



Trio Communications Plan for SFHSS

Trio HMO Communications:

Ensuring a smooth transition

Introduce Trio and address employee questions and concerns:

- Explain that Brown & Toland (B&T) Trio members will no longer have access to California Pacific Medical Center (CPMC).
- Highlight the services/quality of Dignity and UCSF hospitals.
- Share key benefits of Trio: affordability, same benefits as Access+ HMO and personalized support through Shield Concierge.

Provide targeted communications to key audiences:

- Members currently with Trio PCPs (those that will be auto-enrolled)
- Families that currently have a mix of Trio and non-Trio PCPs
- Members without Trio PCPs

Partner with ACO partners (B&T, Hill Physicians, and other Trio providers) to support OE events and communicate with members.

Provide SFHSS Benefits Staff with FAQs and training about the Trio HMO plan.

Pre-Open Enrollment Communications

Audience	Objectives & Details
1. Targeted Member Letters (5)	
a) Members who currently have Brown & Toland Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • Inform members that they will be enrolled in the Trio plan and Brown & Toland will now be referring members to UCSF and Dignity Hospitals. • Encourage members to stay with the Trio HMO plan.
b) Members who currently have Hill Physicians Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • Inform members that they will be enrolled in the Trio HMO plan. • Encourage members to stay with the Trio HMO plan.
c) Members who currently have "other" Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Same as Hill Physicians letter
d) Families with a mix of Trio & non-Trio PCPs	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • List family members who do not currently have a Trio PCP. • Encourage the entire family to choose a Trio PCP and enroll in the Trio HMO plan.
e) HMO members who currently do not have Trio PCPs	<ul style="list-style-type: none"> • Highlight the benefits of Trio to encourage members to enroll in the Trio HMO plan.

Pre-Open Enrollment Communications

Audience	Objectives & Details
2. Phone calls to Members who currently have Trio PCPs	
SFHSS Employees who currently have Trio PCPs	<ul style="list-style-type: none">• Highlight the benefits of the Trio HMO plan.• Inform members that they will be enrolled in the Trio HMO plan.• Inform Brown & Toland members of the hospital affiliation changes.• Encourage members to stay with the Trio HMO plan
3. Informational Meetings	
All SFHSS employees	<ul style="list-style-type: none">• Provide SFHSS members with an overview of all their health plan options (Blue Shield, Kaiser, United, etc.) for 2018.• Meetings will be held at the Hotel Whitcomb and SF Library.

Pre-Open Enrollment Communications

Audience	Objectives & Details
4. Facebook Ads	
SFHSS employees (self-identified on Facebook as employees of the City & County of San Francisco, SFUSD, City College or Superior Court.)	<ul style="list-style-type: none">• Create awareness of the Trio HMO plan.
5. SFHSS/Blue Shield Microsite (blueshieldca.com/sfhss)	
All SFHSS employees	<ul style="list-style-type: none">• Provide details on the Trio and Access+ HMO plan• New responsive website can be assessable by phone, tablet or desktop/laptop computer

Pre-Open Enrollment Communications

Examples of member letters

Co-branded letters & envelopes based on target audience.

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM**

[Date]

iSub First Name iSub Last Name
iStreet Address
iCity, iState iZIP

Dear iSub First Names,

San Francisco Health Services System (SFHSS) is offering a new HMO health plan for 2018!

It's the Blue Shield Trio HMO Plan, which is effective January 1, 2018. This latest addition reinforces SFHSS' commitment to providing you with quality, affordable health care and a robust selection of health plans to choose from. The goal of the Trio HMO Plan is to provide coordinated care so that all aspects of your health care needs are being met at the right time, in the right place, by the right medical professionals.

Trio ACO HMO Plan highlights

- Same benefits as the Blue Shield Access+ HMO plan
- Many of the same Primary Care Physicians (PCPs) you are currently seeing. (See the list below of your family member(s) who do not currently have a PCP in the Trio HMO network.)
- Same hospitals for PCP referrals (for employees who pay towards a health plan)
- Lower premium (for employees who pay towards a health plan)

Trio HMO Network Hospital Affiliations

Medical Group	Changes in hospital affiliations
Brown & Toland	PCPs will now be referring to University of California-San Francisco (UCSF) and the Dignity Health Hospitals (St. Francis Memorial Hospital and St. Mary's Medical Center) instead of California Pacific Medical Center (CPMC).
Hill Physicians	None
Other Trio PCPs	None

How to Enroll

To enroll in the Trio HMO plan, you and your family member(s) will need to have a Trio HMO PCP. According to Blue Shield's records, some of your family member(s) currently have a Trio HMO PCP; however, other family member(s) do not. On the following page is a list of your family member(s) currently covered by your Access+ HMO plan who do not currently have a Trio HMO PCP. (Note: if a covered family member(s) is not listed below, then that member already has a Trio PCP.)

After you enroll in the Trio HMO plan, all of your family member(s) will be assigned a Trio PCP. Once you receive your Blue Shield Member ID with your assigned PCP, you can change assigned PCPs by calling Shield Concierge at (855) 747-5800.

Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **BROWN & TOLAND PHYSICIANS**

[Date]

iSub First Name iSub Last Name
iStreet Address
iCity, iState iZIP

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Trio ACO HMO Plan highlights

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- Same Brown & Toland Primary Care Physicians (PCPs) you are currently seeing
- Lower premium (for employees who pay towards a health plan)

Brown & Toland Trio HMO Network Hospital Affiliations

Brown & Toland PCPs will now be referring to University of California-San Francisco (UCSF) and the Dignity Health Hospitals (St. Francis Memorial Hospital and St. Mary's Medical Center) instead of California Pacific Medical Center (CPMC). To learn more about these hospitals visit dignityhealth.org and ucsf.org.

How to Enroll

Enrolling in the Trio HMO Plan is easy. Because you and your covered family member(s) are currently seeing a Trio PCP, you will be automatically enrolled in the plan for 2018, unless you complete the SFHSS Open Enrollment form and select a different plan.

Learn more

You can learn more about the Trio HMO Plan by attending these information sessions:

- 2018 SFHSS Benefits Meetings
September [x] and [y], 5:30 - 7:30 p.m.
Space is limited, so advanced registration is required. To register, visit [\[insert URL\]](#).
- Open Enrollment Events
Visit MyHls.org for a schedule of events.

Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **Hill Physicians**

[Date]

iSub First Name iSub Last Name
iStreet Address
iCity, iState iZIP

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Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM**

Blue Shield of California
PO Box 427614
800 North Hill, CA 94103-9414

Window Size: 4.5" x 1.125"
Position: .5" from bottom, 0.875" from left

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **BROWN & TOLAND PHYSICIANS**

Blue Shield of California
PO Box 427614
800 North Hill, CA 94103-9414

FLAP OPEN THIS DIRECTION

Window Size: 4.5" x 1.125"
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blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **Hill Physicians**

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Pre-Open Enrollment Communications

Example of Facebook Ad with click-throughs



Open Enrollment/Health Fair Event Support

In-person support of SFHSS OE Events by Blue Shield and key ACO partners (Brown & Toland, Dignity, UCSF, Hill Physician, etc.)

Trio HMO promotion at Blue Shield table

Supporting Brochures



Training for SFHSS staff

- Onsite & WebEx training
- FAQs & talking points
- Messaging for SFHSS newsletters, social media, and myhss.org (as requested)



Communication Timeline

* timing will be coordinated with SFHSS OE Mailing

Tactic	Timing
Training for SFHSS staff (Onsite & WebEx)	Starting mid-August
SFHSS Mailing - OE Kit & Invitation to Benefit Informational Meetings	September 25
Targeted Member Letters	September 25*
Phone calls to members who currently have Trio PCPs	Oct 2 - 20
Facebook Ads	Oct 2 - 20
Open Enrollment Event Support	October 2 - 31
Benefit Informational Meeting (Whitcomb Hotel)	October 10 (Tue) 5:30 – 7:30 p.m.
Benefit Informational Meeting (SF Library)	October 18 (Wed) 5:30 – 7:30 p.m.
Welcome communications	January 2018

blue  of california

An independent member of the Blue Shield Association