



Long-Term Care (LTC) Program Stabilization and Open Application Period Project (SOAPP)

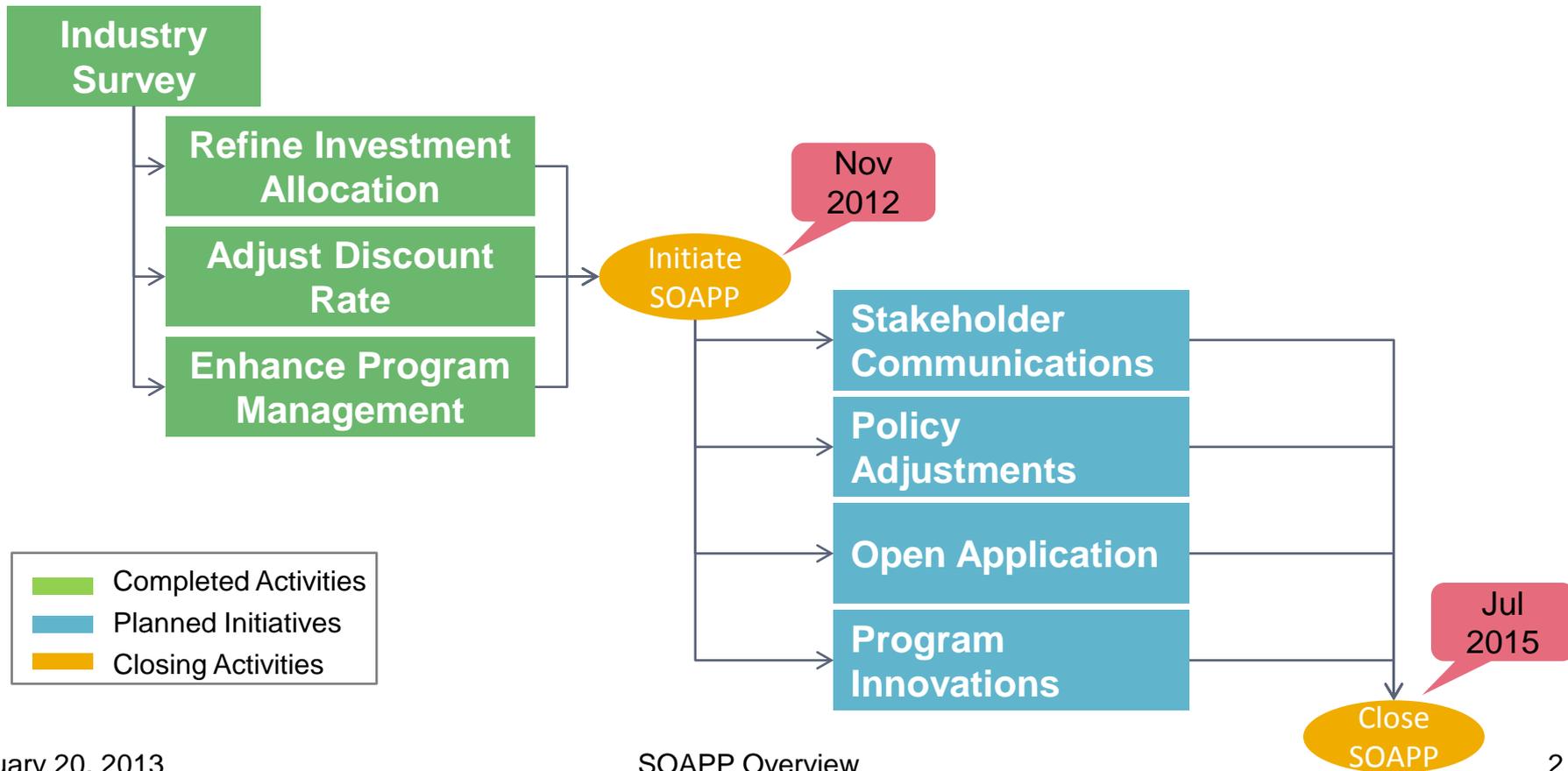
SOAPP Overview

February 20, 2013



Stabilization Strategy

Significant thought and effort has gone into identifying ways to stabilize and sustain the LTC Program.





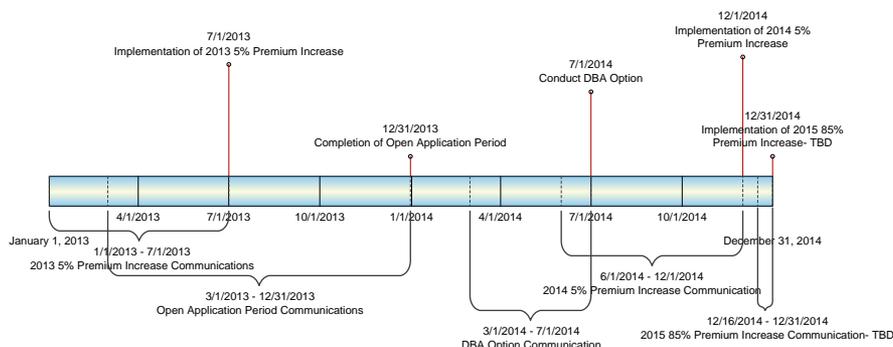
Stakeholder Communications

Ensure that stakeholders and team members are informed and educated on LTC Program changes and activities.

- Establish Stakeholder Communications Team
- Define Roles and Responsibilities
- Define Communication Channels
- Provide Overall Communications Management Tool

Type of Communication and Channel	What Needs To Be Communicated?	Who Will Develop and Present Communication?	Who Will Approve Communication?	2013 Premium Increase	Open Application Period	2014 Premium Increase	Related to Refine	2015 Premium Increase	DBA
Targeted Letters	<ul style="list-style-type: none"> Premium Increase- Specific information about the member's current policy and what their options are Details on who is eligible for the DBA election to meet for a DBA-TRC interview 	HPAD	HPAD	7/1/2013	12/31/2013	12/1/2014	3/1/2014	7/1/2015	7/1/2014
Webinars	Information on purchasing LTC	HPAD	FACF						
FAQs	LTC purchase dates	HPAD	HPAD						
Education	Details on changes in LTC Program	HPAD	HPAD						
HPAD	Information on LTC Restructure	HPAD	FACF						
Executive	Information on LTC Restructure	Executive	Executive						
Executive	Information on LTC Restructure	Executive	Executive						
Executive	Information on LTC Restructure	Executive	Executive						
Executive	Information and important items	HPAD	FACF						
Executive	Status updates for SOAPP	Executive	Executive						
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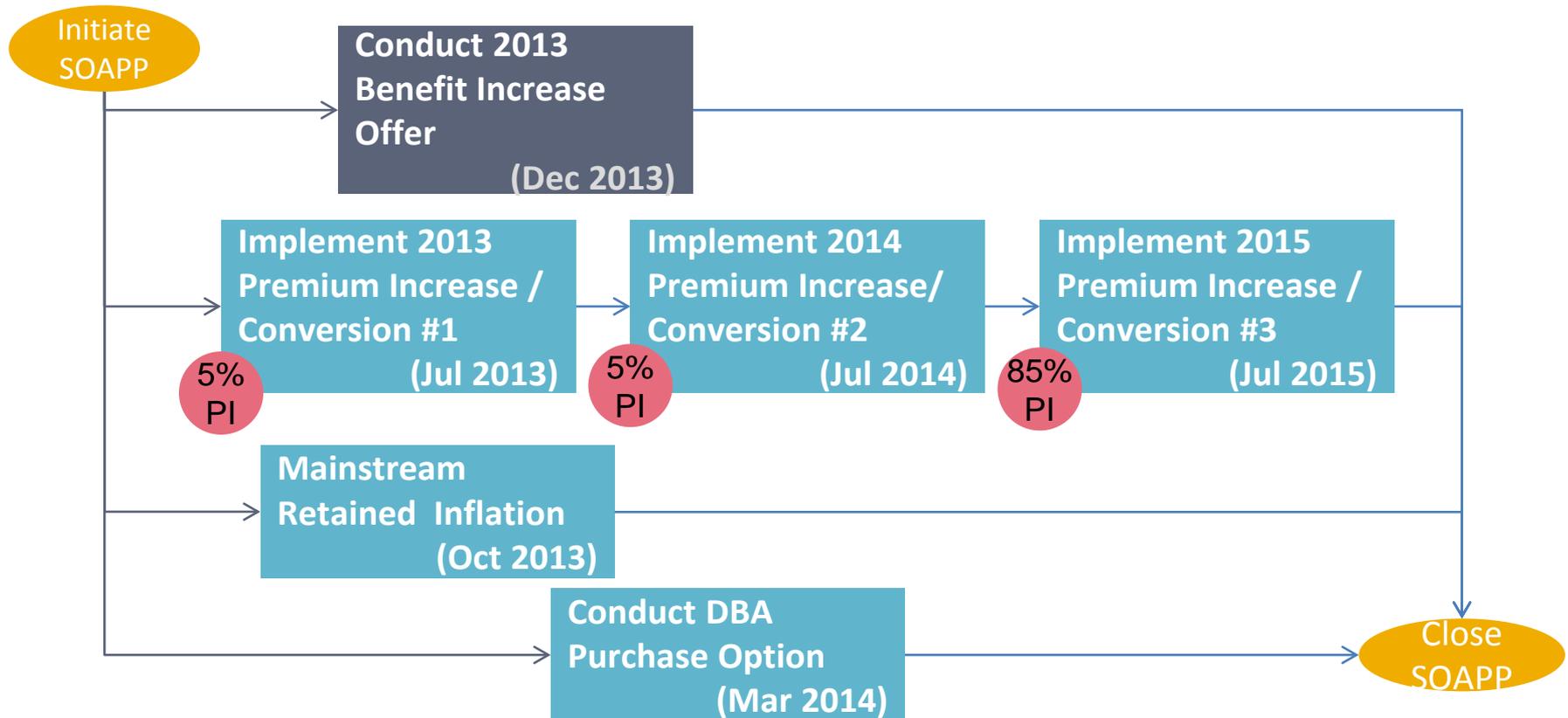
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Employer/State Contracting Agencies and CSO	<ul style="list-style-type: none"> Circular Letter Employer News Employer Education Education 	HPAD	FACF	7/1/2013	12/31/2013	12/1/2014	3/1/2014	7/1/2015	7/1/2014
Association									
Health Plan Administrators									
Investors									
State of California Public Employees' Retirement System									
General Communications	<ul style="list-style-type: none"> Press Releases Posters CalPERS Online Facebook Twitter Conferences Publications (IRPA, DBA) 	FACF	FACF		Following PERS Approval of GAP				





Policy Adjustments

Provide existing Members the opportunity to adjust their policies to avoid premium increases or adjust their benefits to meet today's conditions.





Open Application

Bring in additional LTC Members with appropriate underwriting to reduce risk to the pool.

