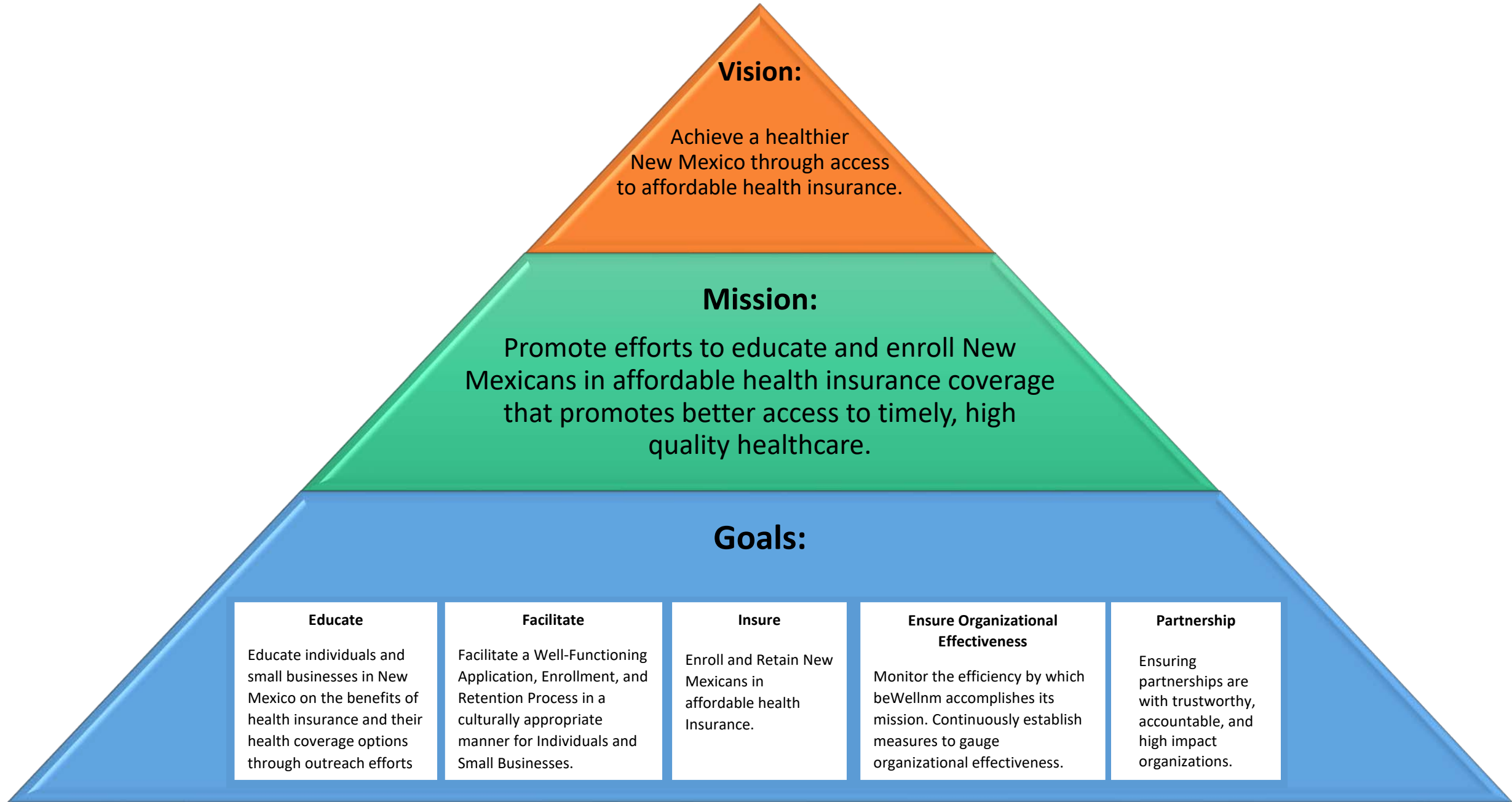


# beWellnm Strategic Priorities 2019 – 2020



**Educate**

1. Increase awareness among Hispanic Population:
  - a. Contract with at least 3 outreach partners with proven track record engaging NM Hispanic and rural populations on healthcare issues.
2. Increase awareness of beWellnm for small business through campaign and branding efforts.
  - a. Complete at least 10 from the following: reporter briefings, news stories, op-eds/testimonials (from enrollees and Key-opinion Leaders) on beWellnm for small business.
  - b. Engage the Agent/Broker community in a Broker Advisory Group meeting at least four times over the year.
3. Employ targeted outreach that is informed by data and develop a strong consumer assistance network to drive enrollment.
  - a. Targeted outreach based on data-driven insights.
  - b. Outreach data reporting dashboard developed providing insights to inform operations and targeted outreach.
  - c. By end of OE, between 42,000 and 50,000 of New Mexicans will have enrolled in a plan through beWellnm.

**Facilitate**

1. Launch Individual Exchange Technology Solution.
  - a. Meet deadlines laid out in timeline.
2. Provide regular communication to CMS regarding New Mexico's vision for an individual exchange.
  - a. Communicate monthly to CMS about build updates and beWellnm needs.
  - b. Track rules and provide feedback as appropriate.
3. Certify 100% of call center staff as CACs for Open Enrollment.
4. Identify two or more potential enhancements to beWellnm for small business in 2019, within budget.
  - a. Identify enhancements collaboratively with stakeholders, including agents and brokers.
  - b. Evaluate suitability to beWellnm's mission and budget.
  - c. Present findings to Board of Directors, with potential for Board action.
5. Evaluate and integrate two or more enhancements to the data reporting effort.
  - a. Identify at least one innovative data source that could assist beWellnm in identifying the eligible population.

**Insure**

1. Develop state-based marketplace model that provides more state flexibility for expanding access to affordable health care.
  - a. Identify three or more enrollment and health tracking metrics that can be utilized when technology solution is launched.
2. Encourage CMS to maintain auto-renewal and other processes to maintain health coverage.
3. Review the policy and operational possibility of expanding products offered by beWellnm for Small Business.
  - a. Provide updates to the Board of Directors.

**Ensure Organizational Effectiveness**

1. Review all vendor contracts for compliance and effectiveness.
  - a. Work towards potential cost savings in existing contracts.
  - b. Develop, implement, and report performance-based metrics, including dollar efficiency, to support sustainability
  - c. Perform robust vendor evaluations, including monthly monitoring.
2. Be compliant with:
  - a. Privacy and security requirements.
  - b. State level requirements.
  - c. Federal requirements.
3. Fiscal Goals:
  - a. Issue & collect assessment and reserve assessment.
  - b. Identify improvements to procurement policy.
  - c. Track investment portfolio.
  - d. Report finances to Board of Directors quarterly.
4. Conduct and submit programmatic and financial audits with no findings.
5. Develop and implement beWellnm analytics program.
  - a. Initiate research to improve costs, products, outcomes, and access.
  - b. Develop beWellnm analytics team that meets monthly.
6. Review and report quarterly on beWellnm organizational effectiveness, including staff optimization.
7. Update internal policies & procedures to ensure appropriate internal controls.

**Partnership**

1. Promote engagement, coordination and training of agents, brokers, enrollment counselors, and certified Application Counselors.
2. At least monthly communications with all assistors (enrollment counsellors, CAC's, agents & brokers during OE7).
3. Monthly beWellnm participation in at least one broker partner event.
4. Maintain strong interest among assistors to work with beWellnm: Maintain at least 200 certified agents and brokers & at least 100 Certified Enrollment Counselors.
5. Ensure in person consumer assistance either through enrollment counsellors, CAC's, Navigators, or certified agents or brokers is available in all NM counties.
6. Partner with at least one external entity and begin research to accomplish beWellnm analytics goals.
7. Improve Advisory Committee participation and outcomes expectations.
  - a. Regular Stakeholder Advisory Committee recommendations to be discussed and vetted in SAC Committee, then presented to the Board of Directors.