

Open Enrollment for Plan Year 2025 and Member Engagement Plans

Health Service Board Meeting • September 12, 2024

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Agenda

- What is Open Enrollment
- ➤ OE Timeline
- Member Experience
 - Member packets & Benefits Guides
 - Open Enrollment Digital Resources
 - Benefit Fairs & Webinars
 - *NEW* Worksite Promotions
 - Enhanced Customer Service
 - Flu Prevention Campaign
- Success Metrics

What is Open Enrollment?

- The Open Enrollment period is the time each year when all employees can enroll in benefits coverage or change their current benefits coverage for the upcoming calendar year.
 - Change from one plan to another
 - Waive coverage
 - Add/remove dependents from coverage
 - Enroll in Flexible Spending Accounts
- The new benefit choices are effective January 1, 2025.
- A member's current benefits elections (except for health care and dependent care flexible spending accounts) will roll over to the 2024 plan year. Members must re-enroll in the flexible spending accounts every year to participate.
- The new benefit choices are effective January 1, 2025.

What is Open Enrollment?

- Required by Section 125 of the Internal Revenue Code to allow employees to pay the employee-share of the premium for health and welfare plan coverage on a pre-tax basis.
- Members that miss the Open Enrollment period or fail to enroll during their first 30 days of employment as a new hire must wait for the 2026 Plan Year Open Enrollment to make changes, unless they experience a Qualifying Life Event (QLE).
- Changes related to a QLE must generally be requested within 30 calendar days for:
 - Loss of other non-SFHSS coverage
 - Marriage/registered domestic partnership
 - Birth/adoption
 - Court-ordered coverage
 - Divorce/termination of registered domestic partnership

Open Enrollment (OE) Timeline

September

Week of 9/24: Open Enrollment Letters Arrive in Mail











9/30: Open Enrollment launches 8 a.m.

9/30: eBenefits System Opens 8 a.m.

9/30: sfhss.org/oe2025 Live 8 a.m.

October

10/25: Open Enrollment Ends 5 p.m.

10/25: eBenefits System Closes 5 p.m.

10/25: All Mailed letters accepted postmarked by 10/25

December

12/12: Confirmation Letter Mailed to Members

January

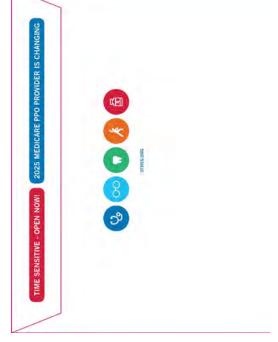
1/1/2025: New Coverage takes Effect

Open Enrollment Letters to be Mailed September 23rd.



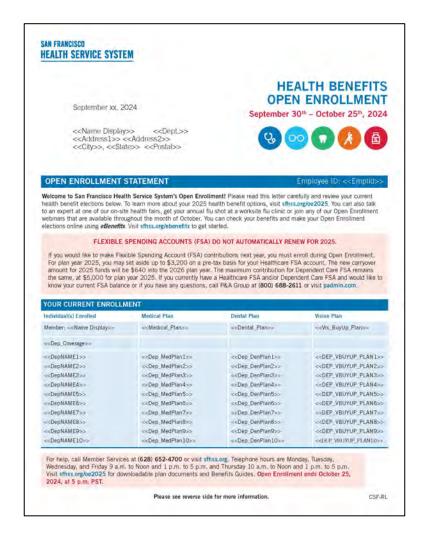


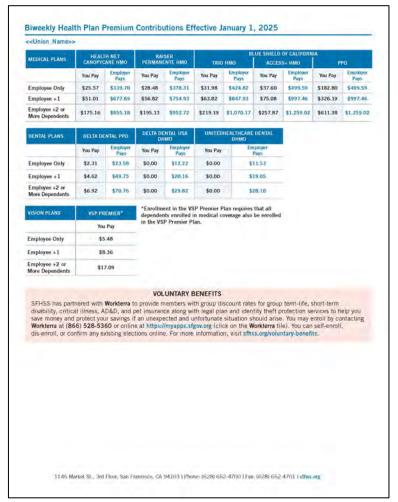






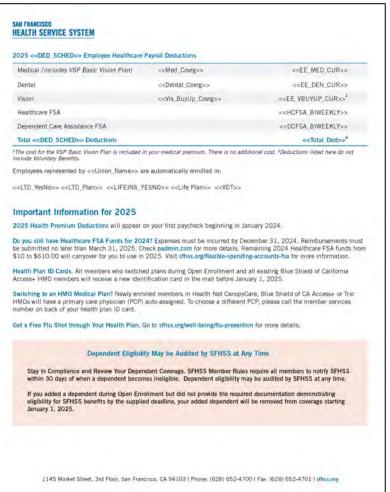
91 Custom OE Letters With Rates



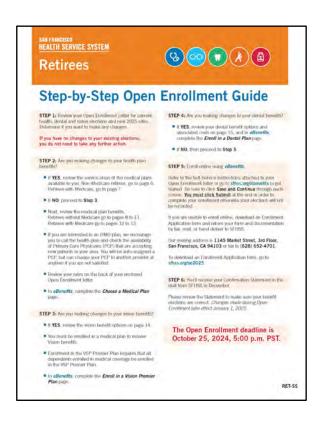


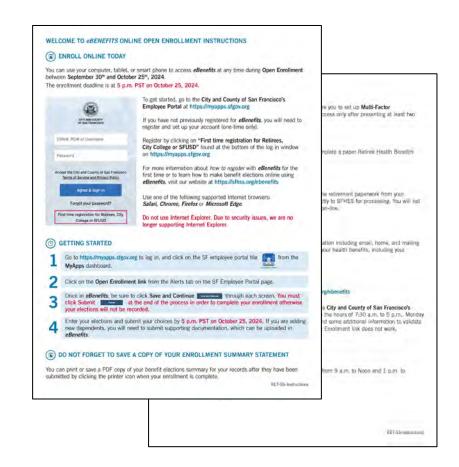
10 Confirmation Letters





Retiree OE Booklet and Retiree Self-Service Instructions





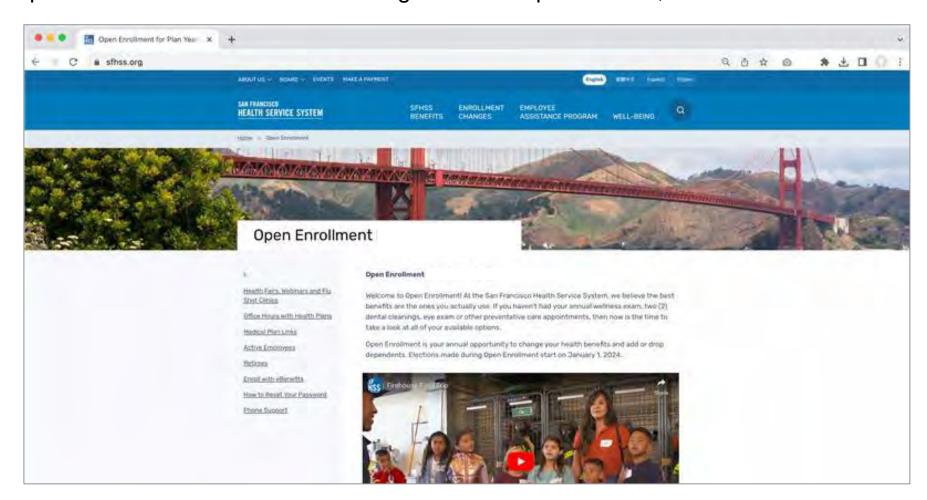
2025 Health Benefits Guides*



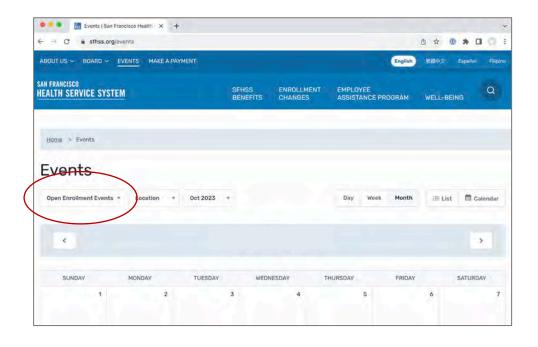
^{*}Court and MEA are consolidated into the City and County of San Francisco Guide.

Comprehensive OE Resource Hub at sfhss.org/oe2025

Open Enrollment Resource Hub will go live on September 30, 2024.



OE Calendar Events



Click on "Open Enrollment Events".

sfhss.org/oe2025/calendar is where you will find a variety Open Enrollment of events:

- 18 Webinars
- 3 Benefit Fairs
- 19 Flu Clinics

Member Experience – Weekly Emails

SFHSS will distribute weekly emails reminding members about upcoming webinars, health fairs, vendor office hours where they can get one-on-one help, and deadlines.



Member Experience – Four Benefit Fairs

Date & Time	Location
October 1, 9 a.m. – 3 p.m.	SF City Hall – Open to ALL SFHSS Members
October 2, 7:30 a.m Noon	*PUC – Hetch Hetchy
October 3, 11 a.m. – 1 p.m.	*SFO – Morning
October 3, 10 p.m. – 11:30 p.m.	*SFO – Evening
October 9, 7 a.m. – 1 p.m.	*SF Public Works – Operations Yard

^{*}Closed event for only department employees.

Member Experience – 18 Webinars Scheduled

Date & Time	Topic	
September 30 at Noon September 8 at Noon October 21 at Noon	General Medical Plan Benefits Overview for Active Employees & Early Retirees	
October 2 at Noon October 10 at 11 a.m. October 15 at 11 a.m.	General Medical Plan Benefits Overview for Medicare Retirees	
October 10 at 11 a.m. October 16 at 11 a.m.	Dental/Vision Active Employees CCSF, MEA & Courts	
October 7 at 10 a.m. October 17 at 10 a.m.	Dental/Vision Retirees	
October 17 at Noon October 23 at Noon	FSA for CCSF, MEA & Courts	
October 8 at 5:30 p.m. October 22 at Noon	Voluntary Benefits for CCSF, MEA & Courts	
October 7 at Noon	MEA Flex Credits & Voluntary Benefits	
October 8 at 10 a.m. October 15 at 1 p.m. October 23 at 11 a.m.	Deep Dive into the NEW Blue Shield of California MAPD-PPO Plan	

Member Experience – Worksite OE Promotion





Table Tents and Posters

To reach more members, especially those who do not have computer access through work or whose departments are not on the city-wide email distribution list for sfgov.org email addresses.

We have created posters and table tents for their break rooms and partners with Well-Being Champions to help us distribute and promote Open Enrollment events and deadlines.

Member Experience - Enhanced Customer Service



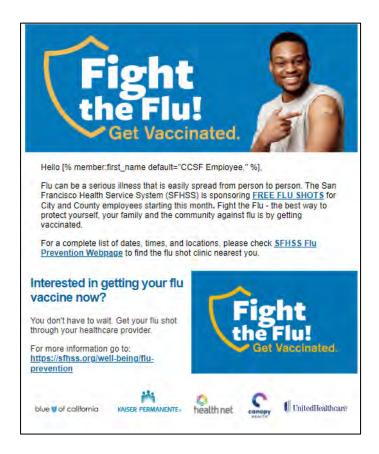
Enhanced Customer Service

- Blue Shield Concierge Call Center
- VSA Call Center Support
- Vendor Office Hours
- In-person Support (onsite Blue Shield agent)



SFHSS Flu Prevention Campaign & Clinics

Flu Email Communications



- 9/23/2024 Fight the Flu
- **10/7/2024** It's Not Too Late

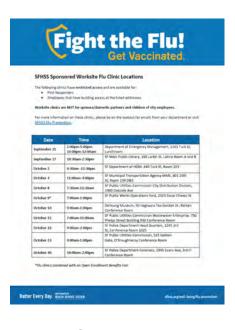
sfhss.org/well-being/flu-prevention

Promotional Materials









Flu Education
Poster

Flu Prevention for Retiree

Open Flu Clinics

Closed (Restricted Flu Clinics)

sfhss.org/well-being/flu-prevention

Be Prepared – Know Before You Go

- Complete and print the <u>Flu Consent and</u> <u>Waiver form link</u>
- Identify the desired clinic you'd like to attend.
 No sign up's required.
- Bring a city issued ID badge OR your medical provider card.
- 4. Self-report your flu shot to your healthcare provider.
- Take a picture of the final consent form after you receive your flu shot.
- Upload the photo to your online health plan account or email the photo to your health care provider.



sfhss.org/well-being/flu-prevention

Who Can Get a Flu Shot?

- CCSF, SFUSD, CCD and CRT employees and retirees.
- Spouses/domestic <u>partners of retirees.</u>









sfhss.org/well-being/flu-prevention

Flu Clinic Schedule

Date	Time	Locations	
October 10	9 a.m 1 p.m.	DeYoung Museum, 50 Hagiwara Tea Garden Drive	
October 10**	10 a.m 2 p.m.	Hall of Justice, 850 Bryant St, 6th Floor Auditorium	
October 15	7 a.m 10:30 a.m.	PUC-WWE-SEP, 750 Phelps Street	
October 16	9 a.m 2 p.m.	SFPD Headquarters, 1245 – 3rd Street	
October 17**	8 a.m 1 p.m.	SF County Fair Building (Golden Gate Park), 1199 9th Ave, Auditorium	
October 21**	9 a.m 2 p.m.	49 South Van Ness, Room 132	
October 23	9 a.m 1 p.m.	PUC Headquarters, 525 Golden Gate Ave	
October 24**	9 a.m 2 p.m.	San Francisco Health Service System, 1145 Market Street, 2nd Floor	
October 30	10 a.m 2 p.m.	San Francisco Police Department - MTA/Forensics Bldg.	
October 31**	9 a.m 2 p.m.	Human Services Agency, 170 Otis, Born Auditorium	

^{**}Open Clinic

Flu Clinic Schedule

Date	Time	Locations	
September 25	1 p.m 5 p.m.	DEM Clinic 1, 1011 Turk St, San Francisco, CA 94102	
September 25	10 pm Midnight	DEM Clinic 1, 1011 Turk St, San Francisco, CA 94102	
September 26**	7:30 a.m 11:30 a.m.	Public Utilities Commission, 1000 El Camino Real, Millbrae	
September 27	10:30 a.m 2:30 p.m.	Public Library, 100 Larkin St.	
October 1***	9 a.m 3 p.m.	City Hall, 1 Dr. Carlton B. Goodlett Place, South Light Court	
October 2	9:30 a.m 12:30 p.m.	San Francisco Department of Homelessness & Supportive Housing, 440 Turk Street	
October 3	11 a.m 3 p.m.	MTA-MME, 601 25th Street	
October 8	7:30 a.m 11:30 a.m.	PUC-CDD, 1980 Oakdale Ave.	
October 9***	7 a.m 1 p.m.	San Francisco Public Works Operations Yard, 2323 Cesar Chavez	

^{*}Flu clinics combined with an Open Enrollment Benefit Fair

^{**}Open Clinic

Open Enrollment Success Metrics – Flu Clinics

Goal – 9% increase in vaccines administered in 2024 compared to 2023.

	2023 Actual	2024 Goal
Flu Vaccines Administered	2,088	2,275 projected

Operations Open Enrollment Success Metrics

Member Engagement



Weekly OE Email Engagement Goal: > 50% Open Rate and 20% Click Rate



SFHSS OE Website Engagement

Goal: >100 seconds

Top Visited OE Pages on sfhss.org

Goal: Increase Visits to Retiree Page by 10% from PY



Webinar Engagement

Goal: > 50+ webinar attendees

Call Center Support



Average Speed to Answer

Goal: <180 secs



Abandonment Rate

Goal: <10%



Average Handle Time

Goal: <10 min



First Contact Resolution

Goal: >75%

Conclusion













Don't forget to...



... this October!