

University of Missouri System

2017 Annual Enrollment Performance Report

GOALS

The University of Missouri (UM) System's 2017 Annual Enrollment (October 17-28, 2016) achieved the goals as set out by the university's leadership. These goals were to:

1. Keep faculty and staff costs manageable by:
 - a. Introducing the Custom Network Plan in the St. Louis region and driving employee uptake in this second market.
 - b. Maintaining the same PPO Plan deductibles in Kansas City and Rolla, since the Custom Network is not yet available in those regions.
 - c. Preparing a dependent eligibility verification for February 2017.
2. Encourage active choice-making with:
 - a. A plan comparator tool from UnitedHealthcare.
 - b. Active enrollment and numerous educational opportunities.
3. Promote wellness with:
 - a. The 2017 Wellness Incentive, expanded to encourage financial wellness, public service, and diversity, inclusion, and equity.
 - b. The tobacco-free discount on medical insurance.

RESULTS

Employees responded favorably to UM System's efforts to keep faculty and staff costs manageable. 18% of employees eligible for the new Custom Network Plan-St. Louis enrolled in that plan, and 76% of that total migrated from the more expensive PPO Plan. Continuing the trend for the past two years, 53% of employees eligible for the Custom Network Plan-Columbia enrolled in it, with an additional 6% migrating this year from the more expensive PPO Plan.

To encourage active choice-making, the UM System Office of Human Resources executed a comprehensive communication and education campaign. It included more than 380,000 communication touches and 2,678 personalized service events (details at right).

The results of active choice-making were clear. For the third year in a row, the UM System enjoyed 99% engagement in Annual Enrollment—with only 1% (251 employees) failing to act and defaulting to the after-tax, no-discount Healthy Savings Plan.

Wellness remains an important commitment for the UM System. For the second year, the university promoted a tobacco-free lifestyle by offering a \$50/month discount on monthly medical insurance premiums for employees and their dependents who pledged to be tobacco free throughout 2017 or enroll in a cessation program. 86% employees took advantage of the discount.

Also, the 2017 Wellness Incentive pays eligible employees up to \$450 if they invest in the five priorities of the UM System Culture of Health: be active, eat well, achieve work-life fit, work healthy, and empower and appreciate. The incentive program runs from November 2016 to September 2017, so final data are not available. But 86% eligible employees committed to engage in the 2017 Wellness Incentive during Annual Enrollment.

99% actively participated

93% enrolled in medical insurance

Of those eligible, 53% enrolled in the Custom Network-Columbia and 18% enrolled in Custom Network-St. Louis

Out of all 18,932 employees, enrollment results were:

- 38% - Custom Network Plan-COL
- 2% - Custom Network Plan-STL
- 24% - Healthy Savings Plan
- 29% - PPO Plan
- 7% - Waived medical insurance
- 15% - FSA
- 20% - HSA
- 89% - Dental
- 70% - Vision
- 100% - Life
- 100% - Long Term Disability

86% employees benefited from the tobacco-free discount on medical insurance premiums

86% committed to engage in the 2017 Wellness Incentive

Communication and education efforts included:

- 2,678 HR Service Center assists
- 104,566 mass emails sent; 35% engagement
- 21,080 direct mailings
- 35,209 social media reaches
- 228,004 web visits (Sept.-Oct.)



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COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS