

Stakeholder Advisory Committee

December 8, 2020 - 10:00am-12am



NEW MEXICO HEALTH INSURANCE EXCHANGE

A photograph of a family consisting of a man, a woman, and two children. They are all smiling and holding a large orange sign that has the text "be well nm" written on it in white lowercase letters. The sign is positioned in front of the family, partially obscuring them.

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Agenda



- CEO update
- O&E Contract Update
- Federal Policy Update
- Open Enrollment 2021
 - Projections
- 2021 SAC Calendar

CEO Update



O&E Contract Update



Public Policy Landscape



Policy Landscape

- Federal
 - Legislative
 - Notice of Benefit & Payment Parameter
- State



OE 2021



Enrollment Projections

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- Board Projections

2020
NM Plan
Selection
Projection
41,000-43,000

- Real Time Projections

LOW	MEDIUM	HIGH
38,300	44,000	48,000

Messaging



Communications



Communication Objectives

- To motivate insured New Mexicans to retain or improve their health insurance coverage.
- To motivate uninsured New Mexicans to enroll for health insurance.
- To encourage consumers to get free help throughout the process from beWellnm Enrollment Counselors or Brokers/Agents.
- To increase awareness that health insurance coverage may be more affordable than they think and they may be eligible for financial assistance.
- To leverage the pandemic as a valid reason to have health insurance.
- To create awareness of the variety of in-person or contactless methods for getting assistance and enrolling.
- To encourage consumers to sign up by the 12/15/20 deadline for insurance coverage effective 1/1/21

FINISH STRONG!!!

2021 SAC Calendar



January 2021 - December 2021

Calendar for beWellnm Stakeholders Committee Meeting

January 2021							February 2021							March 2021						
Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa
					1	2	1	2	3	4	5	6	1	2	3	4	5	6		
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
April 2021							May 2021							June 2021						
Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa
				1	2	3						1			1	2	3	4	5	
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	28	29	30			23	24	25	26	27	28	29	27	28	29	30			
							30	31												
July 2021							August 2021							September 2021						
Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	29	30			
October 2021							November 2021							December 2021						
Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa	Su	M	T	W	T	F	Sa
				1	2		1	2	3	4	5	6					1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	30	31		
31																				

Stakeholders Advisory Committee Meeting (10:00am-12:00pm)
 Tuesday (1) Week after Committee Meetings

Created/Revised on 12/3/20



An orange square graphic is positioned behind the 'be well' portion of the logo, partially overlapping the text.

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