

HEALTH SERVICE SYSTEM
2009-2010 PLAN

Marketing & Communications
09.10.09

09-10 Marketing & Communications

This Marketing and Communications plan is submitted for the Board's consideration and approval. It includes a series of proposed initiatives organized by communication medium. A summary schedule displays a year ahead roll out plan.

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Overview

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Overview

In the year ahead, the Health Service System proposes to maintain the successful member communication initiatives currently in place. These initiatives are based on a balanced array of print, digital and in-person member interactions.

Our goal is to offer information to assist HSS members in the following areas:

- administrative processes
- decision support
- wellness advocacy

We also seek to encourage a lively and engaged member community.

This year, in addition to continuing established programs valued by our members, we have identified opportunities in three key areas. These offer potential for improvement that can be achieved at relatively low cost, while bringing significant benefit to members.

1. Continue establishing standards for consistency and clarity in all contracted vendor communications. This process has begun and there is still more to do. Within the limits of current finance and operations resources, we will set priorities and aim for improvements with the most significant member impact. (Medicare enrollment communications is one example.) Making progress in this area, even in incremental stages, ensures that in the long term HSS will have a set of universal standards for the communications that members receive from vendors.
2. Update remaining HSS forms and routine member mailings to ensure they are clear and consistent. In past years with the support of Operations and Member Services we have updated key HSS member forms, like enrollment applications. This first wave of revisions is complete. So we will establish priorities for improving additional materials in 09-10. This initiative is dependent upon the time key Operations and Member Services staff can allocate toward the project, as well as the limitations imposed by eMerge, including the ongoing freeze on PeopleSoft 7.5 improvements.
3. Ensure HSS communications are in line with the eMerge transition communications plan. We are waiting for a communications strategy plan from the eMerge team. The significance (and current uncertainty) of how eMerge might impact HSS member transactions will require particular diligence on the part of HSS, to ensure our communications are in line with eMerge timing and strategy.

These initiatives all require collaboration and coordination, and are dependent upon already stretched internal and external resources, such as IT, Finance, Operations and Member Services. This may limit the speed of our progress.

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Overview (cont.)

This year we must also be particularly mindful of budget considerations. To that end we shall continue matching communication need with the appropriate medium in order to employ the most cost effective method while achieving desired results. The financial objective this year will be to provide the same level of communication service to our 107,000 members as we have in previous years, without any increase in cost.

As always, we believe in a responsive system of continuous improvement with regard to our member communications. We rely upon member feedback to aid our decision making processes. Valued member feedback arrives in a variety of ways:

- public comments at board meetings
- office visit and call center comments
- informal online surveys
- letters from members

Year Ahead

09-10 Proposed Timeline

Health Service System Communications Plan



Plan Elements

09-10 Communications Plan

Print

I. Open Enrollment Packets

This element remains the most widely distributed piece of HSS collateral. We will continue improving and refining these materials to support member needs:

- highlight year-over-year changes
- correlate to related information on myhss.org
- illustrate with informational tables and charts
- collaborate with vendors and other departments to enhance pre-production proofing

II. Payroll Stuffers & Other Employee Awareness Builders

The program for distributing payroll stuffers and awareness-building collateral about HSS services and events to City & County, SFUSD, CCD and Court employees has been successful and should continue.

- health fair
- open enrollment
- eMerge coordination

III. Posters & Banners

When appropriate, communication campaigns will include an attention-getting poster distributed to key HR personnel and other associates for display to all employee groups (CCSF, SFUSD, CCD, Court, retiree organizations).

- health fair
- open enrollment
- member engagement

IV. Vendor Mailings

In collaboration with the Vendor Performance Manager, build consistent systems and standards for vendor print communications, particularly in the following areas.

- require review and approval of all vendor enrollment related mailings each year as part of Open Enrollment planning
- ensure vendor member mailings related to Medicare are clear and easy-to-understand while remaining in compliance with any CMS regulations
- improve consistency across all vendors regarding timing, frequency and general content of common mailings

09-10 Communications Plan

Print (cont.)

- V. Forms & Letters Template System
Collaborate with Member Services to create a uniform system of templates for all HSS member letters and forms other than enrollment applications.
- VI. Brochures
Update existing brochures as required, while continuing to work with Member Services to identify any significant areas of need for additional brochures.
- VII. Enrollment Application Forms
Updated forms design has significantly improved member ease-of-use and the data entry process. During the coming year we will continue making incremental improvements to forms as needed.

Digital

- I. Monthly E-Newsletter
E-News continues to be an effective and low cost way to communicate with members.
 - continue monthly E-News releases
 - continue ongoing initiatives to increase subscriber numbers
- II. Launch myhss.org Update
This update of the Health Service System website includes:
 - improved organization
 - broader range of information
 - improved graphics and photography
- III. Vendor Zip Code Service Area Tools
Collaborate with medical plan vendors on a consistent zip code search format, to aid members in determining enrollment eligibility.
 - establish best practices and set target dates for implementation
 - make vendor searches easily accessible in one location on myhss.org
- IV. Multimedia
Introduce instructional online videos that offer members another way of taking in important benefits related information. (Dependent upon Operations and IT support.)
 - new employee orientation
 - leaves of absence
 - steps to retirement

09-10 Communications Plan

Digital (cont.)

V. Member Profiles

Promoted in the email newsletter and featured on the website, these profiles will be based on photos and interviews with HSS members at various life stages.

VI. Content Maintenance

Maintain myhss.org to ensure forms, documents and other content is accurate and up-to-date.

Experience

I. Member Lobby

The HSS member service lobby establishes a first impression with members who are seeking in-person service.

- continue maintaining the lobby so that it is clean and welcoming
- make sure signs and materials are relevant, current and neatly displayed
- display wellness related articles and information for members to read while waiting

II. Maximize Your Benefits Health Fair

Continue annual health fair and its popular offerings:

- flu shots
- health screenings (blood pressure, body mass, blood sugar, cholesterol)
- movement seminars and demonstrations
- healthy eating and nutrition information
- member photo shoots
- additional wellness-oriented exhibits

III. Member Seminars

The lunchtime seminar program has expanded and now takes place four to five days a week. We will continue offering a varied program of classes at no cost to members:

- movement & exercise
- nutrition & diet
- stress management
- condition management
- other appropriate healthcare and benefit topics

09-10 Communications Plan

Experience (cont.)

IV. Presentations

Continue collaborating with Operations as needed on in-person presentations and supporting materials for:

- employee orientations
- pre-retirement seminars
- separation from employment seminars

External Communications Coordination

I. Targeted media relationships are beneficial to HSS. We will continue to provide information for publication in employee and retiree organization newsletters such as:

- RECCSF bulletin (retired City employees)
- UESF newsletter (retired teachers)
- SFERS newsletter (SFERS participants)
- UESF, POA, Firefighters 798, MEA and other union newsletters

We will continue to provide other interested communication entities with information about HSS.

Research

I. Periodic member web surveys to help HSS evaluate member satisfaction levels and interest in new offerings.

Budget

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Annual Estimated Budget

PRINT

Open Enrollment

- Booklets	\$68,000.00
- Inserts	\$5,000.00
- Open Enrollment Forms	\$5,000.00
- Envelopes	\$12,500.00
- Targeted Postcards/Letters	\$5,000.00

Payroll Stuffers

- Health Fair 1	\$3,500.00
- Health Fair 2	\$3,500.00
- Pre-Open Enrollment	\$3,500.00
- Open Enrollment	\$3,500.00
- eMerge Awareness	\$3,500.00

Brochures

- Reprints as needed	\$5,000.00
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Member Services Support

- Standard Enrollment Forms	\$5,000.00
- Alert Envelopes	\$2,000.00
- Postcards	\$2,500.00
- Custom Letters	\$2,000.00

SUBTOTAL \$129,500.00 (DOES NOT INCLUDE POSTAGE AND FULFILLMENT COSTS)

DIGITAL

ENews

- Monthly Newsletters	\$4,200.00
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Website

- Hosting & Maintenance	\$1,500.00
- Member Stories	\$5,000.00
- Community Tools	\$10,000.00
- Video	\$15,000.00

SUBTOTAL \$35,700.00

EXPERIENCE

Signage and Posters

- Member Lobby	\$1,500.00
- Health Fair	\$20,000.00
- Open Enrollment	\$10,000.00

Member Seminars

\$5,000.00

SUBTOTAL \$36,500.00

RESEARCH

Online Surveys

\$300.00

SUBTOTAL \$300.00

ANNUAL ESTIMATED TOTAL = \$202,000.00

COSTS ARE ESTIMATES AND MAY VARY BASED ON CHANGES IN SCOPE AND QUANTITIES.
REPRESENTS A NET DECREASE OF \$3,000 COMPARED TO 08-09 PLAN.

