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Circular Letter

July 19, 2013

TO: **ALL PEMHCA HEALTH BENEFITS OFFICERS AND ASSISTANT HEALTH BENEFITS OFFICERS**

SUBJECT: **WEB VIDEOS: PRESENTING THE 2014 CALPERS HEALTH PLANS**

2013 Open Enrollment Health Fair Web-Based Alternative

CalPERS is pleased to offer a video as an alternative to hosting an onsite health fair during the 2013 Open Enrollment Period.

Presenting the 2014 CalPERS Health Plans provides employees, retirees, and their dependents information from expert representatives of each of the CalPERS health plans. Also included with this on-demand video are downloadable materials regarding the 2014 health plans.

Why Offer a Video Alternative?

This video alternative to onsite health fairs gives participants a convenient opportunity to learn about the various 2014 health plan benefits and updates.

Advantages of a video include:

- 24/7 access to health plan information and choices available
- Consistent information to all members
- Access to information regardless of employee work schedules
- Expanded access to family members involved in choosing the family's health plan
- Opportunity for agencies that have limited space or resources to host onsite fairs
- Convenient links to related health plan websites such as *Find A Provider* tools for in-network physicians and hospitals, *Find A Pharmacy* tool for in-network pharmacies and pharmaceutical formulary databases.

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The 2014 CalPERS Web Videos, Continued

2013 Open Enrollment Onsite Health Fairs

CalPERS Health Plan Partners will participate in a limited number of onsite Open Enrollment Health Fairs. Considerations to determine whether an onsite health fair is right for your agency are:

- If your agency hosted a well-attended onsite health fair last year.
 - What methods you use to increase attendance at your health fair.
 - If your agency does not require mandatory attendance by employees, what percentage of your employees would be able to attend a two-hour health fair on a specified day?
 - Do your employees have access to computers and the Internet to obtain information about health benefits?
 - How does the Open Enrollment period of September 16– October 11, 2013, impact your resources such as facility space, budget, or staffing?
 - Does your agency have staff resources available to coordinate and promote an onsite health fair?
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Scheduling an Onsite Health Fair

To request an onsite health fair, follow these instructions:

1. Send a request by accessing the onsite fair request form at **www.calpersoerequest.org**.
2. Fill out the form with the information pertaining to your agency's health fair needs.
3. Once you are done, click "Submit" and the form will be electronically transmitted to the health plan partners.

If your request for an onsite health fair is approved, the health plan partners will coordinate directly with your agency contact regarding scheduling and logistics.

No Gifts Policy

To comply with CalPERS guidelines, no gifts (such as pens, cups, clothing, food, etc.), prizes for raffles or drawings, game prizes, or giveaways under any circumstances are to be distributed at:

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The 2014 CalPERS Web Videos, Continued

No Gifts Policy (continued)

- Any health fairs or Open Enrollment functions from June 10 - October 22, 2013.
- Any health fair for the sole purpose of initial enrollment, regardless of date.

Furthermore, any literature provided to members at these two types of events must be limited to educational information about the health plans.

Important Dates

Posting of Web-based video <i>Presenting the 2014 CalPERS Health Plans</i>	Early September 2013
Submission of applications to request onsite health fairs	Before August 12, 2013
Onsite health fair calendar	August 26 – October 11, 2013
2013 Open Enrollment period	September 16 – October 11, 2013

Easy Access To Videos

We are excited to provide a video as a health fair alternative and anticipate that most agencies will fully use this option. This is a convenient method for all members active or retired, in urban or rural areas, from home or office to learn about the unique features of each health plan.

Employers and members will be able to access the video by visiting CalPERS On-Line. In early September, members may go to **www.calpers.ca.gov** and select the "View Videos & Web Events" shortcut. Next, select "Videos," then "Health Benefits" to find *Presenting the 2014 CalPERS Health Plans*.

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The 2014 CalPERS Web Videos, Continued

**Easy Access To
Videos**
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Links to the video will also be available on CalPERS social media channels:

www.facebook.com/mycalpers

www.twitter.com/calpers.

www.youtube.com/calpersnetwork.

Questions

If you have any questions, please contact the CalPERS Customer Contact Center at **888 CalPERS** (or **888-225-7377**).

KAREN DeFRANK, Chief
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