

Stakeholder Advisory Committee

February 9 10:00AM-12:00PM



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 man is in the back, the woman is in the middle, and the two children are in the front. The background of the photo is a solid teal color, matching the overall slide background.

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Agenda



- Special Open Enrollment Update
- Public Policy Update
- Upcoming Meetings

Special Open Enrollment



Upcoming Enrollment Period (What)

- The Centers for Medicaid & Medicare Services will be opening an enrollment period.
- Executive Order on January 28.
- BeWellnm began planning immediately.
 - Staff gathered to discuss goals and strategy
 - New vendor gathered to manage transition and meet the moment
- Parameters:
 - **February 15–May 15 (When)**
 - Full Open Enrollment
- BeWellnm outreach department currently amidst a re-focus on community level engagement.
 - Initial goal was to have changes completed by end of February. However, given the upcoming enrollment period, the outreach team has been moving fast to be prepared.
- **This enrollment period is an opportunity.**



Goals for the Enrollment Period (What)

- Key Populations
 - Remaining uninsured (more later)
 - Individuals who considered enrolling by 12/15 but didn't
 - Individuals transitioning through coverages
- Approach
 - Expanded community-level engagement
 - Capture national energy
 - Deliberate use of resources so we still are prepared for launch later this year
 - Media use, but running in complement to ground-up awareness campaign
- Goals
 - Continue reorganization implementation of Outreach for community level work
 - Enroll key populations
 - Growth of enrolled population



Outstanding Challenges



The Outstanding Challenges Are:

- **Continuing enrollment growth**
- Connecting the remaining uninsured to coverage
- Preparation for the upcoming enrollment period, end of Public Health Emergency, and launch of technology solution

The primary barrier to success is value and awareness.

Part of overcoming these outstanding challenges is redeploying resources with the strong commitment to community-level engagement. BeWellnm is restructuring the outreach department to accomplish this task.

Message for the Enrollment Period

- Core Message:
 - Assistance in available.
 - Financial assistance is available to help reduce the cost of premiums and cost-sharing.
 - In-person assistance is available to help individuals understand their options.
- Secondary Messages:
 - Sign up sooner to obtain coverage earlier.
 - The value of coverage during the pandemic.
 - Promoting all options of coverage in the open enrollment period (OEP):
 - beWellnm
 - Medicaid
 - New Mexico Medical Insurance Pool



Strategy for the Enrollment Period

- Diversified Approach
 - Be Where the People Are
 - Direct-to-New Mexican engagement
 - Direct-to-Community Champion Engagement
 - More web-based events, hosted in partnership with our community organizations
 - Updated Social Media Campaign
 - Media
 - Radio, TV, etc.
 - New Opportunities
 - Presence at vaccination/testing sites
 - Expanded coordination with health councils
 - Greater partnership with community leaders
 - Artists, radio personalities, etc.



Remaining Uninsured (Who)

Credit: HSD
Updated
Uninsured Report

https://www.urban.org/sites/default/files/publication/102844/updated-estimates-of-the-nm-uninsured-and-health-care-reform-options-to-expand-marketplace-coverage-and-improve-affordability_1.pdf

	Total			Eligible for Marketplace Premium Tax Credits		
	Number of uninsured	% of total	Unins. rate (%)	Number of uninsured	% of total	Unins. rate (%)
Total	214,000	100.0	11.9	56,000	100.0	37.2
Race/ethnicity						
American Indian/Alaska Native	37,000	17.3	15.5	10,000	17.6	45.9
Asian and Pacific Islander	3,000	1.5	10.7	1,000	2.1	60.3
Non-Hispanic Black	4,000	1.8	10.3	1,000	2.0	44.0
Hispanic	121,000	56.3	13.1	27,000	48.4	38.8
Non-Hispanic white	48,000	22.5	7.7	17,000	29.7	31.0
Other	1,000	0.6	6.3	—	—	—
Sex						
Male	126,000	58.8	13.1	39,000	70.0	48.4
Female	88,000	41.2	9.7	17,000	30.0	24.2
Age group						
0-18	30,000	14.1	5.6	2,000	4.1	18.8
19-34	82,000	38.4	18.0	28,000	50.0	53.2
35-54	79,000	36.9	15.3	21,000	38.0	40.6
55-64	23,000	10.6	8.1	4,000	7.8	13.2
Citizenship status - Individuals ages 19-64						
Citizen	148,000	69.1	8.9	55,000	97.2	37.2
Noncitizen	66,000	30.9	52.7	2,000	2.8	36.9
English proficiency - Individuals ages 19-64						
<i>Subtotal</i>	<i>184,000</i>	<i>100.0</i>	<i>14.7</i>	<i>54,000</i>	<i>100.0</i>	<i>38.8</i>
Speak very well or better	138,000	75.0	14.7	51,000	93.7	38.8
Do not speak very well or less proficient	46,000	25.0	36.0	3,000	6.3	37.2



Remaining Uninsured (Where)

Credit: HSD
Updated
Uninsured Report

https://www.urban.org/sites/default/files/publication/102844/updated-estimates-of-the-nm-uninsured-and-health-care-reform-options-to-expand-marketplace-coverage-and-improve-affordability_1.pdf

	Total			Eligible for Marketplace Premium Tax Credits		
	Number of uninsured	% of total	Unins. rate (%)	Number of uninsured	% of total	Unins. rate (%)
Geography						
Albuquerque	66,000	30.9	11.6	17,000	30.1	36.6
Northwest NM	20,000	9.4	15.5	4,000	7.8	40.1
Farmington, Bloomfield, and Aztec cities	10,000	4.5	11.3	2,000	4.3	39.8
North Central NM	11,000	5.2	10.5	3,000	5.8	29.3
Eastern Plains NM	10,000	4.5	11.3	3,000	4.7	30.4
Santa Fe County	17,000	8.1	14.3	4,000	6.4	30.5
Sandoval County	11,000	5.2	9.5	3,000	5.9	37.4
Valencia, Bernalillo	9,000	4.1	10.5	3,000	5.1	41.9
East Mountains, and Isleta Pueblo						
Southwest NM	8,000	3.7	9.7	2,000	4.4	34.3
Doña Ana County	22,000	10.4	12.0	6,000	10.0	38.0
Central Southwest NM	16,000	7.4	12.7	6,000	10.4	54.1
Far Southeast NM	14,000	6.6	13.5	3,000	5.2	36.7

Communities (Who)

- What is a community?
 - Geographic
 - Specific geographic areas are assigned to staff
 - I-25 Corridor
 - Northern New Mexico
 - Southern New Mexico
 - Native American Engagement
 - Demographic
 - Focus and strategy developed to engage key populations who qualify for Exchange coverage
 - Professional
 - BeWellnm’s champions for coverage. Individuals who facilitate getting people covered
 - Carriers, brokers, advocates, providers, etc.

The Community Engagement Specialist is the champion for engaging with these populations.



Needs from the Stakeholder Advisory Committee

- Ask of this Group:
 - Group at Large:
 - Push out to your networks advisement of the current OE period.
 - Communication on what you are seeing and hearing. Identification of barriers and facilitators.
 - Carriers:
 - Coordination on messaging.
 - Once a month touch-base with Jeffery. One-on-one.
 - Brokers:
 - Continue to engage with the Broker Advisory Group. Provide feedback in those meetings and directly to staff.
 - Advocates:
 - Once a month touch-base lead by Jeffery for an Advocate Action Group. Expect an e-mail setting up a regular date/time soon.



Public Policy Update



Public Policy Update



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Federal

- Legislative
- Executive
- Judicial

State Legislative Session

Upcoming Meetings



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

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