

Communications Dashboard — May 2020

FSP/Web: Plan Page Redesign

FSP/Print: Dental HMO



Your new benefit requires you to use a DeltaCare network dentist!

- You must visit your selected or assigned dentist (*on record with DeltaCare*) to receive care. If you go to a different dentist, **your bills can't be paid.**
- Your dentist is assigned based on your home address and is listed on your ID card letter.
- You can select a new network dentist by calling DeltaCare: (800) 422-4234

¡Sus nuevos beneficios dentales requiere que usted use un dentista dentro de la red de DeltaCare!

- Usted debe visitar a su dentista elegido o asignado (*registrado con DeltaCare*) para poder recibir atención dental. Si va a un dentista diferente, **sus facturas no pueden ser pagadas.**
- Su dentista se le ha asignado basado en su domicilio y aparece en la carta de su tarjeta de identificación.
- Usted puede seleccionar un dentista de la red DeltaCare llamando al: (800) 422-4234

Google: Enrollment Reminders

Chicago: Dependent Enrollment

Opt-in

Totals as of 5/31/20

Compliance email:	12,980	↓ 20
General email:	27,521	↓ 279
Compliance text:	4,480	↑ 66
General text:	26,931	↓ 41

Digital

- Improvements**
 - Worked to correct FSP bad addresses. Sent first text to 500 participants. CAER was able to successfully update 56 addresses. Second text scheduled for the week of June 8.
 - Created a sub-account under the LV Communications Mobile Commons account to help until Contact Manager is capable of 1-on-1 communication.
- Email performance (past 30 days)**
 - 7,789 sends; 50% open rate; 12% click rate
- Google/Local 19 enrollment**
 - Open enrollment starts now; enroll your dependents; enrollment ends soon; final day to enroll and submit proof docs
- Google/Local 2**
 - Open enrollments starts now
- Free prescription delivery service**
 - 90-day refills; 60-day refills
- FSP network provider changes**
 - Delta Dental (DHMO, DPPO); Horizon
- Miscellaneous**
 - Life and AD&D changes (NY Plans)
 - COBRA payments: notice of mailing delays

Internal: Pulse Newsletter

- COVID-19**
 - Hotlines available to employees for reporting, questions, concerns, or feedback
 - Watch the all-employee video conference
 - Stress Less: share your photographs
 - Dealing with COVID-19 burnout
 - UHH Staff 401(k) Plan Participants: CARES Act Relief
 - Provide your input on return to work in Fund Offices

- News**
 - The Fund celebrates National Nurses Week
 - Simplified progress review process and form now available
 - Boston office moves June 1
 - May poll results

- Employee Spotlight**
 - Gina Blackburn, Sr. Benefits Specialist, retired May 1 after 29 years with the Fund
- Gallery**
 - Stress less with self-care

Social Media

Recent Mailers

- Google/Local 19—reminder postcard (May 8)
- Google/Local 2—initial enrollment packet (May 8)
- Google/Local 2—reminder postcard (May 14)
- Google/Local 19—final reminder postcard (May 18)
- FSP ID card postcards—Horizon BCBS (May 19)
- FSP ID card postcard—Delta PPO
- FSP ID card postcard—Delta HMO
- Google/Local 2—final reminder postcard (May 26)
- Chicago Plans: June dependent enrollment postcard (June 1)
- FSP Delta DHMO self-mailer/general (June 2)
- FSP Delta DHMO self-mailer/open access states