# Local Communication Plan



*Presented by*

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# Today's Agenda: How to Spread the Word

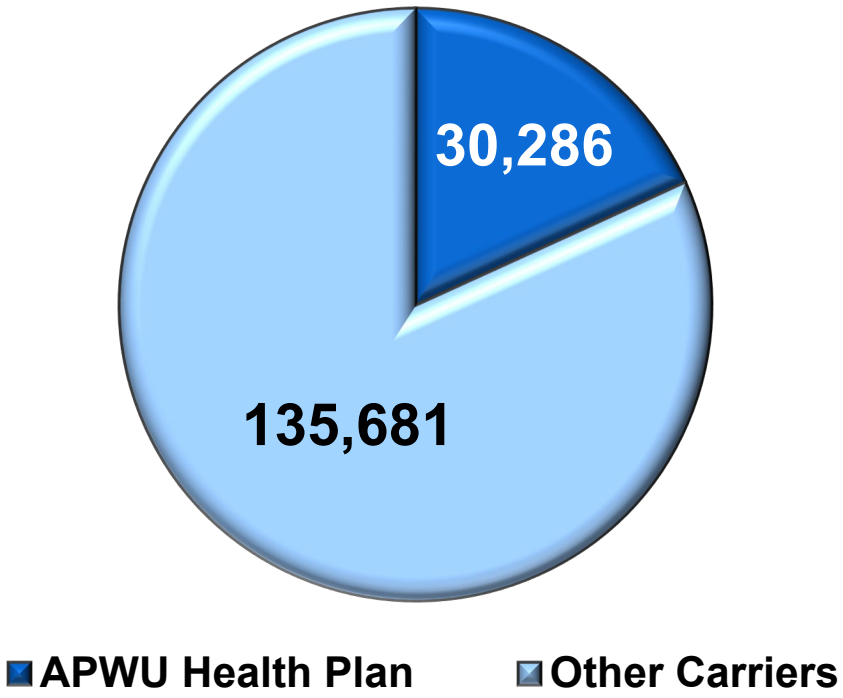
- APWU Membership
- Walkaround List
- Pre-emptive Shipping
- Postal Magazine
- Orientation (PSE and Career)
- New HPR Webinar
- Social Media
- Website

# APWU Membership



# 2020 Open Season: Union Membership

- APWU Membership by Carrier: **30,286** APWU members have selected the APWU Health Plan
  - APWU members continue to select BCBS and HMO products more often than the APWU Health Plan



# Walkaround List



# Walkaround List: What is it?

- Packet from the Health Plan Director to Presidents
- Mailed in early November
- Provides the Local with talking points about the Health Plan
- Provides the Local with a list of their members that are **not** in the Health Plan

# Walkaround List Package: Contents

- Cover letter to the President
- Marketing letter that can be used to mail to Union members (not in the Health Plan)
- Mailing labels
- APWU Incentive information

# APWU Incentive Information

## Proposed Incentives to APWU Local, State and Chapter Organization

Every APWU Local, State and Chapter organization base line for APWU Health Plan membership will be determined in September prior to FEHB Open Season.

Every APWU Local, State and Chapter Organization evaluation of the results of their efforts to increase APWU Health Plan 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 APWU Health Plan.

For every member an APWU Local, State and Chapter Organization increases in the APWU Health Plan 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 Treasurers office of $50.

Every APWU Local, State and Chapter Organization will be eligible for the below incentives based on the size of that organization and the percentage of their members that belong to the APWU Health Plan.

| # of Members | % who have APWUHP | Incentive |
|---|---|---|
| 0-50 | >25%<br>>50% | $15 per Health Plan subscriber<br>$20 per Health Plan subscriber |
| 51-100 | >25%<br>>50% | $250<br>$500 |
| 101-250 | >25%<br>>50% | $500<br>1 scholarship to that years APWUHP HPR Seminar |
| 251-750 | >25%<br>>50% | 1 scholarship to that years APWUHP HPR Seminar<br>$1,000 and 1 scholarship to that years APWUHP HPR Seminar |
| 751-1,250 | >25%<br>>50% | $500 and 1 scholarship to that years APWUHP HPR Seminar<br>$1,500 and 2 scholarships to that years APWUHP HPR Seminar |
| >1,250 | >25%<br>>50% | 2 scholarships to the APWUHP HPR Seminar<br>$2,500 and 3 scholarships to the APWUHP HPR Seminar |

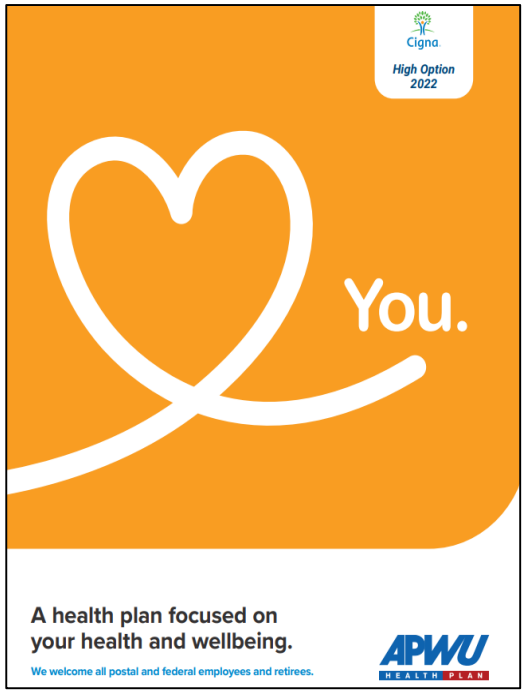
# Walkaround List: What do you need?

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



# Walkaround List: Another Opportunity

- Non-Union Members
- Include Health Plan Flyers in the 1187 Mailing







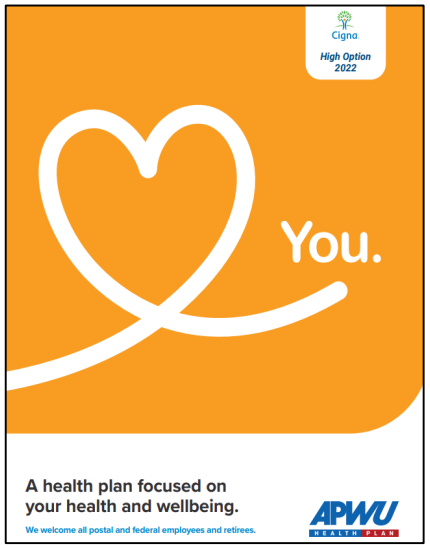


# Pre-emptive Shipping Marketing Materials



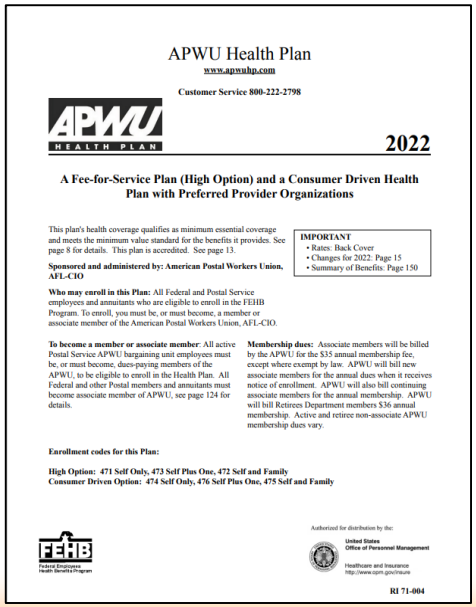
# Pre-emptive Shipping:  Contents

- Brochures
- HO Flyer
- CDO Flyer
- Dental Flyers
- Medicare Advantage Flyer
- Blueprint to Medicare
- Tablecloth
- Signs
- Giveaways









APWU Health Plan

www.apwuhp.com

Customer Service 800-222-2798

APWU HEALTH PLAN

2022

**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 2022: Page 15
- Summary of Benefits: Page 150

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

**Who may enroll in this Plan:** All Federal and Postal Service employees and annuitants who are eligible to enroll in the FEHB Program. To enroll, you must be, or must become, a member or associate member of the American Postal Workers Union, AFL-CIO.

**To become a member or associate member**: All active Postal Service APWU bargaining unit employees must be, or must become, dues-paying members of the APWU, to be eligible to enroll in the Health Plan. All Federal and other Postal members and annuitants must become associate member of APWU, see page 124 for details.

**Membership dues:** Associate members will be billed by the APWU for the $35 annual membership fee, except where exempt by law. APWU will bill new associate members for the annual dues when it receives notice of enrollment. APWU will also bill continuing associate members for the annual membership. APWU will bill Retirees Department members $36 annual membership. Active and retiree non-associate APWU membership dues vary.

**Enrollment codes for this Plan:**

**High Option: 471 Self Only, 473 Self Plus One, 472 Self and Family**
**Consumer Driven Option: 474 Self Only, 476 Self Plus One, 475 Self and Family**

FEHB Federal Employees Health Benefits Program

Authorized for distribution by the:

United States Office of Personnel Management

Healthcare and Insurance
http://www.opm.gov/insure

RI 71-004

# Pre-emptive Shipping: Spread the Word

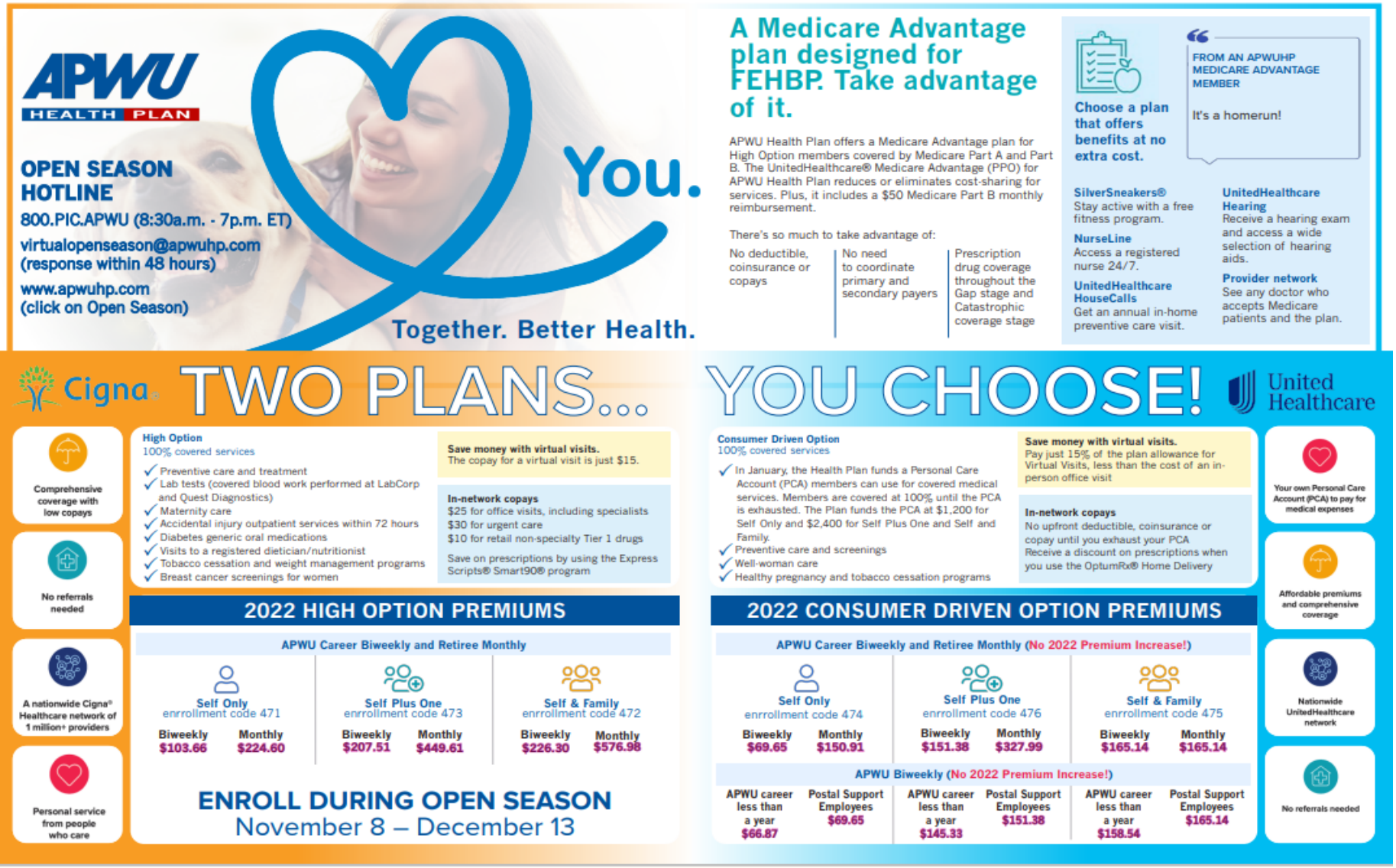
- Dress up table in the breakroom
- Pass out at Union meetings
- Use for Health Fairs
- Use for Orientations



# Postal Magazine
# November



# Postal Magazine: Spread



# Postal Magazine: Back Cover



# Orientations
# PSE and Career



# Orientations: We can Help!

- Power Point Presentations with High Option and Consumer Driven Option Explainer Videos
- Giveaways
- Door Prizes
- Health Plan Presenters
- Let’s get new employees ASAP
- Health Plan has a 97% retention rate

# New HPR Webinar



# New HPR Webinar

- Onboarding a new HPR
- Webinar each Quarter
  - Last Thursday of the Quarter
- Welcome
- Review HPR Manual
- Policy and Procedures
- Q&A

# Social Media



# Social Media: Like and Share

- Facebook
- Instagram
- Twitter
- Your Local Pages



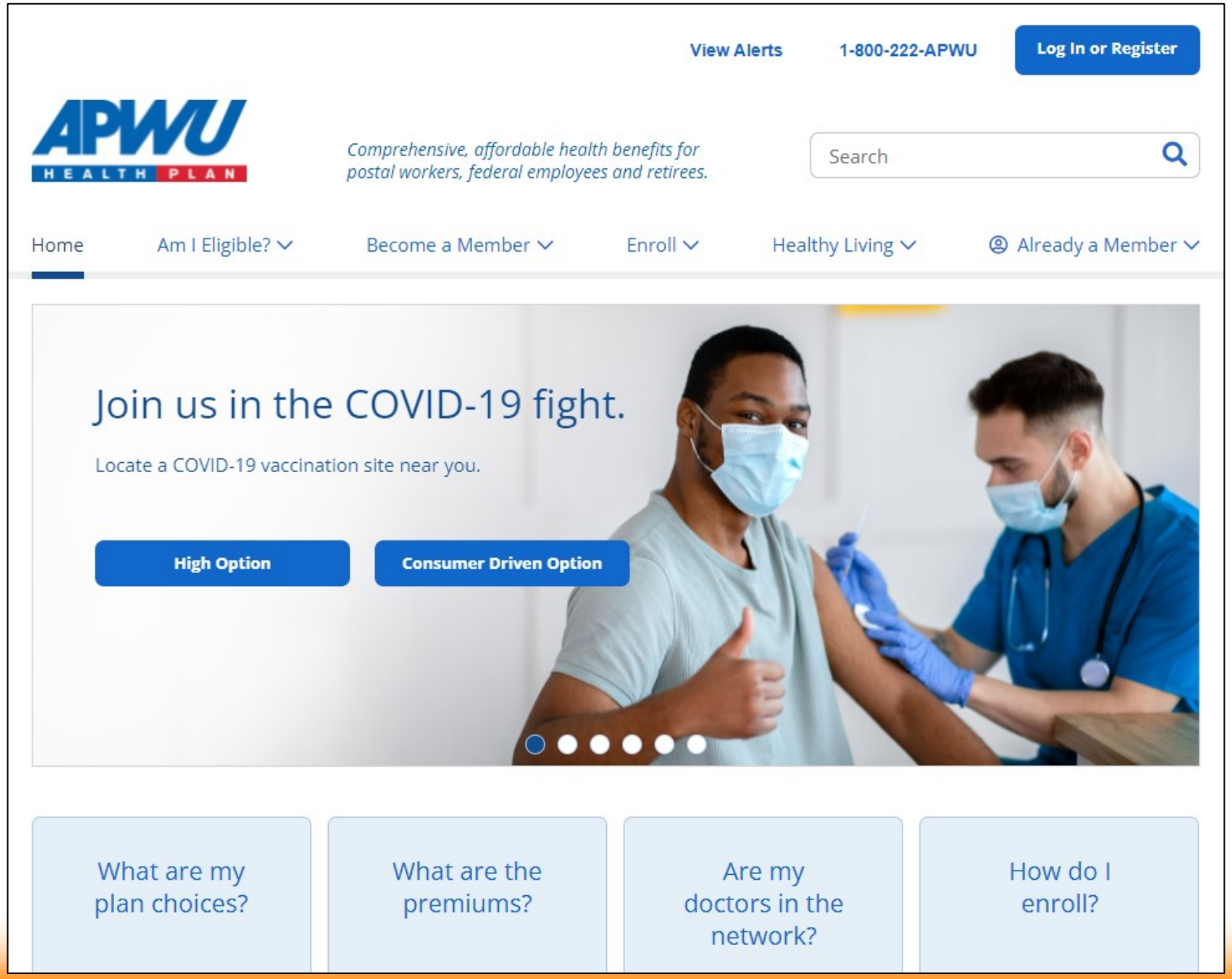

APWU HEALTH PLAN

www.apwuhp.com

# Website
# Open Season/Become a Member
# HPR Page



# 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!***

APWU HEALTH PLAN
TOGETHER. BETTER HEALTH.