



NEW MEXICO HEALTH INSURANCE EXCHANGE

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## Greetings!

We hope today finds you well. We are reaching out today with important resources to assist the populations we serve. Your reach into your communities will exponentially expand the reach of beWellnm and we are sincerely grateful for this valuable partnership. Below we have included information about extra financial assistance for health insurance and why this is a **BIG DEAL for New Mexico!** The extra financial assistance is being provided by the American Rescue Plan Act (ARPA), which is also known as the COVID relief or stimulus relief bill. With information coming from many different sources, beWellnm has compiled a Media Toolkit to help you share the important information with the people we serve.

### *Why is this important to New Mexico?*

With over 212,000 residents still uninsured, the ARPA provides expanded affordability to most uninsured New Mexicans to secure comprehensive health insurance coverage. It's estimated that 94,300 New Mexicans are eligible for beWellnm coverage. Of those, 53,600 individuals are eligible for marketplace subsidy. It's further estimated that four out of five people can get a bronze plan for ten dollars a month or less.

This Media Toolkit is intended to help our community partners. The goal is to help share this **important message** in an easy and simple way with their followers, friends, family, and community partners. BeWellnm has included many different options and platforms to help the sharing process go smoothly for our partners. You can find the **Media Toolkit** and more resources at [beWellnm.com](https://beWellnm.com).

Please don't hesitate to contact us if you have any questions, concerns, feedback, or even training requests regarding the information shared, and we would be happy to assist you.

Sincerely,

A handwritten signature in black ink that reads "Maureen Madry".

Director of Communications and Outreach  
505.314.5223

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