



THE PLACE TO SHOP, COMPARE AND BUY HEALTH INSURANCE. *Affordably.*

Agenda

Friday, August 26, 2016

Embassy Suites

8:00 am – 4:00 pm

8:00 – 8:30 am	Light Breakfast
8:30 – 8:45 am	Welcome: Lt. Governor John Sanchez
8:45 – 9:00 am	Overview and Panelist Introductions <i>Dr. JR Damron, Chairman, Board of Directors, NM Health Insurance Exchange</i>
9:15 – 10:15 am	Presentations <i>Josh Peck, CMS Marketplace Chief Marketing Officer- Healthcare.gov: Outreach, Enrollment, and Retention</i> <i>Kathryn Paez, RN, Ph.D., American Institute of Research- Tailoring Outreach and Communication to Subsidy Eligible Uninsured Groups</i> <i>Gabriel Sanchez, Executive Director, RWJF Center for Health Policy- Best Practices for Engaging Hispanics in NM With the ACA</i>
10:15 – 10:30 am	Break
10:30 – 11:30 am	Presentations <i>Joseph Sanchez, Ph.D., UNM School of Nursing - NMHIX: Who or What Influences & Motivates Hispanics to Enroll</i> <i>Philip A. Poley, Managing Director, Accenture - Segmentation: Leveraging Consumer Research to Reach and Retain Insurance Exchange Consumers</i>
11:30 – 12:15	Open Discussion and Questions <i>Dr. Deane Waldman, Moderator</i>
12:15 - 1:00 pm	Lunch provided
1:00 - 2:45 pm	Breakout Sessions: (You will attend all three) <ol style="list-style-type: none">1. Overcoming barriers to enrolling in health insurance2. Why people choose not to enroll3. How to retain those with insurance
2:45 – 3:00 pm	Break
3:00 – 3:45 pm	Recommendations from Breakout Sessions
3:45 – 4:00 pm	Forum Wrap Up – Summary of what we heard and learned <i>Dr. JR Damron</i>