

Executive Officers Strategy Session

Presented by

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APWU Health Plan

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Agenda: Building Your Strategy

- Growing Union Membership
- Health Plan Representative
- Walk-around List
- Pre-emptive Shipping
- Orientation (PSE and Career)
- Social Media
- Website

Growing Membership

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Open Season Growth: Two Populations

APWU Local Members

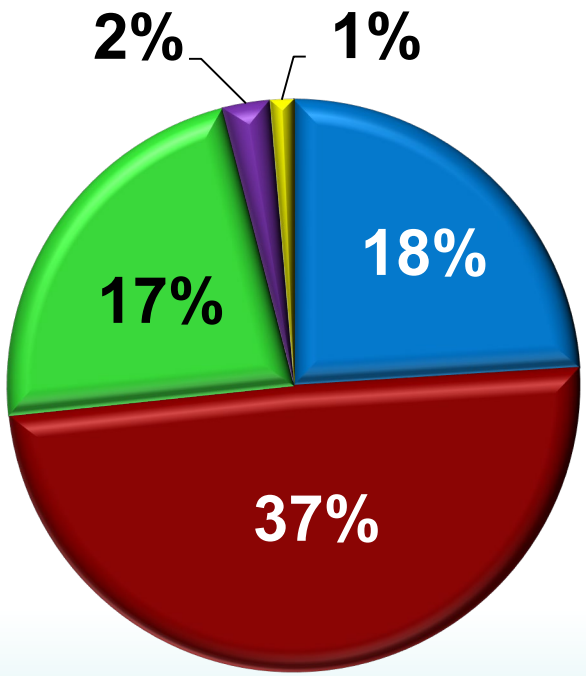
Stabilize your Local membership

Future Members APWU Bargaining Unit Employees

Increase your Local membership

2023 Open Season – Union Membership

APWU Membership by Carrier



APWU HP: 31,000 Members

Other Plans: 172,000 Members

APWU Local Members

- APWU Health Plan is a great organizing tool
  - Keeps your Local membership steady
- Financial incentive rewards
  - Earn money for new and current APWU Health Plan members
- APWU Health Plan is Union
  - OPEIU and SEIU Bargaining Unit employees

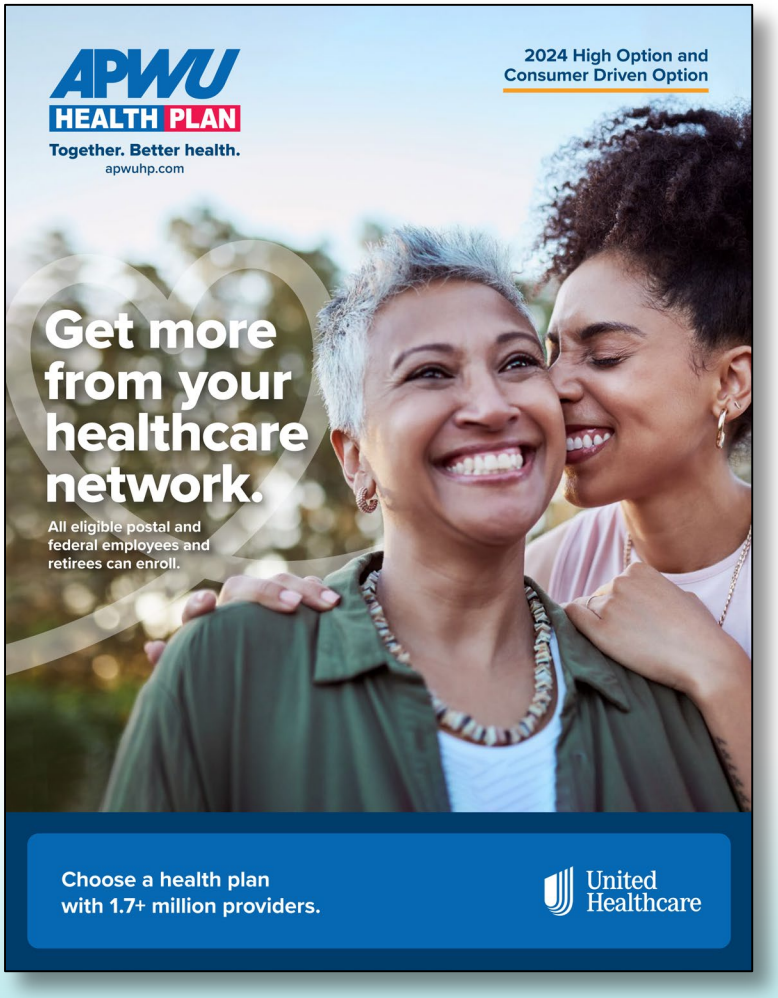
Future Members – APWU Bargaining Unit

- Open Season is an opportunity to enroll them in the APWU Health Plan and increase local membership
  - Premiums and benefits
  - Qualify for the CDO special rates Career, APWU Bargaining Unit, enrolled in the FEHB for one year
    - **$15.36** Self Only; **$33.38** Self Plus; **$36.41** Family
    - Not in FEHB for one year
    - **$76.78** Self Only; **$166.88** Self Plus One; $182.05 Family
    - APWU.org/join (Sign up at the same time you enroll)
- Very tangible during Open Season

Grow Your Local – Another Opportunity

- Non-Union Members list from APWU Headquarters
- Include APWU Health Plan Flyers in the 1187 Mailing





Starts with the HPR

Health Plan Representative

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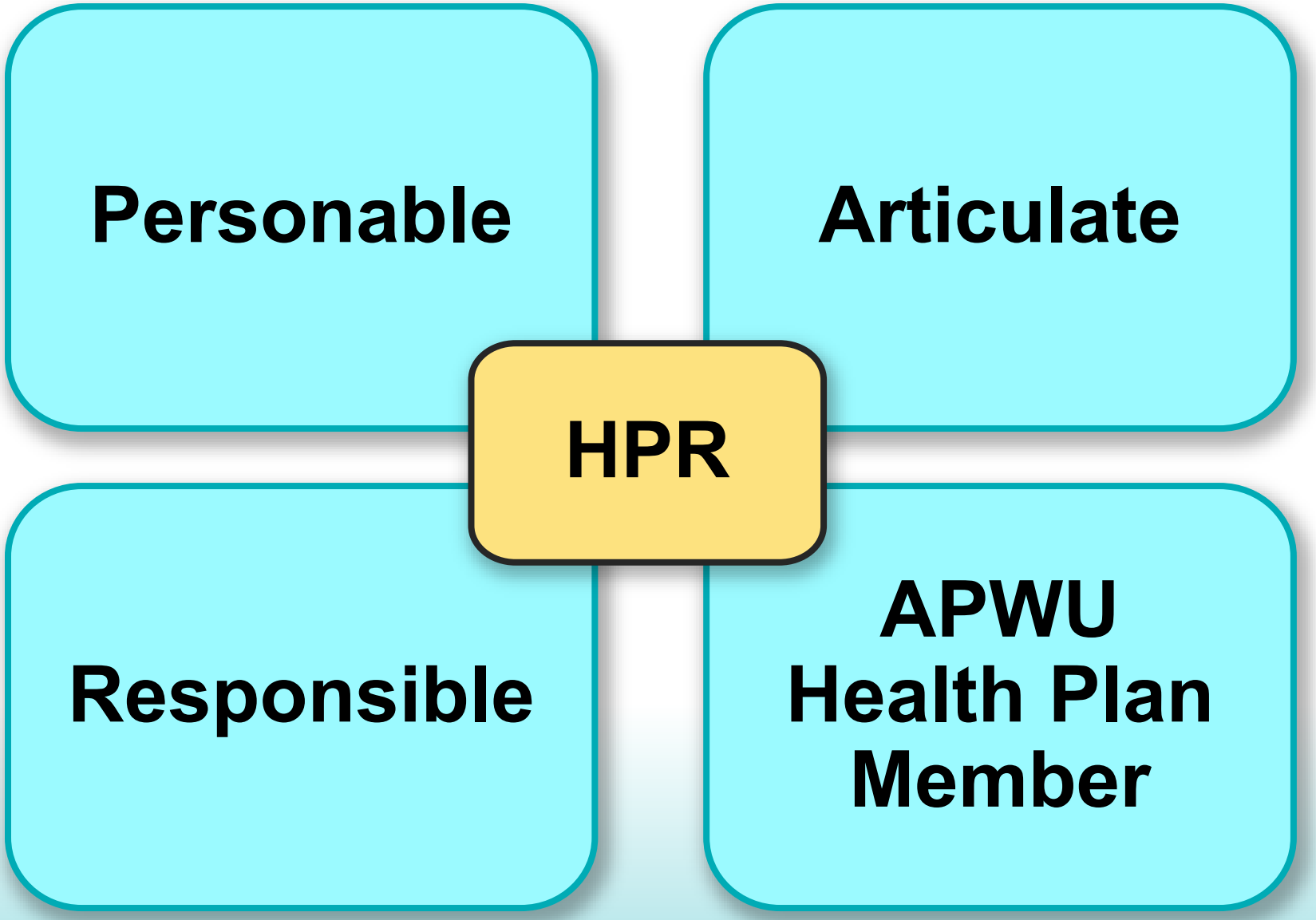
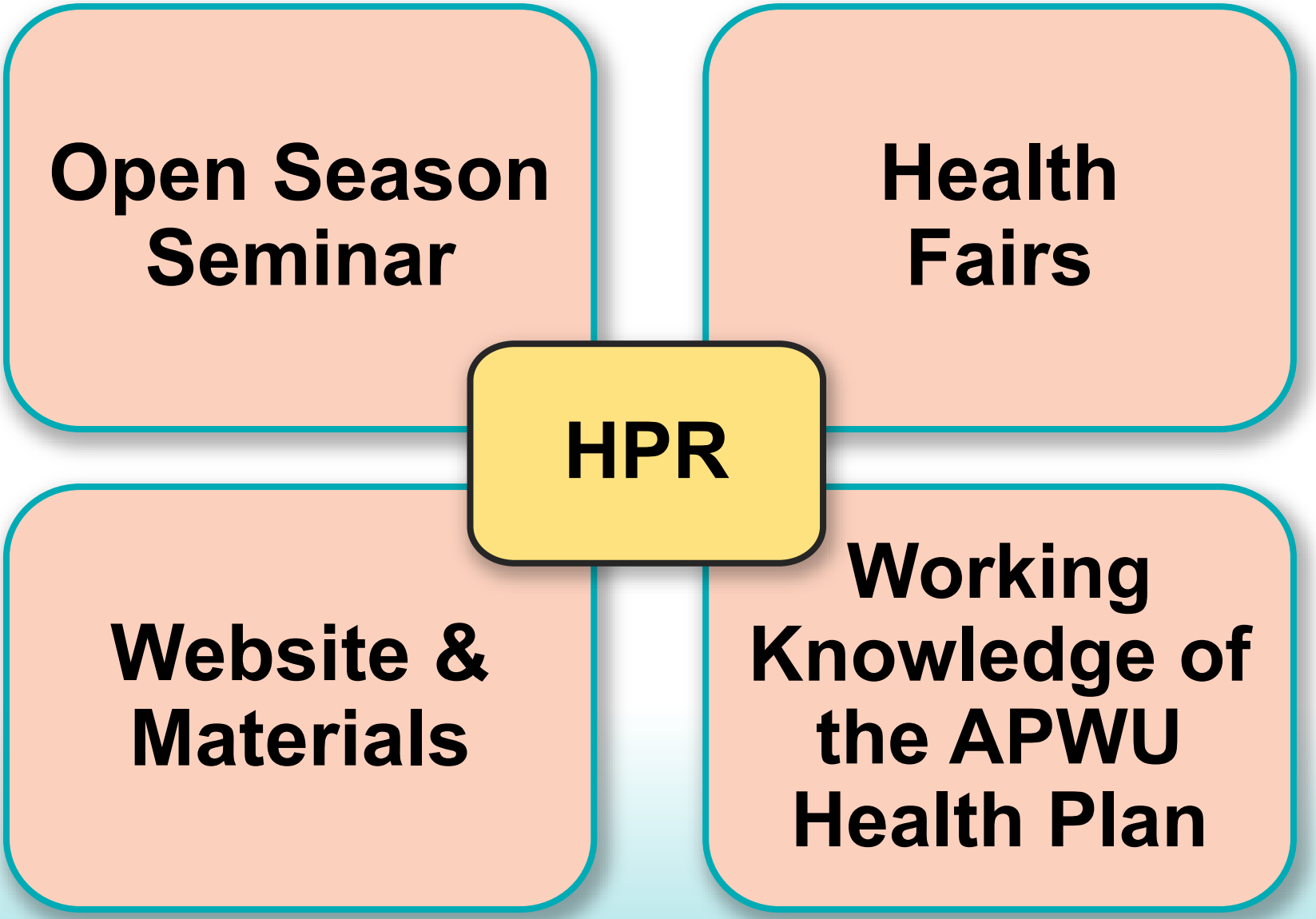
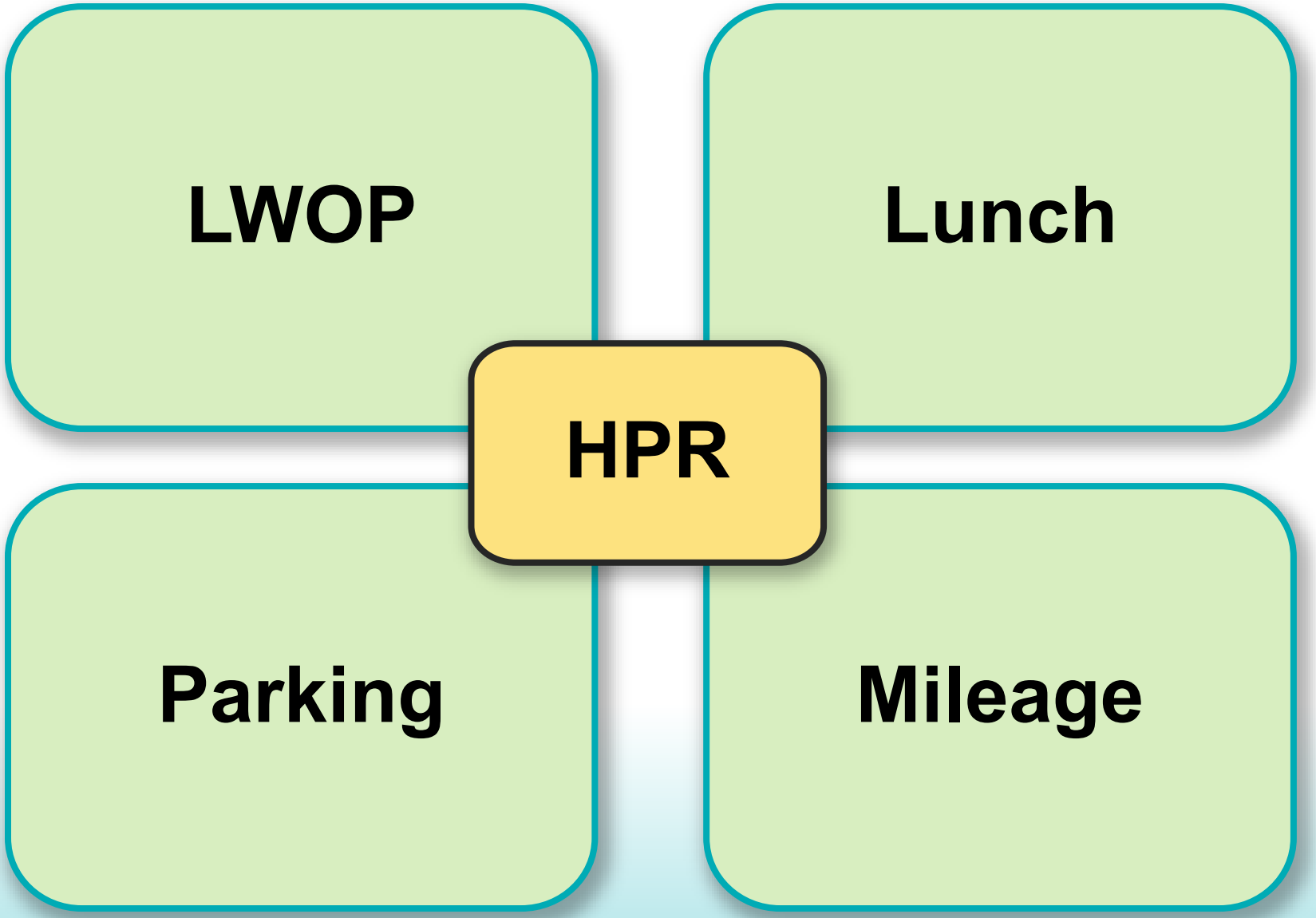
Appointed HPR: Attributes



HPR: Responsibilities



HPRs are Reimbursed for APWU Health Plan Approved Health Fairs



Walk-around List

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Walk-around List: What is it?

- Packet from the APWU Health Plan Director to the APWU Local and State Presidents
- Mailed in mid-October
- Provides the Local with talking points about the APWU Health Plan
- Provides the Local with a list of their members that are not in the APWU Health Plan

Walk-around List: What is it?

First Name	Last Name	Sex	Address	City	State	Zip	Local Code	Finance Office
President	Elect	M	1600 Pennsylvania Ave. NW	Washington	DC	60714	0001	161547
Vice President	Elect	F	1600 Pennsylvania Ave. NW	Washington	DC	60714	0001	160049
Sarah	Rodriguez	F	3741 E. Atlanta Ave.	Phoenix	AZ	85040	0093	36393

Walk-around List Package: Contents

- Cover letter to the APWU Local or State President
- Marketing letter that can be used to mail to Union Members who are not enrolled in the APWU Health Plan *(including printed labels for the Union Members)*
- APWU Health incentive information

Walk-around List: What do you need?

- Printed copies of the marketing letter
- Envelopes
- Postage
  - Or hand out to Union Members
  - And/or invite Members to a meeting to discuss the APWU Health Plan



Incentive Information

- **Incentives to APWU Local, State and Chapter Organization**
  - **Introduction:** During Open Season every Local will be financially rewarded for APWUHP growth within their Local. Each Local will have two opportunities to earn rewards.
  - **Baseline Membership:** Every APWU Local, State and chapter Organization baseline for APWUHP membership will be determined in September, prior to the FEHB Open Season.
  - **Open Season Calculation:** Every APWU Local, State and Chapter Organization evaluation of the results of their efforts to increase APWUHP membership, and their eligibility for these incentives, will be determined in April, after the final results of the FEHB Open Season are received by the APWUHP.
  - **Opportunity 1 (New Members):** For every Member an APWU Local, State and Chapter Organization increases in the APWUHP as determined by taking the April count and subtracting the previous September's count as stated above, that organization will receive a cash payment from the APWU Secretary-Treasurer's office of $50.
  - **Opportunity 2 (Current Members):** Every APWU Local, State and Chapter Organization will be eligible for the following incentives based on the size of that organization and the percentage of their members that belong to the APWUHP.

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Incentive Information

Size of Local, State and Chapter Organization	% Who Have the APWU Health Plan	Incentive
0 - 50	25 - 49 % 50 – 100 %	$ 15 $ 20
51 - 100	25 - 49 % 50 – 100 %	$ 250 $ 500
101 - 250	25 - 49 % 50 – 100 %	$ 500 1 scholarship to the APWUHP HPR Seminar of that year
251 - 750	25 - 49 % 50 – 100 %	1 scholarship to the APWUHP HPR Seminar that year $ 1,000 and 1 scholarship to the APWUHP HPR Seminar of that year
751 - 1,250	25 - 49 % 50 – 100 %	$ 500 and 1 scholarship to the APWUHP HPR Seminar of that year $ 1,500 and 2 scholarships to the APWUHP HPR Seminar of that year
>1,250	25 - 49 % 50 – 100 %	2 scholarships to the APWUHP HPR Seminar of that year $ 2,500 and 3 scholarships to the APWUHP HPR Seminar of that year

Incentive Rewards: Two Opportunities

New Members:

$ 50

Current Members: Goes by % of Health Plan Members

Example: Local ABC

Membership increased by 20 Members

$1,000

Local: 760 APWU employees and 400 Health Plan Members

$1,500
2 scholarships to the APWU HP Seminar that year

Member Referral Incentive Program (MRIP)

- Pilot Program
- Open to all Open Season Seminar attendees
- $25 AMEX Gift Card for each referred member enrolled
- Open Season enrollments only
- All referrals must be submitted by March 24th



Pre-emptive Shipping Marketing Materials

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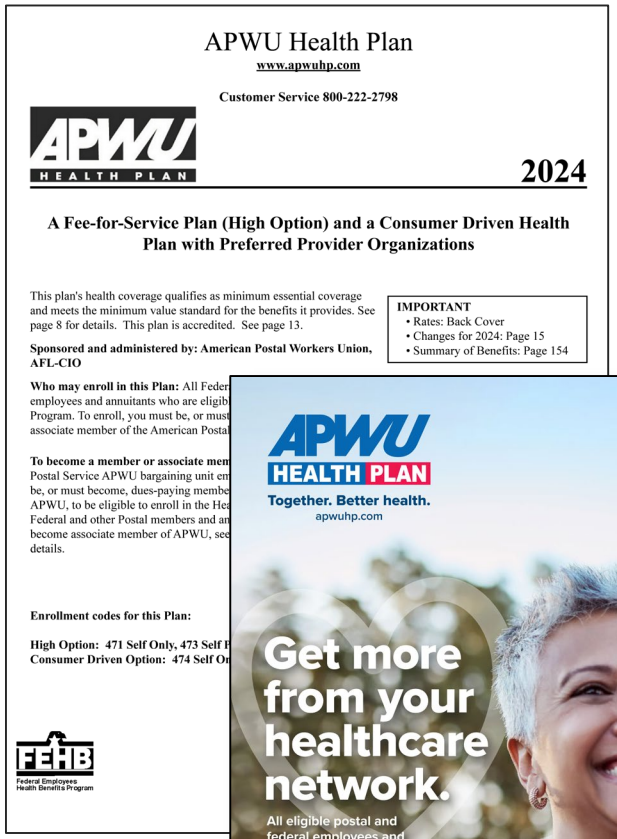
Pre-emptive Shipping: Contents

- Brochures
- High Option Flyers
- Consumer Driven Option Flyers
- Dental Flyers
- Blueprint to Medicare
- HP Table Drape
- Signs
- Giveaways
- Poster



APWU Health Plan
www.apwuhp.com
Customer Service 800-222-2798

APWU HEALTH PLAN

2024

A Fee-for-Service Plan (High Option) and a Consumer Driven Health Plan with Preferred Provider Organizations

This plan's health coverage qualifies as minimum essential coverage and meets the minimum value standard for the benefits it provides. See page 8 for details. This plan is accredited. See page 13.

IMPORTANT
- Rates: Back Cover
- Changes for 2024: Page 15
- Summary of Benefits: Page 154

Sponsored and administered by: American Postal Workers Union, AFL-CIO

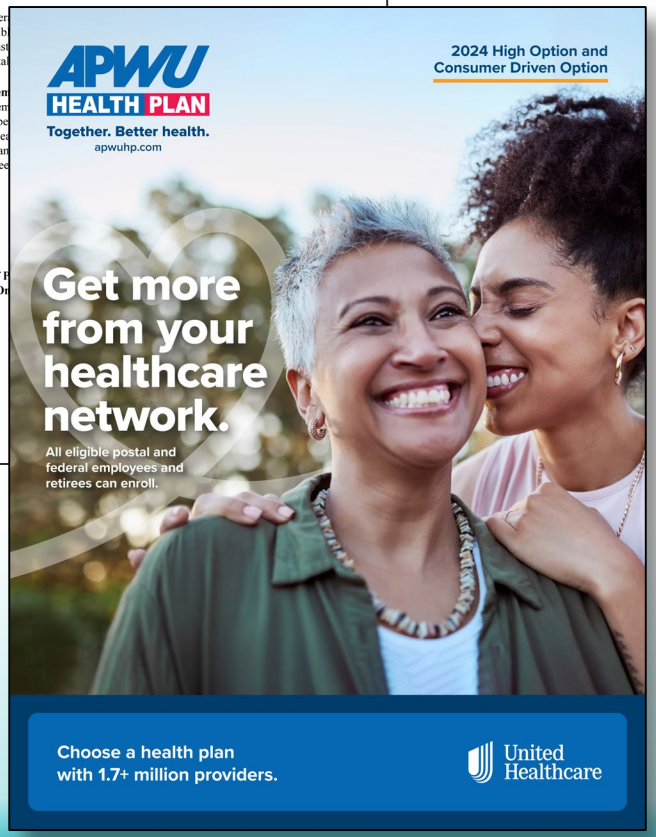
Who may enroll in this Plan: All Feder
employees and annuitants who are eligib
Program. To enroll, you must be, or must
associate member of the American Postal

To become a member or associate mem
Postal Service APWU bargaining unit em
be, or must become, dues-paying membe
APWU, to be eligible to enroll in the Hea
Federal and other Postal members and an
become associate member of APWU, see
details.

Enrollment codes for this Plan:

High Option: 471 Self Only, 473 Self F
Consumer Driven Option: 474 Self On

FEHB
Federal Employees Health Benefits Program



Pre-emptive Shipping: Spread the Word

- Dress-up the table in the breakroom
- Pass out materials at Union meetings
- Use for Health Fairs
- Use for Orientations



Orientations

PSE and Career

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Orientations: We Can Help!

- PowerPoint Presentations for High Option and Consumer Driven Option
- Giveaways
- Door Prizes/Raffles
- APWU Health Plan Virtual Presenters
- Lets get new employees ASAP!
- Health Plan has a 97% retention rate

Important Things to Know

- APWU Consumer Driven Discount
  - Career, APWU Bargaining Unit employee, enrolled in FEHB over a year
  - Must be career to receive reduced rate

- PSE Conversions
  - USPS Health Benefits Plan is not part of the FEHB. If an employee converts and has this plan they lose coverage after 28 days.
  - If an employee converts while enrolled in APWU CDHP they need do nothing and their funds will roll over.

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Important Things to Know

- Per Article 17. Sect 6 Management must provide the union ample time to address employees so we have many opportunities for organizing and to promote the Health Plan.
  - New hire Career and Non-Career when a current employee is reassigned to the bargaining unit.
  - And when non-career employees reach the 365 and become eligible for the HP on conversion.

- USPS Payroll enforces the 60 day deadline:
  - The Organization Department works with the Health Plan to verify union membership. You do not need to wait for the 1187 to be processed prior to enrolling.

Social Media

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Social Media: Like and Share

- Facebook
- Instagram
- Twitter
- Your Local Pages



APWU HEALTH PLAN
TOGETHER.
BETTER HEALTH.

Website

Open Season/Become a Member/ HPR Page

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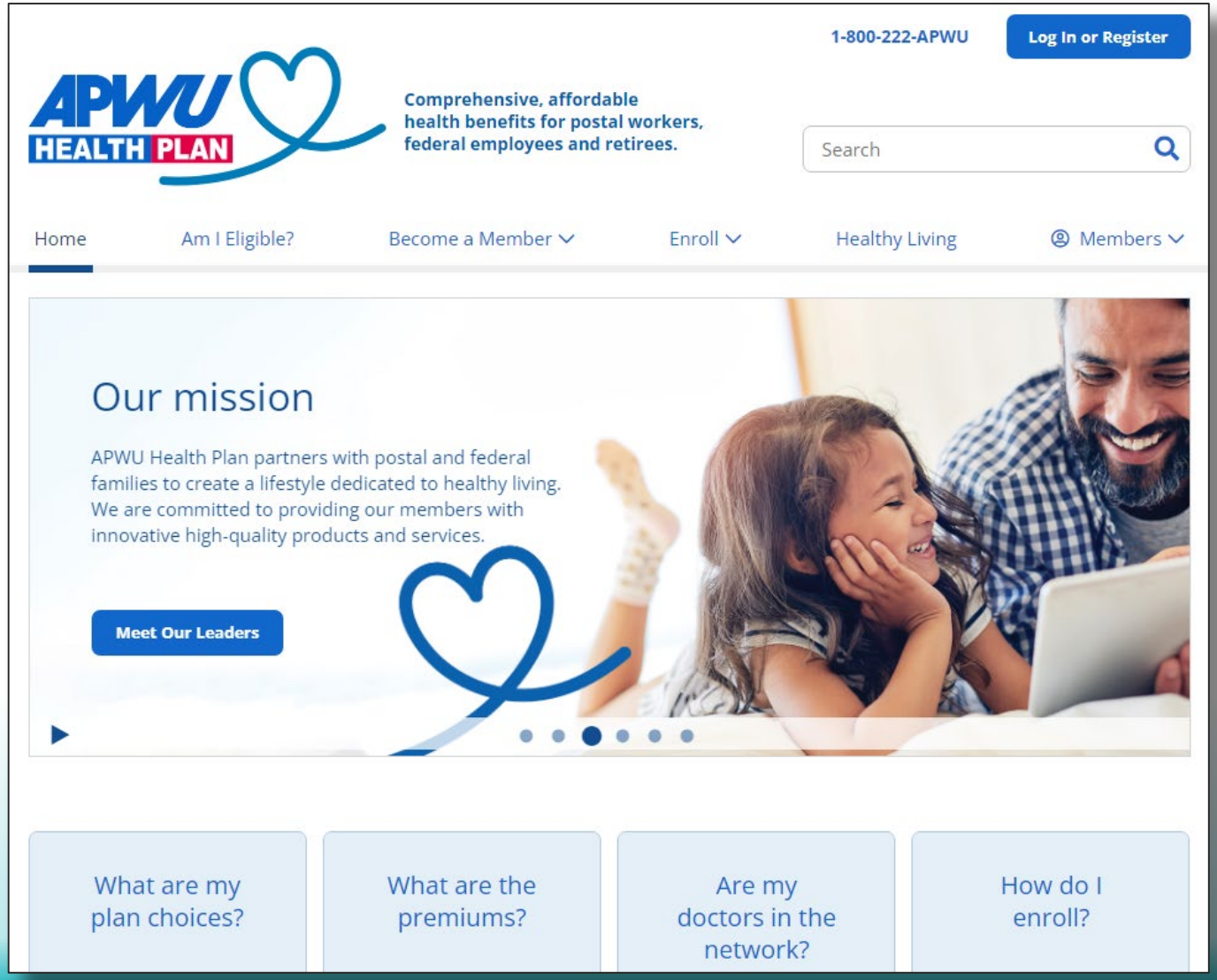
Website: Open Season and Become a Member



Questions for Closing Session

Email any questions to:
closingsessionquestions@apwuhp.com

You will receive an email following our Seminar with a link to fill out your class evaluations online.

Thank You!

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TOGETHER.
BETTER HEALTH.