
FEHB Program Carrier Letter

All Carriers

U.S. Office of Personnel Management
Insurance Services Programs

Letter No. 2006 - 17

Date: May 17, 2006

Fee-for-service [13] Experience-rated HMO [15] Community-rated HMO [16]

SUBJECT: Delivering Plan Brochures Electronically

According to Section 1.13 Information and Marketing Materials (JAN 2005) of the Federal Employees Health Benefits (FEHB) Program Standard Contracts, "...The Carrier shall distribute the FEHB brochure on a timely basis to all Federal employees, annuitants, former spouses and former employees and dependents enrolled in the Plan..." Carriers are currently distributing FEHB brochures via mail. Recently many carriers have requested the ability to distribute plan brochures electronically instead of via mail.

We believe this request is reasonable and we would like carriers to develop a plan of action detailing how they would distribute brochures electronically. We would like this plan to include the following information:

- A timeframe for the process carriers will use for gathering information, processing requests, the cut-off point for determining the number of hard copy and electronic copy requests, etc;
- How carriers will determine if enrollees want an electronic brochure (via postcard, phone call, etc.);
- If enrollees will be able to request both an electronic and hard copy of the brochure;
- If enrollees request an electronic brochure and then decide to change to a hard copy, will this request be honored;
- How carriers will collect and maintain current email addresses;
- How carriers will ensure enrollees have received the brochure; and
- A cost/benefit analysis.

We will then review the proposed plans and let carriers know if we approve.

Sincerely,

Robert F. Danbeck
Associate Director
for Human Resources Products and Services