

5.2 Member Communication Material Requirements

The Offeror must:

- 1. Submit drafts of the Cover Letter for the Member communications materials mailing to HMO Members, federally mandated Summary of Benefits and Coverage (SBC) and Schedule of Benefits, in both hard copies and PDF with their Proposals. In addition, those HMOs that participated in NYSHIP in 2020 are required to submit drafts of the Side by Side Comparison of Benefits in both hard copies and PDF with their Proposals. HMOs that did not participate in NYSHIP in 2020 will not be required to furnish the Side by Side Comparison with their Proposals.**

Please refer to the drafts of the member communication materials to NYSHIP HMO found in the **Technical Requirements Supporting Documents – M.**

- i. NYSHIP 2019 Cover Letter
 - ii. NYSHIP Summary of Benefits and Coverage
 - a. Draft Summary of Benefits and Coverage without Rx
 - b. Draft Summary of Benefits and Coverage with Rx
 - iii. NYSHIP Schedule of Benefits
 - a. Schedule of Benefits for Commercial Plan without Rx
 - b. Schedule of Benefits for Commercial Plan with Rx
 - c. Schedule of Benefits for Medicare Advantage Plan
 - d. Letter of notice pending CMS approval
 - iv. *Side by Side Comparison of Benefit Changes 2020 to 2021*
 - a. Side by Side Comparison of Benefit Changes 2020 to 2021 - Commercial Plan
 - B. by Side Comparison of Benefit Changes 2020 to 2021 - Medicare Advantage
- 2. The Offeror must provide a list of wellness programs/activities held or scheduled for 2020 and a summary of planned activities for 2021 using the Wellness Programs/Activities chart (Attachment 15).**

The COVID-19 pandemic has posed some challenges with our planned NYSHIP wellness activities for 2020. In response MVP has taken on the challenge by accomplishing most of our consultative services (assessments, committee meetings, evaluations) via Teams and Webex. Our programs and challenges are all delivered virtually. Our Living Well Programs, which are vendor run programs like yoga, cooking classes, fitness, and other activities, have shifted completely to a virtual platform. We continue to schedule and execute biometric health screenings with our screening vendors under new COVID related safety protocols.

One specific thing that we worked on at the onset of the Pandemic are our COVID Toolkits and a virtual Well-Being Rewards Presentation. We have two toolkits that support wellbeing in this new environment and a PowerPoint articulate that will teach and show members how to interact with HealthyRoads, to redeem points earned, and get reimbursed up to \$200.00.

All of MVP's services are still feasible given the pandemic and we will work with NYSHIP, whatever your needs may be.

Wellness Activities

Description of Activity	Planned Date
<p>2020 strategic worksite wellness planning efforts supported by MVP's Commercial Health Promotion team include:</p> <ul style="list-style-type: none"> • Continued support through educational displays for EAP Fairs for requested NYSHIP locations • Provide consultative support for wellness leads at locations where requested. Support includes providing industry standard, best practice recommendations for wellness program structure and implementation 	<p>2/20/2020 – DASNY \$600 Well-Being Rewards Overview Presentation for MVP member employees</p> <p>2/20/2020 – MVP's Commercial Health Promotion Overview Presentation for DASNY HBA</p> <p>Due to COVID-19, no further activities have been planned or scheduled for 2020; other options are being considered for the rest of 2020.</p>
<p>2021: due to COVID-19, nothing has been planned or scheduled for 2021 but will be revisited as restrictions imposed due to COVID-19 are removed.</p>	<p>No dates planned</p>

Please refer to the **Technical Requirements Supporting Documents – N** for a complete listing of the Wellness Activities for 2020/2021.

MVP offers educational opportunities for New York State employees through the wellness section of our MVP Health Care member portal and through our Commercial Health Promotion services. Well-Being Strategists provide consultative services and resources to assist groups with wellness and Population Health Management (PHM) strategies. Workplace wellness consultative services follow a four-step workplace health model that includes assessment, planning, implementation, and evaluation. These strategies may include:

- Program planning
- Employer wellness committees
- Leadership involvement
- Environmental and policy changes
- Annual interest and satisfaction surveys
- Analyzing and presenting aggregate employer group data to serve as the foundation for building an effective wellness program
- Integrating incentive-based benefit design into employer group strategy

In 2020 and for 2021, MVP provides NYSHIP members with \$600 in WellBeing Rewards. This program encourages healthy behaviors by incentivizing members for making healthy choices and reimburses for wellness-related activities.

The table below outlines details of the well-being support MVP currently offers NYSHIP.

Service	Description
MVP's Member Portal	<p>In the Health Resources and Health & Wellness sections of the MVP member portal members can access:</p> <ul style="list-style-type: none"> • HealthVault - allows members to store, track and update personal health and fitness information with ease for themselves and their family. • Preventive Health Guidelines & Information • Health Tools & Calculators • Population Health Management Programs • Treatment Cost and Provider Quality links • Classes & Program Listing • Active & Fit Direct - membership to one of more than 9,500 participating fitness centers nationwide for just a fraction of average market prices <p>MVP's comprehensive member portal provides wellness tools and activities that help members take charge of, and improve, their personal health. The online portal includes the following:</p> <p>Personal Health Assessment (PHA) – Upon completion of a PHA, members receive an online customized Personal Scorecard. This includes:</p> <ul style="list-style-type: none"> • A summary of members' PHAs and their biometric screening results if submitted • An action plan customized to members' health risks and "stages of change" • Guidelines and recommendations for specific health conditions and applicable preventive screenings <p>eCoaching Courses – These self-guided courses allow participants to study a variety of health improvement topics.</p> <p>Daily Email Wellness Reminders – These reminders provide tips on healthy living, weight loss, healthy eating, exercise, managing stress, quitting tobacco, and more.</p> <p>Healthwise® Knowledgebase – Find the latest information on more than 6,000 health topics and use interactive decision tools, check symptoms, or research medications.</p>
Weight Management	<p>There are several weight management-related resources for members via MVP's online tools and activities. MVP offers NYSHIP Wellness Leads resources to implement weight management strategies in the workplace. These include competitions and programs through the consultative expertise of our Commercial Health Promotion team. For example, some weight management/physical activity programs available are the <i>Shape Up, Measure Up</i> and <i>Mission SLIMpossible</i> challenges that can be offered at worksites. In addition, MVP's Clinical Account Manager can provide access to a holiday weight maintenance challenge program called <i>No Gain, Maintain</i>.</p>
Nutrition Counseling	<p>Members have online nutrition resources available to them through MVP's online tools and activities. There are also employer wellness contact resources if there is interest in implementing workplace strategies around nutrition improvement. These include online competitions and programs through our Commercial Health Promotion team. For example, the Healthy Cafeteria and Vending Guide as well as the Choose to Lose Challenge offer employer wellness leads great ideas and program kits to improve nutrition in the workplace—an important strategy since so much of an individual's life is spent in the workplace environment.</p>
Tobacco Cessation	<p>There are a variety of online tobacco cessation resources and goal setting tools offered to members through our online tools and activities. Additionally, MVP's Case Management team often refers members to state quit lines and websites which provide evidence-based coaching and NRT options for appropriate people.</p> <p>Through Work Well, Live Well and Commercial Health Promotion support, there are worksite health promotion resources for onsite wellness leads for tobacco cessation. There is a program kit called <i>Beat the Pack</i> which provides employers with all the materials they need to conduct onsite tobacco cessation support group programs. Additionally, Well-Being Strategists can work with the wellness lead to establish tobacco-related policies, environmental/cultural strategies, etc.</p>
Fitness Promotion	<p>MVP's online wellness tools and activities for members include competitions and more. Members have access to the at home fitness equipment and accessory discounts offered through Choose Healthy. Additionally, <i>Active & Fit Direct</i> offers members access to gym and other wellness discounts.</p> <p>MVP's Commercial Health Promotion Team offers a variety of support materials and educational information that helps employer wellness leads implement fitness-related interventions. For example, the <i>Minutes in Motion Challenge</i> is a workplace challenge that encourages peer support and increased physical activity within the 4-week challenge.</p>

Service	Description
Depression / Anxiety / Stress Evaluations	MVP's online tools and activities offer members stress management programs. Additionally, the online Personal Health Assessment has mental health-related questions which trigger Care Management outreach if members indicate they are high risk in various categories. There are resources through Commercial Health Promotion for wellness leads interested in implementing mental health-related programming. MVP Commercial Health Department offers customizable challenges and programs for stress management like the Gratitude Challenge, Mindfulness Retreat, and virtual Mindfulness Based Stress Reductions. These programs generally run for 4-6 weeks and are provided to the employer as pre-packaged, ready to roll-out programs.
Cancer Prevention Awareness	MVP Health Care has an entire module related to the importance of preventive screening. Features include individualized Web-based reminders based upon PHA completion and an online interactive tool that recommends health screens based on user-entered age, gender, and personal risk status. Additionally, preventive care guidelines are actively promoted and updated through MVP's online tools and activities for members.
Walking Program	MVP's Commercial Health Promotion Team provides consultative support with movement and physical activity challenges. These programs include all the necessary tools to run an effective worksite-based movement program but can also be used by individuals to increase activity as part of a company or department wide initiative.
Medical Self-Care Program	MVP Health Care's wellness portal offers tools to help members identify and manage health conditions such as asthma, diabetes, low back pain, and stress. It also includes self-care resources such as Urgent Care finders and symptom checkers.
Health Education / Awareness Campaigns	MVP's Commercial Health Promotion Team can assist with innovative tools and resources that focus on education and awareness around a variety of holistic wellness areas including Physical, Financial, Mind and Spirit, Social and Surroundings. Our team can provide reputable educational materials and assist with identifying community resources and opportunities for employees.

NYSHIP Wellness Support

3. The Offeror must provide a list of its current five largest employer groups in descending order by number of contracts using the Current Five Largest Employer Groups chart (Attachment 16).

Please refer to the **Technical Requirements Supporting Documents – O** or a listing of the Current Five Largest Employer Groups

4. Federally required Summary of Benefits and Coverage (SBC) for the proposed benefit package offered through NYSHIP. If the final 2021 SBC is not available for inclusion with this submission, please submit a draft version and advise when it is expected to be finalized. A finalized SBC must be submitted as soon as it is available, but no later than October 1, 2020.

Please refer to the **Technical Requirements Supporting Documents - M** for a draft of the Summary of Benefits and Coverage (SBC) for the proposed benefit package offered through NYSHIP. The final version will be submitted in September.

5. Additional Member Communication Materials to Members for 2021 – Cover Letters, Marketing Materials. Refer to Section 3.6 of these Specifications for specific details. To ensure all Members have plan information prior to the NYSHIP Option Transfer Period, HMOs must submit confirmation to the Department that all Required Communications Materials have been mailed to Members by October 21, 2020.

Please refer to the **Technical Requirements Supporting Documents - P** for a copy of the 2021 NYSHIP Member Communication Materials.

- i. 2021 NYSHIP Custom Packets
- ii. NYSHIP Summary of Benefits

iii. Medicare Advantage Plan Benefit Slick

6. **Choices Page, for both Commercial and Medicare Advantage Plans, as applicable. HMOs will have ten business days to complete their HMO e-page(s), after which time, access will be denied. All HMOs submitting Proposals will be required to access a Department online data interface (HMO ePage) through which plan benefit details will be electronically submitted to the Department. Additionally, HMOs are required to print a hard copy of their Choices page information from the database and submit it with their Proposal. This process will enable the Department to implement their online health benefit plan comparison tool. [Note: HMOs will ONLY be granted access to the Department’s online data interface with their ePage if they have completed and submitted an affirmative Notice of Intent (Attachment 28) to participate in the 2021 NYSHIP plan year. The Notice of Intent will only be considered valid if it is sent to both the Department and the JLMC Contact Members (Attachment 13).]**

HMOs that participate in NYSHIP during 2020 will be able to edit selected fields of their 2021 Choices page content in the electronic templates to accurately describe plan benefits for the 2021 Plan Year. HMOs that did not participate in NYSHIP during 2020 will access blank electronic templates to electronically submit their Choices page information.

The Department’s Communications Unit will use the electronic information submitted by each HMO to format a version of their pages for the Choices guide. HMOs will receive copies of their final Choices pages for sign off for accuracy via e-mail from the Communications Unit. Benefits described on an HMO’s Choices pages will be binding upon such HMO, even in the event of erroneous oversight during such review.

Please refer to the **Technical Requirements Supporting Documents - Q** for copies of the *Choices* page for Commercial and Medicare Advantage Plans

- i. *Choices* page – Commercial Plan
- ii. *Choices* page – Medicare Advantage Plan

7. **Schedule of Benefits required for Commercial Plan and Medicare Advantage Plan enrollees, if applicable. [Note: If this is part of the Offeror’s Certificate of Coverage and/or Evidence of Coverage, indicate page numbers where this information can be found].**

Please refer to the **Technical Requirements Supporting Documents - M** for the Schedule of Benefits for commercial plan and the Medicare Advantage plan.

8. **Side by Side Comparison of Benefit Changes 2020 to 2021 (document must be titled as such) identifying changes from 2020 (current year) to 2021 (upcoming year) for Commercial Plan and Medicare Advantage Plan Enrollees, if applicable. In the event there are no changes in the benefits offered, the HMO is required to mail an affirmative statement to Members confirming that there are no changes from the previous year; a copy of the statement of “no change” should be included in this submission, if applicable. This requirement is only for HMOs that participated in NYSHIP in 2020. See SAMPLE Side-by-Side Comparison (Attachment 25).**

Please refer to the **Technical Requirements Supporting Documents - M** for the Side by Side Comparison of Benefit Changes 2020 to 2021 for Commercial and Medicare Advantage Plans.

- Side by Side Comparison of Benefit Changes 2020 to 2021 - Commercial Plan
- Side by Side Comparison of Benefit Changes 2020 to 2021 - Medicare Advantage

9. Listing of Certificate/Group Contract, Riders and/or Amendments (see SAMPLE Contract and Rider Summary (Attachment 30)). Include both Commercial HMO and Medicare Advantage Plan documents.

Please refer to the **Technical Requirements Supporting Documents - R** for the Listing of Certificate/Group Contract, Riders and/or Amendments.