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BeWellnm Announces Award of Outreach and Education Contract to the Albuquerque Hispano Chamber of Commerce

Albuquerque, N.M. (January 26, 2021) – BeWellnm, the New Mexico Health Insurance Exchange (NMHIX), announces today it has awarded its outreach and education contract to the Albuquerque Hispano Chamber of Commerce (Hispano). The Hispano is a non-profit member-based organization focused on improving economic development, education and job training in New Mexico. The partnership between beWellnm and the Hispano will increase awareness among New Mexicans about individual, family and small business health care coverage options.

“We are thrilled to partner with the Albuquerque Hispano Chamber of Commerce as our new prime contractor for outreach,” said Jeffery Bustamante, CEO of beWellnm. “The Hispano knows New Mexico’s long-standing cultural traditions and recognizes the importance of health insurance education and outreach to our communities. This community-level engagement is vital to our service to New Mexico. Direct connection with communities is needed now more than ever, as the global pandemic and evolving health landscape stresses the importance of us being servants and leaders to address our state’s needs. The organization has a statewide network of members, businesses, chambers of commerce, Native American entities, and community services. Our partnership is the perfect alignment between their experience and expertise and our mission to provide all New Mexicans access to affordable health insurance.”

“The Hispano is honored that beWellnm selected it to assist New Mexicans in finding appropriate health insurance for themselves and their businesses,” said Ernie C’deBaca, president and CEO of the Albuquerque Hispano Chamber of Commerce. “We have committed to investing our resources and relationships in commerce, culture and the community to achieve health equity, which is especially important to those affected by COVID-19. It is the Hispano’s mission in this partnership to provide innovative outreach and education strategies and reduce the amount of uninsured New Mexicans.”

The Hispano is working with a team of subcontractors including K2MD Health, New Mexico Primary Care Association, Real Time Solutions, Research & Polling, Inc. and James Korenchen Public Relations on this partnership with beWellnm.

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About beWellnm, New Mexico's Health Insurance Exchange

BeWellnm was created to help individuals and small businesses get access to affordable health insurance plans. BeWellnm helps consumers compare health insurance plans and choose the plan that works best for their health needs and budget. BeWellnm also helps individuals determine whether they are eligible for premium assistance and if so, at what level. Through beWellnm for Small Business, small businesses are able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans. Enrollment Counselors and insurance agents are available throughout the state to help with signing up for health insurance.

To find more information on beWellnm, New Mexico's Health Insurance Exchange, visit www.beWellnm.com or call us at 1-833-ToBeWell.