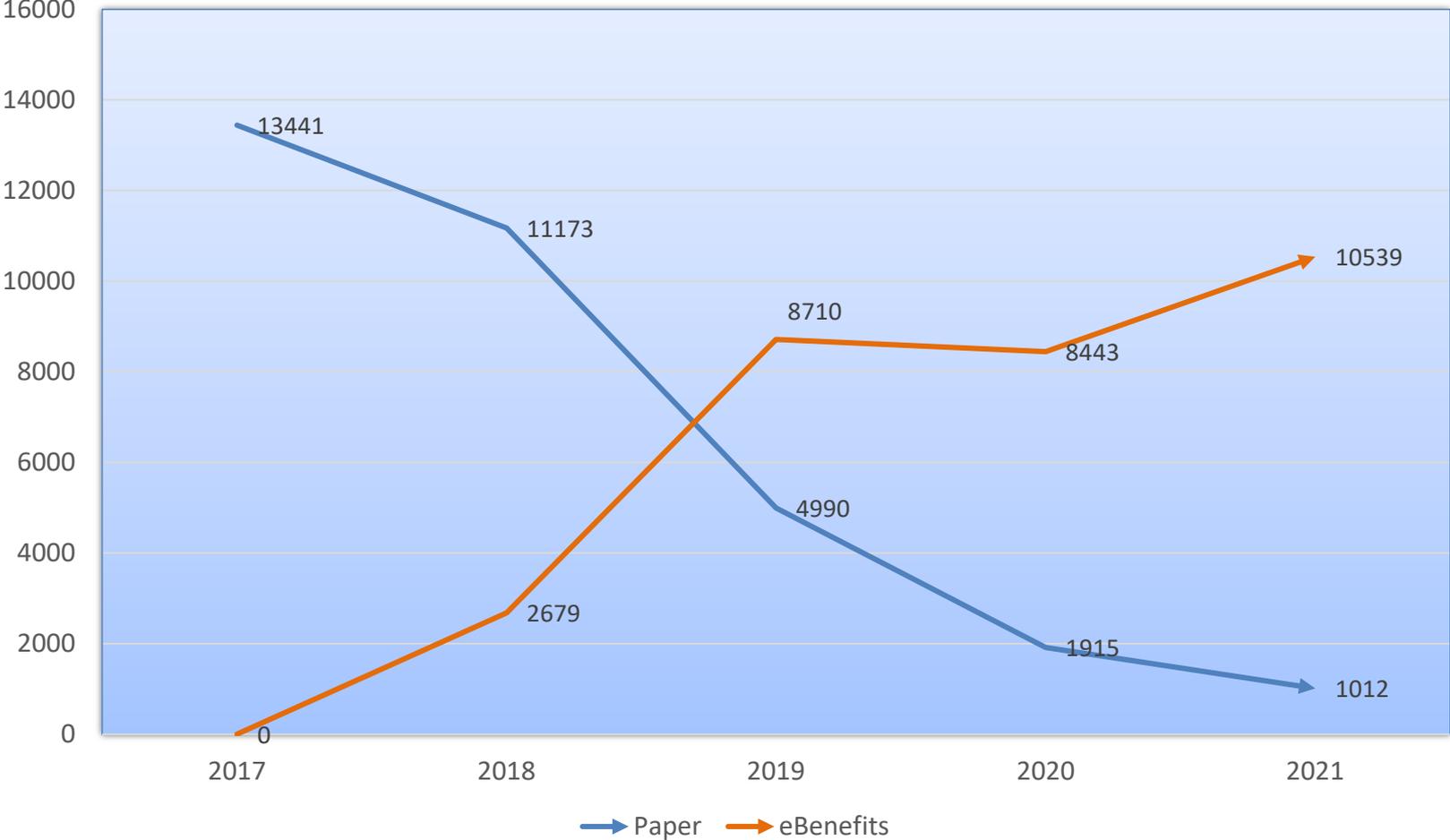
### eBenefit Submissions

Employer	Counts	Percent
CCD	78	0.74%
CRT	104	0.99%
CSF	9,050	85.87%
RET	1,026	9.74%
USD	281	2.67%
Total	10,539	100.00%

### eBenefit v. Paper

eBenefits	Paper	Total
10,539	1,012	11,551

# Advancing adoption of eBenefits



# Preliminary Medical Enrollment

Preliminary 2022 Medical Plan Enrollment													
Plan	Coverage Tier	Actives as of 1/1/2022	Actives as of 11/18/2021	Variance	Non Medicare Retirees as of 1/1/2022	Non Medicare Retirees as of 11/18/2021	Variance	Medicare Retirees as of 1/1/2022	Medicare Retirees as of 11/18/2021	Variance	2022 - All Members	Variance	
Blue Shield Access+	EE Only	3,530	3,476	54	610	649	-39				4,140	15	
	EE + 1	2,512	2,449	63	382	381	1				2,894	64	
	EE + 2 or more	2,979	2,987	-8	161	172	-11				3,140	-19	
<b>Blue Shield Access+ Total</b>		<b>9,021</b>	<b>8,912</b>	<b>109</b>	<b>1,153</b>	<b>1,202</b>	<b>-49</b>				<b>10,174</b>	<b>60</b>	
Blue Shield Trio HMO	EE Only	2,440	2,437	3	518	531	-13				2,958	-10	
	EE + 1	1,165	1,172	-7	198	200	-2				1,363	-9	
	EE + 2 or more	1,315	1,342	-27	64	68	-4				1,379	-31	
<b>Blue Shield Trio HMO Total</b>		<b>4,920</b>	<b>4,951</b>	<b>-31</b>	<b>780</b>	<b>799</b>	<b>-19</b>				<b>5,700</b>	<b>-50</b>	
Kaiser Permanente	EE Only	12,286	12,327	-41	1,756	1,782	-26	7,886	7,875	11	21,928	-56	
	EE + 1	6,025	5,941	84	685	693	-8	3,176	3,150	26	9,886	102	
	EE + 2 or more	6,752	6,816	-64	174	191	-17	121	128	-7	7,047	-88	
<b>Kaiser Permanente Total</b>		<b>25,064</b>	<b>25,084</b>	<b>-20</b>	<b>2,615</b>	<b>2,666</b>	<b>-51</b>	<b>11,184</b>	<b>11,153</b>	<b>31</b>	<b>38,863</b>	<b>-42</b>	
Blue Shield PPO-Accolade*	EE Only	689	672	17	608	586	22				1,297	39	
	EE + 1	189	183	6	157	149	8				346	14	
	EE + 2 or more	172	173	-1	46	43	3				218	2	
<b>Blue Shield PPO-Accolade Total</b>		<b>1,050</b>	<b>1,028</b>	<b>22</b>	<b>811</b>	<b>778</b>	<b>33</b>				<b>1,861</b>	<b>55</b>	
Health Net CanopyCare HMO	EE Only	73		73	3						76	76	
	EE + 1	41		41	0						41	41	
	EE + 2 or more	43		43	1						44	44	
<b>Health Net CanopyCare HMO Total</b>		<b>157</b>		<b>157</b>	<b>4</b>						<b>161</b>	<b>161</b>	
UnitedHealthCare*	EE Only							9,425	9,339	86	9,425	86	
	EE + 1	1	1	0	43	43	0	4,034	4,004	30	4,078	30	
	EE + 2 or more			0	3	3	0	115	114	1	118	1	
<b>UnitedHealthcare Total</b>		<b>1</b>		<b>1</b>	<b>46</b>	<b>0</b>	<b>46</b>	<b>13,574</b>	<b>13,457</b>	<b>117</b>	<b>13,621</b>	<b>117</b>	
<b>Total HSS Enrolled Members</b>		<b>40,213</b>	<b>39,975</b>	<b>238</b>	<b>5,409</b>	<b>5,445</b>	<b>-36</b>	<b>24,758</b>	<b>24,610</b>	<b>148</b>	<b>70,380</b>	<b>301</b>	
<b>Waived / Delinquent</b>		<b>3,108</b>	<b>3,295</b>	<b>-187</b>	<b>2,752</b>	<b>2,709</b>	<b>43</b>	<b>737</b>	<b>745</b>	<b>-8</b>	<b>6,597</b>	<b>419</b>	
<b>Total HSS Subscribers</b>		<b>43,319</b>	<b>43,270</b>	<b>51</b>	<b>8,161</b>	<b>8,154</b>	<b>7</b>	<b>25,495</b>	<b>25,355</b>	<b>140</b>	<b>76,977</b>	<b>720</b>	

\* Effective 1/1/22 the PPO plan is administered by Blue Shield. The 2021 Enrollment numbers and variance reflect HSS members who were enrolled in the PPO administered by UHC at that time. The UnitedHealthcare 2021 enrollment reflects members with Medicare dependents who must enroll in the UHC companion plan for 2022. This provides a more accurate view of the variance in enrollment.

# Medical Enrollment Migration

2022 Enrollment	2021 Enrollment								Total 2022 Enrollment
	Blue Shield Access+ HMO	Blue Shield Trio HMO	Kaiser Permanente HMO	Kaiser Permanente Medicare HMO	Not Enrolled	UHC Medicare Advantage PPO	UHC PPO	#N/A+	
Blue Shield Access+ HMO	9728	115	189		67		64	11	10174
Blue Shield Trio HMO	84	5444	109		42		16	5	5700
BSC PPO	82	32	61		35		1650	1	1861
Health Net CanopyCare HMO*	49	32	51		16		12	1	161
Kaiser Permanente HMO	102	84	27189	1	231		45	27	27679
Kaiser Sr Advantage HMO	1		50	11083	13	36		1	11184
UHC Companion Plan	1						46		47
UHC Medicare Advantage PPO	28	17		62	23	13402	14	28	13574
Not Enrolled	41	25	98	8	6297	16	9	103	6597
<b>Total 2021 Enrollment</b>	<b>10,116</b>	<b>5,749</b>	<b>27,747</b>	<b>11,154</b>	<b>6,724</b>	<b>13,454</b>	<b>1,856</b>	<b>177</b>	<b>76,977</b>

\* Effective 1/1/22 Health Net Canopy Care is a new offering from SFHSS

+ #N/A reflects counts of individuals who were not SFHSS members in 2021

# Preliminary Medical Enrollment – Split Carrier

<b>Preliminary 2022 Medical Plan Enrollment - Split Coverage</b>				
<b>Plan of Subscriber</b>	<b>Coverage Tier</b>	<b>Split Carrier Dependents as on 1/1/2022</b>	<b>Split Carrier Dependents as on 11/18/2021</b>	<b>Variance</b>
Blue Shield Access+	.+1 Split Dep	90	90	0
	.+2 Split Dep	3	10	-7
<b>Blue Shield Access+ Total</b>		<b>93</b>	<b>100</b>	<b>-7</b>
Blue Shield Trio HMO	.+1 Split Dep	49	50	-1
	.+2 Split Dep	0	1	-1
<b>Blue Shield Trio HMO Total</b>		<b>49</b>	<b>51</b>	<b>-2</b>
UHC MA PPO	.+1 Split Dep	389	418	-29
	.+2 Split Dep	89	84	5
<b>UHC Total</b>		<b>478</b>	<b>502</b>	<b>-24</b>
<b>GRAND TOTAL</b>		<b>620</b>	<b>653</b>	<b>-33</b>

# Preliminary Dental Enrollment

Preliminary 2022 Dental Plan Enrollment										
Plan	Coverage Tier	Actives as of 1/1/2022	Actives as of 11/18/2021	Actives Variance	Retirees as of 1/1/2022	Retirees as of 11/18/2021	Retirees Variance	2022 - All Members	2021 - All Members	Total Variance
Delta Dental PPO	EE Only	12,281	12108	173	14,631	14438	193	26,912	26546	366
	EE + 1	8,087	7904	183	6,917	6768	149	15,004	14672	332
	EE + 2 or more	9,905	9925	-20	563	592	-29	10,468	10517	-49
Delta Dental PPO Total		<b>30,273</b>	<b>29,937</b>	<b>336</b>	<b>22,111</b>	<b>21,798</b>	<b>313</b>	<b>52,384</b>	<b>51,735</b>	<b>649</b>
DeltaCare HMO	EE Only	457	487	-30	651	667	-16	1,108	1154	-46
	EE + 1	145	153	-8	220	226	-6	365	379	-14
	EE + 2 or more	136	161	-25	14	13	1	150	174	-24
DeltaCare HMO Total		<b>738</b>	<b>801</b>	<b>-63</b>	<b>885</b>	<b>906</b>	<b>-21</b>	<b>1,623</b>	<b>1,707</b>	<b>-84</b>
UHC Dental HMO	EE Only	315	343	-28	582	591	-9	897	934	-37
	EE + 1	114	112	2	174	191	-17	288	303	-15
	EE + 2 or more	99	96	3	17	16	1	116	112	4
UHC Dental HMO Total		<b>528</b>	<b>551</b>	<b>-23</b>	<b>773</b>	<b>798</b>	<b>-25</b>	<b>1,301</b>	<b>1,349</b>	<b>-48</b>
GRAND TOTAL ENROLLED		<b>31,539</b>	<b>31,289</b>	<b>-18</b>	<b>23,769</b>	<b>23,502</b>	<b>267</b>	<b>55,308</b>	<b>54,791</b>	<b>517</b>
Waived / Delinquent		<b>248</b>	<b>287</b>	<b>-38</b>	<b>6,397</b>	<b>6596</b>	<b>-199</b>	<b>6,894</b>	<b>6,883</b>	<b>11</b>
GRAND TOTAL		<b>31,787</b>	<b>31,576</b>	<b>-79</b>	<b>30,166</b>	<b>30,098</b>	<b>68</b>	<b>62,202</b>	<b>61,674</b>	<b>528</b>

# Preliminary Vision and Voluntary Benefits Enrollment

Preliminary 2022 Vision Premier Enrollment									
Coverage Tier	Actives as of 1/1/2022	Actives as of 11/18/2021	Actives Variance	Retirees as of 1/1/2022	Retirees as of 11/18/2021	Retirees Variance	2022 - All Members	2021 - All Members	Total Variance
EE Only	5,630	5239	391	4160	3999	161	9,790	9238	552
EE + 1	4,117	3717	400	2321	2221	100	6,438	5938	500
EE + 2 or more	4,180	3899	281	204	182	22	4,384	4081	303
	<b>13,927</b>	<b>12,855</b>	<b>1,072</b>	<b>6,685</b>	<b>6,402</b>	<b>283</b>	<b>20,612</b>	<b>19,257</b>	<b>1,355</b>

Voluntary Benefits	2021	2022	Variance
Supplemental Life	3268	4331	1063
LegalShield	1410	2034	624
Metlife Accident	2265	2882	617
Critical Illness	1636	2208	572
Allstate ID Protection	594	928	334
Short Term Disability	797	1120	323
Pet Insurance	589	717	128
Chubb / Universal Term Life	128	182	54
Long Term Disability	361	387	26
Long Term Care	22	27	5
Allstate Accident*	56	56	0
Cancer*	80	80	0
Heart & Stroke*	49	49	0
<b>Total</b>	<b>11,126</b>	<b>15,001</b>	<b>2,683</b>

\*Grand-fathered plans. Closed to new enrollment

# SFHSS Open Enrollment Communications Results

December 2021

# Communications Objectives



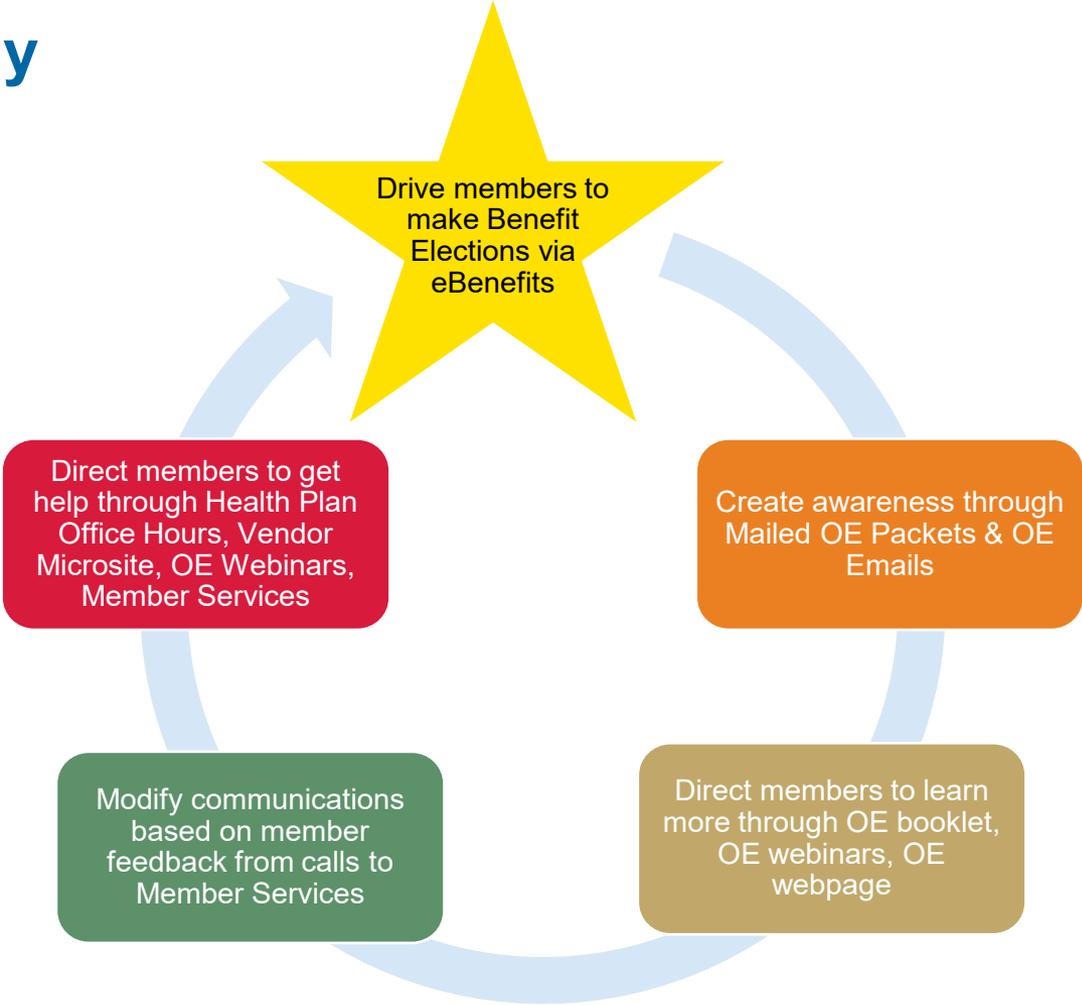
Educate members about new benefit options and changes to existing benefits, so they can make an informed decision to elect benefits that best meet their needs.

In addition to achieving our overarching objective, we also wanted to:

1. Reduce unnecessary calls to Member Services.
2. Increase benefits elections through **eBenefits** and decrease paper applications.
3. Preemptively address member concerns over change in PPO administrator.

# Communications Strategy

Develop intentional communications designed to move members from **awareness** of their benefit options to **making elections** through **eBenefits** that best meet their needs. Improve existing communication tools and resources and develop new ways to educate members regarding plan changes and new benefit options.



# Tactics: Reduce Unnecessary Calls to Member Services

Pre-seeded excitement for Open Enrollment with Firehouse Fieldtrip video that encouraged members to open and review their OE benefits packet and received **1,300** views.

Distributed a series of **six (6)** weekly open enrollment emails to active employees (**29,157**) and retirees (**16,479**) starting **two (2)** weeks prior to October with calls-to-action (CTA) for members to enroll via **eBenefits**, attend webinars to learn more and schedule Health Plan office hour appointments to answer their questions.

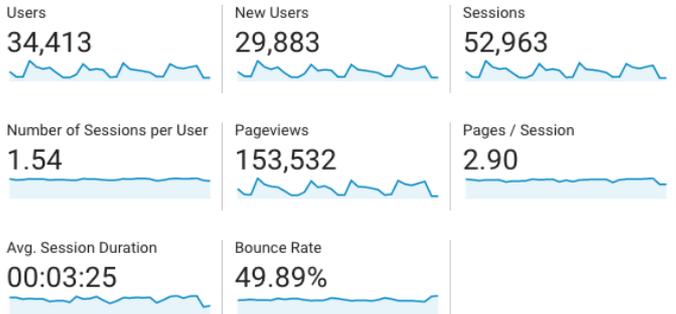
Emails drove members to Open Enrollment landing page, which received **18,058** views and the **eBenefits** page received **4,570** views.

Developed alternate avenues for members to get help including **health plan office hours, vendor microsites, webinars, comprehensive OE webpages.**



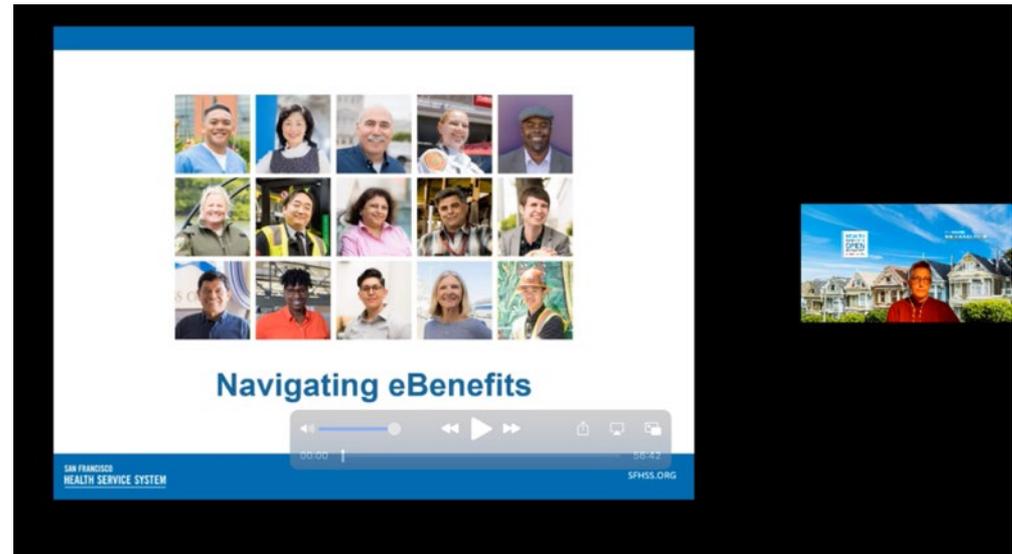
## Open Enrollment is here!

Get started by visiting [sfhss.org/oe2022](https://sfhss.org/oe2022) to learn about your benefits, [webinars](#), [Health Plan Office Hours](#), [Benefits Guides](#), [Rates](#), [Plan Documents](#), and [Enrollment Forms](#).



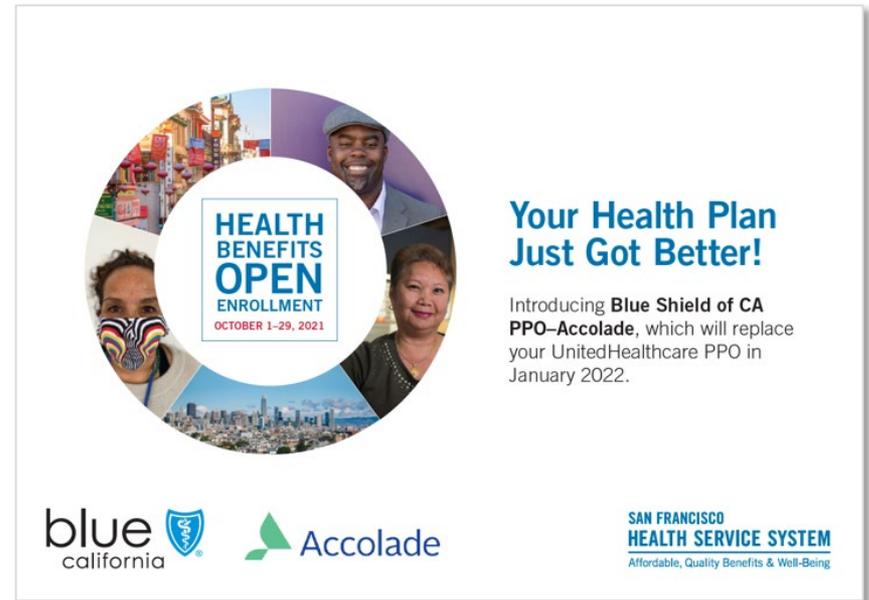
# Tactics: Increase Elections via *eBenefits*/Reduce Paper Applications

- Of the **23** SFHSS Sponsored webinars + **1** Workterra Voluntary Benefits webinar, **7** were dedicated to **Registering** and/or **Navigating *eBenefits***.
- First year we did not mail paper applications to any members.
- Incentivized webinar attendance with **SFHSS OE Raffle Prize Giveaway** where we had **490 entries** from webinars.
- Attendees ranged from **20 to 200**/webinar.
- 94 Attendees** on average/webinar.

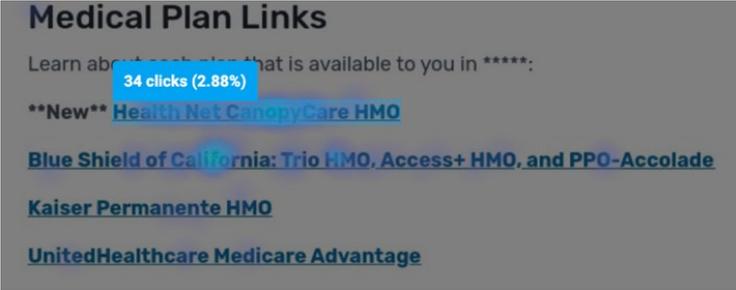
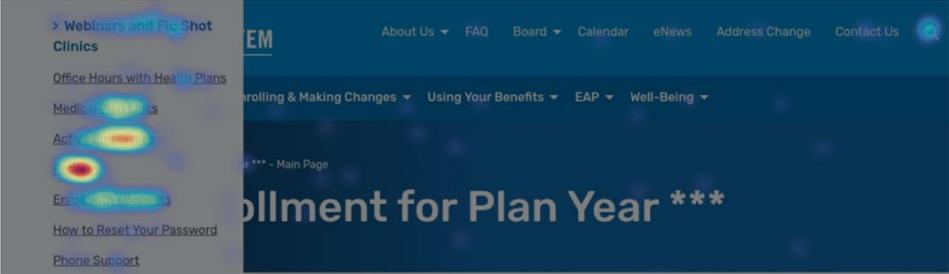


# Tactics: Preemptively Address Blue Shield of CA PPO-Accolade Transition

1. 1,200+ postcards mailed to existing SFHSS PPO Members to inform them that beginning January 2022, UnitedHealthcare PPO will be replaced with **Blue Shield of CA PPO-Accolade**.
2. SFHSS emailed impacted members informing them about the change in plan administration and directed members to the Blue Shield microsite for more information.
3. Blue Shield telephoned impacted members and left voicemails to answer questions about the change in plan administration. Based on past experience.

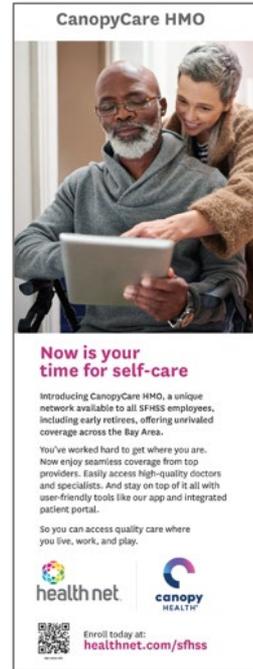


# Tactics: Improve Open Enrollment Landing Page



- New OE Calendar of Webinars.
- Webinar videos could be replayed from the calendar.
- Heatmap tracking to understand top members topics of interest, which include member groups, **eBenefits** and medical plans.
- Smaller banner to enable more content to be visible.
- Left hand navigation bar.
- Preferential placement for Health Plan Office Hours.

# Tactics: Create Awareness for Health Net CanopyCare Plan



SFHSS promoted the new Health Net CanopyCare plan:

- Health Net stories were prominently featured in eNews and weekly Open Enrollment emails.
- 3 Dedicated “Is CanopyCare Right for You?” webinars.
- 3 Departments invited Health Net CanopyCare to host a table at their on-site flu clinic event.
- Emails, website, webinars, vendor microsite and print materials encouraged members to schedule one-on-one Office Hour appointments.
- Placement of full-page color ad in all Open Enrollment mailers.



# OE Mailing – YOY comparisons

**Total packets mailed: 76,355 vs. 76,010** in 2020.

- City & County of San Francisco, Superior Court & Commissioners: **32,320** vs. **31,439** in 2020.
- MEA: **1,403** vs. **1,323** in 2020.
- Unified School District: **7,770** vs. **6,815** in 2020.
- City College: **1,377** vs. **1,429** in 2020.
- Retirees with Medicare: **25,281** vs. **23,565** in 2020.
- Retirees without Medicare: **8,204** vs. **8,644** in 2020.
- Waived (Actives & Retirees): **6,485** vs. **5,104** in 2020.



# **SFHSS**

# **Open Enrollment**

# **2021 Worksite Flu Shot Clinics**

December 2021



## 2021 Worksite Flu Shot Clinics

- Hosted 23 Clinics at 22 Locations
  - ✓ 7 Open Clinics (Employees & Retirees)
  - ✓ 16 Restricted Clinics (Dept Specific)
- 4 New Clinic Locations – PRT, City Hall, LIB, HOJ
- Total Participation
  - ✓ 2066 regular flu shots = 79% attendance rate
  - ✓ 57 high dose flu shots = 36% attendance rate
- New in 2021:
  - ✓ Earlier start date - September vs. October in previous years
  - ✓ SFHSS managed administration duties at all clinics
- Best Practices:
  - ✓ Developed toolkits for each site that included:
    - Planning logistics
    - Floorplan layouts

