G03 - Health Insurance Program Strategies for Michigan K-12 Schools

April 25, 2024



Insurance Risk Management Consulting

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Today's Speakers





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Market Leader, Michigan Public Sector

Gallagher Benefit Services, Inc.

Agenda

1 Current state of the Michigan health insurance market	2 Health insurance funding strategies and savings opportunities	3 Trends in the pharmaceutical industry	4 Legislation
5 Communication and Education	6 Driving program cost and operational efficiency	7 Q&A	



3



Current State of the Michigan Health Insurance Market

BCBS/BCN



Underwriting

		January 3	2024 Trends		
	Cross	Shield	Rx	Dental	Vision
BCBSM	4.2%	5.3%	13.6%	2.1%	2.1%
BCN	6.0%	5.6%	13.0%	2.1%	2.1%

	2023 Calendar	Year	
In-force Medical groups*	23,804		
In-force Medical PPO groups	17,059		
In-force Medical HMO groups	11,324		
Active School Groups**	264	1.1%	of total in-force medical groups
Active Fully Insured School Groups	223	0.9%	of total in-force fully insured medical groups
Active Self Funded School Groups	41	5.5%	of total in-force self funded medical groups

*Total in-force medical groups will not tie to the sum of in-force PPO and in-force HMO due to the presence of dual rated groups

**School groups contain both private and public schools

BCBSM has a robust portfolio of solutions that is continually evaluated for enhancement and market innovation



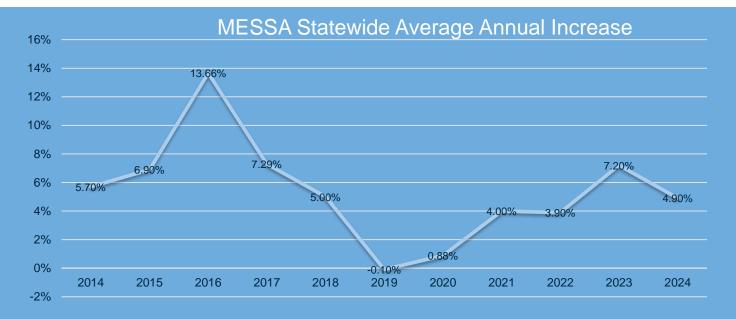


Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.



MESSA

MESSA Medical Renewal History



Notes: Renewal increase is based on premiums only. It does not include subsides for taxes and fees. January 2018 is not reflected in the chart above. MESSA moved to a January plan year in 2018, which resulted in a 0% increase from the prior July 2017 renewal.



MESSA

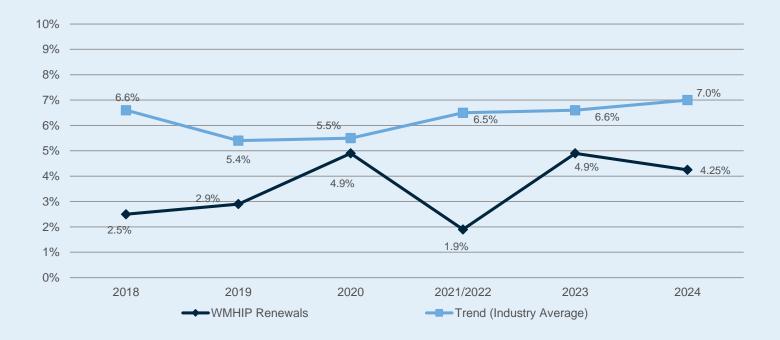
- New Balance+ offering
- Livongo/Omada diabetes, weight and hypertension management
- Ovia reproductive health, family building, pregnancy and parenting resource
- myStrength stress, depression, sleep, etc.
- MyStress –resilience and stress management
- Free identity protection
- Voluntary/worksite benefit offerings
- MyMESSA app





The Pool

Medical Renewal History for The Pool





The Pool

- Livongo/Omada/Virta diabetes management/reversal
- Omada chronic condition management
- Pregnancy assist family building and maternity support
- myStrength stress, depression, sleep, etc.
- Hinge Health virtual PT
- 2ndMD second opinion service
- Hearing coverage
- Voluntary/worksite benefit offerings



•

2nd largest health insurance carrier in Michigan with over 1.3 million total members

- Largest integrated carrier in the state
- Nearly 600,000 commercial members
- School book of business
 - 96 Schools
 - 56 public schools/colleges
 - NOTE: The Pool is one of those 56
- Parent company Corewell Health is the largest employer in Michigan, and one of the largest hospital systems nationwide

One of the strongest networks in Michigan Includes all major hospital systems.

1 million providers nationwide³

Cigna

Statewide, worldwide, coverage. If your employees live work or travel this state, this planet – this dimension – they're covered.







- Member centric, integrated approach
- Cost
 - Industry leading cost-containment strategies: aggressive formulary management, care management, value-based care arrangements, and more
 - Competitive FF premiums, due in part to target loss ratio of 90% vs. industry standard of 85%
 - ASO all inclusive admin fee
 - ASO operate own Stop Loss pool, with aggressive and stable rates
 - Reliable renewals, outpacing national trend

	2024 Q3	2024 Q4	2025
Medical	6.30%	6.43%	6.57%
Rx	12.31%	12.60%	12.90%



Member focused, cost conscious.



A happier way to healthcare.

Healthcare is	
complicated and	
confusing.	
SimplePay Health	
changes that.	
SimplePay delivers a	ł
different healthcare	
experience — one	
that is streamlined	
and simplified so	
members save time	
and money	

Mem

Healthcare is complicated and	Lower-cost care	Price assurance	Plan design	Participants know their cost for all covered services
confusing. SimplePay Health changes that. SimplePay delivers a	Tiered providers and aligned copays encourage shopping on price as well as quality	No up-front-out-of-pocket costs, just one succinct monthly statement for the price shown	Monthly statement	Provider bills and EOB insurance forms eliminated
	Savings	Simplified user interface	Zero % OOP financing	Line of credit for all participants to support financial wellbeing
different healthcare experience — one	10% - 20% average plan savings	Drives higher engagement	App driven	Sleek member experienced powered by Virgin Pulse
that is streamlined and simplified so members save time and money	Broad network	Integrated health and	Concierge support	Customer service replaced with a personal concierge
	No need to narrow the network because tiered providers and aligned	wellbeing benefits All employee benefits in one convenient location	Enhanced care management	Ultra high-touch clinical support with a team of nurses and doctors
Member journey	copays encourage members to access top quality and low-cost providers	convenient location	HDHP / HSA capabilities	Ability to leverage tax favorable benefits
Price certain	ty	No bills or EOBs	Health and wellbeing suite	Robust integrated health and wellbeing from Virgin Zero % financing
$\Box \longrightarrow$	\$ →		→ []	
Use app, web or phone to search for provider	Select based on cost and quality	Present ID card, owes \$0 upon visit	Receive statement same price s	for the other bill

A plan that leaves other plans behind

for quality and efficiency

Quality Analytics

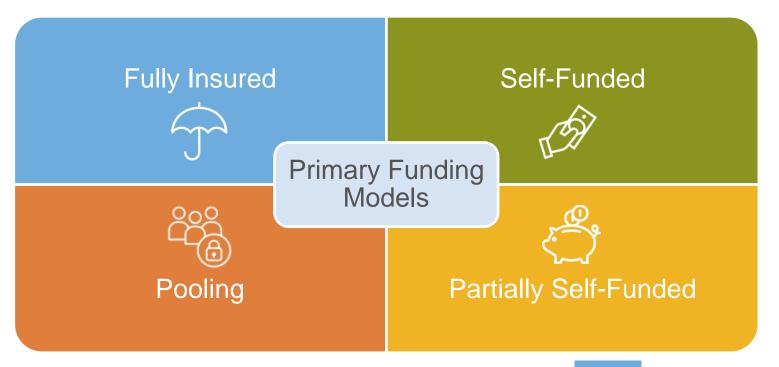
Providers are ranked based on new understandings



Health Insurance Funding Strategies and Savings Opportunities



Four primary funding models used by Michigan public schools



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Fully Insured

- Established single, two person and family rate for each plan offered
- Rates generally guaranteed for 12 months
- District pays the same rates for 12 months whether enrollees use more care than expected or less
- Claim data may or may not be considered when establishing rates (discussed later)

Enrollment Type8	Monthly Rate	Enrollment	Total Monthly Premium		
Single	\$600	100	\$60,000		
Two Person	\$1,200	75	\$90,000		
Family	\$1,750	200	\$350,000		
TOTAL MONTHLY PREMIUM \$500,000					

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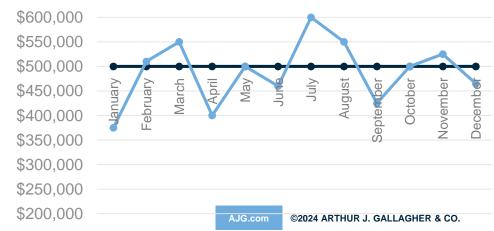


Self Funded

- District pays for the cost of products and services as they are used by enrollees
- Rates are established based on projected costs expected for the 12 month plan year and are not guaranteed
- District pays more if enrollees use more care than expected and pays less if enrollees use less care than expected
- Insurance retained by district to protect against catastrophic losses called stop loss insurance

Cost Components	Monthly Rate	Enrollment	Total Monthly Projected Cost
Administrative Fee	\$75.00	375	\$28,125
Stoploss Insurance	\$125.00	375	\$46,875
Projected Claims	\$1,133.33	375	\$425,000
TOTAL			\$500,000

Monthly Projected vs. Actual Cost Illustration

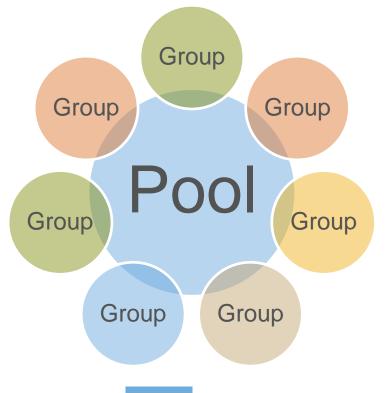




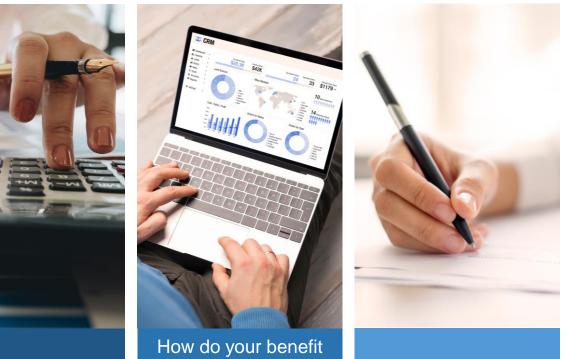


Pooling (example arrangement based on the Western Michigan Health Insurance Pool)

- Sharing claim risk with other employers and taking advantage of collective buying power
- Established single, two person and family rate for each plan offered
- Rates guaranteed for 12 months
- District pays the same rates for 12 months whether enrollees use more care than expected or less
- Pool members make program decisions with a view toward providing high quality coverage at a reasonable and stable cost



Utilization vs Cost



How is your next renewal shaping up?

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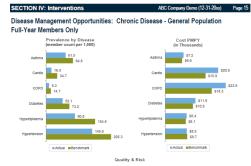
How do your benefi levels benchmark against similarly situated groups?

Are you paying what you should?

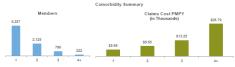
High Cost Claimants

Leveraging Data | Prevalence and Cost Stratification High Claim

SECTION IV: I	nterventi	ons			ABC Cor
Case Mana Predicted Paid	-		nities: G	roup A I	Mem
Full-Year Members	485	% Employee	50.3%	Future HRI	8.4
Average Age	46.5	% Spouse	37.7%	CGI	2.4
% Male	51.8%	% Dependent	12.0%		
	Future HRI	29	Total Paid	\$156,430	Top D
Claimant 1	CGI	5	Predicted Cost	\$164,294	Como
	Future HRI	25	Total Paid	\$96,943	Top D
Claimant 2	CGI	3	Predicted Cost	\$146,855	Como
	Future HRI	25	Total Paid	\$120,545	Top D
Claimant 3	CGI	8	Predicted Cost	\$146,855	Como
	Future HRI	25	Total Paid	\$28,308	Top D
Claimant 4	CGI	2	Predicted Cost	\$146,189	Como
	Future HRI	26	Total Paid	\$136,295	Top D
Claimant 5	CGI	0	Predicted Cost	\$146,189	Como
	Future HRI	26	Total Paid	\$153,555	Top D
Claimant 6	CGI	0	Predicted Cost	\$146,189	Como
	Future HRI	25	Total Paid	\$68,395	Top D
Claimant 7	CGI	1	Predicted Cost	\$146,189	Como
	Future HRI	25	Total Paid	\$163,973	Top D
Claimant 8	CGI	0	Predicted Cost	\$146,189	Como
Claimant 9	Future HRI	25	Total Paid	\$11,878	Top D
Claimant9	CGI	1	Predicted Cost	\$146,189	Como
Claimant 10	Future HRI	24	Total Paid	\$216,686	Top D
Claimant 10	CGI	18	Predicted Cost	\$138,896	Como
	Future HRI	24	Total Paid	\$98,183	Top D
Claimant 11	CGI	8	Predicted Cost	\$138,597	Como
Claimant 12	Future HRI	24	Total Paid	\$52,300	Тор D
claimant 12	CGI	0	Predicted Cost	\$136,386	Como
Claimant 13	Future HRI	24	Total Paid	\$10,251	Top D
Claimant 13	CGI	7	Predicted Cost	\$135,744	Como
Claimant 14	Future HRI	22	Total Paid	\$72,424	Top D
Claimant 14	CGI	11	Predicted Cost	\$127,725	Como

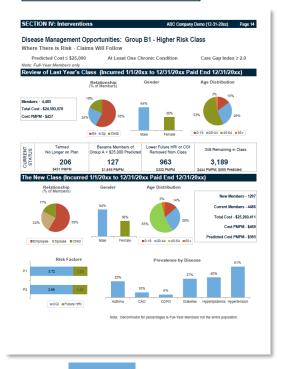






Note: Comorbidity Summary is stratified by how many of the top six chronic diseases (Asthma, Coronary Artery Disease (CAD), Chronic Obstructive Pulmonary Disorder (COPD), Diabetes, Hyperfipidemia and Hypertension) each member has in the current reporting period.

Prevalent conditions



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(Benchmark - 54.8%) Membership Distribution Percentage of Full-Year Members



Leveraging Data | Preventive Care Utilization and Risk Factors

Utilization	fice Visit Utilizat	ion					-				
	Total Office Visits*					Per 1000	3.825	4	3.854.3	-0.8%	
									-,		
Metri R Visit Utilization	Primary Care Offi	ice Visits				Per 1000	960.	6	1,043.6	-8.0%	
ER Visits	Specialty Office \	/isits				Per 1000	1.200	5	1.244.7	-3.6%	
Unique Patients with ER ER Visits per ER Claima											1
ER Visits per ER Claima ER Visits resulting in an	Preventive Office	VISItS				Per 1000	1,286	.8	1,139.8	12.9%	✓
ER Visit Paid per ER Vis	Consultations					Per 1000	54.1		110.5	-51.1%	\checkmark
Inpatient Utilization	Behavioral Health		icite			Per 1000	323	2	315.6	2.4%	
Unique Patients with Ad						Per 1000	323.	2	315.6	2.4%	
Average Length of Stay	Average Days	4.3	4.4	-1.7%		_					
Total Admissions	Per 1000	39.9	38.1	4.8%		_					
Total Admission Paid per Admis		\$ 19,242	\$ 14,093	36.5%	36						
Total Admission Paid per Day	Paid per Day	\$ 4,482	\$ 3,247	38.0%							
Re-admissions	Per 1000	2.1	2.8	-23.2%	×.						
Total Inpatient Re-admission Ra maging Utilization	te Rate	0.057	0.079	-28.2%	×						
CT Scan	Per 1000	60.2	70.6	-14.8%							
MRI Scan	Per 1000	40.1	63.8	-37.1%	- 2					Healthcare	Spond
harmacy Utilization	Per 1000	40.1	03.0	-57.176							
Pharmacy Scripts	Per 1000	5.730.3	9.476.7	-39.5%	1					Percentage of Tota	I Claims C
Pharmacy Scripts(Generic)	Per 1000	5.061.3	7,947.0	-38.3%						-	
Pharmacy Scripts(Branded)	Per 1000	531.5	1,529.7	-65.3%	×						
Pharmacy Scripts Mail Order	% of Mail Order	6.3									
% Generic Drugs	% Generic Drugs	90.5	-								0/
Office Visit Utilization							High	Cost		56.2	¥∩
Total Office Visits*	Per 1000	3,825.1	3,854.3	-0.8%			11.81	2.5	0/	00.2	/0
Primary Care Office Visits	Per 1000	960.6	1,043.6	-8.0%				Z.3	70	(Denehmerk	E4 00/)
Specialty Office Visits	Per 1000	1,200.5	1,244.7	-3.6%						(Benchmark -	- 34.9%)
Preventive Office Visits	Per 1000	1,286.8	1,139.8	12.9%	 			(Benchmark	- 4.1%)		
Consultations	Per 1000	54.1	110.5	-51.1%	~						
Behavioral Health Office Visits Other Utilization	s Per 1000	323.2	315.6	2.4%							
Chiropractic Visits	Per 1000	303.5	413.5	-26.6%							
Physical Therapy	Per 1000	1,104.2	1.297.5	-14.9%	×.			20	10/	27.2	0/
Maternity Inpatient Days	Per 1000	21.5	16.3	31.9%	÷.		Chronic	29.	1%		70
Dialysis Treatment Days	Per 1000	26.8	30.3	-11.7%	- 2			25.	1/0		
Transplant Days	Per 1000	0.6	1.6	-64.6%	- 2			(Benchmark -	/11 19()	(Benchmark -	30 6%)
					1			(benchindik)		(Selferinging	
lote: * indicates relation to be	nchmark is worse by 10%. 🗸 india	ates Relation to	henchmark is h	etter by 10%							
Urgent Care Visits fall under Specia		cates relation to	percondark is b	resser by 10%							
orgeni oare visits tall under Specia	my onnoe visits										
										16.69	
							Healthy /	60	401	10.0	/0
							Acute	68.4	1%	(Benchmark - 1	

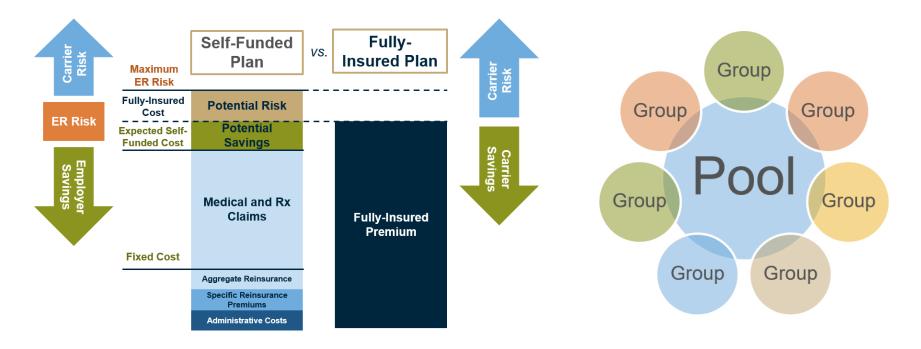
Wellness Opportunities: Preventive Care Gaps

Full-Year Members only

Condition	Description	Members with Gap	0%	20%	Actual	60%	m 80%	1009
All Individuals	Patients without long office visit in the last 12 months.	14770				3% 48%		
>=50 years old	Patients without any colorectal cancer screening in the last 24 months.	4206	E				79	% 34%
Women >20 y/o	Women without pap smear in the last two years.	8203					769 71%	6
Women >=49 y/o	Women without mammogram in last 12 months.	1587				55% 51%		
Men >50 years old	Men without PSA level in the last 2 years (controversial test).	3123					72% 759	6
Women between 40 and 49 y/o	Women without mammogram in the last 2 years.	1479				56% 59		
Patients taking either SSRI/Bupropion/Effexor/Cymbalta and Neurontin in the last 6 months.	Patients without an office visit in the last 6 months.	409		17 159				

Note: Preventive Office Visits are 12.9% above norm.

Evaluating Marketplace Alternatives | Funding Approaches





Evaluating Marketplace Alternatives

Plan Design Alternatives

Deductible Coinsurance State Copays The amount you must pay out of pocket for covered expenses before the insurance company will cover the remaining costs. The percentage of costs you pay after you deductible. State you pay for prescriptions, doctor visits and other types of care. Copays do not count towards your deductible.

Network Alternatives

HMO

- PCP required
- Specialist referrals required
- Low/no deductibles
- Low copays

PPO

- Larger network
- Access to network specialists
- Co-insurance paid after deductible

EPO

- No PCP required
- Access to network specialists
- Low/no deductibles/copays
- HMO feel/PPO access

Advanced Cost Avoidance Considerations

Evaluating Marketplace Alternatives | Innovative Strategies

Medical Benefit Strategies

Digital health
Virtual primary care
Care navigation with data transparency
Stop loss captives
Mental health vendor partners
Discount analysis
On site/near site clinics





Health Insurance Program Rebuild

Background / Business Challenge	Approach / Solutions	Results Achieved
 Client had a disjointed Medical/Rx program; with a leased network Service issues were the norm Employees had problems efficiently accessing care and getting their claims paid 	 Evaluate the marketplace to find a streamlined solution Keep plan design as is, but enhance network options 	 Moved to an integrated program with a single administrator Enhanced the participant experience by simplifying access to care Eliminated service issues Long-term financial stability (total projected cost increase of 3.5% over a 2-year period)



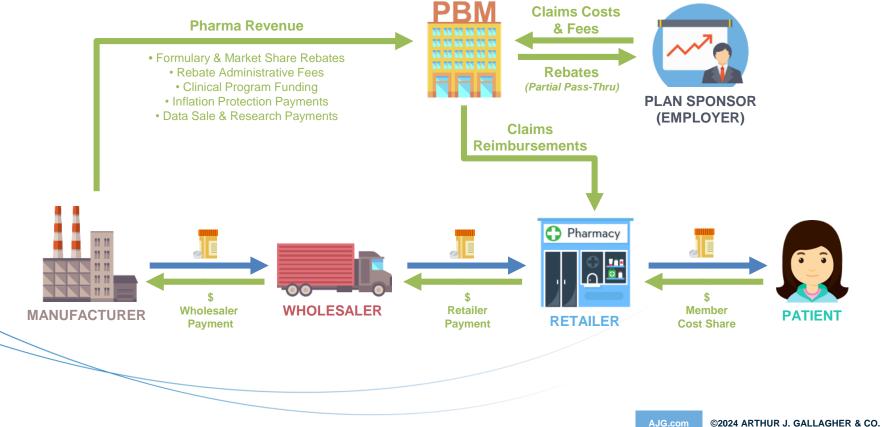




Trends in the Pharmaceutical Industry



Rx Ecosystem



General Pharmacy Terms



Average Wholesale Price [AWP]	An industry benchmark used to estimate the cost of a drug. AWP was reportedly created in the 1960s by the California Medicaid program as a means by which to standardize a basis for the pharmaceutical cost component of pharmacy reimbursement. Historically, AWP was the generally accepted drug payment benchmark for many payers because it was readily available. However, AWP is now thought of as a "sticker price," in that it rarely if ever reflects the average wholesale price actually paid after discounts have been subtracted. Payers base reimbursement on discount off of AWP for drugs.		
Discounts	The reduction of cost of the baseline or benchmark price of a drug. The standard industry benchmark for discount evaluation is currently AWP.		
Ingredient Cost	The actual cost of prescription drug claims.		
Rebates	Broadly defined as a discount that occurs following a purchase wherein the manufacturer of the product returns some of the money that was paid for the product to the purchaser. When drugs are purchased by a managed care organization (MCO), a rebate is determined based upon volume, market share and other parameters0. Rebates are provided by a pharmaceutical manufacturer to MCOs, including health plans, pharmacy benefit managers (PBMs) or other type of MCOs.		
Drug Type	Brand/Generic/Specialty. These drug type names are used to determine the appropriate discount and rebate that should be applied according to the PBM contract.		
Drug Channel	Mail order and Retail. This is the method in which the drug is dispensed.		

Pharmacy Hot Topics



Green: Contracting issues; Blue: Strategic considerations



GLP-1s, why all the fuss?

The good...

- Highly effective
- Tolerable side effects
- High media attention
- Positive impact to other related chronic conditions

The bad...

- Costly drug
- High consumer demand
- Some not approved for obesity
- High off-label use impacting supply issues
- When drug is stopped, weight is regained unless lifestyle changes occur

	Saxenda	Wegovy	Ozempic	Mounjaro
Active Ingredient	liraglutide	semaglutide	semaglutide	tirzepatide
Annual Cost	\$19,696	\$21,045	\$10,704	\$12,276
Route	Self- Administered injection	Self- Administered injection	Self- Administered injection	Self- Administered injection
Dose Timing	Daily	Weekly	Weekly	Weekly
FDA Approval	Obesity	Obesity	Type II Diabetes	Type II Diabetes; Obesity, pending
Mean % weight loss	5.4% - 7.4%	9.6% - 16%	5-10%	Up to 20%





Emergence of Weight Loss GLP-1's

History and Present State of GLP-1 Market

 The prevalence of obesity in the U.S. has grown from 30.5% over 1999–2000 to 41.9% over 2017–2020¹. Historically weight loss medications have not been both effective and safe and medical obesity treatments were typically surgical. However, advances in GLP-1 drugs, traditionally a diabetic treatment, have recently proven effective in weight loss management. As a result, the market for these drugs both for diabetes and weight loss has exploded in recent years.



Historical and Projected Obesity Drug Market (Billions)²

2023 Employer Coverage Trends and Costs

CVS: ~67% of employers cover GLP-1's for weight loss

Optum: ~50% of employers cover GLP-1's for weight loss



\$1,350 Average list price of Wegovy, most popular current weight loss GLP-1

\$1,060 Average list price of Zepbound, a recently approved weight loss GLP-1

Sources: 1) (

Centers for Disease Control and Prevention - National Health and Nutrition Examination Survey (NHANES) 2021

J.P Morgan, The increase in appetite for obesity drugs, November 2023

Coverage of Weight Loss GLP's



Spectrum of Employer Options

No Coverage Cost effective but restrictive vs some plans

Carve-out Coverage with Access Qualification

Allowing access to weight loss drugs while controlling costs and improving efficacy Coverage thru PBM

Positive employee perception but expensive

GLP-1 Management + Weight Management Program

Multiple vendors offer employers a solution in which the vendor administer a carve-out GLP-1 weight loss drug plan. Members must enroll in a weight loss management program in order to receive GLP-1's for weight loss. This alternative to PBM coverage has some advantages:

Removing PBM Incentives

PBM's incentive to overprescribe / not put appropriate PA's in place due to profit 1from spread pricing and rebates is replaced by prudent authorization of medication and ongoing monitoring for drug efficacy. Quantity limits can be set to 6 or 12 months to ensure constant efficacy evaluation

Clinical Focus

Programs includes clinically-driven selection criteria, constant health coach + pharmacist engagement and tangible goals (achieving 5 – 10% weight loss in 3 months initially and ongoing checkpoints)

Weight Suppression Medications



Cost & Options

Wegovy & Saxenda

- Decision Matrix:
 - Cover or do we not cover?
 - If we cover, should the Plan consider:
 - Adjust the member cost share?
 - Seek additional UM controls from MCO/PBM
 - Seek additional support from an external vendor such as Calibrate, Omada Health or Virta Health

Common POV:

How do we utilize these meds as a tool (as opposed to the solution) for helping people live a more healthy and productive life?



Advanced Cost Avoidance Considerations

Evaluating Marketplace Alternatives | Innovative Strategies

Pharmacy Benefit Strategies





Case Study

Pharmacy

Background / Business Challenge	Approach / Solutions	Results Achieved
 First year of partnership with a large school district District in a cooperative purchasing arrangement Evaluated the Districts' pharmacy contract and conducted a procurement for Pharmacy Benefit Manager (PBM) Deliver cost savings/containment without creating participant disruption 	 Go to market and secure offers from the incumbent and competing PBMs Perform forensic review of contract terms associated with each offer Negotiate best and final offers from leading respondents 	 Secured group-specific PBM contract guarantees, for example: Drug ingredient cost guarantees specific to scripts filled by the group Increased rebate share from 90% to 95%. PBM held accountable in each individual drug channel and delivery on each \$2.65M in cost avoidance over a three-year period, related to: No impact to plan participants What stayed the same: Copay structure List of approved drugs PBM partner





Benefits-related Legislation

PA 152 Update

- Sustainability of hard cap increases versus health insurance cost increases
- Potential for legislative change
- Impacts of hard cap versus % cost share
- Potential options to explore

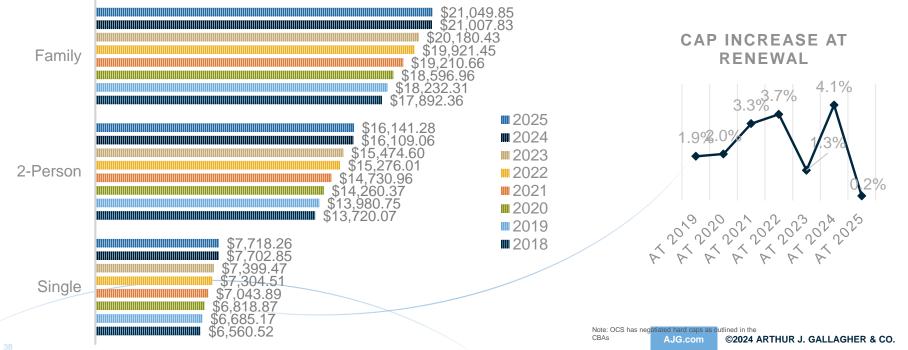


Michigan Public Act 152



Public Funded Health Insurance Contribution Act

Act requires public employers to comply by either implementing hard cap (default, represented below) or 20% employee contributions



Saginaw ISD



Why Does Managing Your Plans Matter?

	Carrier	Deductible	Co-ins	Ee Share	Er HSA Contribution
Plan A	BCBS	500 / 1,000	80%	531 • 1,180 • 1,232	n/a
Plan B	BCBS	1,000 / 2,000	80%	0 • 0 • 0	n/a
Plan C*	BCBS	1,600 / 3,200	100%	0 • 0 • 0	18 • 0 • 250
Plan D*	BCBS	1,600 / 3,200	80%	0 • 0 • 0	477 • 938 • 1,490
Plan E*	BCN	1,600 / 3,200	80%	0 • 0 • 0	2,394 • 4,963 • 6,666
Plan X	BCBS	250 / 500	80%	1,081 • 2,334 • 2,716	n/a

*Saginaw ISD funds up to the PA 152 Hard Cap into a qualified HSA

Saginaw ISD

Why Does Managing Your Plans Matter?

- Attraction / Retention
- Help Employees Become Better Consumers
 - Do they understand common terms
 - Deductible
 - Co-insurance
 - Co-pay
 - Hard Cap
 - Premium
 - Do they understand HDHP & HSA
 - Do they know how to cost mitigate
 - PCP vs. Urgent Care vs. Emergency
 - How to comparison shop services





Saginaw ISD

Why Does Managing Your Plans Matter?

- How many plans are you managing?
- Saginaw ISD
 - 4 Bargaining Units
 - 6 Health Insurance Plans
 - 1 Dental, 1 Vision, 1 Life, 1 LTD
 - 6 combinations of benefit plans
- Partner School District
 - 4 Bargaining Units
 - 75 employees
 - 24 combinations of benefit plans
- Can your team manage so many?
- Bargain for administrative efficiency
- What about my union?





Potential Options to Explore



1

Have a partner in analyzing potential short and long-term impacts of scenarios

- Cost to district/employee
- Availability of real choice
- Likely interest on the part of all parties in making engaged healthcare decisions in the future



Bargain carefully



Imagine a world without PA 152 and bargain accordingly

Seek to understand employee benefit preferences

Public Act 106 (PA 106)



Among other things, requires public employers procuring coverage or benefits to solicit proposals for medical, dental and vision coverage from a minimum of three insurance carriers and one VEBA every three years or whenever a plan change is made.

Considerations







Communication and Education

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District Communications



Educating Plan Participants

Creating a culture of collective, ongoing learning with union/non-union leadership



District Benefits Communications Strategy

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- Develop a calendar annually with key benefit communication topics
- Identify appropriate channels for communication (e.g. email, newsletters, flyers, posters, home mailers, etc.)
- Capitalize on events to communicate key messages
 - Open enrollment open enrollment guides, voice over PowerPoints, group meetings, office hours
 - Employee onboarding often can repurpose open enrollment materials
 - Back to school launch, PD, staff meetings or other events where workforce is together in one place

Health Insurance Communications

Educating Plan Participants | Communicating regularly with employees



Relationship between understanding health status and managing it

Connection between utilization and cost

Where our health insurance dollars go

What options exist in the marketplace

What program change will involve for employees

Projected future state with no change vs. some change vs. significant change



Broader Topics

Creating a Culture of Wellbeing



Mental Health Resources and Carrier Virtual Visits

Preventive Care Visits

Carrier Portal and Mobile App Access

Financial Wellbeing – How to Build a Budget

What to do when I have a Qualifying Life Event

How to Build Resilience



Thank you!

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