

# FREQUENTLY ASKED QUESTIONS

BeWellnm Consumer Referral Program: *Brokers & Enrollment Counselors*.

Powered by Help On Demand

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## 1. Who is eligible to participate in the Help On Demand consumer referral program?

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- 1) You must have a current New Mexico license.
- 2) You must meet annual performance expectations as determined by beWellnm:
  - Must accept a referral within **fifteen (15) minutes** and contact referral **within fifteen (15) minutes** of acceptance during normal work hours.
  - **During the last two weeks of Open Enrollment, the 15 minute rule will be updated to 10 minutes. After the end of OE, it will convert back to 15.**
  - Acceptance rate of at least **65%**
  - Take **65%** of your accepted referrals through the close-out status. To close-out a referral the status must be either (1) Referral Completed, (2) In Progress or (3) Not a Good Referral.
- 3) Accept Terms of Use from beWellnm
- 4) Accept Terms of Use from Help On Demand

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## 2. When can newly eligible Brokers/Enrollment Counselors get started?

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Annually, beWellnm will determine the eligible participants for the upcoming plan year and communicate any new performance expectations and terms of use.

The Help On Demand platform is available by following these steps:

- ✓ Completion of the Help On Demand training
- ✓ Activation of your account through a secure link, sent by email invitation from Help On Demand
- ✓ Completion of your profile setup
- ✓ Accept the Terms of Use for Help On Demand and beWellnm

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## 3. How long do Brokers/Enrollment Counselors have to complete Help On Demand registration?

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Brokers/Enrollment Counselors need to act promptly. BeWellnm recommends that Brokers/Enrollment Counselors **complete registration within 24 hours** of receipt of the email invitation to register. The link provided by Help On Demand in the email invitation expires after 48 hours. If the link is expired, the Brokers/Enrollment Counselors may see the message “Expired Password Reset Token.”

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## 4. What happens if a Brokers/Enrollment Counselors missed the registration window or cannot find the email invitation?

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The email invitation from Help On Demand can sometimes be incorrectly identified as spam. Be sure to check all spam, clutter, and other filters. If a Brokers/Enrollment Counselors did not receive the email, or the link in the email has

expired, please reach out to [Brokers@NMHIX.com](mailto:Brokers@NMHIX.com) or [EC@NMHIX.com](mailto:EC@NMHIX.com) to request a new email invitation to register for Help On Demand. In the subject link of the email please indicate: “Help On Demand” so the team can address the issue.

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## 5. How are referrals distributed among Brokers/Enrollment Counselors?

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Help On Demand uses an algorithm to match a referral requesting assistance with a Brokers/Enrollment Counselors who 1) speaks the same language 2) is in the designated zip code coverage area 3) and is available in the system. If more than one Brokers/Enrollment Counselors meets these criteria, Help On Demand directs the referral to the Brokers/Enrollment Counselors who is geographically closest to the customer.

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## 6. How do Brokers/Enrollment Counselors receive referral notifications from Help On Demand?

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Brokers/Enrollment Counselors and Enrollment Counselors will always be notified via email, text message, or mobile app notification when receiving a referral. Within the Profile settings, there is a Preferred Contact Method drop-down with three options:

- 1) Email, Text, & Mobile App Notification (default)
- 2) Email & Text
- 3) Email & Mobile App Notification (Requires the mobile app for Android or Apple)
- 4) Email Only (not recommended)

BeWellnm strongly recommends that Brokers/Enrollment Counselors receive text messages or app notifications to make sure they can quickly accept a referral from Help On Demand. To receive an app notification, Brokers/Enrollment Counselors must download the Help On Demand app from their iOS or Android App Store.

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## 7. How do Brokers/Enrollment Counselors respond to a referral?

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Brokers/Enrollment Counselors will be notified immediately when the referral requests assistance through Help On Demand. The Brokers/Enrollment Counselors then has **15 minutes to accept or reject a referral** before it moves to the next participating Brokers/Enrollment Counselors in the queue. During these 15 minutes, the Brokers/Enrollment Counselors must log into Help On Demand using the desktop site or mobile app and select the Accept or Reject button next to the pending referral. If a Brokers/Enrollment Counselors accepts a referral, beWellnm sets the expectation that a Brokers/Enrollment Counselors will **contact the newly accepted referral within 15 minutes** during normal business hours.

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## 8. How do Brokers/Enrollment Counselors follow up after accepting a Referral?

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To remain in the beWellnm consumer referral program, the Brokers/Enrollment Counselors must track the status of their referrals in Help On Demand. After accepting the referral, the Brokers/Enrollment Counselors should reach out to the customer to begin providing assistance. After that initial communication, the Brokers/Enrollment Counselors must update the customer’s status in Help On Demand.

- **Accepted:** Brokers/Enrollment Counselors has accepted the referral in Help On Demand using the desktop website or mobile app.

- **Rejected:** Brokers/Enrollment Counselors has rejected the referral in Help On Demand using the desktop website or mobile app and it has been moved to the next available Brokers/Enrollment Counselors.
- **In Progress:** Brokers/Enrollment Counselors is in progress of reaching the customer. Usually a short-term delay. (e.g. Left a message, Asked me to call back, Will call me back, Needs help in person, Other).

Once the Brokers/Enrollment Counselors completes work with the customer, he or she must close out the referral by assigning it one of the following **closeout statuses**:

- **Referral Complete:** Brokers/Enrollment Counselors has successfully assisted the customer with their referral (e.g. Sold, Referred to Medicaid, Other).
- **Not a Good Referral:** Brokers/Enrollment Counselors is unable to assist the customer (e.g. Does not speak my language, Changed mind, Incorrect contact information, Working with another Brokers/Enrollment Counselors, Has already obtained insurance, Other).

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## 9. What if I already have an account with Help On Demand?

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The system will identify the “same” Brokers/Enrollment Counselors when loading with the same email that a Brokers/Enrollment Counselors already uses with Help On Demand. You will not need to repeat registration. Next time you log into the system, you’ll be presented with the beWellnm’s Terms of Use to accept or decline. Once accepted, the Brokers/Enrollment Counselors has a drop down where they can toggle back and forth between referrals, they are working with for each Client Company.

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## 10. Who do I contact if I have questions about Help On Demand?

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Email [Brokers@NMHIX.com](mailto:Brokers@NMHIX.com) or [EC@NMHIX.com](mailto:EC@NMHIX.com) with questions regarding Help On Demand.