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# FEHB Program Carrier Letter

## All FEHB Carriers

U.S. Office of Personnel Management  
Healthcare and Insurance

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**Letter No. 2015-08**

**Date: April 29, 2015**

Fee-for-Service [7]    Experience-rated HMO [7]    Community-rated [6]

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**SUBJECT: Federal Employees Health Benefits (FEHB) Program: Self Plus One Enrollment Communication Strategy**

Purpose

The purpose of this letter is to provide you with recommendations on communicating with FEHB enrollees about the new Self Plus One enrollment type under the FEHB Program, effective January 2016, as you prepare for your Open Season communications campaign.

Our Open Season teams have started planning our overall Open Season strategy which includes the Self Plus One enrollment type. Between now and June 2015, the Office of Personnel Management (OPM) will revise 2016 FEHB brochure templates to include the Self Plus One enrollment type. This Carrier Letter is the first of several Self Plus One and Open Season Carrier communications that you will receive.

From September to October 2015, all OPM Open Season materials will be updated. Supplemental information will be provided to you including letters, and any updated Self Plus One Frequently Asked Questions (FAQs). Agencies and retirement offices will also be conducting communications efforts before and during Open Season. In November, OPM's social media campaign will begin.

Background

The initial FEHB Self Plus One enrollment type information was published in [Carrier Letter 2014-05](#) and [Carrier Letter 2014-30](#). The three FEHB enrollment types for 2016 are:

- Self Only (enrollment codes ending in 1 and 4)
- Self Plus One (enrollment codes ending in 3 and 6)
- Self and Family (enrollment codes ending in 2 and 5)

Information to Enrollees

We are asking you to conduct two *campaigns* to inform enrollees of this new enrollment type: Pre Open Season and Open Season.

Both of your Self Plus One communication campaigns are to include a link to the OPM Self Plus One website at [www.opm.gov/selfplusone](http://www.opm.gov/selfplusone) for additional information. We have included a copy of FEHB Self Plus One Frequently Asked Questions (FAQs) as Attachment 1. The Self Plus One FastFacts (Attachment 2) has been designed with hyperlinks to OPM's website to be used in your electronic communications campaigns.

Because we expect a large number of enrollment changes during Open Season 2015, communications with FEHB enrollees will be more important than ever. We urge you to incorporate the following messages, which

emphasize the importance of reviewing FEHB enrollment choices available for plan year 2016, into your Pre Open Season and Open Season communication campaigns:

- Shop Around for the Right FEHB Plan in 2016.
- Use the Plan Comparison Tools: Is Self Plus One the right choice for you in 2016?
- Just you and your child? Or Just you and your spouse? - consider Self Plus One.
- Self Plus One is new this year - you will not be automatically enrolled: Take Action!
- Currently enrolled in two Self Only plans? — consider Self Plus One.

In addition, you may use any or all of the FEHB Self Plus One communications statements below as titles or bullet points in your Pre Open and Open Season campaigns:

**“New FEHB Self Plus One Enrollment Type**  
Enroll during Open Season November 9 – December 14, 2015”

**“New FEHB Self Plus One Enrollment Type**  
*Designate and enroll your eligible family member during Open Season”*

**“New FEHB Self Plus One Enrollment Type**  
Effective January 2016”

### Pre Open Season

By August 2015, we are requesting a targeted campaign to enrollees with a focus on potential Self Plus One enrollees currently receiving coverage under Self and Family enrollments. This includes those with only one covered family member. You may include all of your enrollees at your discretion.

In addition to the statements above, during Pre Open Season emphasize the following two points:

- The same enrollee and family member eligibility as other FEHB coverage also applies to Self Plus One.
- Enrollees need to determine their eligible family members and to decide which enrollment type is best for them.
- A Self Plus One enrollment type will cover the enrollee and one designated eligible family member.

Additional communications emphasizing the Self Plus One enrollment type with an effective date of January 2016 can be distributed by:

Your FEHB websites	Emails
Postcards	Marketing Flyers
FEHB Newsletters	Other methods, as appropriate

### Open Season

The targeted campaign is to be followed by your regular Open Season communications campaign for all of your potential FEHB health plan enrollees. Include the Self Plus One FastFacts in your Open Season packets. Suggested additional communications efforts may include:

Facebook	Twitter
Health Fairs	Video Chat Room

Marketing Flyers	Website
Radio Advertisements	Other methods, as appropriate

Thank you for your assistance in increasing the awareness of the new FEHB Self Plus One enrollment type.

Questions

Should you have any questions, please email [selfplusone@opm.gov](mailto:selfplusone@opm.gov).

Sincerely

John O'Brien  
Director  
Healthcare and Insurance

Enclosure: Attachments 1 and 2