# Report of Open Enrollment Activities for Plan Year 2023

December 8, 2022

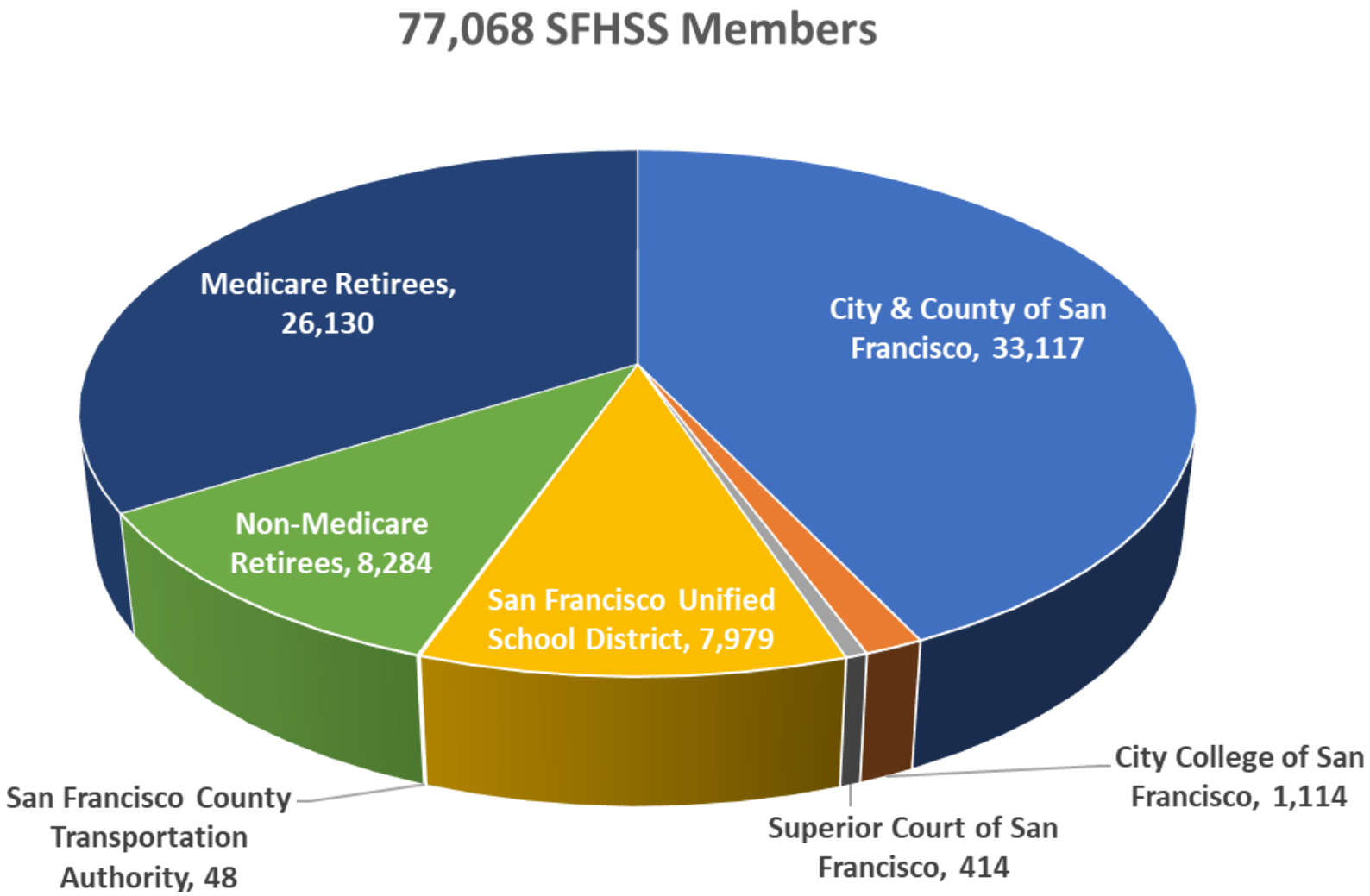
# Agenda

- 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
Medicare Retirees, 26,130
City & County of San Francisco, 33,117
Non-Medicare Retirees, 8,284
San Francisco Unified School District, 7,979
San Francisco County Transportation Authority, 48
Superior Court of San Francisco, 414
City College of San Francisco, 1,114

# 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

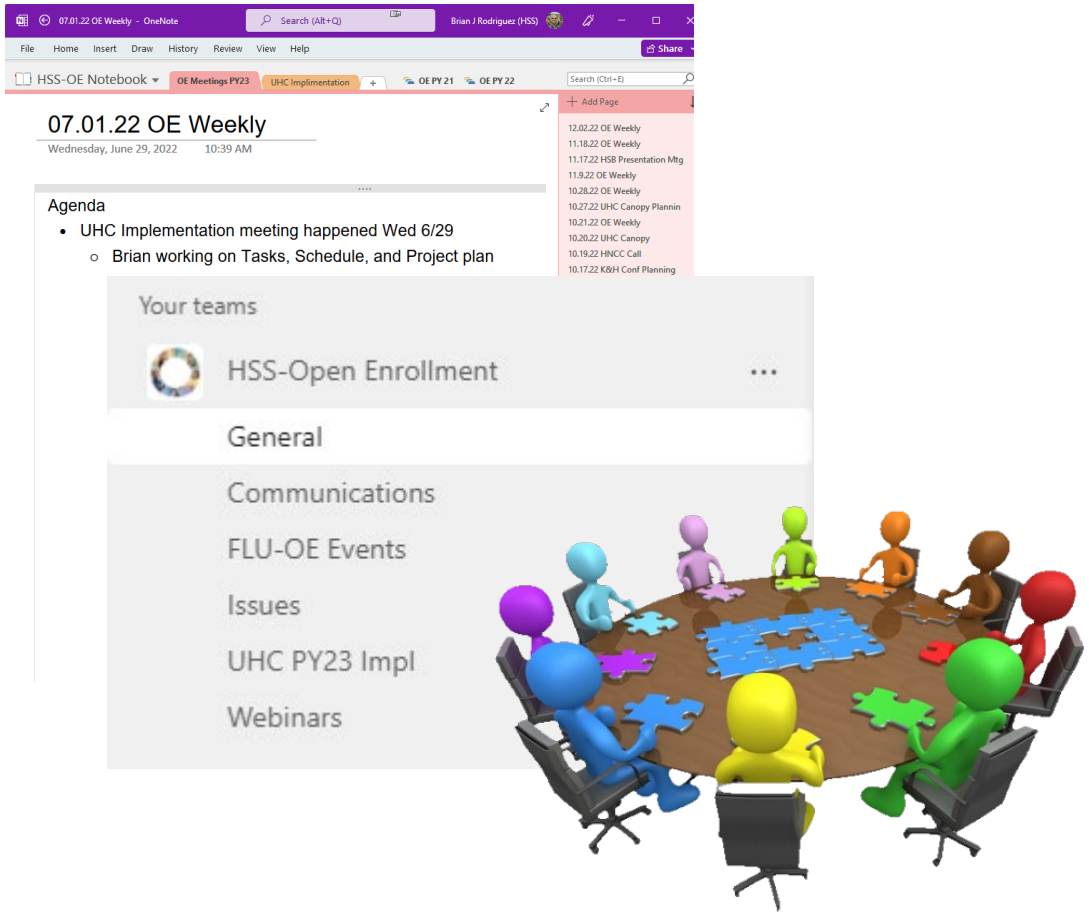
**Renewed Awareness Initiative of Health Net CanopyCare**
**97%** increase of enrolled lives

**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

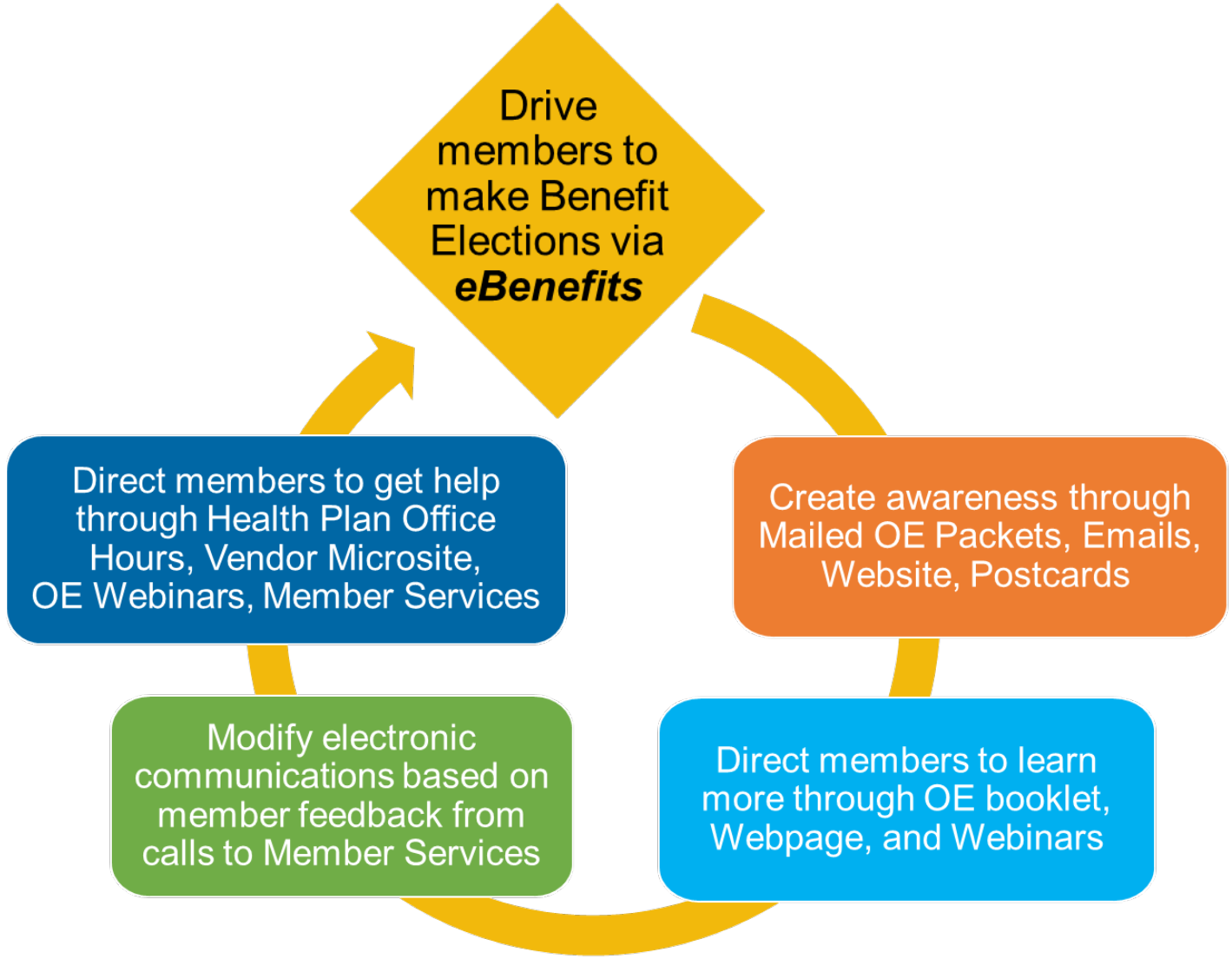
| Open Enrollment Project Tasks Breakdown | |
|---|---|
| **HSS Groups:** | **# of Tasks** |
| Administration | 8 |
| Communications | 103 |
| Contracts | 9 |
| Enterprise Systems & Analytics | 75 |
| Executive | 19 |
| Finance/CFO | 21 |
| Member Services/COO | 27 |
| Project Manager | 63 |
| Well-Being | 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.

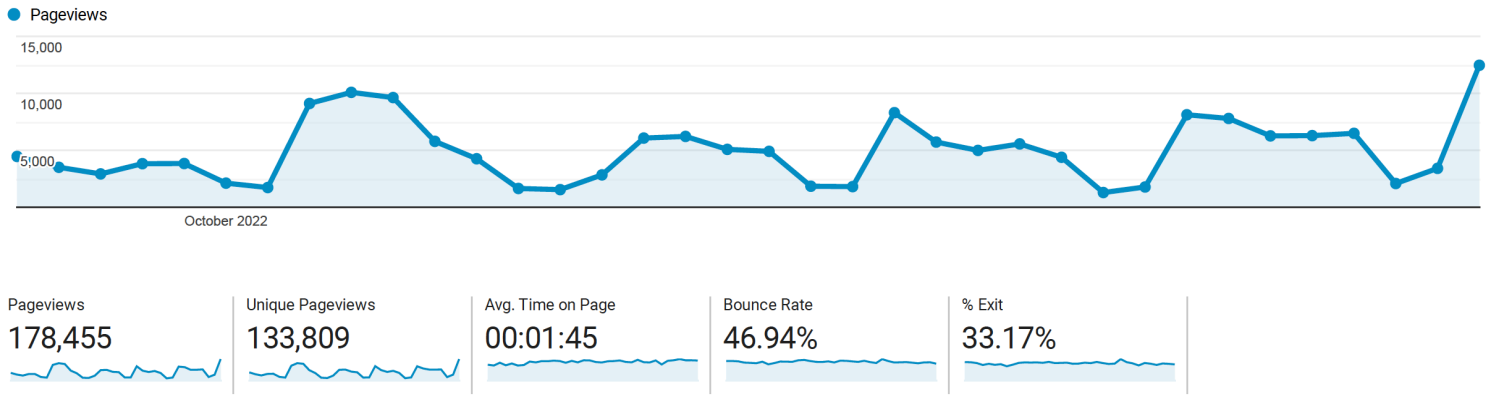


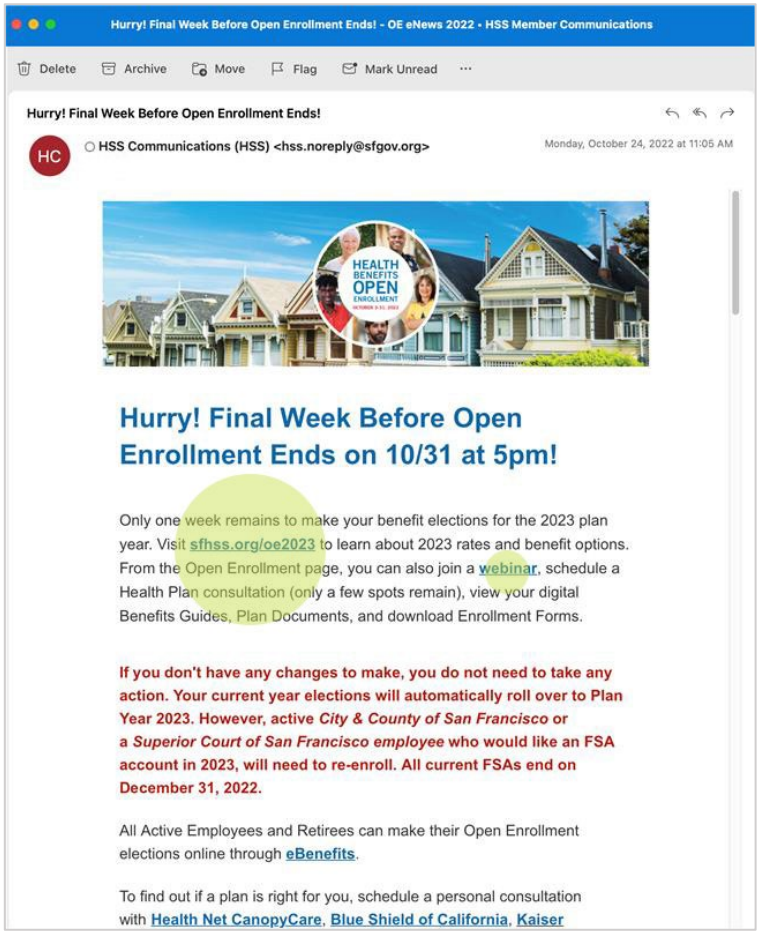
# Tactics: OE Collateral & Mailers

| 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.

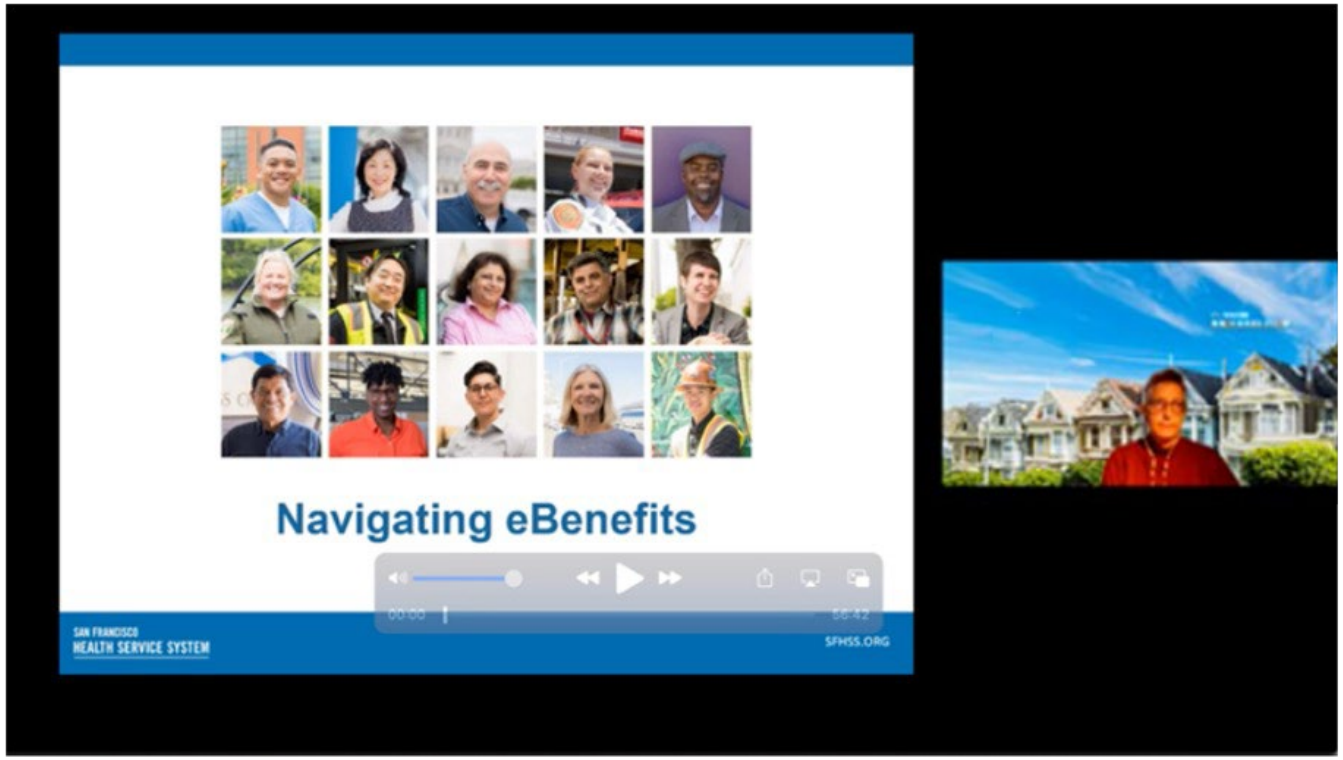



A heat map showing a large green circle with a highest click rate and pageviews were on the Open Enrollment link.

# 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

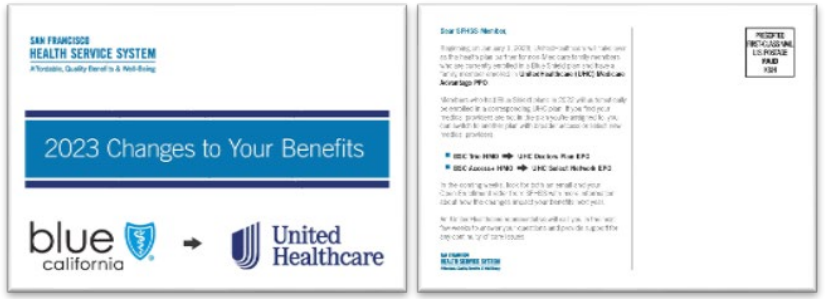
| Vendor | Office Hours Appointments | Plan-Specific Webinars |
|---|---|---|
| Blue Shield of CA | **138** | **2** |
| Health Net CanopyCare | **61** | **4** |
| Kaiser Permanente | **40** | **2** |
| UnitedHealthcare | **118** | **2** |
| Delta Dental | **2** | **2** |
| P&A Admin | N/A | **2** |
|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

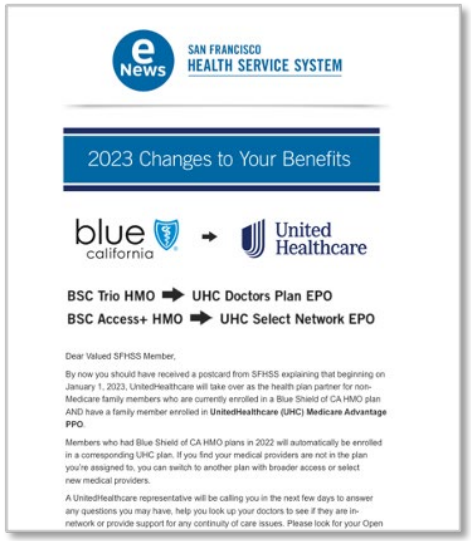
# Objective: Educate Medicare Split-Families on transition from BSC HMOs to UHC EPOs and Preemptively Address Possible Member Concerns

1. Mailed **685** postcards to UHC Split-Family Members

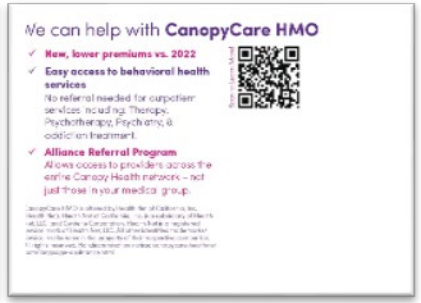
2. Emailed **547 impacted members** directing them to UnitedHealthcare's microsite to confirm if their providers are in-network.

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:

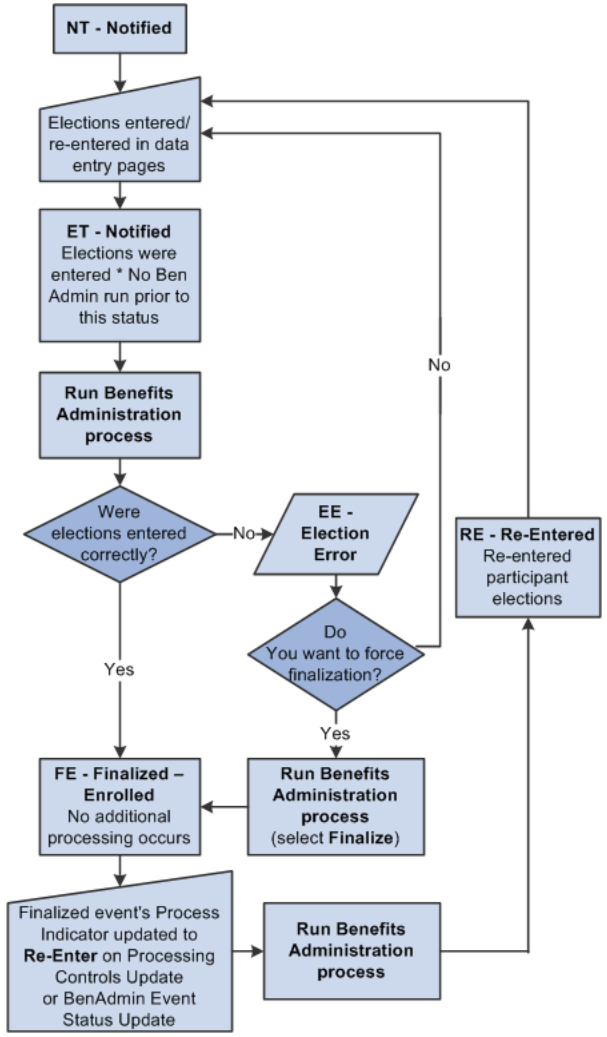
- Health Net stories were prominently featured in eNews and weekly Open Enrollment emails.
- **4** Dedicated Health Net CanopyCare HMO webinars.
- Health Net CanopyCare was invited to **3** additional flu clinics to gain exposure.
- Health Net CanopyCare postcard mailed to more than **5,000** early retirees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

# Enterprises Systems and Analytics

# ESA – Laying the Foundation for a Successful OE - PeopleSoft

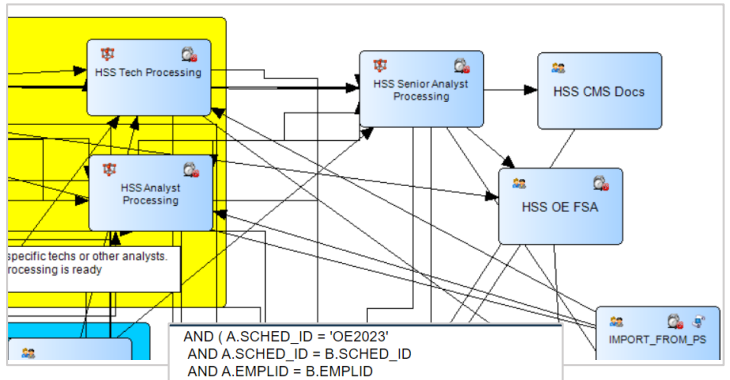
- **System implementation of Split Medicare Family Transition:**
  - Configured **4** benefit plans and added to all benefit programs
  - Modified **4** impacted interface files & **2** payment files
  - Set up new deduction codes
  - Pre-enrolled split enrollment members in the correct new plan
  -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

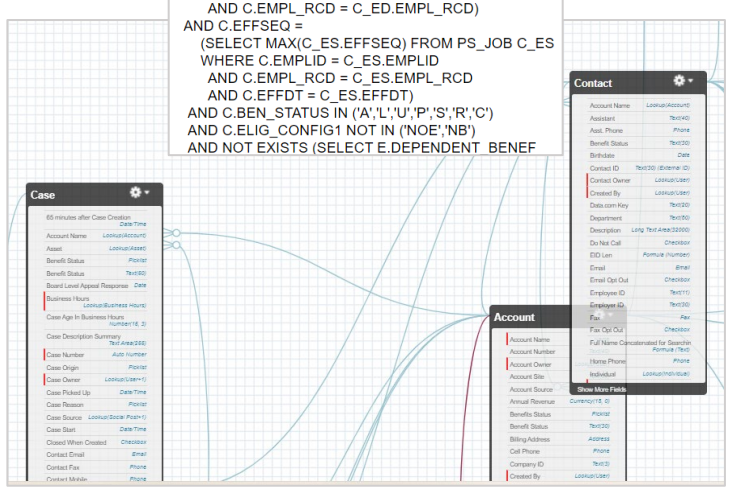


# ESA – Laying the Foundation for a Successful OE - Various Systems

- Wrote **19** audit queries to assist Member Services in prioritizing work and correcting errors
- Configured modifications to the Enterprise Content Management (ECM) System
- Daily monitoring of Attachment Extract Process to move uploaded documents from PeopleSoft into HSS' content management system
- Assisted with website updates
- Assisted with detail rate calculations
- Coded case object and global action changes in Salesforce
- Reset ***eBenefits*** passwords for retirees
- Assisted with ***eBenefits*** virtual consultations
- Completed Modifications and testing of ***eBenefits***
- Coordinated with Dept of Technology Help Desk and SF Employee Portal Support

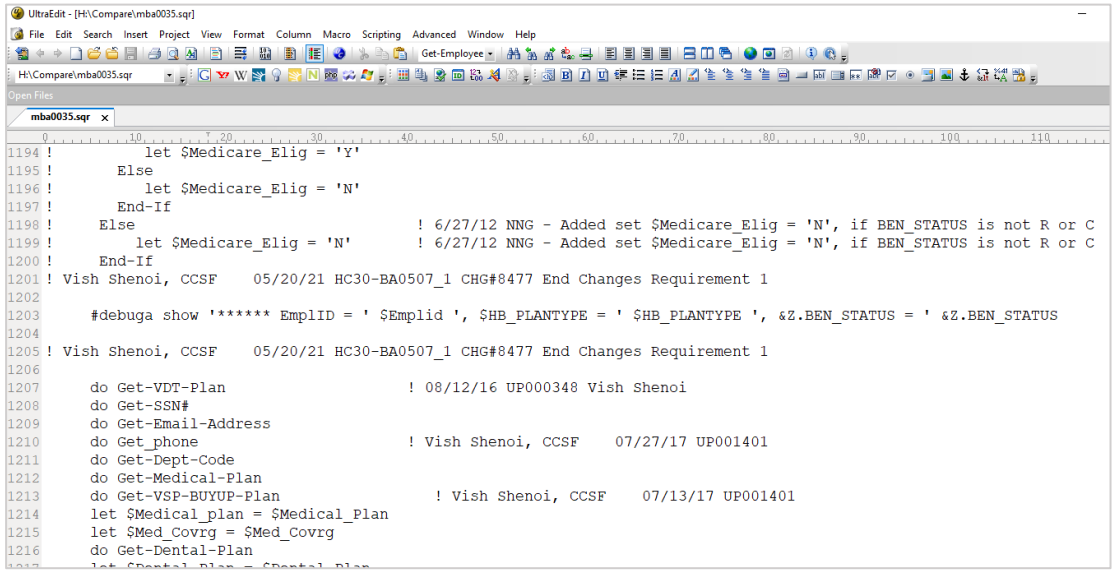


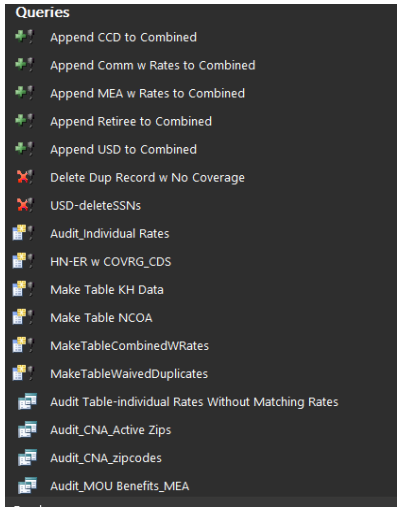

```
AND ( A.SCHED_ID = 'OE2023'
 AND A.SCHED_ID = B.SCHED_ID
 AND A.EMPLID = B.EMPLID
 AND A.BENEFIT_RCD_NBR = B.BENEFIT_RCD_NBR
 AND A.EVENT_ID = B.EVENT_ID
 AND B.PLAN_TYPE IN ('10','1Y','1Z','11','1U')
 AND B.OPTION_CD NOT IN ('W','999')
 AND A.EMPLID = C.EMPLID
 AND C.EMPL_RCD = A.EMPL_RCD
 AND C.EFFDT =
   (SELECT MAX(C_ED.EFFDT) FROM PS_JOB C_ED
   WHERE C.EMPLID = C_ED.EMPLID
    AND C.EMPL_RCD = C_ED.EMPL_RCD)
AND C.EFFSEQ =
   (SELECT MAX(C_ES.EFFSEQ) FROM PS_JOB C_ES
   WHERE C.EMPLID = C_ES.EMPLID
    AND C.EMPL_RCD = C_ES.EMPL_RCD
    AND C.EFFDT = C_ES.EFFDT)
 AND C.BEN_STATUS IN ('A','L','U','P','S','R','C')
 AND C.ELIG_CONFIG1 NOT IN ('NOE','NB')
 AND NOT EXISTS (SELECT E.DEPENDENT_BENEF
```



# 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




- 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

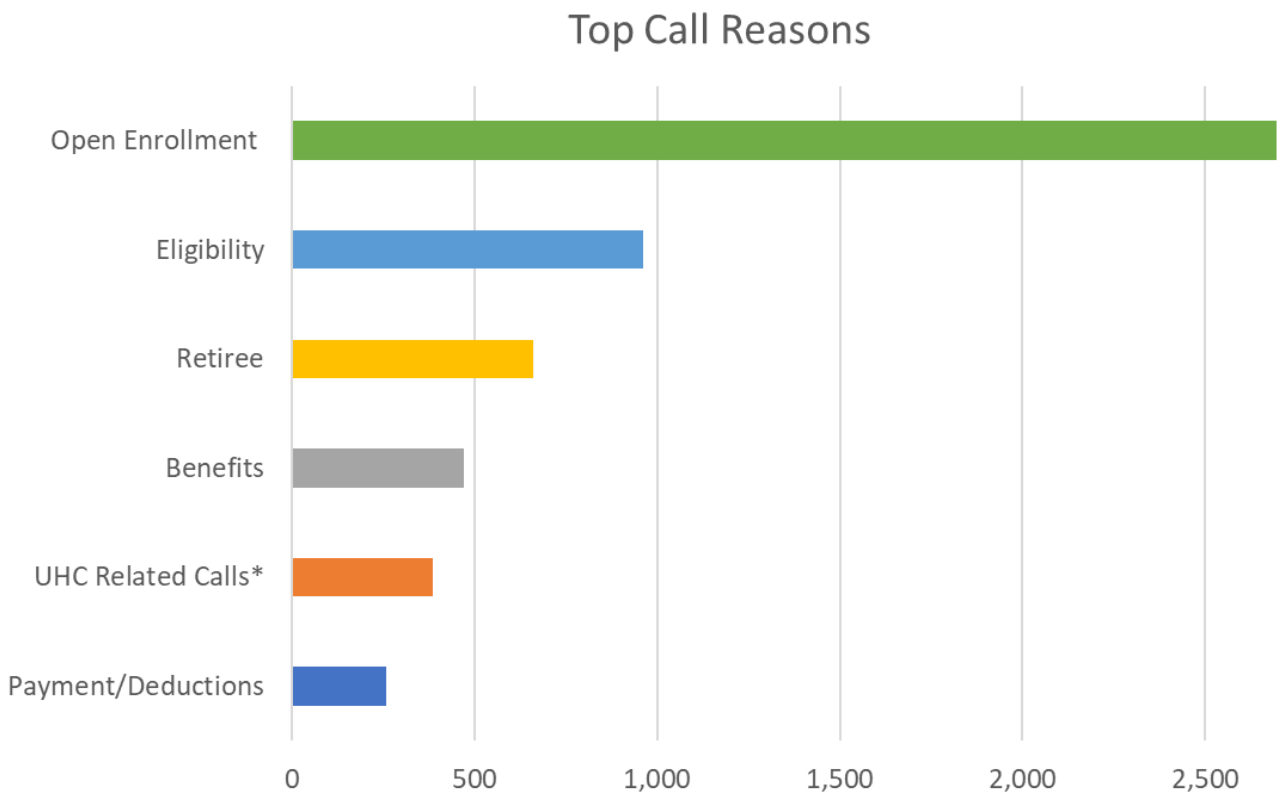
- Avg. Wait Time **Actives: 8m 24s**
- Avg. Wait Time **Retirees: 8m 38s**

## Virtual Consultations

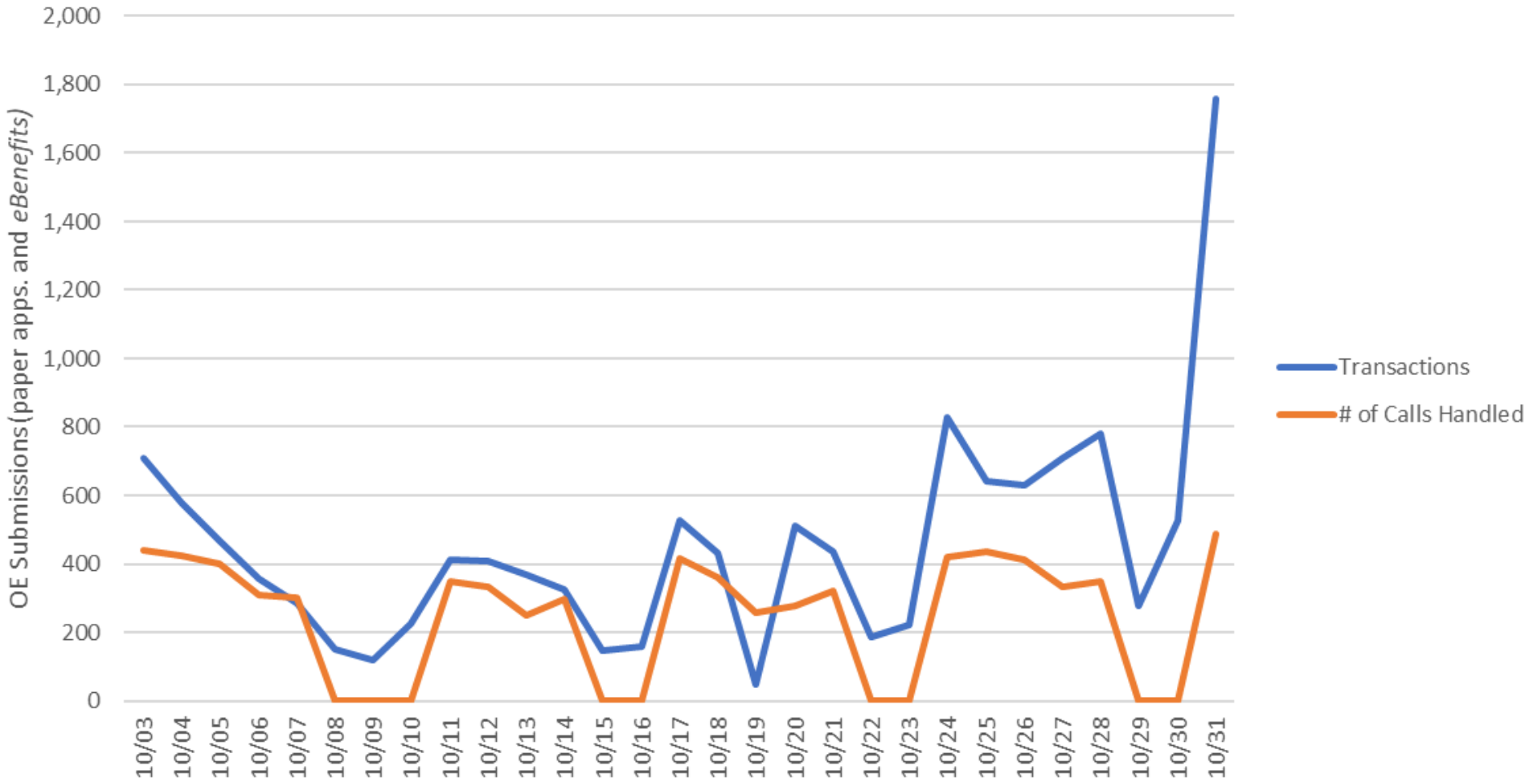
- Virtual Consultations: **348**

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

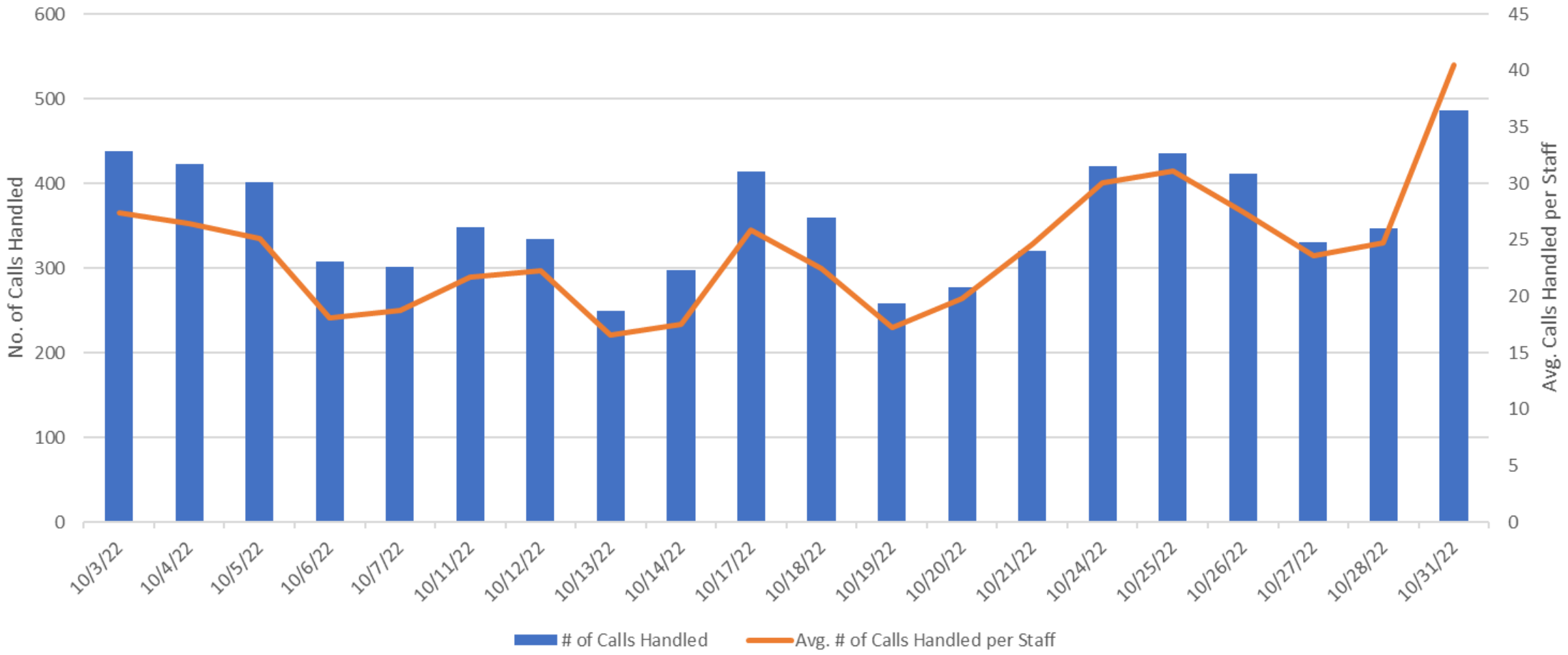
## Call Drivers



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

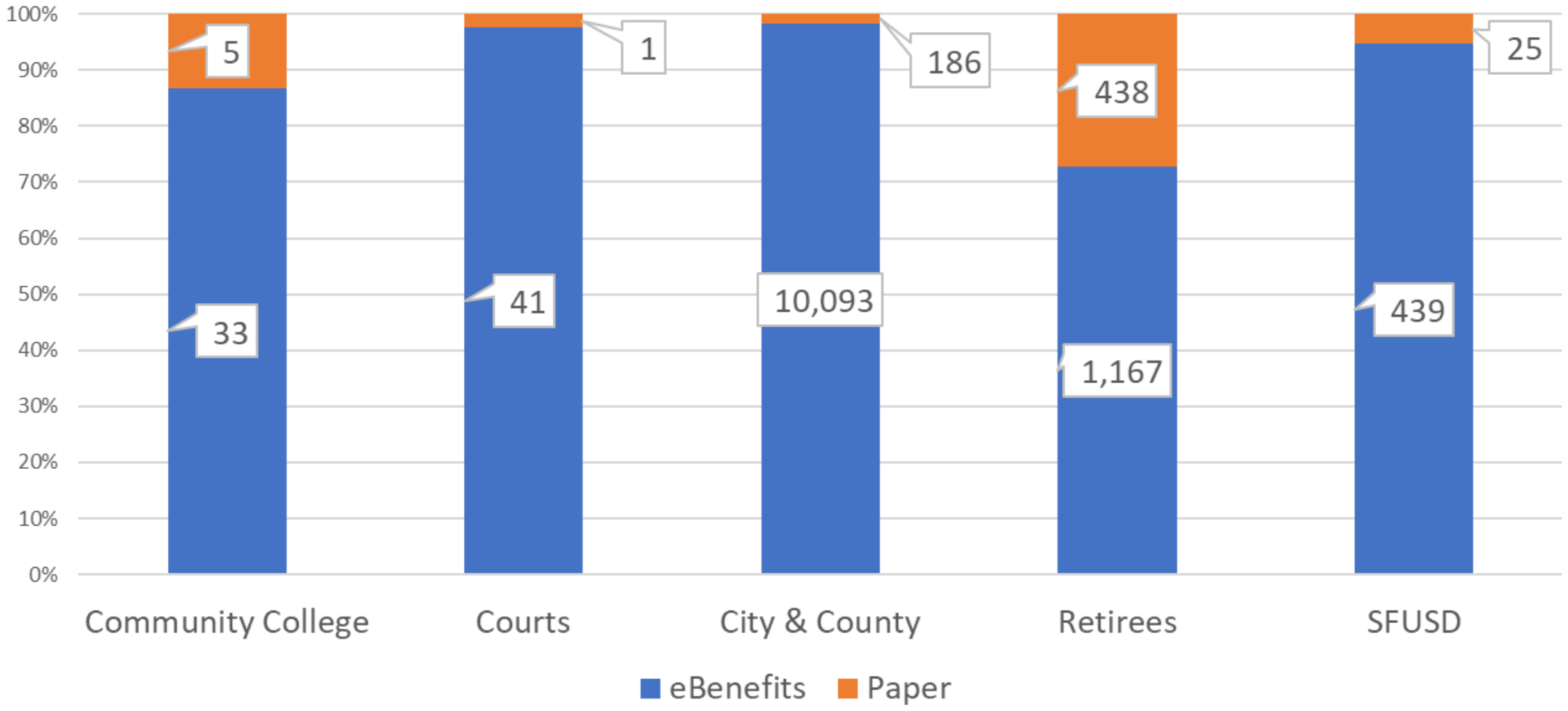


# Average Number of Calls Handled Per Staff

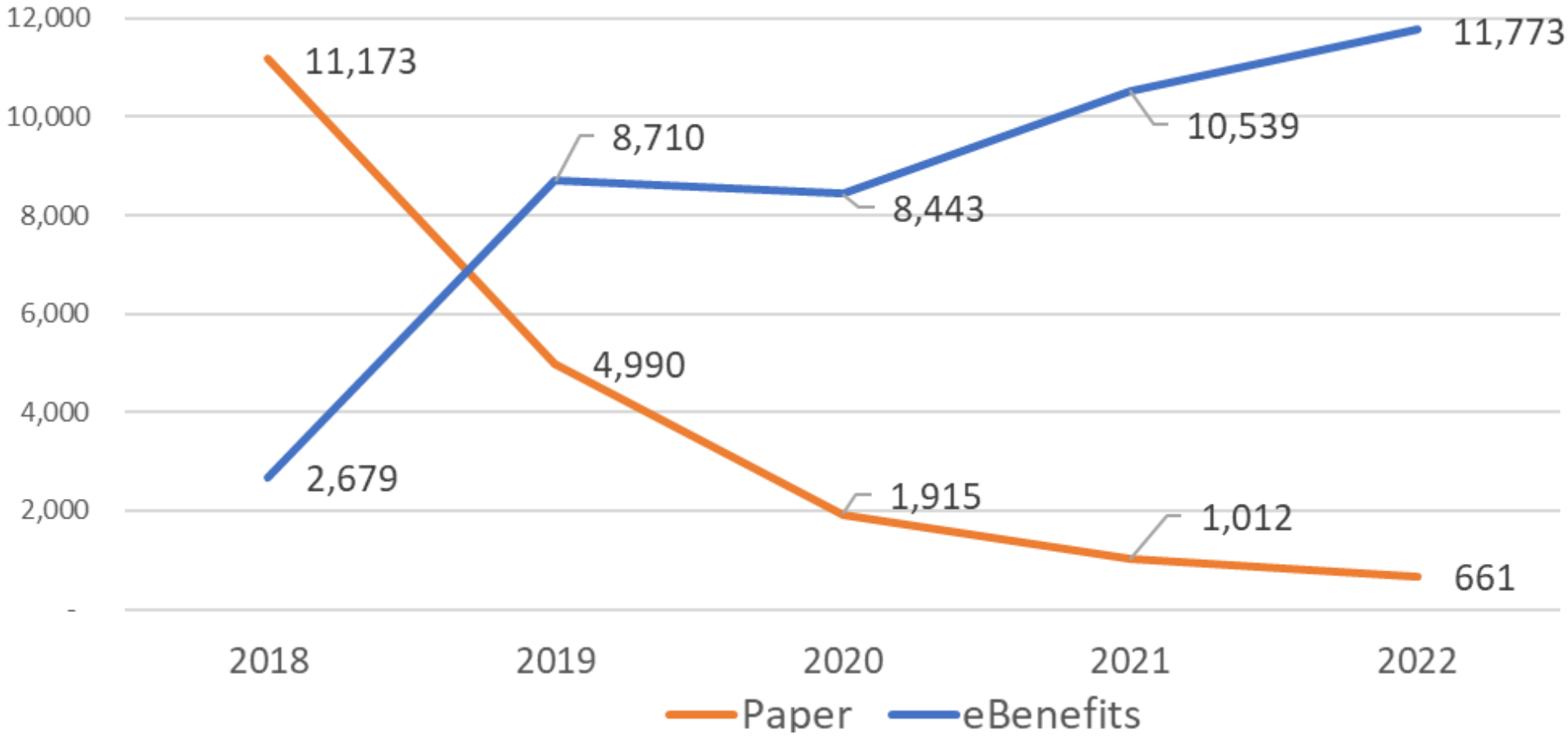


# Key Initiatives

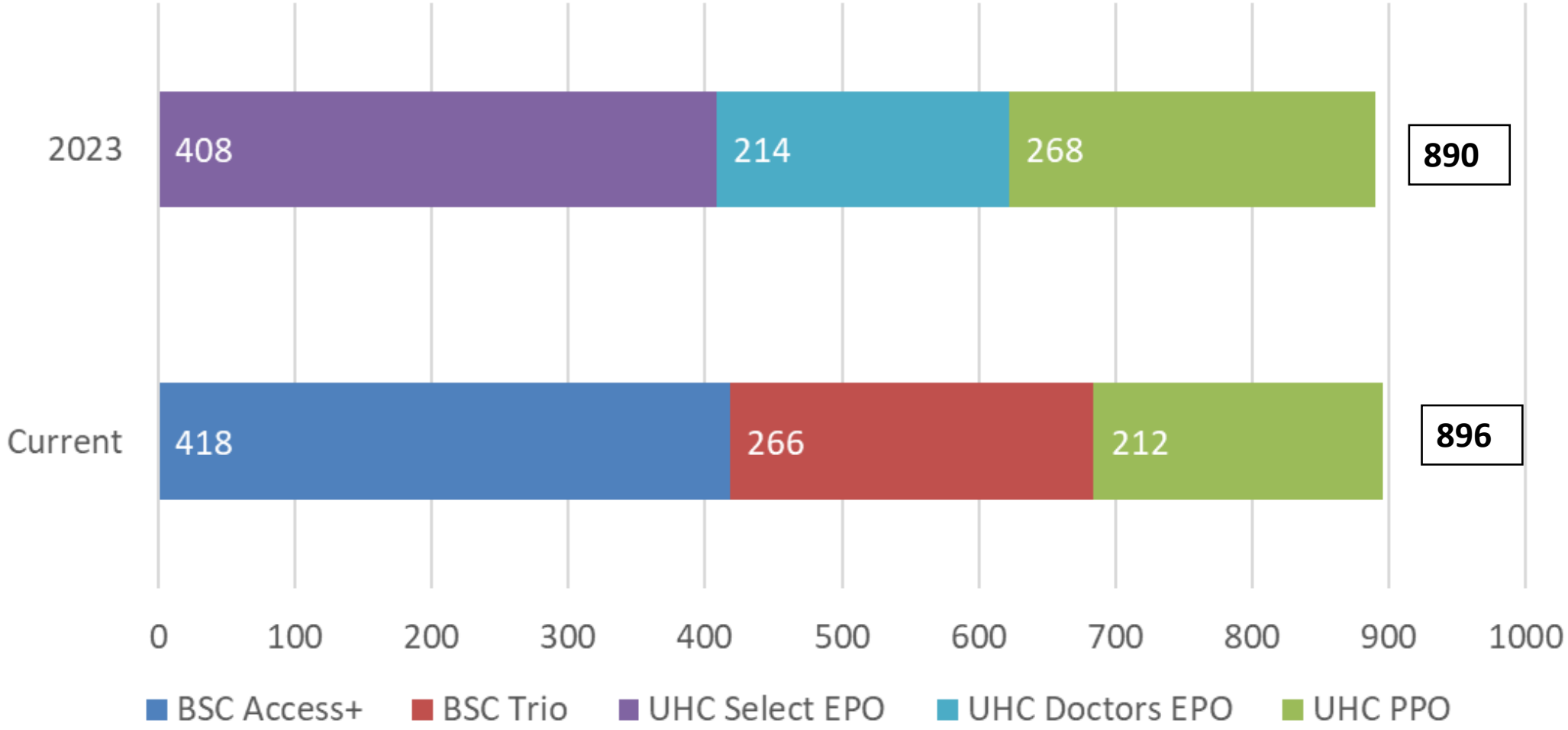
# OE Submissions via eBenefits vs. Paper Applications by Group



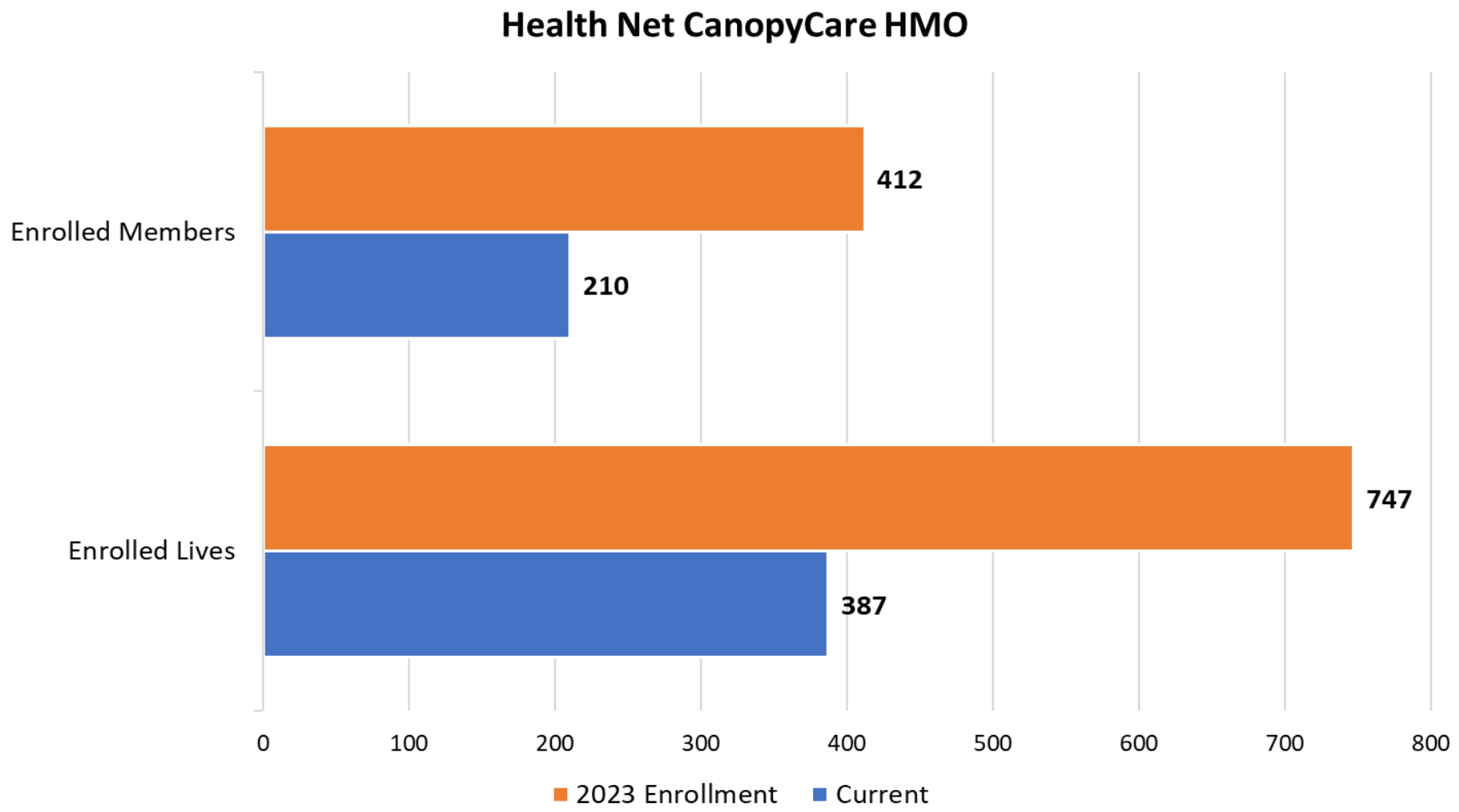
# OE Submissions: eBenefits vs. Paper Over Time



# Split Family Enrollment



# Health Net CanopyCare Enrollment Data



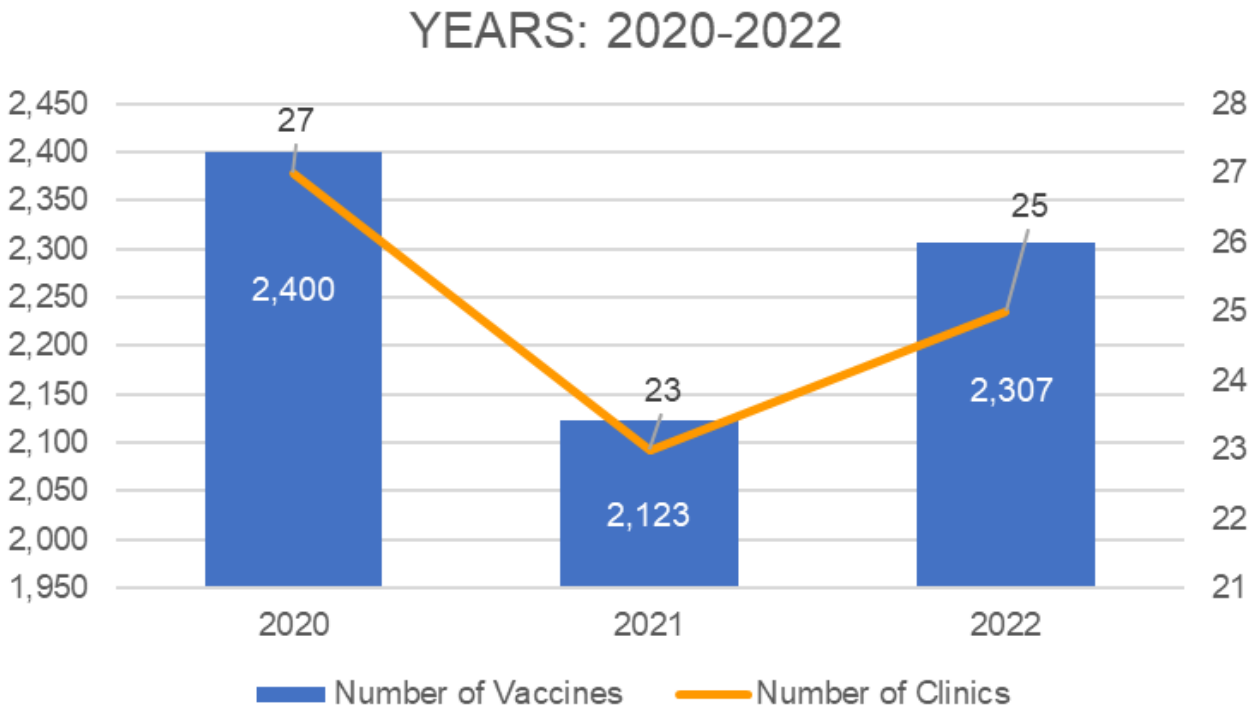
# Health Fairs & Flu Clinics

# 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

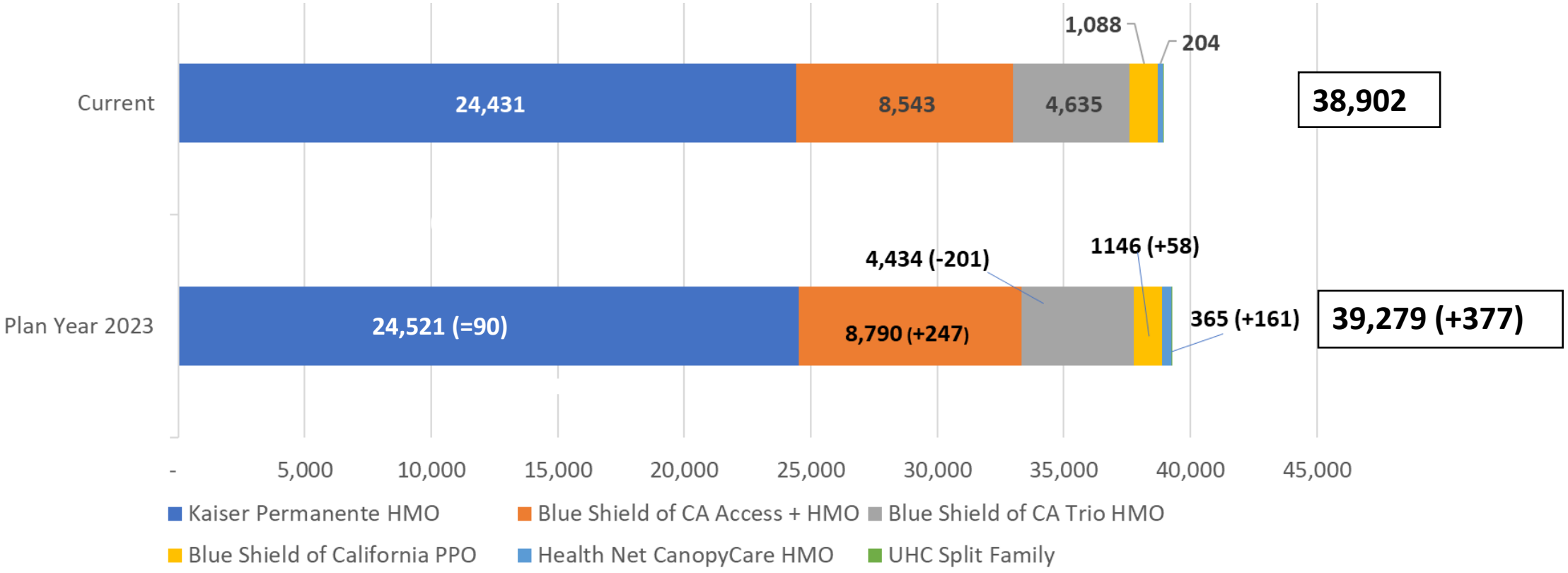



New in 2022:

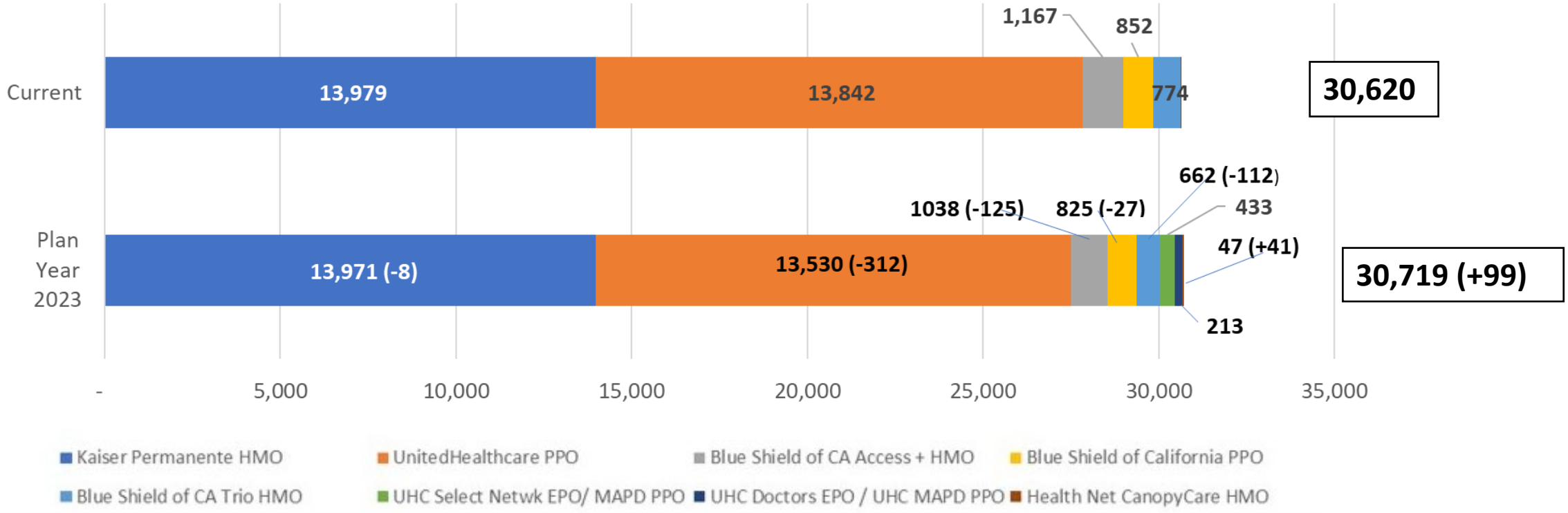
- COVID-19 Booster Shots
- Later end date mid-November
- Albertson/Safeway managed administration duties

# Results

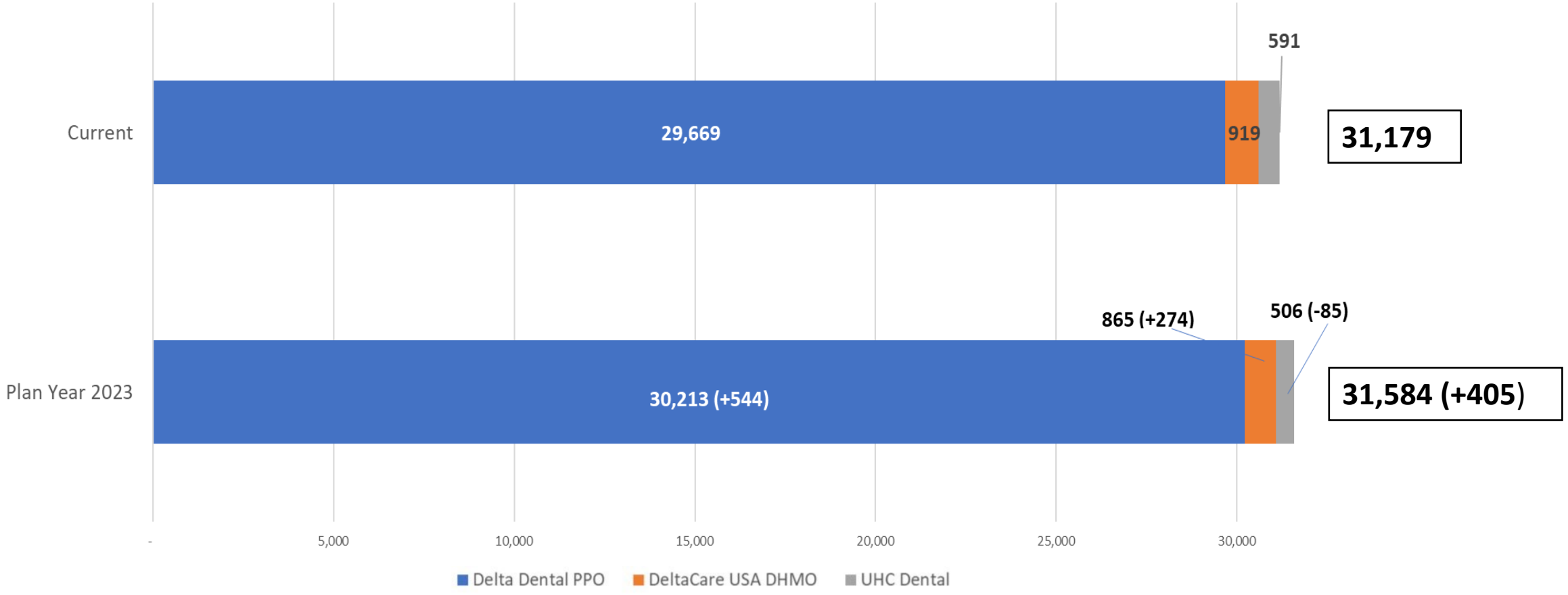
# Medical Enrollment Migration - Actives (# of Subscribers)



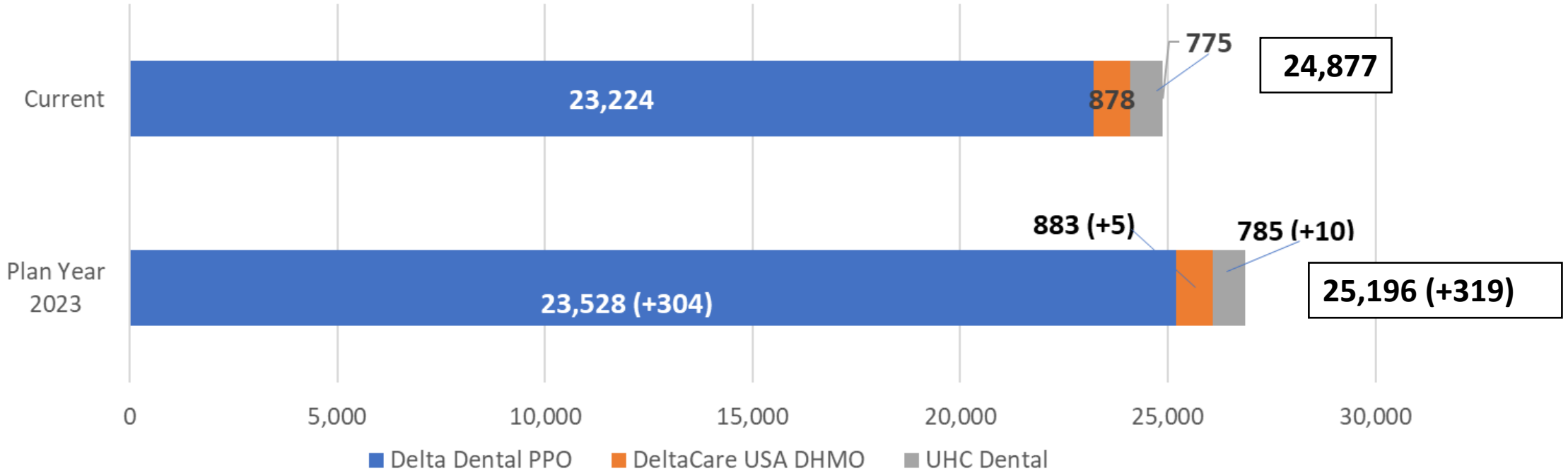
# Medical Enrollment Migration - Retirees



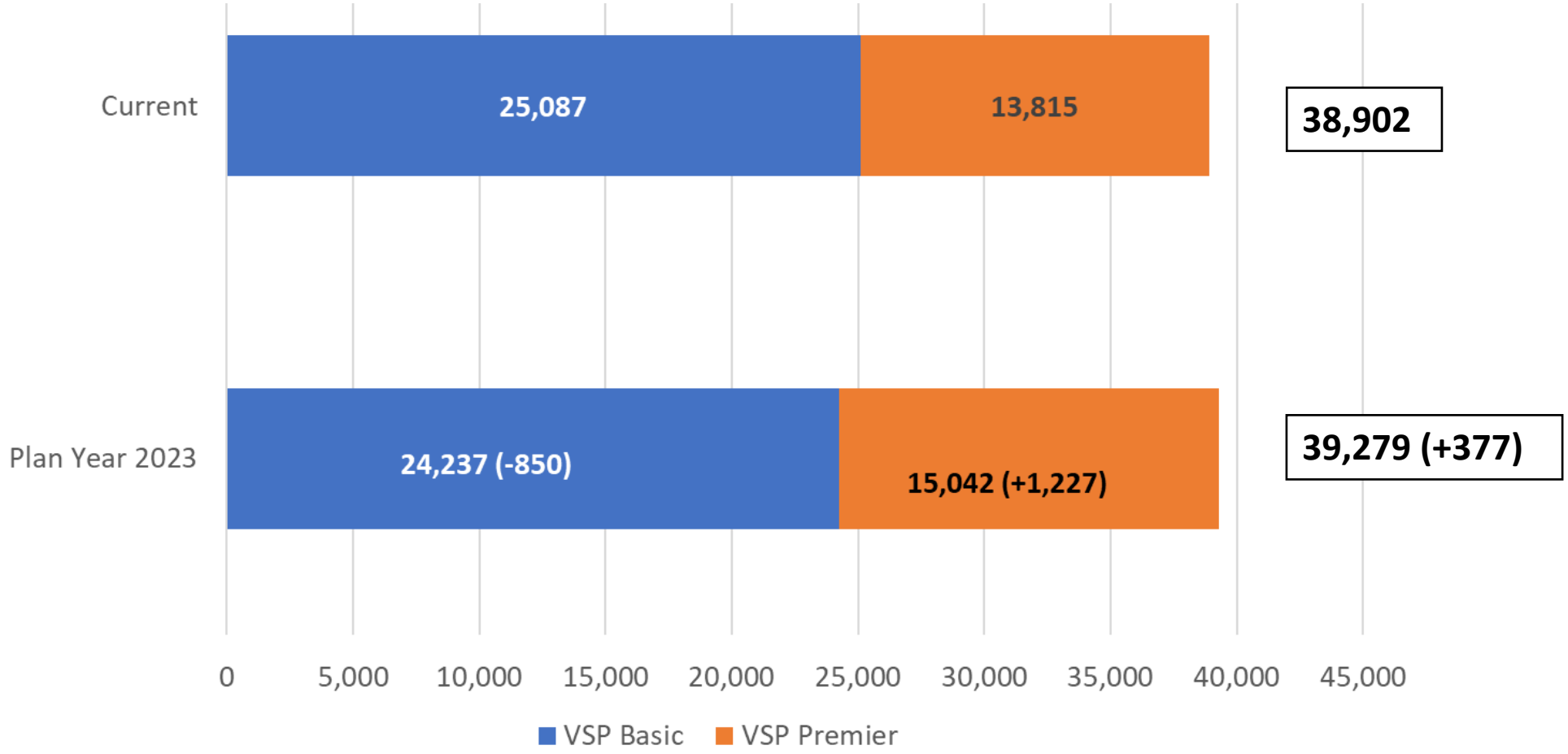
# Dental Enrollment Migration - Actives



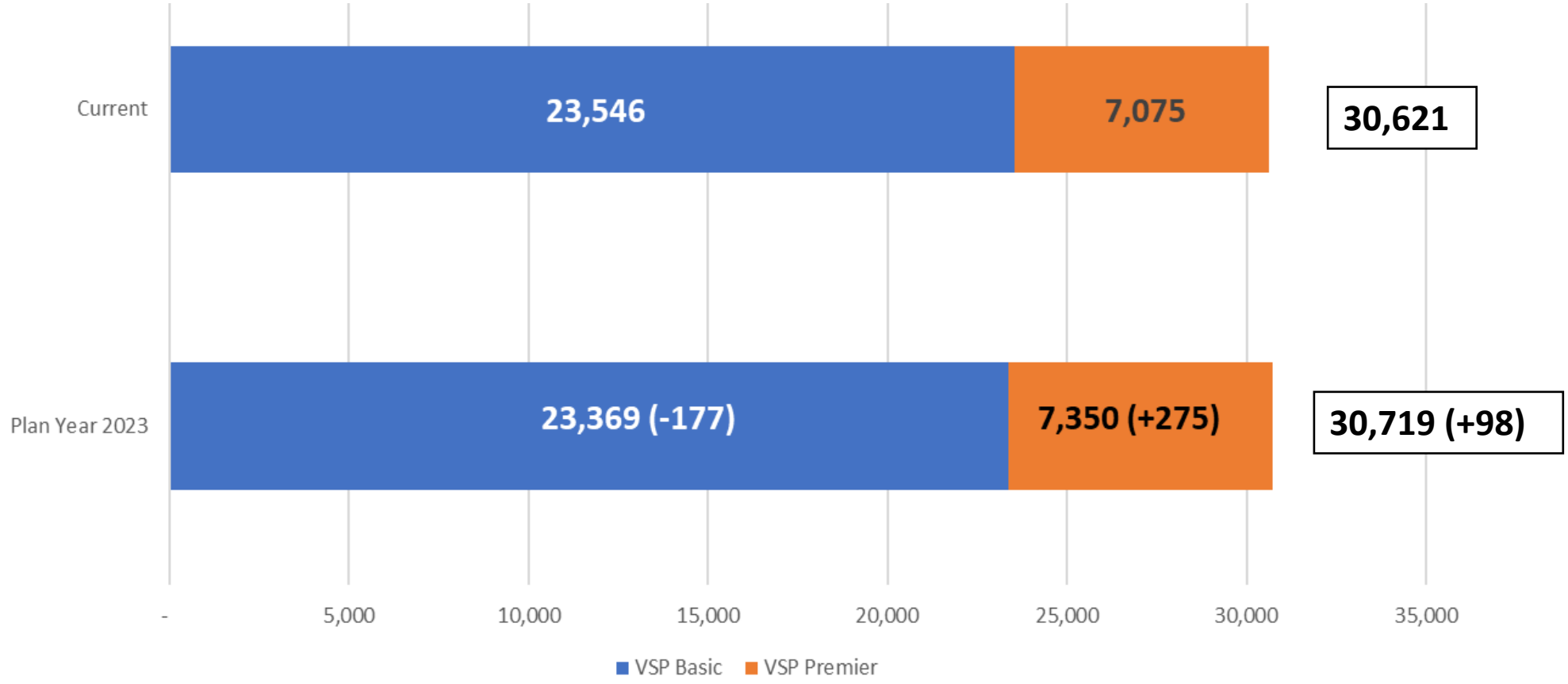
# Dental Enrollment Migration - Retirees



# Vision Enrollment Migration - Actives



# Vision Enrollment Migration - Retirees



# Thank You