

Communication Tools Used by OEGB 2007-08

Following is a list of communications venues and materials used by the Oregon Educators Benefit Board (OEGB).

Internet Web site

OEGB maintains a comprehensive, up-to-date Web site that features Board information, history, plan details, minutes, enrollment materials, forms, frequently asked questions, newsletters, summaries of benefits, meeting information, rates, contact information for OEGB and its carriers, and each carrier's plan details, among other information.

E-mail Groups

OEGB created several e-mail groups to communicate efficiently with educational entity staff, members and stakeholders throughout implementation and into ongoing administration of the new program.

OEGB e-mail group members include:

- Superintendents
- Business Managers
- Interested Parties (carrier representatives, members and citizens can self-subscribe to this list)
- Outreach Network Members
- Benefit Administrators
- Financial Managers at entities
- Entity employees

Newsletter

OEGB issues a monthly newsletter, *The Benefits Bulletin*, which features information about the program, plan details, Board news and notes, and information important to members and entities.

Outreach Network

The OEGB Outreach Network is a voluntary, representative group of employees from educational entities throughout Oregon. The Outreach Network provides the Board with feedback on the OEGB benefit program and plans, the affects on members including members' issues and concerns, and the quality of OEGB's communications to members.

The Network members' responsibilities include gathering and sharing information and perceptions and reactions of their peers; guiding and assisting constituents with questions and concerns relating to OEGB benefits; directing members to OEGB staff for further assistance or clarification; and communicating

benefit-related issues of their peers in their respective geographic region. The information gathered assists the Board and staff to shape programs and messaging to achieve short- and long-term goals.

Currently, the network is made up of members from the following areas:

Albany	Estacada	John Day	Pendleton	Salem
Aurora	Eugene	Molalla	Pleasant Hill	Tillamook
Bend - LaPine	Gresham	Newberg	Portland	
Corvallis	Hermiston	Nyssa	Rainier	
Culver	Hillsboro	Ontario	Redmond	

Open Enrollment Postcard

In July 2008, OEGB distributed a postcard to future members’ home addresses. The postcard welcomed members to OEGB and provided OEGB contact information, open enrollment dates and the link for the online enrollment system.

Open Enrollment Video

OEGB and its carriers recorded a video to help educate members about the plans offered and the philosophies of each company. Each carrier was allowed about five minutes per plan type – medical, dental or vision. The format was that of a talk show with an OEGB staff member moderating and receiving questions from an audience.

The video was posted to the OEGB Web site and a link was sent to all participating entities.

Welcome Letter

OEGB e-mailed a letter to participating entities for distribution to all future members. The letter welcomed new members, provided them with a brief overview of the program, pointed members to the OEGB Web site, listed OEGB contact information, and briefly introduced each carrier and the plans offered by each.

Open Enrollment Packet

OEGB prepared packets that included a letter explaining the program, announcing open enrollment, and providing contact information for OEGB. The packet also included plan comparisons, eligibility criteria and rate information. The plan comparison documents compared the medical, dental and vision plans available for selection and were customized for each employee group. These

documents provided a high-level overview of the plans as well as detailed descriptions including the covered and excluded services and coverage levels.

These packets also included a MyOEBB online enrollment tutorial brochure. More than 60,000 packets were distributed directly to future members by OEBB or through the educational entity as requested.

Open Enrollment meetings

OEBB staff and carrier representatives presented information at more than 105 meetings in every region of Oregon during the August 15 through September 15 enrollment period. Meetings included formal presentations ranging between 30 minutes and two hours, participation in benefit fairs held by the entity, or computer labs set up to assist members with using the new online benefit system. OEBB staff provided information about the Board and the program, provided an overview of the plans available, eligibility criteria and the enrollment process and responded to program-related questions. Carrier representatives provided more details on the specific plans they offered and responded to plan-related questions.