



MGM RESORTS
INTERNATIONAL®

2015 MGM Resorts Direct Care Health Plan Campaign



MGM RESORTS
INTERNATIONAL®

Category 12 - Benefits

2015 MGM Resorts Direct Care Health Plan Campaign

Business Need

MGM Resorts International is one of the world's leading global hospitality companies - a diverse collection of extraordinary people, distinctive brands, and best in class destinations.

In preparation for the 2015 Annual Enrollment event, the MGM Resorts Corporate Benefits team produced a campaign intended to educate the Southern Nevada employee population about the MGM Resorts Direct Care Health Plan. With lower paycheck deductions, co-pays, and out-of-pocket maximum costs, the MGM Resorts Direct Care Health Plan offers benefits eligible employees the most value for their health care dollars.

Stakeholders

Campaigns developed in previous years targeted employees by demographic group, primarily age and sex. For 2015, the Corporate Benefits team chose to highlight the unique benefits of the MGM Resorts Direct Care Health Plan. Building off of a campaign early in 2014 directed toward the Primary Care Physicians (PCPs) and office staff, the 2015 Annual Enrollment campaign reminded employees about all of the reasons to love the MGM Resorts Direct Care Health Plan. The messaging was direct, with easy-to-understand bullet points explaining the benefits of the plan.

Solution Overview

The visual elements, featuring bold primary colors and identifiable icons, were designed to appeal to all employees, regardless of demographic group. The quick, bite-sized messaging was intended to educate employees about the benefits of the health plan, without overwhelming them with information.

The elements of the campaign carried through the 2015 Annual Enrollment event into onsite events held at each of the Southern Nevada properties. Employees were encouraged to stop by the event to pick up a cup of coffee and meet with a health plan team member, who could answer any questions individually.



Implementation/Results


The MGM Resorts Direct Care Health Plan campaign was distributed as part of the overall 2015 Annual Enrollment campaign, which included company emails, signs posted in employee common areas, and team updates (short, written communications), followed by a four day Annual Enrollment event held at a central location.

The Annual Enrollment event hosted just under 5,000 people over four days. Of the people who enrolled in a health plan for 2015, 8,000 chose the MGM Resorts Direct Care Health Plan, making it the most populous health plan offered by MGM Resorts.

Graphic Design/Messaging

**Reasons to L♥VE the
MGM Resorts Direct Care Health Plan!**

	
LOWER COSTS <ul style="list-style-type: none">♥ Low paycheck deductions♥ \$10 Primary Care Physician (PCP) visits♥ No annual deductible♥ Free generic prescriptions at in-network pharmacies	ACCESS TO CARE <ul style="list-style-type: none">♥ Dedicated phone lines give you priority access to your PCP's office♥ PCPs use the most current technology for managing health care
	
QUALITY CARE <ul style="list-style-type: none">♥ Strong patient-doctor relationships help you focus on maintaining & improving health♥ Member satisfaction & convenience is a top priority	MAXIMIZED TIME <ul style="list-style-type: none">♥ See your PCP within 30 minutes of on-time arrival♥ Same- or next-business day appointments for urgent care needs

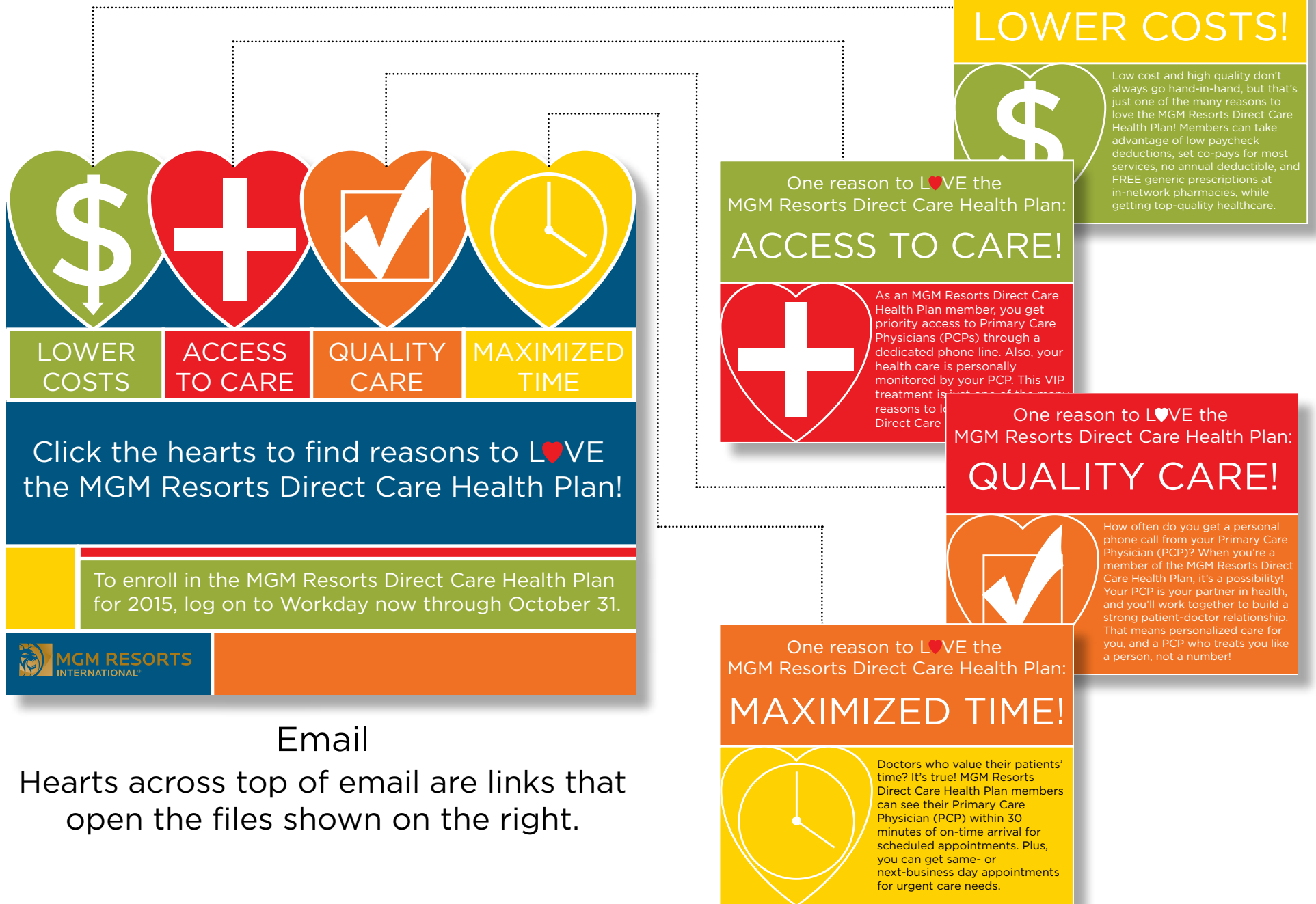
 **MGM RESORTS INTERNATIONAL** Log on to Workday now through October 31 to elect the MGM Resorts Direct Care Health Plan for 2015.



3" Giveaway Button

Poster


Graphic Design/Messaging







Email

Hearts across top of email are links that open the files shown on the right.

Graphic Design/Messaging



Reasons to L♥VE the MGM Resorts Direct Care Health Plan!

			
LOWER COSTS	ACCESS TO CARE	QUALITY CARE	MAXIMIZED TIME

The graphic features a grid of four icons: a dollar sign, a medical cross, a checkmark, and a clock, each inside a heart shape. Below the icons are the corresponding text labels: 'LOWER COSTS', 'ACCESS TO CARE', 'QUALITY CARE', and 'MAXIMIZED TIME'. The background is a dark blue header with the MGM Resorts International logo and the main title. Below the text is a colorful abstract pattern of geometric shapes in shades of orange, blue, green, and yellow.

87" x 117" Mirage Skyline booth

Graphic Design/Messaging

Pages from 2015 Annual Enrollment guide



MGM RESORTS DIRECT CARE HEALTH PLAN
GET ON BOARD

IF YOU WERE REMOVED FROM THE PLAN FOR 2014, YOU CAN RE-ENROLL FOR 2015.

HANDLE WITH DIRECT CARE

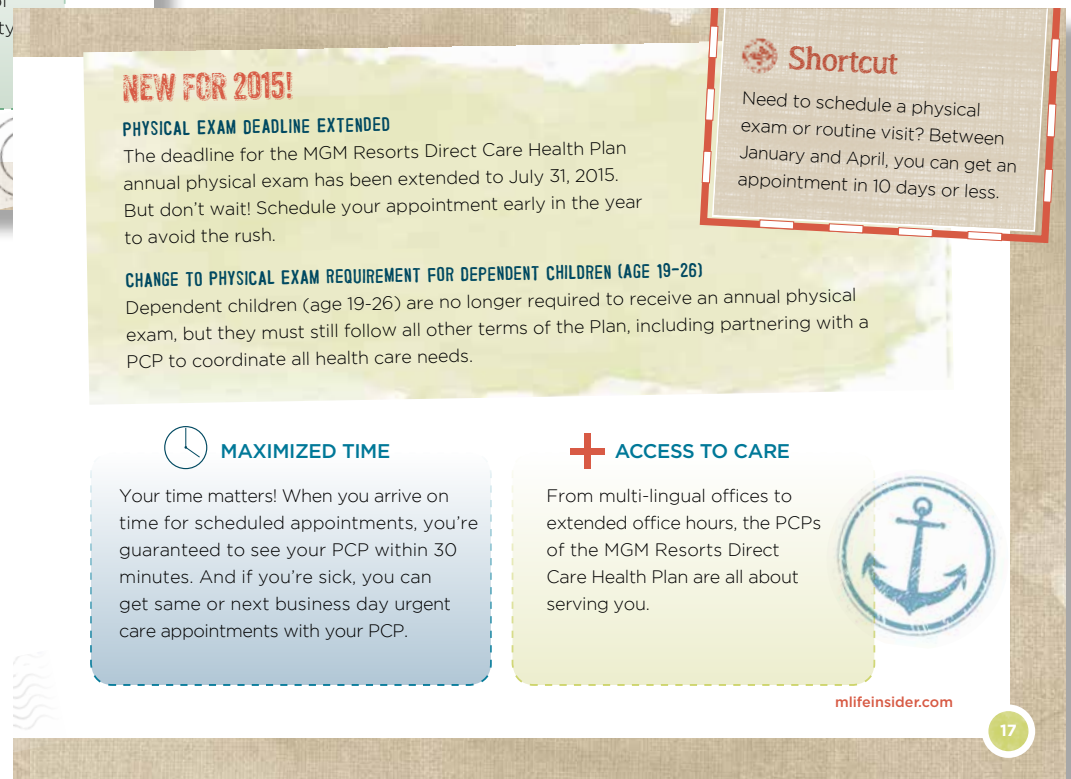
With the MGM Resorts Direct Care Health Plan, you take an active approach to your health and wellness by partnering with a Primary Care Physician (PCP). Your PCP works with you and your family to keep your health on track.

What matters to you, matters to us.

The Plan considers the things you value most:

- \$ LOWER COSTS**
Low paycheck deductions, no annual in-network deductible, set co-pays for most services, out-of-pocket maximum protection, and free generic prescriptions at any in-network pharmacy means the Plan takes care of your health and your wallet.
- ✓ QUALITY CARE**
Your PCP wants to build a strong doctor-patient relationship with you, guiding you to better health. Your well-being, and the well-being of your family, isn't just your priority, it's your PCP's priority, too.

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NEW FOR 2015!

PHYSICAL EXAM DEADLINE EXTENDED
The deadline for the MGM Resorts Direct Care Health Plan annual physical exam has been extended to July 31, 2015. But don't wait! Schedule your appointment early in the year to avoid the rush.

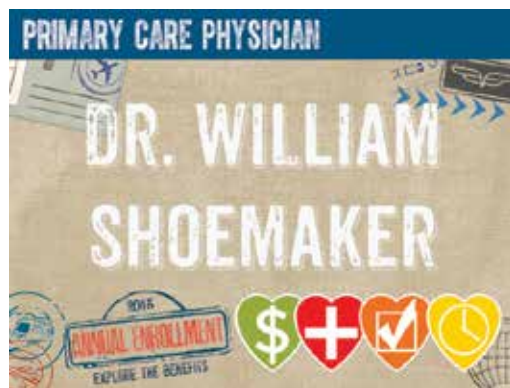
CHANGE TO PHYSICAL EXAM REQUIREMENT FOR DEPENDENT CHILDREN (AGE 19-26)
Dependent children (age 19-26) are no longer required to receive an annual physical exam, but they must still follow all other terms of the Plan, including partnering with a PCP to coordinate all health care needs.

Shortcut
Need to schedule a physical exam or routine visit? Between January and April, you can get an appointment in 10 days or less.

- 🕒 MAXIMIZED TIME**
Your time matters! When you arrive on time for scheduled appointments, you're guaranteed to see your PCP within 30 minutes. And if you're sick, you can get same or next business day urgent care appointments with your PCP.
- + ACCESS TO CARE**
From multi-lingual offices to extended office hours, the PCPs of the MGM Resorts Direct Care Health Plan are all about serving you.

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PRIMARY CARE PHYSICIAN

DR. WILLIAM SHOEMAKER

2015 ANNUAL ENROLLMENT
EXPLORE THE BENEFITS

Icons: Dollar sign, Plus sign, Checkmark, Clock

Annual Enrollment event name tags

Graphic Design/Messaging

Annual Enrollment Meet & Greet Event Posters

**THE MGM RESORTS
DIRECT CARE HEALTH PLAN**

MEET THE DOCS

FRIDAY, OCTOBER 24

8 A.M. - 11:30 A.M.	11:30 A.M. - 3 P.M.	3 P.M. - 6:30 P.M.
Dr. Zheng	Dr. Peters	Dr. Lee
Dr. Burgos	Dr. Ng	Dr. Shoemaker
Dr. Jacobs	Dr. Talley	Dr. Chaney
	Dr. Yao	

2015 ANNUAL ENROLLMENT EXPLORE THE BENEFITS

MGM RESORTS INTERNATIONAL

**THE MGM RESORTS
DIRECT CARE HEALTH PLAN**

MEET THE DOCS

SATURDAY, OCTOBER 25

8 A.M. - 11:30 A.M.	11:30 A.M. - 3 P.M.	3 P.M. - 6:30 P.M.
Dr. Butler	Dr. Fihn	Dr. Ng
Dr. Chiascione	Dr. Burgos	Dr. Talley
Dr. Venkat	Dr. Chaney	Dr. Zheng

2015 ANNUAL ENROLLMENT EXPLORE THE BENEFITS

**THE MGM RESORTS
DIRECT CARE HEALTH PLAN**

MEET THE DOCS

SUNDAY, OCTOBER 26

8 A.M. - 11:30 A.M.	11:30 A.M. - 3 P.M.	3 P.M. - 6:30 P.M.
Dr. Ha	Dr. Forte	Dr. Calderon
Dr. Mason	Dr. Anwar	Dr. Yao
Dr. Lee	Dr. Gong	Dr. Peters

2015 ANNUAL ENROLLMENT EXPLORE THE BENEFITS

**THE MGM RESORTS
DIRECT CARE HEALTH PLAN**

MEET THE DOCS

THURSDAY, OCTOBER 23

8 A.M. - 11:30 A.M.	11:30 A.M. - 3 P.M.	3 P.M. - 6:30 P.M.
Dr. Anwar	Dr. Ha	Dr. Venkat
Dr. Mason	Dr. Calderon	Dr. R. Butler
Dr. Chiascione	Dr. Fihn	Dr. Gong
		Dr. Forte

2015 ANNUAL ENROLLMENT EXPLORE THE BENEFITS

MGM RESORTS INTERNATIONAL

Graphic Design/Messaging Onsite Event Communications

PERK UP YOUR HEALTHCARE!

Ready to take advantage of high quality healthcare? Stop by for a cup of coffee, and find out why you would love the MGM Resorts Direct Care Health Plan!



QUALITY CARE MAXIMIZED TIME LOWER COSTS ACCESS TO CARE



- ♥ WEDNESDAY, OCTOBER 29
- ♥ 6 A.M. - 10 A.M. & 5 P.M. - 9 P.M.
- ♥ EMPLOYEE ENTRANCE

Last chance to enroll!

Annual Enrollment ends October 31.



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Email


Poster

Graphic Design/Messaging Print collateral


MGM Resorts Direct Care Health Plan



Primary Care Physician Provider Directory



Primary Care Physician Provider Directory


MGM RESORTS
INTERNATIONAL®
January 2015

Direct Care Health Plan Primary Care Physician

Dr. Benito Calderon



2810 W. Charleston Blvd., Suite 53
Las Vegas, NV 89102
(702) 877-9511

Languages Spoken in Office:
English and Tagalog

Office Hours:
Monday through Friday: 8 a.m. to 5 p.m.

Dr. Benito Calderon has made it his mission to advance health and wellness through open communication and education. He is dedicated to providing high-quality care and his practice has earned a reputation for excellence and patient satisfaction.

Dr. Calderon earned his Medical Doctor degree from University - Dasmariñas in Dasmariñas City, Cavite. He is a member of the American Medical Association, College of Physicians, serves on the Advisory E Philippine Medical Association, Las Vegas Chapter certified by the American Board of Internal Medicine. Dr. Calderon is also proud to serve as the head of Doctors' Directory Project, whose goal is to create a directory of Filipino Physicians in Las Vegas, Nevada. His practice is recognized by the Asian American Group, Las Vegas for their outstanding service in the community.

Notes:



As with any directory, changes may occur. The MGM Resorts Direct Care Health Plan is not responsible for inadvertent errors or omissions, and no assurance can be given as to complete accuracy. Always double-check with the Physician to confirm network status prior to treatment.

Direct Care Health Plan Primary Care Physician

Dr. Jenny Ha



2789 Sunridge Heights Pkwy., Suite 100
Henderson, NV 89052
(702) 614-0850

Languages Spoken in Office:
English, Mandarin Chinese, Spanish

Office Hours:
Monday through Thursday: 8 a.m. to 3 p.m.
Friday: 8 a.m. - 10:15 a.m.

Dr. Jenny Ha is a strong advocate of regular exercise, a positive attitude, good sleep habits, and a low-stress lifestyle. To help her family stay healthy, she chooses long walks together instead of playing with electronic devices. Dr. Ha enjoys getting to know her patients on a personal level and being actively involved in their health. She loves seeing the difference she makes in the health of her patients and has been recognized within the community for outstanding work in the medical field. She also has made several donations to local health-related charities.

Dr. Ha attended the University of California Irvine and graduated *summa cum laude* in Biological Sciences in 2000. She is a member of the American Board of Family Medicine.

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Direct Care Health Plan Primary Care Physician

Dr. Howard Mason



1701 N. Green Valley Pkwy., Suite 10A
Henderson, NV 89074
(702) 269-6507

Languages Spoken in Office:
English and Spanish

Office Hours:
Monday: 6:45 a.m. to 4 p.m.
Tuesday: 6:45 a.m. to 4 p.m.
Wednesday: 6:45 a.m. to 4 p.m.
Thursday: 1 p.m. to 7 p.m.
Friday: 6:45 a.m. to noon

Dr. Howard Mason believes that the foundation of health includes having a positive attitude and being well-informed to make healthy choices in life. He has built his practice on the philosophy that health is not simply the absence of disease but a state of complete physical, mental and social well-being. Dr. Mason considers his greatest achievements to be encouraging patients to make positive changes to their lifestyle and witnessing their improved health.

Dr. Mason received a Bachelor of Arts degree in Psychology from Pennsylvania State University and graduated from the American University of the Caribbean with a Medical Doctor degree.

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Provider directory