



Communications Plan 2021

Communications Objective for 2021

Proactively develop, design and create communications that help our members better navigate their benefits and engage in their overall health through preventative care and self-care to support the SFHSS mission.



Target Audience

Members

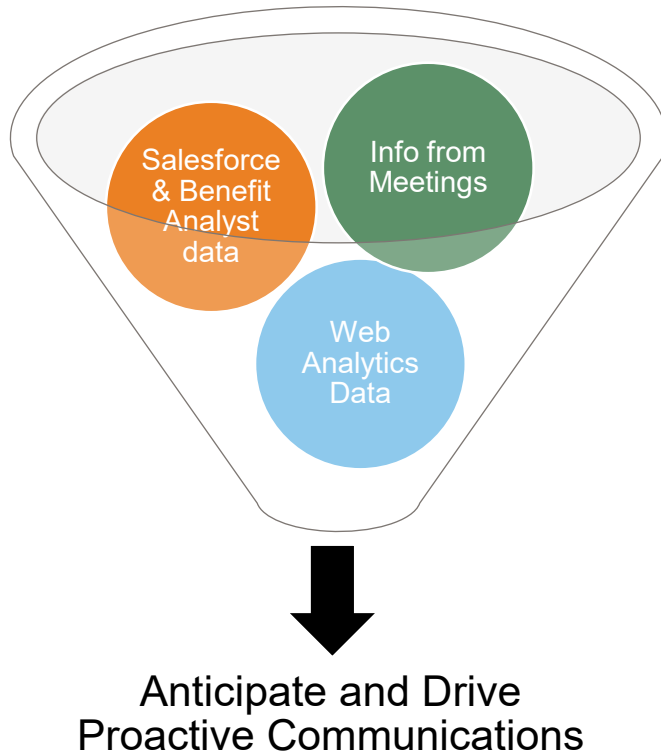


Our members are as diverse as San Francisco and they have unique needs.

Leaders



Strategy to Achieve Future State



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Collaborate Cross Functionally

Proactive Strategic Communications

Collaborate with Solutions Driven Design Thinking Approach

- Start with end goal in mind.
- Identify target audience. Approach from a diversity, equity and inclusion lens. Who are they? Are they an active employee or retired? What's their demographics and needs?
- Develop a strategy around what they care about and how to best reach them. Consider if there are language (43.9% S.F. residents), accessibility (1 in 10 S.F. residents) or geography (Hetch Hetchy) needs.
- Develop outreach tactics that can be measured.
- Track results.



Tactics – Execute and Iterate on a Continuous Feedback Loop

SmileWay Example

Challenge: Low utilization of SmileWay.

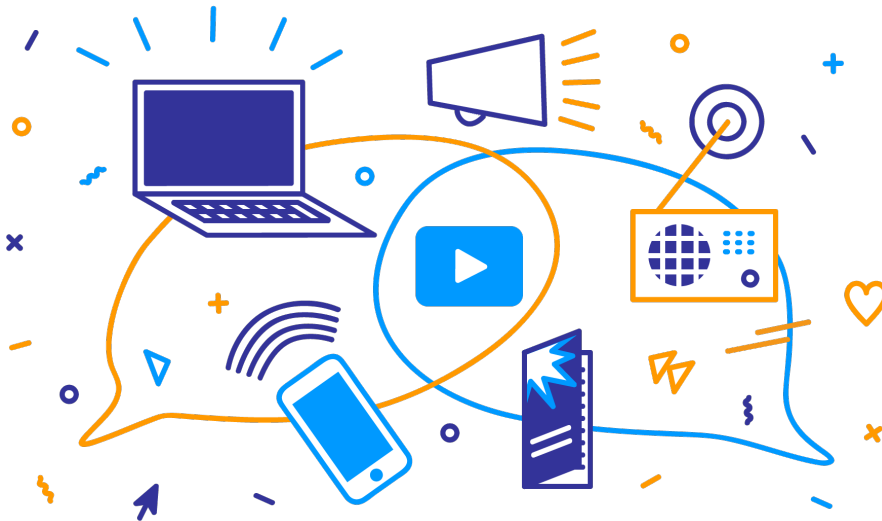
Solution: Engage health plans to help us determine which members would benefit and qualify for SmileWay.

Execute: Delta Dental will reach out to members who qualify for the program.

Monitor: Track utilization rates for one year post promotion to see if usage increases.



Tactics – Communication Channels



- eNews
- Open Enrollment Packets
- Member Letters
- Guides & Booklets
- Web Stories
- SFHSS.org
- Retiree Group Email List
- CCSF - ALL Employee Email List
- DHR Newsletter
- Protect Our Benefits
- RECCSF Partner Monthly Newsletter
- HR Liaisons/DPO's
- DHR EverBridge Texting to All Employees
- Well-Being Champions for Departments
- Flyers & Posters
- Cordico Push Notifications for First Responders
- Employee Portal

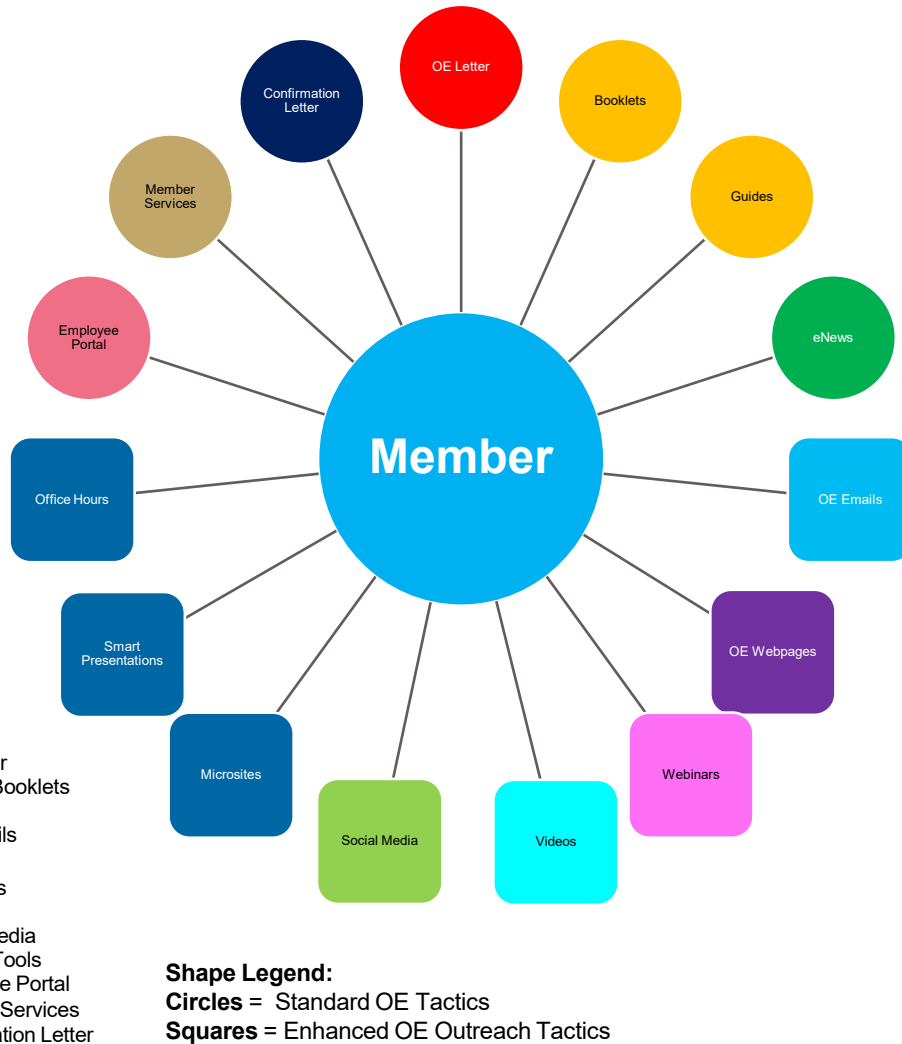
Communication Success Metrics

Engagement

- Increase **eBenefits** utilization rates
- Reduce unnecessary Member Services call volume for topics that can be addressed through self-service and SFHSS.org
- Increase more diverse participation in Well-Being programs
- Equitably increase member utilization of preventative care
- Increase EAP utilization
- Increase Cordico app usage
- Increase awareness of benefits programs



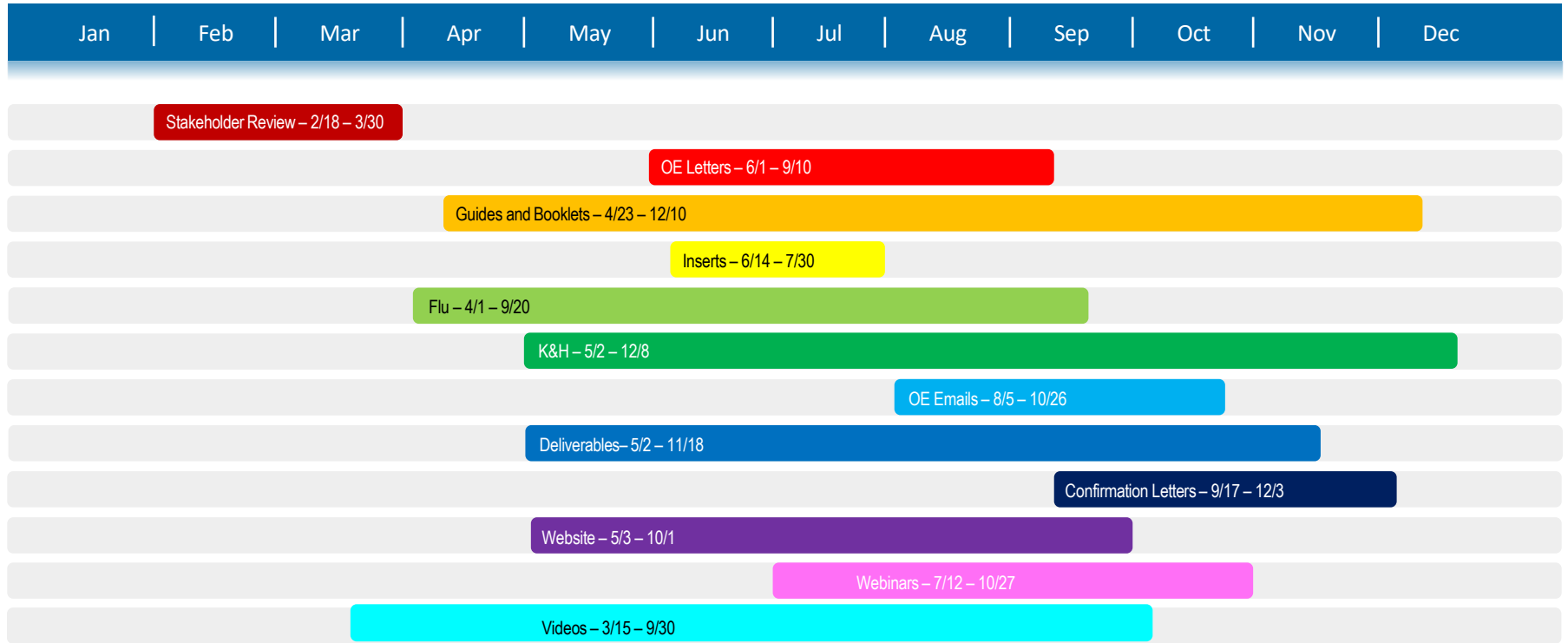
Open Enrollment Communications Plan



- Multi-channel approach to reach as many members as possible.
- Custom webinars for Hetch Hetchy, CCD, USD and Retirees.
- Partner with health plans and vendors
- Monitor Member Services calls to identify member trends and pain points.
- Incorporate member feedback in OE webpages to make content more equitable and accessible.
- Provide digital educational materials and tools to empower members to engage and enroll online.

Open Enrollment Communications Timeline

Open Enrollment Process Overview of PY 2021-22



Legend:

- Review
- OE Letter
- Guides/Booklets
- Inserts
- Flu
- K&H
- OE Emails
- Deliverables
- Confirmation Letter
- Website
- Webinars
- Videos

Revamp SFHSS.org in Phases

2021 Discovery

- Assess user experience.
- Apply heatmap tool to understand user behavior.
- Secure member feedback, including members from Hetch Hetchy, to ensure we are equitably considering diversity and accessibility needs.
- Capture and identify improvement opportunities.

2022 Tier 1 Priorities

- Partner with ESA on development priorities.
- Explore new tools and resources.
- Create intuitive user experience.
- Improve navigation and search.
- Design website to be more equitable and accessible.

2023 Tier 2 & Reiterate

- Execute and complete Tier 2 priorities.
- Equitably reassess member experience and needs.

Discovery: Improve Member Experience

SAN FRANCISCO HEALTH SERVICE SYSTEM

About Us | Board | Calendar | eNews | Address Change

Your Benefit Plans | Enrolling & Making Changes | Using Your Benefits | EAP | Well-Being

The COVID-*** Vaccine Is Here

The vaccine is one of the most important ways to end the pandemic. Learn more about the vaccination rollout below.

[Learn more](#)

What Can We Help You With?

[How To Make Payment](#)
Follow these steps for a smooth enrollment in health benefits.

[Taking A Leave Of Absence](#)
Here's what you need to know when going out on a paid or unpaid leave of absence.

CLICKS RECORDED 278

Find equitable ways to invite Members to provide feedback

Accessibility Menu (CTRL+U)

- Contrast +
- Highlight Links
- Bigger Text
- Text Spacing
- Pause Animations
- Dyslexia Friendly
- Cursor
- Tooltips
- Line Height
- Reset All

Move/Hide

Increase Accessibility

Cordico App for 1st Responders: Engagement Plan

Uplift

- Encourage use of Cordico app by developing a culture where Cordico is used to share the best of life as a First Responder.
- Quarterly fun contests or challenges.
- Drive exploration of modules that focus on physical and emotional well-being.
- Educate and create normalcy around reaching out for help.



Catch

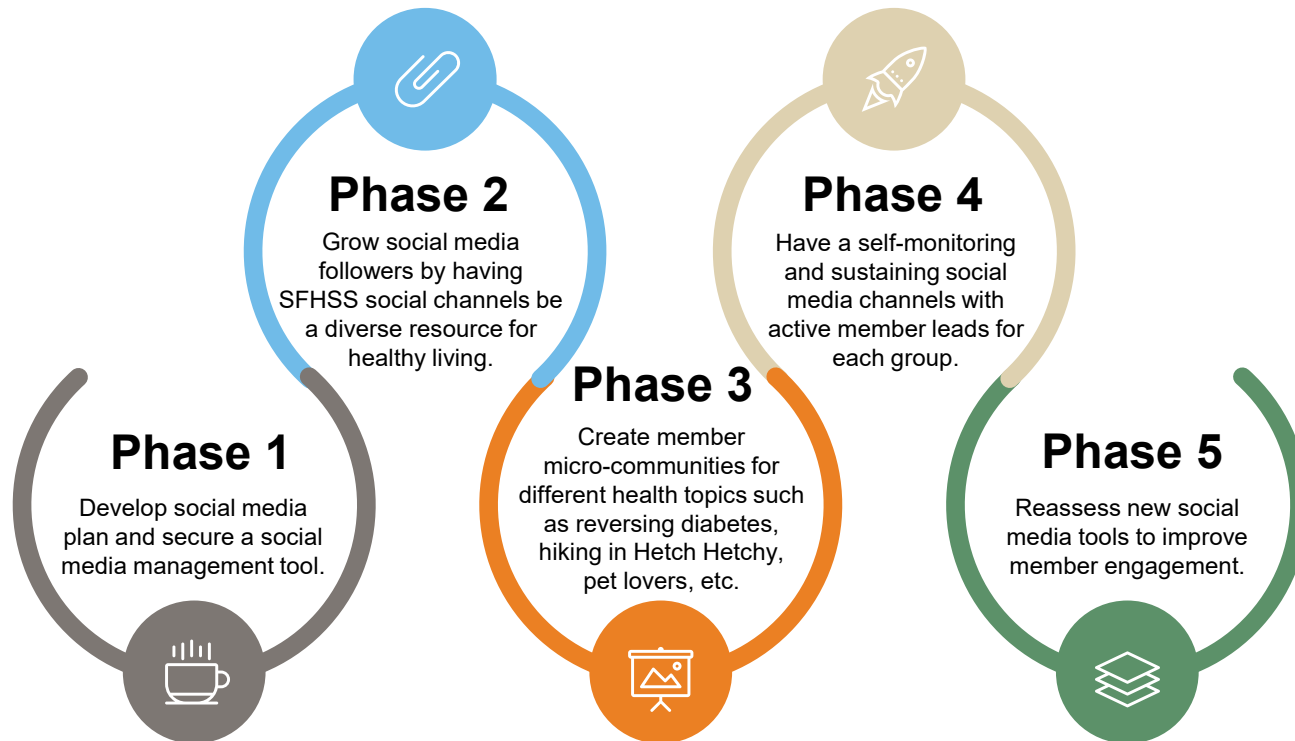
During an extraordinary crisis such as pro-longed fire season, management or policy change, ER's at capacity, fallen brother or sister, mass protests, we will:

- Send reminders for self-care such as hydrating, eating meals and taking breaks.
- Encourage reaching out to Peer Support.



NEW SFHSS Social Media

Help members achieve their health and well-being goals by creating a social media community for active employees and retirees where SFHSS can share benefit updates and free well-being programs and challenges while giving members an online community to support their health journey and inspire others.



Our Goal is to Deliver Proactive Strategic Communications to Solve Member Needs