



Health Care Update

August 8, 2022



Status Updates

- Financials (Rae-Ellen)
- Retirement Surge (Rae-Ellen)
- Partnership (Bernie)
- Communications (Betsy)



FY 2022-2023 Anticipated Year End Health Account Balances

Budget Review 8.15.22

Active Employee Healthcare Appropriation	
<i>Projected Appropriation Balance:</i>	\$ 11,836,271.08

Active Employee Healthcare FAD Accounts	
<i>Projected Active Health FAD</i>	\$ (33,129,122.33)
<i>Projected Active Rx FAD</i>	\$ 7,994,673.07
<i>Combined FAD Balances:</i>	\$ (25,134,449.26)

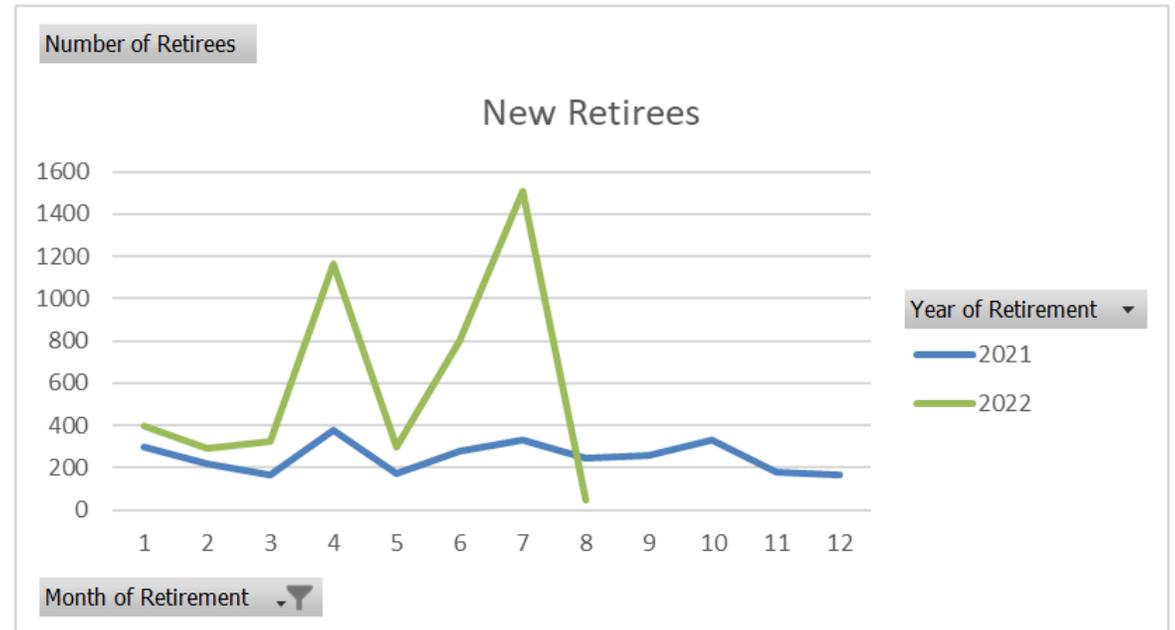
Retired Employee Healthcare Appropriation	
<i>Projected Appropriation Balance:</i>	\$ 119,268,757.23

Retired Employee Healthcare OPEB FAD Accounts	
<i>Projected Retiree Health</i>	\$ 167,870,544.95
<i>Projected Retiree Rx</i>	\$ 25,699,997.18
<i>Combined FAD Balances:</i>	\$ 193,570,542.13



New Retiree Processing 2021 vs. 2022

Retirement Month	2021	2022	Increase Over Prior Year
January	297	394	32.66%
February	218	288	32.11%
March	163	325	99.39%
April	379	1162	206.60%
May	171	295	72.51%
June	280	799	185.36%
July	332	1509	354.52%
August	242	47	-80.58%
January – August Total	2,082	4,819	131.46%
September	261		
October	333		
November	176		
December	164		
Annual Total	3,016	4,819	59.78%





Enrollment Transition

Benefit Plan	Subscribers			Lives		
	January 2021	Current	% Change	January 2021	Current	% Change
Active Medical	48,348	44,852	-7.23%	117,104	109,377	-6.60%
Retiree Medical	16,845	19,734	17.15%	32,312	38,601	19.46%
Retiree MAPD	40,502	42,915	5.96%	55,415	58,886	6.26%
Distinct Total	100,868	102,294	1.41%	204,831	206,864	0.99%



Partnership 2.0

As of 8/1/22 we have 163 groups enrolled totaling over 26,000 employees and almost 64,000 members.

As of 8/1/22, we had 121 groups who have completed their 3-year contract commitment under Partnership and had the option of leaving the plan without an early termination penalty. Two groups have decided to leave on 7/1/22 and 3 more will be leaving on 9/1/22.

We also have 1 new group joining on 9/1/22.

Partnership 1.0

As of 8/1/22 we still have 5 groups remaining totaling approximately 2,400 employees and just under 3,400 members.



Communications Update

Presented by Betsy Nosal

Monthly All-User Email Impact



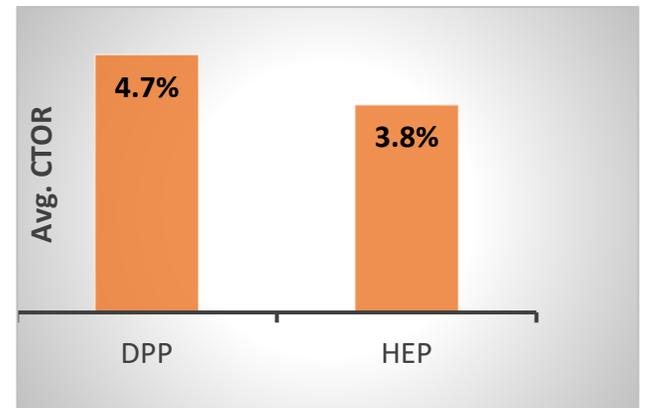
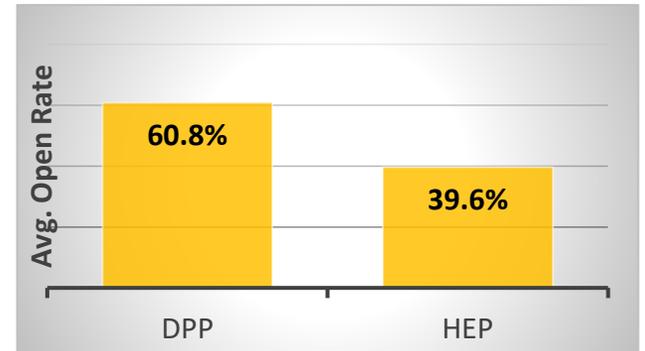
*1 in 3 Adults are
Prediabetic, and Most
Don't Know it.**
---Are you one of them?



Open Rate = Unique Opens / Deliveries;
Industry standard = 23.7%

CTOR = Unique Clicks / Unique Opens.
Industry Standard = 13.4%

Email Topic	Date Sent	Recipient Group	Total Bounced	Successful Deliveries	Total Opens	Open Rate	CTOR (Click Through Open Rate)
Diabetes Prevention Program (DPP) New class registration	7/21/22	State emails*	1,341	27,574	10,724	39.0%	6.1%
	7/21/22	Partnership emails	592	23,196	13,197	43.5%	3.2%
HEP Monthly Seminars Chronic Disease Education and well-being topics	7/25/22	State emails*	1,243	27,559	13,550	16.6%	6.4%
	7/26/22	Partnership emails	372	23,062	15,950	46.0%	1.1%



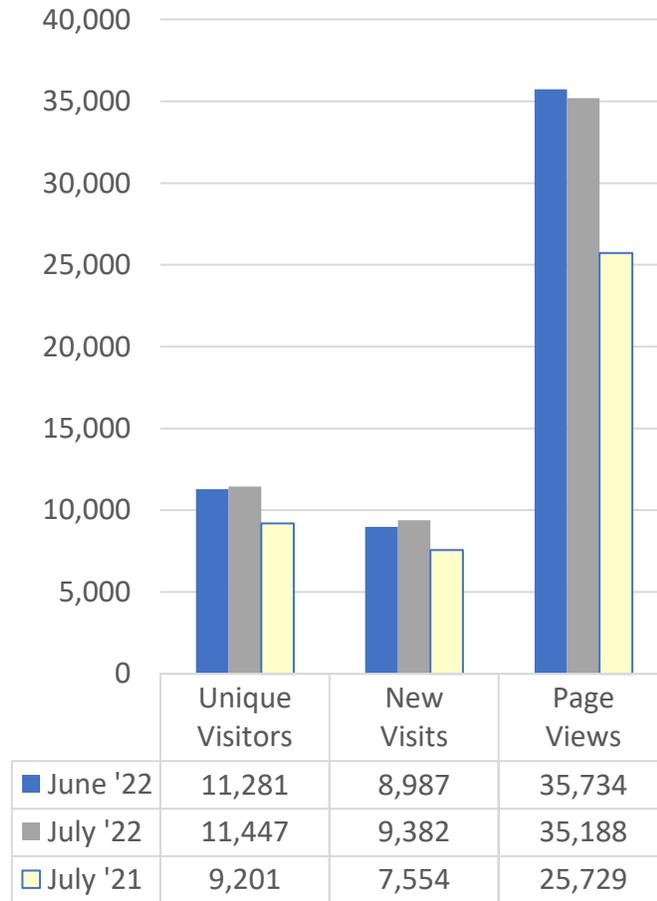
*Email also sent to agency / group benefit contacts, Judicial and Higher Ed, Union Reps as follow-up.

Care Compass Website Activity & Google Ads

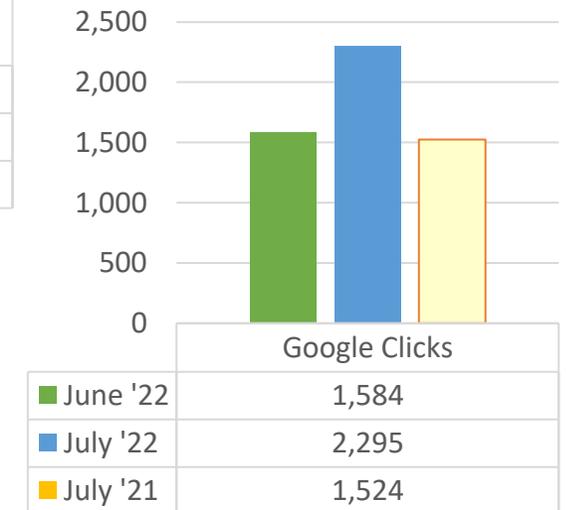
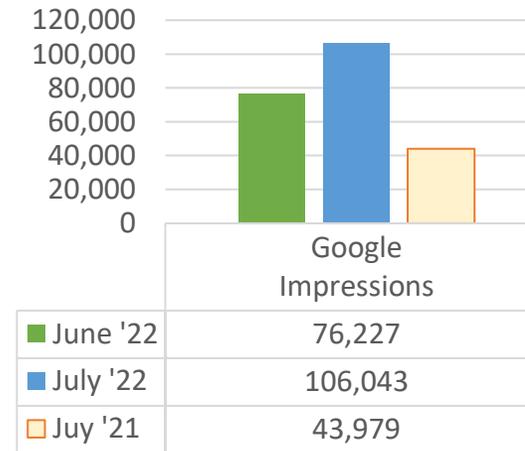


Average Session Duration (seconds)

June '22 = 2:07
July '22 = 2:04

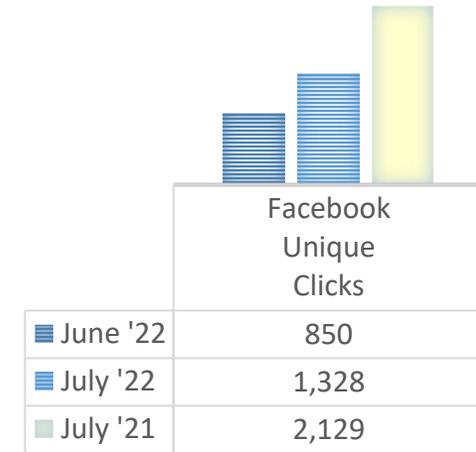
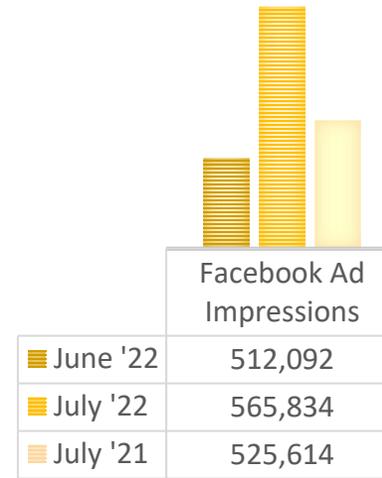
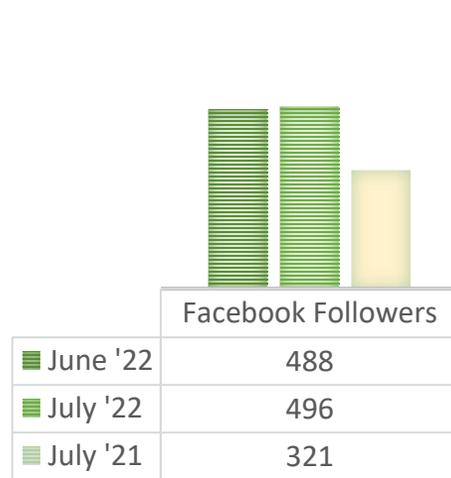
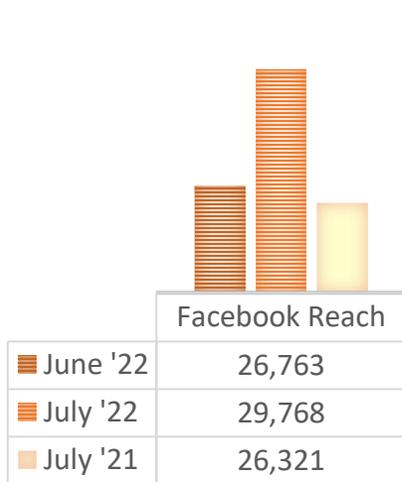


Google Ads





Facebook Posts and Ads



Healthcare Benefits: Diabetes Prevention Program, HEP Seminars, Care Compass, Diabetes and Orthopedics page
Education: National Arthritis Awareness Month; water and air quality safety; outdoor weather, sun and tic safety;
Special Event Ads:

Facebook reach is the number of unique people who see our content. It's a measurement of our brand's effective audience. Not every follower will see every single post.

Facebook followers are people who have opted-in to "follow" our page, meaning that they will receive our updates in their timeline. The most common way to get followers is when people 'like' our page.

Facebook impressions are defined as the number of times our ad was viewed on a user's Facebook timeline. This is an important metric to track because it tells if our ads are compelling.

Unique clicks are the total number of subscribers that have clicked on any link in a campaign. It does not count how many times each subscriber has clicked on a link. Even if a subscriber clicks on the link twice, it will be counted only once.



Thank you.



Questions and Comments



Adjourn