

# Long-Term Care (LTC) Program LTC4 Open Application Update



# Open Application Approach

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- Soft Launch

- Launched December 23, 2013
- Implemented Enhanced Website
- Published Application Kit
- Distributed Initial Employer Kit

Soft Launch

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- Marketing Launch

- Published Press Release and Social Media Messages on February 6, 2014
- Perform Outreach to Target List of Employers
- Conduct Ad and Media Campaign

Marketing Launch

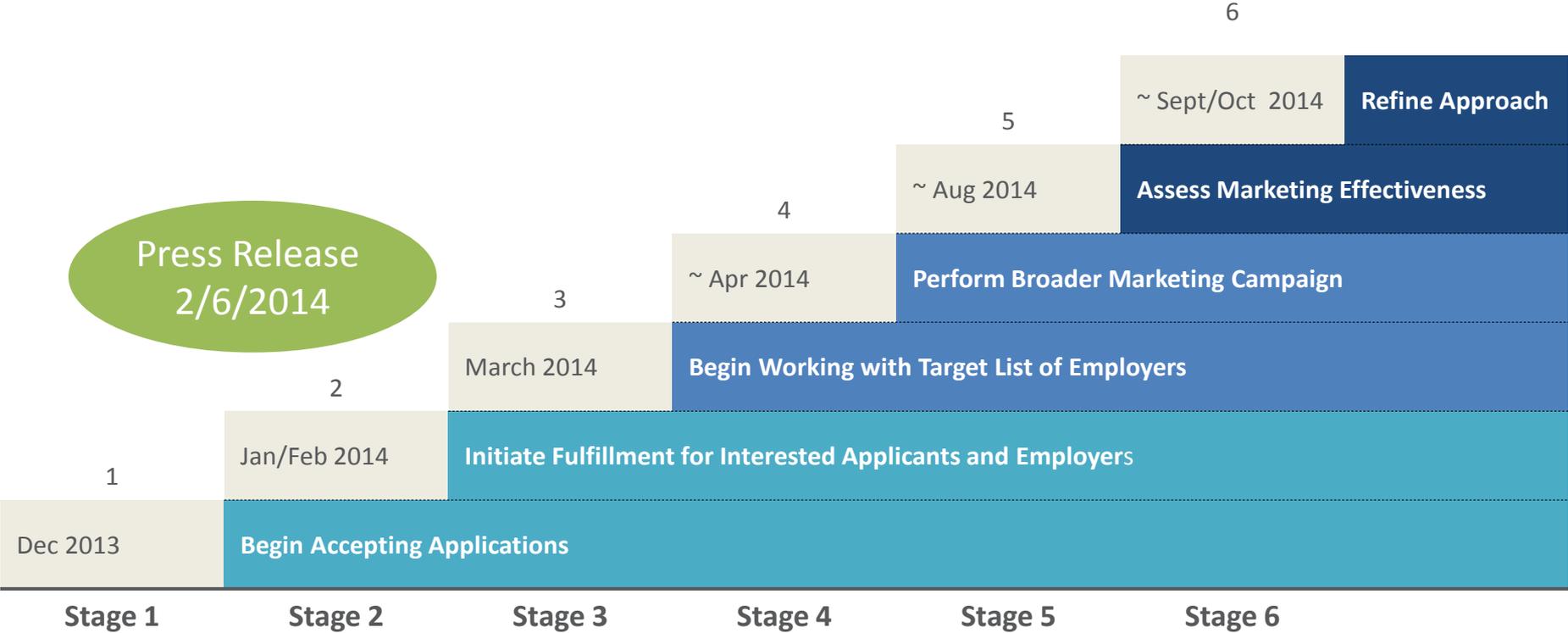
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- Evaluate Marketing Effectiveness

- Evaluate Achievement of Goals
- Evaluate Marketing Effectives
- Adjust Marketing Approach as Needed

Evaluation/Refinement

# LTC4 Marketing Approach



# LTC4 Application Kit Requests

Year	Kit Requests
2014*	3,814
2013	6,352



Fulfillment processing is current. A total of 9,422 kits were mailed as of March 3, 2014. (Note: request list scrubbed for duplicates and bad mailing addresses.)

\*Application Kit Requests Through February 28, 2014.

Year	Information Requests
2012	574
2011	0
2010	877
2009	5,668
2008	2,534
2007	536
<b>TOTAL</b>	<b>10,189</b>



The waiting list of prospective applicants requesting information about the Program prior to January 2013 were sent a post card inquiring about their continued interest. Those still interested are being sent an application kit.

## Employer Kit Requests (as of 2/28/2014)

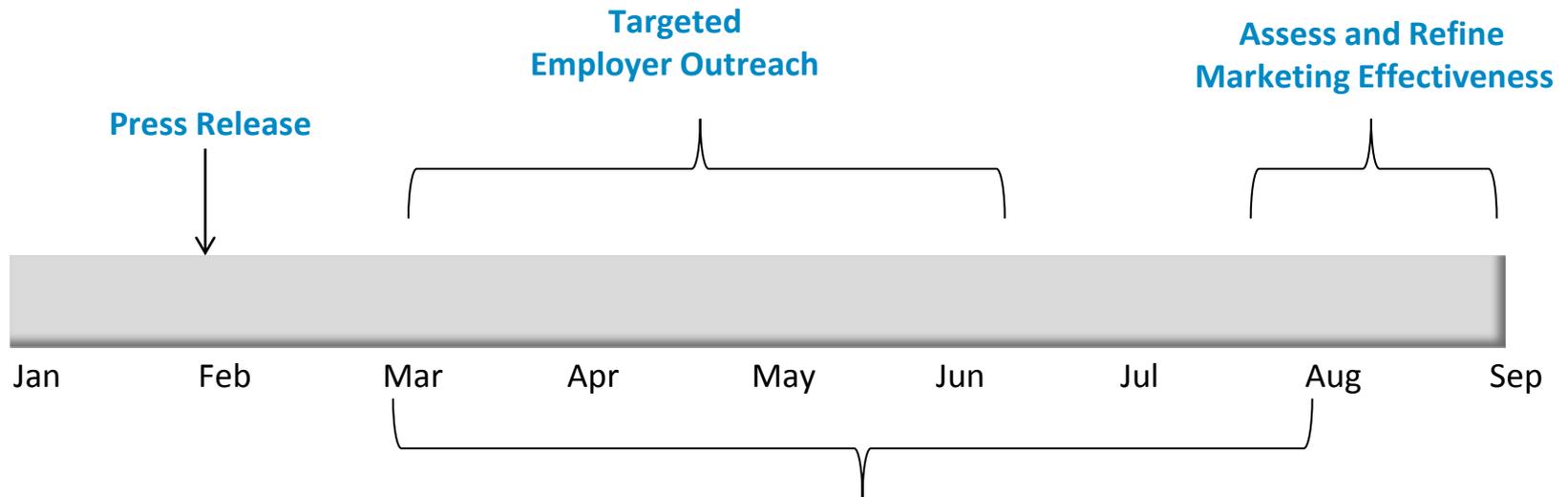
Month	Number of Requests
October 2013	18
November 2013	14
December 2013	53
January 2014	71
February 2014	31
<b>TOTALS</b>	<b>187</b>

This chart illustrates employer interest in the Program and the new LTC4 product. Self reported data from these employers indicate they represent an estimated 270,000 employees and 367,000 retirees

# LTC4 Applications Received

Applications Received			
Plan Type	December 2013	January 2014	February 2014
Comprehensive	3	124	72
California Partnership	0	4	1
TOTALS	3	128	73

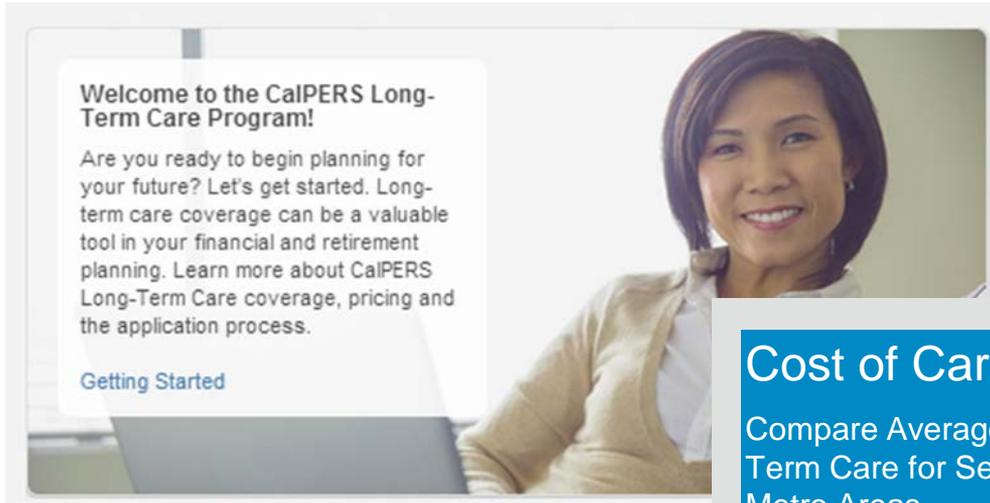
# Planned Marketing Activities



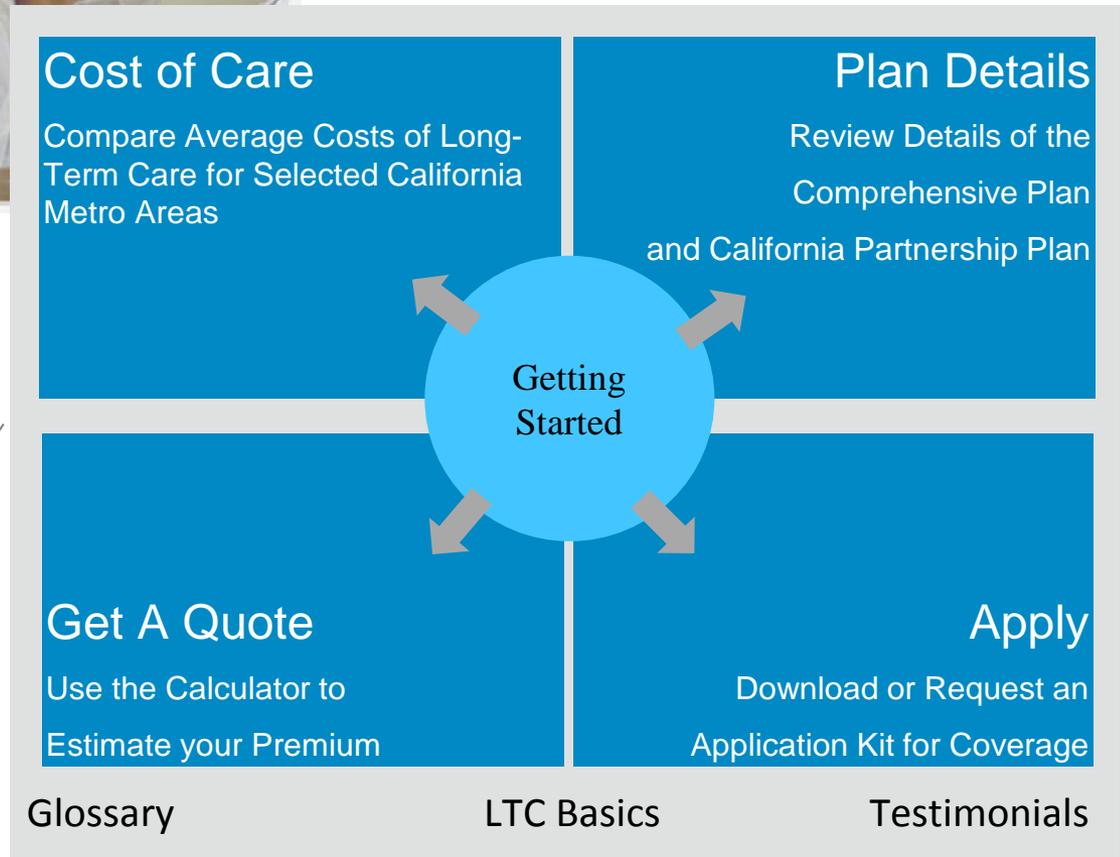
## Marketing Activities:

- Participation in Conferences Retirement Fairs
- Paid Media
- Trade / Employer Associations
  - Create (inexpensive/free) adds
  - Provide CalPERS developed news articles for publication

# Open Application Website Enhancement



The *Getting Started Page* provides a central location (hub) for a prospective applicant to evaluate and learn about the LTC4 product and initiate their application.



# Open Application Website Utilization

Home Page	December Visits	January Visits	February Visits
Total Visits	9,041	17,937	10,535
New Visits	5,400	12,641	8,303

Getting Started	December		January		February	
Page	Visits	Avg Time	Visits	Avg Time	Visits	Avg Time
Get A Quote	1,754	4:59	7,310	4:55	3,750	4:29
Apply	599	4:12	2,247	4:26	1,072	4:15
Plan Details	1,444	0:38	5,987	0:43	2,959	0:37
Cost of Care	1,777	0:55	4,691	0:53	2,351	0:53