

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Melissa Frederick, Vice President and Chief Human Resources Officer



HEALTH INSURANCE PLANS

Why Look At Health Insurance

- The past two years have been challenging from plan cost and experience.
- The five current plans were not fiscally sustainable and hard to differentiate for our employees.
- The feedback from our employees was to have lower premiums and/or greater flexibility in choosing a provider.

Our Principles

- Respond to employee feedback from the benefits optimization project:
 - Provide a lower-cost option
 - Increase provider network flexibility
- Offer plans that are truly distinct in both design and cost.
- Provide competitive choices.
- Align plan design and employee contribution to keep us competitive with our benchmark institutions.
- Reduce number of plans by eliminating the least fiscally sustainable.
- Rebuild reserve funds and stabilize budget risks.
- Balance impact to both employee and university costs.

Process We Followed

- Assembled a cross functional team (Human Resources, Finance, UKHMO, University Budget Office).
- Reviewed current plans and new ideas in the market.
- Vetted with key stakeholders prior to final design.

Our 2025-26 Plan

- Implement changes in plan design:
 - Deductibles
 - Co-pays
 - Co-insurance
 - Annual out-of-pocket maximum
- Set employee monthly premiums to provide a range of options.
- Establish monthly rates for coverage that includes family members, aligning them more closely with the plan's cost and value.
- Reduce monthly rate for employee-only Saver plan to provide a low-cost option.
- Eliminate plans that are not financially viable going forward:
 - Regional Health Plan (RHP)
 - Exclusive Provider Organization (EPO)

Eliminating RHO and EPO Plans

- Ensuring the long-term financial sustainability of the RHP and EPO plans would require a substantial increase in monthly premiums.
- Employees previously on RHP and EPO plans can explore alternative options to be on a UK health insurance plan.
 - Alternative plans may potentially offer lower monthly premiums compared to the current RHP and EPO options.
 - RHP members can find enhanced network flexibility; no longer restricted to Kentucky-based providers, members now have nationwide access through Anthem's extensive network.
 - For those who opt for the Saver plan, the reduced monthly premiums could be redirected toward contributions to a Health Savings Account, further optimizing their health care savings strategy.

Access to Care

- UK HealthCare is working quickly to increase access to primary care.
 - UK HealthCare-Hamburg opened last May.
 - Adult and pediatric primary care
 - Frankfort Clinic opened March 31.
 - Adult primary care
 - Madison Clinic is scheduled to open in winter 2025.
 - Fayette Clinic is scheduled to open in 2026.
- Additional options:
 - Team Blue Clinic for primary care at Kentucky Clinic South
 - UK HealthCare Acute Care Clinic located at Turfland and Fountain Court
 - Employee Urgent Care at University Health Service
 - LiveHealth Online — available on any plan
 - Anthem 24/7 Nurse Line

Our 2025-26 Plan Options

- Employees can prioritize which aspects of a health insurance plan are most important to them:

	Saver	HMO	PPO
Lower monthly premiums	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Lower out-of-pocket costs		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
More options to choose a provider	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

STRATEGIC EMPLOYMENT BRANDING CAMPAIGN

Project and Challenges

The University of Kentucky is a great place to work, offers a supportive work environment and is united in the mission to advance Kentucky. To achieve these goals, the university must proactively attract and retain talent in a wide array of opportunities for staff and faculty.

Key Challenges

- Decreased applicant pools
- Decrease of qualified applicants
- Our local market alone cannot support our growth
- Some talented job seekers don't yet see themselves at UK

The Campaign

- UK's Human Resources recruitment campaign is an initiative aimed at growing our workforce with professionals who reflect the vision of our institution. The campaign seeks to increase unique applicants by 10% year over year and to attract new job seekers across a broad range of roles — including high-demand areas like health care and facilities services.
- Guided by the core messages “*More Than a University*” and “*More than a Hospital*,” the campaign highlights UK as not just a place to work — but a community in which employees belong. We are currently promoting the university as an employer of choice in the Lexington, Louisville and Cincinnati regions, while strategically engaging alumni, graduates and job seekers with compelling, authentic stories and benefits.
- The campaign includes email marketing, out-of-home placements, digital display ads, social media and search engine marketing. Early performance data already signals strong momentum.

Performance Snapshot (January through March)

- Impressions: 11.6 million
- Clicks: 32,952 with a click-through rate (CTR) of 0.28%
- Conversions (Completed Applications): 1,073

Our messages are reaching the right audiences — and the brand campaign is succeeding. As we move forward, we are committed to building on this success by continuously optimizing our creative, messaging and media strategies to further support the university's talent pipeline.

STRATEGIC EMPLOYMENT BRANDING CAMPAIGN

CREATIVE SAMPLES

6AM CITY CREATIVE - V1



Email Header



OUT OF HOME CREATIVE - V1



STRATEGIC EMPLOYMENT BRANDING CAMPAIGN

CREATIVE SAMPLES

PROGRAMMATIC DISPLAY CREATIVE - V1



GDN CREATIVE



Short Headline (Up to 30 characters):
Careers That Last

Long Headline (Up to 90 characters):
Find the job of a lifetime at UK.

Description (Up to 90 characters):
Discover a career full of opportunity at the University of Kentucky. Apply today.

CTA (Up to 10 characters): Apply Now

STRATEGIC EMPLOYMENT BRANDING CAMPAIGN

Spring Nursing Recruitment Campaign

UK HealthCare | Nursing Recruitment

- UK Marketing and Brand Strategy partnered with UK HealthCare Human Resources to recruit nurses and promote a nursing job fair.
 - Short campaign flight, limited time for optimization, but strong performance
- Campaign Metrics:
 - Impressions: 591,318 | Clicks: 1,189 | CTR: 0.20%



Summary and What's Next

- Key Wins (January-March):
 - 11.6M impressions, 1,073 completed applications
 - CTRs exceeding benchmarks on multiple platforms
 - Highly effective Google Search performance (33.68% CTR)
- Strategic Message: *"More Than a University"* and *"More Than a Hospital"* is resonating with audiences.
- UK HealthCare Focus: Strong performance in a short campaign window, with scalable strategies.
- What's Next:
 - Continued creative testing and optimization
 - Expansion of successful messaging into new talent pools
 - Deeper integration with Human Resources systems (e.g., Request for Information (RFI) form, Salesforce journeys)
 - Sustained presence in key regional markets

UK HEALTHCARE RECRUITMENT

Spring 2025 Nurse Hiring Event

- New location: Longship Club at Kroger Field has revolutionized our brand showcase.
- Addition of experienced nurses attending to allow all interested applicants to participate in our event.



Spring 2025 Nurse Hiring Event

- Number of attendees: 222
 - 206 new graduates
 - 16 experienced nurses
- Number of offers accepted: 181
 - 15 still in process from event
 - Continuing to interview others who could not attend



Marketing Partnership

- Collaborated with Marketing to launch an external campaign highlighting our nursing brand and enhancing Talent Attraction Bonuses.
 - Impact: First-ever walk-ins for a hiring event, driven by real-time awareness.
 - Ongoing ROI: Campaigns continue to attract applicants post-event.
 - Pipeline Development (Salesforce): Those who expressed interest but were unable to attend are receiving ongoing outreach.



Talent Attraction Successes

- Experienced hires: 35 experienced new hires since new sign-on bonus implementation.
- Traveler conversions: 78 nurses for current fiscal year (FY).
- Pilot success: 22 Radiology hires since pilot inception in September of 2024.
- Surgical technicians: Collaboration with BCTC and Peri-Operative leadership has led to four accepted offers.
- Nurse recruitment: Introducing a dedicated recruiter for Peri-Operative roles (registered nurses, surgical technicians and sterile technicians).
- Physician recruitment: Hired two seasoned academic/integrated health system physician recruiters in the third quarter of FY25.

QUESTIONS

