



AHIP Conference

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Simplifying Enrollment Communications



It takes a village

- **Member Enrollment & Billing Team**
 - Operational owners
- **Government Relations**
 - Regulatory owners
- **Member Experience/Marketing**
 - Brand owners & engagement D=drivers
- **Customer Service**
 - Member support Owners

"Alone we can do so little; together we can do so much." – *Helen Keller*





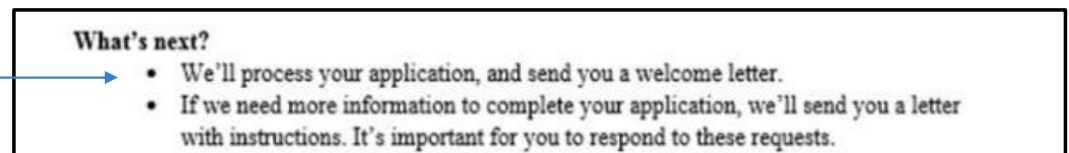
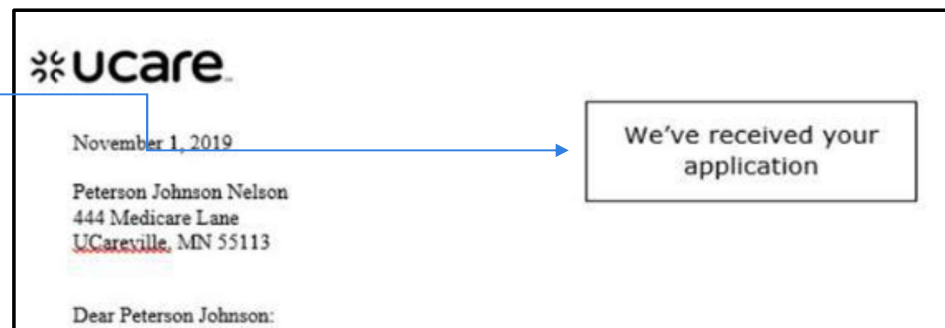
Focus group feedback

- Make it simple
- Provide clear directions
- Tell me if only informational
- Use more color for emphasis
- Omit “marketing speak”
- Give me channel options (i.e. email)
- Make it personal; use my preferred name



Improvements

- Use of “Johnson Box”
- Additional white space
- Simple word choices
- Bullets for clarity
- What to expect
- One page (whenever possible)
- Purposeful – no “kitchen sink”
- Standard “help” language





What we learned

- Change is hard work; hard work is worth it
- We learn from each other
- Working together creates energy
- A neutral facilitator keeps you focused
- Health literacy expertise is necessary
- Assumptions become truth if not challenged
- Success together sets a foundation for future collaboration!



Take home tips

- ***Keep the member at the center***
- Bring everyone together; everyone brings value
- Allow enough time – this work doesn't happen quickly
- Agree on guiding principles and goal(s) of the improvement team
- Challenge your assumptions
- Commit to taking one step forward
- Celebrate every success!

