



McKESSON

Empowering Healthcare

FEP Consumer Tools Planning Meeting

Communications Roadmap

Section Goals

- Understanding current Communications Work-Order & Invoice process
- Review of 2009 Activities & Budget by Quarter/Category
- Value of Blue – Integrated Communication Strategy Discussions
 - Understanding FEP goals, objectives, and intentions
 - 2010 Consumer Tools Communication Process Definition
- Drill Down - Projected 2010 Communication Activities
 - Sub-level discussions by Category
 - Determine inclusions/prioritization/timeline
- Clarify 2010 Process and Procedures

Work Order Process

■ Print

- **1st Work Order** - based on estimated quantities from the most recent comparable mailing or most recent data pull assessment. Document includes estimated project cost. This initial documentation allows McKesson to begin incurring costs for creative development. McKesson gets 3 competitive vendor bids for all print projects.
- **2nd Work Order** is based on the actual mail file pull so the quantities/price will be more accurate. Includes revised price estimate that will be invoiced 80% once mailing begins.
- **Reconciliation Work Order** is based on the final quantities mailed and lists the final amount due for the project. Upon receipt of this signed work order a final invoice will be generated.

■ Web/Online/Electronic deliverables Review proposed schedule and budget

- Requires 1 Work Order only – is based on project specifications. Because quantities and postage are not involved, the work order is accurate the first time around unless specifications shift and then a new work order would be generated.

*In addition to financial work orders, the FEP project manager must sign off on creative proofs agreeing to the final artwork.

Invoice Process

Print deliverables: invoicing process based on auditor recommendations

- Invoice 80% when a portion of the mailer has dropped.
- Remaining 20% is reconciled and the difference invoiced (may be under or over 20% based on actuals). This process requires FEP review, sign and fax back a reconciliation work order.

Web/Online/Electronic deliverables: invoicing process agreed upon by auditor in fall 2009 (does not include a reconciliation process however project information is in audit binder with appropriate documentation).

- Invoice 100% or 80/20% dependant on size of job.
- Example: Employee Tool Kit & Rolling Banner billed at 100%
- PIN Gateway Online development: Billed 80% and 20% (no reconciliation will occur as projects are not tied to postage/quantities mailed).

2009 Program Communications Activities Q1 & Q2

■ In the first half of 2009 we:

- Launched Blue Health Assessment, providing support materials to field service
- Revamped the BHC portal to reflect the new fepblue.org website
- Designed a well received Heart Health targeted mailer, integrated into the fepblue.org website
- Created a Wellness Guide, driving membership to BHC online tools

	Direct Mail	BHC Portal (Web/Email)	Wellness/HEDIS	Staff Outreach	Member Outreach	Fulfillment	2010 Launch
On Go	New Member Kit	Weekly Wire E-Mail				Literature fulfillment, Individual Requests, Sort Returned mail.	
		Portal Update: News from Blue					
Q1	Jan/Feb – Letter, insert w/ printing on envelope		Feb. – Valentine Heart Health mailing				
Q2	May/June – BHC Wellness guide stair-stepped mailer	April – Portal Enhancement to reflect new fepblue.org design		March/April – Field Service BHA Cheat Sheet handout	How To Guide Brochure for distribution to members by Field Service		DC Site visit, Planning
	Reprint of BHA inserts sent to Accordant for						New BHC Portal Design, BHA Smart Messages

- > Launched Healthy Kids: Jump 4 Health
- > Developed the 2010 Consumer Tools website
- > Flash Programs
- > Developed educational Employee Tool Kit, Presentation
- > Member outreach at Blacks in Government Conf.

	Direct Mail	BHC Portal (Web & Email)	Wellness/HEDIS	Staff Outreach	Member Outreach	Fulfillment	2010 Launch
Q3	September/October - Letter with insert (coming soon Consumer Tools message) w/ flu messaging			Sept - Field Service Conference - Healthy Kids & Consumer Tools education	August - Black In Government Conference - Interactive Spin Wheel Game promoting BHA		Registration Page Design
				Consumer Tools Power Point Presentation			Healthy Families Landing Page
							Certificate Web Functionality
							SMC messages
							PHR Dev
							BHA Evolution
Q4		Coming soon rolling banners on portal, 1/1 development also	Sept. 30- Nov. 15 - Healthy Kids Jump Start Health campaign (print, web, premium fulfillment, data exchange) Updated privacy policy	Consumer Tools Employee Tool Kit		MyBlue Wellness Certificate Design & Letter dev	PIN Gateway (revised reg pages, gateway page)
		Adjustment to Guest page message promoting - must register in 2010	October - Mammogram Wellness Mailing			PIN Letter dev	Targeted Kids Letter Dev (BMI)
							FLASH Development
							Disease Mgmt Programming

2009 Total Program Communications Costs - \$4,326,162.25

2009 Direct Mail	Dollar Amount	2009 Wellness/HEIDS	Dollar Amount
1262: BHC January & March 2009 Letter with Buck Slip	\$ 804,246.26	1356: HEDIS Heart Mailer	\$ 337,380.51
1276: BHC Self-Mailer Wellness Guide	\$ 995,391.28	1038: October 2009 Mammogram Mailer	\$ 137,657.75
1282: Fall Letter with Buck Slip	\$ 823,388.61	1280: Healthy Kids Jump Start 4 Health	\$ 841,189.70
1034: 2008-2009 New Member Kit - 6 month supply (20%)	\$ 22,492.17	2009 Staff Outreach	
1275: 2009 New Member Kit (6 month supply)	\$ 72,358.00	1278: Cheat Sheet	\$ 1,348.89
FEP1266 - 2007 NMK	37,301.86	1284: Field Service Conference	\$ 7,356.78
		1294: Employee Tool Kit	\$ 3,960.00
2009 BHC Portal (Rolling Banners, Web)	\$ 8,984.76	2009 Member Outreach	
1289: 2010 Healthy Families Landing Page on BHC Website	\$ 101,715.95	1279:BHA How To Guide	\$ 17,395.40
1290: 2010 MyBlue Wellness Certificate Incentive Functionality Development	\$ 76,778.00	1281: Shipping of Member Blue Health Assessment Cheat	\$ 6,940.00
1292: Flash Marketing Video and Flash Tutorial, subcontracted w/ Mad Pow	\$ 2,432.50	1048: Blacks In Government Conference	\$ 5,671.18
1293: Rolling banner development	\$ 19,618.45	1285: Accordant Buck Slips	\$ 2,554.20
1041: 2010 BHC Online Registration Enhancement/PIN functionality/gateway page			

Budget Allocation Comparison 2009/2010

2009

2009 Direct Mail	\$2,755,178.18
2009 BHC Portal (Rolling Banners, Web)	\$ 209,529.66
2009 Wellness/HEIDS	\$1,316,227.96
2009 Staff Outreach	\$ 12,665.67
2009 Member Outreach	\$ 32,560.78
Total	\$4,326,162.25

*Consumer Tools fulfillment new in 2010.

2009 Budget Allocations



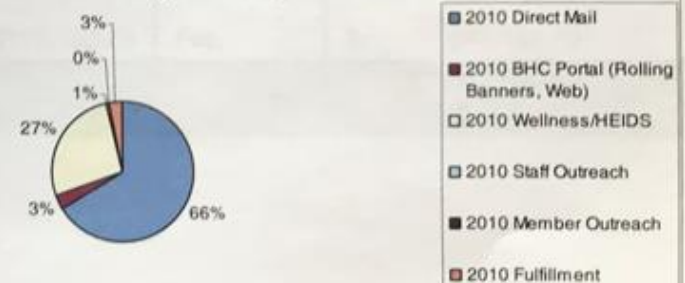
2010

2010 Direct Mail	\$ 3,952,743.58
2010 BHC Portal (Rolling Banners, Web)	\$ 173,973.91
2010 Wellness/HEIDS	\$ 1,609,916.19
2010 Staff Outreach	\$ 32,000.00
2010 Member Outreach	\$ 7,000.00
2010 Fulfillment	\$ 178,036.24
Total	\$ 5,953,669.92

*Consumer Tools fulfillment category new in 2010.

**Due to financial reconciliation process and evolving specifications throughout campaign year, prices are not locked in but rather a best estimate.

2010 Projected Budget Allocation



2010 Program Communications Costs To Date

Consumer Tools & Wellness, 2009 Activities Carried Over to 2010

Description	Total Project	2010 Invoices	Month	2009 Invoices
1289: 2010 Healthy Families Landing Page on BHC Website	\$ 11,231.00	\$2,246.24	Jan.	\$ 8,984.76
1290: 2010 MyBlue Wellness Certificate Incentive Functionality Development	\$ 127,145.00	\$25,429.05	Jan.	\$ 101,715.95
1292: Flash Marketing Video and Flash Tutorial, subcontracted w/ Mad Pow	\$ 95,848.00	\$7,668.00	Jan.	\$ 76,778.00
		\$11,402.00	April	
1041: 2010 BHC Online Registration Enhancement/PIN functionality/gateway page	\$ 24,523.07	\$4,904.62	Jan.	\$ 19,618.45
1280: Healthy Kids	\$1,011,256.59	\$170,066.89	Feb.	\$ 841,189.70
Total		\$221,716.80		\$ 1,048,286.86

2010 Program Communications Allocated Costs To Date

Description	Total Project	2010 Invoices	Month
1287: January 2010 Targeted Kids Letter Promoting MyBlue Wellness Incentive for kids	\$ 214,676.00	\$ 171,741.00	Jan.
		\$ 42,935.00	Jan.
1042: Heart Mailer	\$ 433,173.30	\$ 346,538.64	Feb.
		\$ 86,634.66	April
1277a/c Jan/Feb 2010 Letter and NMK, Fulfillment and How to guide	\$ 1,404,424.78	\$ 1,123,539.82	Feb.
		\$ 280,884.96	July
1277b: Audio Health Library Directory	\$ 18,415.00	\$ 18,415.00	Jan.
1291: 2010 MyBlue Wellness Certificate Incentive Fulfillment Process*	Projections noted, tiered pricing outlined in work order.	\$ 8,261.20	Jan. set up fees
		\$ 9,728.00	March
		\$ 9,728.00	May
		\$ 8,672.00	July
		\$ 8,672.00	Sept
		\$ 8,672.00	Nov
1040: 2010 On-going BHC Online Registration Member PIN Letter Fulfillment Process * The work order is for 50,000 letters for a 12 month period. We will mail the 50,000 in just a few months requiring a 2nd work order be developed and signed.	\$ 57,815.52	\$ 21,961.68	March
		\$ 21,961.68	May
		\$ 13,892.16	July
1044 Rolling Banner	\$ 1,362.00	\$ 1,362.00	April
2010 Allocated Costs (this slide)		\$ 2,183,599.80	
2010 Allocated Costs (previous slide)		\$ 221,716.80	
Total YTD 2010 Allocated Costs		\$ 2,405,316.60	

Remaining Balance of 2010 \$6 Million Budget: \$3,594,683.40



Discussions & decisions that need to occur

- Across categories define FEP intentions, business objectives and goals
 - **Secure Message Center:** Timing/Topic/Trigger - Quarterly Targeted Message (i.e. Jan. '10 – diabetes)
 - **MyBlue Benefit Statement:** Timing/Topic/Trigger - Quarterly Targeted Message (i.e. April launch – Pharmaceutical Savings Alert)
 - **Periodic Portal Updates:** Timing/Topic/ - Rolling Banners, Look What's New, News from Blue, Site FAQs help section
 - **Full Site Single Sign On Transition:** Timing/Intended Messaging – impacts Registration Process re-messaging (flash, print, web). FEP's vision?
 - **Other Potential Site Enhancements:** Define Enhancements/Develop Content/Site Positioning/Timing
 - **2011 Benefit Incentive Planning** – What new incentives considered for 2011? – impacts online functionality development & messaging across categories
 - **Wellness Initiatives:** What are the OPM targeted areas for wellness improvement? Confirm wellness targets for 2010 (Heart, Teen, Mammogram). Possible follow up postcard to Healthy Kids Jump 4 Health.
- 2010 Consumer Tools Communication Process Definition
 - Who does McKesson work with on campaign planning? Regular scheduled meetings? Who signs work orders?
 - McKesson to refine recommended budget allocations based on discussions

Discussions & decisions that need to occur

- Determine FEP participants on committee
- Establish weekly or bi-monthly meeting time
- Review proposed schedule and budget
- Clarify 2010 Process and Procedures
- Project #1: Review Spring Mailer work order, timelines and artwork.

2010 Proposed Communications Plan - Direct Mail Schedule

- Primary messaging confirmation: BHA/MyBlue Wellness Incentive, Introduction to MyBlue Benefit Statement, Personal Health Record, Talk To a Nurse 24/7. Possible notification of new SSO.

	Description	Establish Lead Time/Notes
On-Going	Consumer Tools New Member Kit - letter, magnet, how to guide, AHL directory -mailed monthly to new subscribers) Will need to reprint mid-year.	Complete
Quarter 1	January/February - Letter with magnet, Consumer Tools How To Guide (national audience) \$1,404,424.78	Complete
Quarter 2	<p>April/May - Consumer Tools Spring Self-Mailer (national audience) \$1,075,436.80</p> <p>Begin work on NMK reprint \$100,000</p>	<p>BHA and BS promotion. Initial creative 2/12. Final creative deadline: 3/25. Two rounds of revisions.</p> <p>Adjustments to Roll fold only requirement (BS messaging).</p>
Quarter 3	Sept/October - possibly two targeted versions of Consumer Tools Fall Refresh Self-Mailer (national audience) \$1,300,000	June/July analysis to determine if 2 targeted versions make sense. Announce any SSO changes? 2011 Incentives?
Quarter 4	Development of Jan/Feb 2011 materials with new incentive, Development of 2011 NMK (Fees in 2011)	Review and Approve

2010 Proposed Communications Plan – BHC Portal

(Enhancements, New Content, Rolling Banners, Web Portlets, Email, Weekly Wire)

Outlined Q1 & Q2 activities to be updated based on business strategy discussions.

	Description	Establish Lead Time/Notes
On-Going	Quarterly SMC Benefit Statement emails	Approved, to be automated
	2009 Activities (noted in previous slides), Invoices \$51,649.91	
Quarter 1	Jan - Targeted Diabetes SMC message	Complete
	Added Flash link to Look What's New	Complete
	Immediate Launch Portal Enhancements - Site FAQ tab	In-progress
	Update News From Blue	Paula to supply?
	Weekly Wire Message Development -	March through May Content to be delivered Feb. 24 Identify topics for summer months
Quarter 2	April - Benefit Statement Saving alert targeted message – pharmacy	In-progress for 4/9 launch
	Benefit Statement Saving alert targeted message defined further	Timing/Topic/Trigger
	SMC Targeted Message TBD	Confirm quarterly timing, goals, review process
	Rolling Banner & Flash programming updated – 4/9 \$1,362.00	Feb/March timing
	Online How to guide updated – 4/9 \$1,500	Feb/March timing
	Update Look What's New	Part of 4/9 launch
	Update News From Blue	Paula to supply?
	Discuss SSO and 2011 Incentive	Planning sessions
	Weekly Wire Message Development (HTML or Plain text?) TBD	
	Development of 2011 materials with new incentive	Review and Approve

2010 Proposed Communications Plan – BHC Portal

(Enhancements, New Content, Rolling Banners, Web Portlets, Email, Weekly Wire)

Outlined Q3 & Q4 activities to be updated based on business strategy discussions.

	Description	Establish Lead Time/Notes
Quarter 3	SMC Targeted Message TBD	Confirm quarterly timing, goals, review process
	Benefit Statement Saving alert targeted message TBD	Timing/Topic/Trigger
	Rolling Banner Updates \$1,362.00	Activated with phase 2 (July)
	Update Look What's New	Quarterly or 6 months?
	Update News From Blue	Paula to supply?
	Implementation - Notifications around SSO Changes? \$100,000	
	Weekly Wire Message Development (HTML or Plain Text) TBD	Need to discuss- fall topics
Quarter 4	SMC Targeted Message TBD	Confirm quarterly timing, goals, review process
	Rolling Banner Updates \$1,362.00	Timing/Topic
	Benefit Statement Saving alert targeted message TBD	Timing/Topic/Trigger
	Update Look What's New	Quarterly or 6 months?
	Update News From Blue	Paula to supply?
	Weekly Wire Message Development - what's coming in 2010 (HTML or Plain Text) TBD	Need to discuss- winter topics
	Development of 2011 materials with new incentive	Review and Approve

2010 Proposed Communications Plan – Wellness/HEDIS

Wellness promotion has expanded to include a number of interactive mediums.

Healthy Kids: Jump 4 Health included direct mail, written & online enrollment, online BMI calculator, quiz and resources, along with incentive premium.

Programming notes to be updated based on business strategy discussions today.

	Description	Establish Lead Time/Notes
Quarter 1	Jan. - Targeted Healthy Families letter promoting BMI calculation (families with kids 5-17 years old) \$214,676	Complete
	Feb. - Valentine Heart Health mailing with perforated greeting card (45-60 year old households). Fepblue.org online integration. \$433,173.30	Complete, McK to provide data
Quarter 2	Healthy Kids Jump 4 Health – Final 20% from 2009 \$170,066.89 Possible follow up postcard for kids overweight/obese but not yet visited 2010 HF page for nutritional visits TBD	Data mining required
Quarter 3	August - Teen program launch with HRA, Social Media and BMI wheel (teen and parent facing components). Requires updated privacy policy. Will also update 2007 teen web content. \$600,000	Need to establish goals, ID team, set up meetings
Quarter 4	October - Mammogram Wellness Mailing or other initiative? \$192,000	Update creative (used twice)

2010 Proposed Communications Plan – Staff Outreach

Via mailed materials, Blueweb and townhall calls, key Consumer Tools/wellness programming information is shared with Plan staff. Mediums range from

- Online employee tool kit
- Power point presentation
- PDF sample mailings/schedule
- Print samples for special programming (i.e. Healthy Kids: Jump 4 Health BMI wheel)
- Annual conference participation
- Site access

	Description	Establish Lead Time/Notes
On-going	BHC consumer tools & wellness materials posted on BlueWeb Regularly along with Town Hall meeting representation.	Approved materials supplied to Paula.
Quarter 1		
Quarter 2	Benefit Statement Employee Tool Kit update	To reflect BS, Tracker and Calendar info
Quarter 3	Sept - Field Service Conference \$7,000 Handouts for Open Season \$25,000	Establish committee
	Begin discussions around SSO modifications	
Quarter 4	Implementation - online SSO modifications	
	Changes to any incentives - 2010 planning	
	Mail materials to distribution centers	



2010 Proposed Communications Plan – Conferences/Member Outreach

As FEP's programming evolves so does McKesson's marketing strategies. In 2009 McKesson participated in the well attended Black in Government Conference where we promoted Blue Health Assessment.

2010 opportunities to be evaluated in upcoming weeks.

	Description	Establish Lead Time/Notes
Quarter 1	Jan - Field Service Consumer Tools Tri-Fold brochure for distribution to membership	Complete
Quarter 2	TBD	Identify if anything
Quarter 3	August - Blacks in Government Conference attendance? \$7000	Determine if attending based on business goals., evaluation of last year's impact, ID team.
Quarter 4	Materials for 2011 - for open season and for distribution centers	Begin in summer

2010 Proposed Communications Plan– Fulfillment

PIN Letter fulfillment adjustment in April 2010 to support expanded programming.

Initial results of BHA 2010 MyBlue Wellness Incentive with online certificate access are positive. Refining online message in Q1 to clearly describe required 72 hour wait period for copayment waiver effective date.

	Description	Establish Lead Time/Notes
On-Going	Mail Certificate \$62,405.20 & PIN letters \$57,815.52 (through Spring) 2 nd work order for remainder of year estimated at \$57,815.52	Active
Quarter 1	Possible online messaging enhancement around required timelines for copayment to be effective.	Currently reviewing.
Quarter 2	Updated PIN letter - Benefit Statement, Calendar & Tracker	Approved. Will be live 4/9
	Begin discussions around 2011 incentive	ID impact to online programming and print
Quarter 3	Development of 2011 materials w/ new incentive	ID team, set up meetings
Quarter 4	Development of 2011 materials w/ new incentive	Review and Approve