Main tasks that counselors help members with:

- Enrollment issues,
- Eligibility questions
- Forms – "Just mail me my forms"
- Medication issues – Doctors not putting in prescription/misinformation
- Health Events – signup for webinars/healthcare events – assisting members with this.
- Plan details and overviews – premium amounts, deductibles

What members look for:

- Plan details/ Plan highlights
- Handbooks
- Forms upload link

Feedback:

- Terminology can be confusing – TRS-Care/ TRS-Care Medicare Advantage/TRS-Care
- Make design older adults friendly
- Looking up drugs – provide more look up tools
- Make timeframes for processing more clearer
- Expectations management. Reassurance is what people often seek, especially when it comes to healthcare issues
- Toolkit hasn't been as useful as expected
- Reorganize Contact Us – Make Contact Us Prominent, but make hierarchy clear to avoid unintentional escalation of issues
- If we need to redirect to vendors, we can make the options clearer.
- Events sign up and registration can be made clearer. Sold out events can be updated realtime?
- Change layout – instead of hyperlinks, include more call to action buttons.
- Mega menu is a little cluttered. Simplify
- Reduce redundancies in content across pages

Competitors to look at:

https://www.cigna.com/employers/

Member facing vs Employers facing

https://www.calpers.ca.gov/page/employers

https://www.azasrs.gov/content/health-care

https://www.in.gov/inprs/about-us/

https://www.shpnc.org/

https://copera.org/employers/employer-resources/health-benefits-peracare-for-employers

https://www.healthcare.gov/see-plans/#/

https://www.medicare.gov/

https://www.cigna.com/employers/