Advisory Committee Meeting
May 17, 2019
Presentation overview

- Introductions
- Approve meeting minutes
- Beta 1 update
- Technology system features for Beta 2
- Communications update
- Open comment
Introductions

• Advisory Committee
• In-person attendees

(Note: We will use the conference call feature to identify who is on the phone rather than announcing during meeting)
Approve April minutes

• Discussion
Beta 1 update

Beta Dashboard | as of 5/14/2019

**Employer Scheduling (Beta 1)**
- Planned: 60
- Confirmed: 62* 
- Total Completed (file & pay): 23
- CCT Escalated: 15
- Sys Ops Req'd: 13
*As of the Beta Start date of 4/00

**Loan Repayment Fund**
- Report Filed
- Payment Received
- Other $
- Balance Due

**Beta 2 Scheduling as of 5/10/19**
- Planned: 60
- Confirmed: 47 (up 6 from last week)
- Scheduled: 38 (up 11 from last week)
- Employer Agents: 22
- Employers: 16
- Voluntary Plan: 0

**Beta 1 | Week 1: 4/10 – 5/6/2019**

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**Beta 1 | Week 2: 5/7 – 5/13/2019**

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**Beta 1 | Week 3: 5/14 – 5/20/2019**

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**Beta 2 | Week 1: 6/3 – 6/7/2019**

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**Beta 2 | Week 2: 6/10-6/14/2019**

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**Beta 2 | Week 3: 6/17-6/21/2019**

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**Employer feedback as of 5/10/19 (n=5)**

<table>
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<td>How would you rate your customer service experience?</td>
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<td>How would you rate the online reporting and payment system</td>
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**CCT Specialist:**
- Each time I have an employer appointment, I have become more and more comfortable with the process and have really enjoyed the experience, both onsite and on the phone.
- The process was great. The employer was very happy with everything, especially how easy the reporting process was.
- I am computer savvy and I think others who are not will have a hard time since it does not convert to the 2 decimals.
- If we could communicate differently to employers regarding the CSV requirements for reporting that would be great.
- It is set up pretty well. It is user friendly and easy to navigate.
- Employer: Overall, the new online system is quick and easy. It could be better if more of the information was visible. It seems that calculations and reports are created behind the scenes with no opportunity to review for accuracy or make changes if necessary. It’s just upload and pay - period.
- CCT Specialist: Employer would like us to see payment confirmation. Expected the system to gather the payment information from UI (since we are part of ESD).
- Employer: I felt that it was set up beautifully. It is user friendly and easy to navigate.
- CCT Specialist: Employer would like to see payment confirmation. Expected the system to gather the payment information from UI (since we are part of ESD).
- CCT Specialist: It was nice to have the entire team assisting with any questions or concerns that came up. The feedback was ridiculous quick. I was comfortable knowing that I was not alone. Kudos to the entire TEAM!
BETA 1 DETAILS-INTERNAL FEEDBACK

Each CCT Specialist is completing a feedback form for each beta client they assist.

1. Do you feel you had the necessary tools/resources and were prepared to assist the employer?  
2. Did you feel the customer had an easy time accessing and navigating the Paid Leave Account through SAW?  
3. If the customer expressed thoughts about items they would like to see changed or added, what were they?  
4. What would they do differently to make this a better experience or process (from CCT point of view)  
5. Is there any other feedback or information you would like to add regarding this experience?
In addition to the survey we send out, each employer can elect to provide specific feedback in an interview or email.

1. What are your general impressions of the quarterly reporting and premium remitting system?
2. What did you particularly like?
3. What did you find confusing?
4. What surprised you, good or bad?
5. If you could change something about the system, what would it be?
6. If you have a specific concern how would you address the issue if you were part of the Paid Family and Medical Leave team?
Beta findings

- System is easy to use!
- Employers have great feedback on the system
- Still some confusion with employers about the premium calculation
- Employers have needed assistance with file creation and formatting
- All employers have been thankful for the opportunity
Technology system features for Beta 2

• Ability to register as an employer agent.
• Ability for employer agents to file “bulk” wage reports for multiple employers.
• Ability for employer agents to make “bulk” payments for multiple employers.
• Enhance premium-related functionality and add more automation.
## Communications update: Phase II – benefits!

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*Proposed timeline. Dates/activities subject to change.*
GOALS

Broad awareness and support
Wide-ranging and multi-pronged communications and marketing tactics
  • Outreach
  • Videography
  • Broad ad campaign
  • Continued support for employers
  • Helpful website, materials and tools

Focus on removing barriers
Understand our customers through quantitative research:
  • Who is most likely to use Paid Family and Medical Leave?
  • Who has barriers to access?
  • Develop messages, creative and tools that drive utilization.
  • Support employers, health care workers and other key audiences that will affect whether or not someone takes leave
**Sharing Benefits Campaign**

**Next steps**

- Solicit input, finalize focus group approach
- Invite Advisory Committee and other key stakeholders to watch the focus groups
- Plan creative campaign content after survey and focus group analysis complete

**Proposed timeline. Dates/activities subject to change.**
For the good of the order: open comment

Next meeting Thursday, June 20, 2019
Continue the conversation

Carla Reyes
Director, Paid Family & Medical Leave
Employment Security Department
360-485-2349
c Reyes@esd.wa.gov

Visit us online at
www.paidleave.wa.gov

Join our listserv at
bit.ly/PaidLeaveList

Ask questions and make
comments on our public forum
at bit.ly/CommentForum
Voluntary plan update
As of 5/9/2019

332 preliminary applications
- 40 medical
- 22 family
- 270 both

291 completed applications received

274 applications fully processed
- 225 approved
- 29 denied
- 20 withdrawn