beWellnm Board Meeting

Friday November 19, 2021

Digitally/Telephonically

Public Dial-In: 1-415-655-0001
Access Code: 2558 017 8681 #
Board meeting web link

nmhix NEW MEXICO HEALTH INSURANCE EXCHANGE

1. Welcome, Roll Call, & Confirmation of Quorum

Chairman David Shaw

2. Approval of Agenda

Chairman David Shaw

3. Approval of Minutes of the September 17, 2021 and October 13, 2021 beWellnm Board Meetings

Chairman David Shaw

4. Chairman's Remarks

Chairman David Shaw

5. Matters from the CEO

Mr. Jeffery Bustamante, CEO

Update

- Today's Agenda
  - Committee Reports
    - Committee Activity
    - Key Performance Indicators
  - Open Enrollment Update
  - Contract Discussions
- Federal Update
  - American Rescue Plant Act Enhanced Tax Credits Reauthorization
- Recognitions

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September Committee Meetings Discussions

Native American

- Discussion on KPIs
- Information on Recent Activities

Operations

- Discussion on KPIs
- Technology & OE Update
- Discussion on Network & IT Services Contract

Finance

- Discussion on KPIs
- Finances Review
- Review of Contract Extensions

September Committee Meetings Discussions

Standardized Plans

- Next Meeting 12/1
- Proposal Being Generated for Committee & Further Review
- Mapping out next steps

Outreach & Education

- Discussion on KPIs
- Discussion on Open Enrollment

Stakeholder Advisory

- Organizational Update
- Open Enrollment Update

Native American Advisory

- Update on Open Enrollment
- Organizational Update

Key Performance Indicators

Native American

- Grow Enrollment
- Event Effectiveness
- Native American Advisory Committee Participation
- Integration with Tribes

Operations

- Achieve Success with Service Level Indicators
- SHOP Cost per Member

Outreach & Education

- Grow Enrollment
- SHOP Cost per Member
- Cost per Enrollee Improvement

Finance

- Administrative Expenses Management
- Financial Sustainability & Reserves
- Health of Premium Billing Solution

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Key Performance Indicators

- At the October Board Meeting, Chair Shaw called on Committees to develop 3-4 KPIs in November.
- Discussion began with the Committee and/or Chairs.
- Committees met to review their KPIs, some multiple times.

Priorities

Priorities: Public Health Order

- End of Public Health Order Maintenance of Effort
  - New Mexicans will be rolling off of Medicaid, with many potentially eligible for beWellnm coverage.
- Q1 2022, possibly as late as March/April
- Likely 12 Month Roll-off
- Implications
  - Operational
    - Call Center
    - Technology
  - Outreach
    - Strategy being developed currently
    - Weekly meetings with HSD

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Priorities: Affordability Fund

- Affordability Fund Implementation
  - BeWellnm will need to implement changes to support State Affordability Fund
- Live by Q4 2022
- Implications
  - Operational
    - Technology
- BeWellnm & Technology Vendor currently coordinating with OSI for boundaries of program

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Open Enrollment Update-Technology

Summary

New User Profiles Created

User Type	Count
Individual	5,615
Broker	493
Sub Broker	11
Back Office	70
Broker Agency	91
CSR Admin	18
CSR View Only User	11
ASSISTER_CAC	49

Infrastructure Health: Portal Performance

Portal	Assister	Broker	CSR	Individual	PMS	Average
Home Page Uptime	100%	100%	100%	100%	100%	100%
Average Load Time Home Page (in seconds)	0.285	2.45	0.283	0.282	1.69	0.998

Account Transfer Sent to HSD

TRANSFER STATUS	COUNT
REQUEST_XML_SENT	1,997
ERROR	1
NOT_PROCESSED	0

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Call Center Metrics

Dashboard

As of Nov 16, 2021

Refresh | Edit | Subscribe

Call Volume - last week	Ave. Wait Time - last week (in mins)	Ave Handle Time - last week (in mins)	Abandons - last week
2,662	3.21	3.73	389
View Report (MD LAST WEEK Call Volume)	View Report (MD LAST WEEK Wait Time)	View Report (MD LAST WEEK Handle time)	View Report (MD LAST WEEK Total Abandoned Calls Today)

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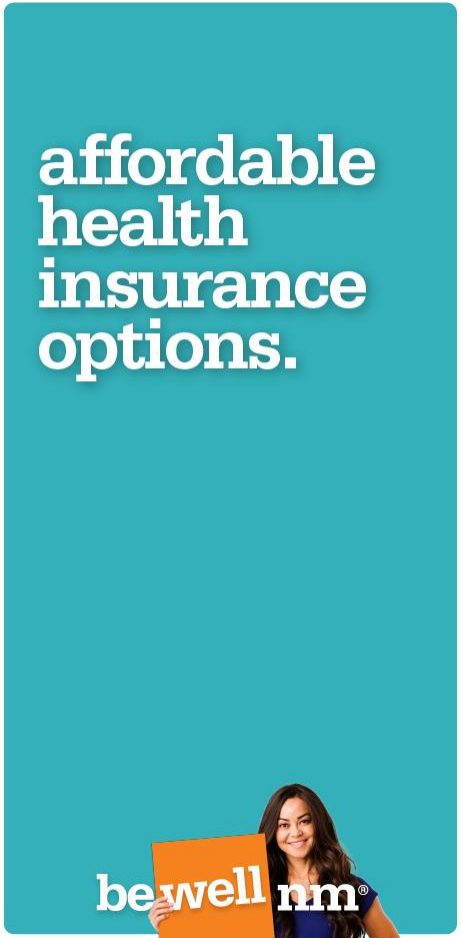
Individual Exchange Solution Areas of Attention

Color	Description
	Matter has been resolved.
	Matter is concerning, requires attention.
	Matter is deeply concerning, requires immediate triage and resolution.
	Matter is critically deficient, threatens overall solution and exchange. “Show-stoppers”



Areas of Attention

Area of Attention #	Description	Severity	Cause	Solution
1	Customer Engagement Center experiencing high abandonment rates and wait times, particularly in the morning.		• Higher than anticipated volumes in the morning, typically correlating with higher abandonment rates and wait times. • Attrition of CSR staff. Individuals getting through training then leaving • Impacting most, if not all, exchanges.	• Nearly doubling of CSR force over the next 7 days. Some starting this week, some starting next. • Staffing and management of hours to increase availability in the morning. • Another wave of CSRs being prepped to off-set additional attrition. • Call center now over-hiring and targeting specific candidates to offset unprecedented attrition.

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Areas of Attention

Area of Attention #	Description	Severity	Cause	Solution
2	Poor broker experience with CEC.		• Higher than anticipated volumes from brokers and complex cases.	• Created direct line to escalation team to reduce time to resolution, ensure brokers aren't "bouncing around" in the phone-tree. • Areas 2 & 3 intertwined.

Areas of Attention

Area of Attention #	Description	Severity	Cause	Solution
3	Duplicate account errors slowing down or stopping enrollment.		• Instructions for “claiming an account” have proven confusing for some individuals. • While we’ve seen over 4,000 come in and claim their account, about 800 have mistakenly created duplicates.	• The team generated improved instructions that are in implementation. Instructions were vetted by those who have seen the issue. • Backup plans are being evaluated for December in the event that issue persists, with emphasis on allowing individuals to complete their enrollment. • Areas 2 & 3 intertwined.

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Open Enrollment Update- Outreach & Enrollment

Open Enrollment-Enrollment

New Consumers with a Plan Selection or Existing Consumers with a Plan Change	5,247
Returning Consumers Who are Ready for Auto-Reenrollment	33,167
Returning Consumers Who Have Confirmed Their Account and Are Ready for Auto-Reenrollment or Actively Selected a Plan	4,113
Account Transfers to HSD	1,861
Percent of Applications/Determinations With an Agent or Broker Assister	20%
Percent of Plan Selections with APTC	90%
Percent of Plan Selections Already Effectuated	41%
Dental Plan Selected	1,051

A significant bump in enrollment will occur next week. Auto-enrollments will occur for existing accounts that haven't changed their plan.

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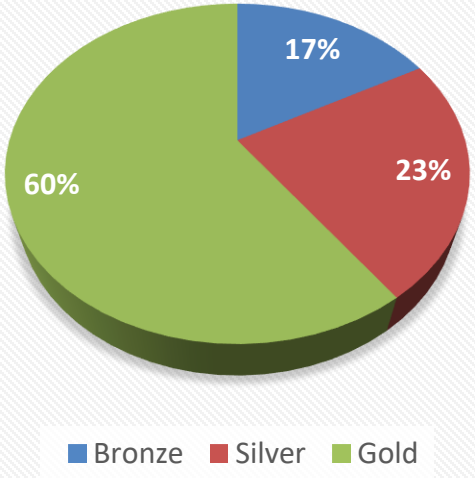
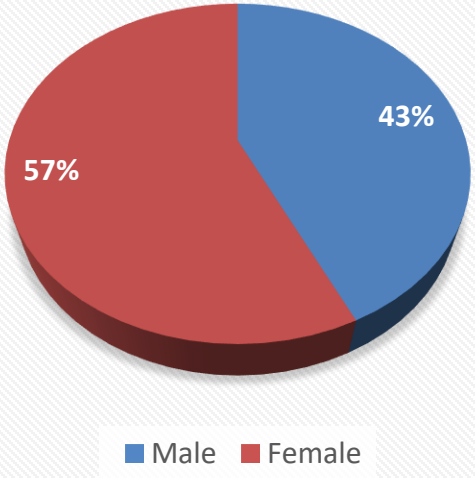
Open Enrollment-Enrollment

Metallic Choice



Male vs Female



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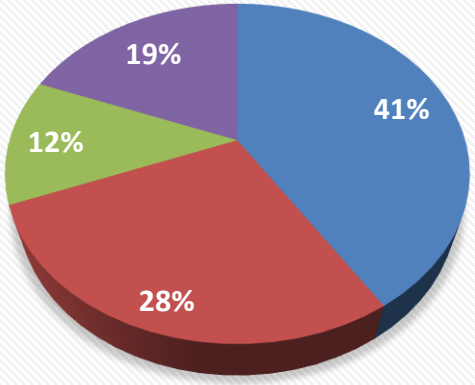
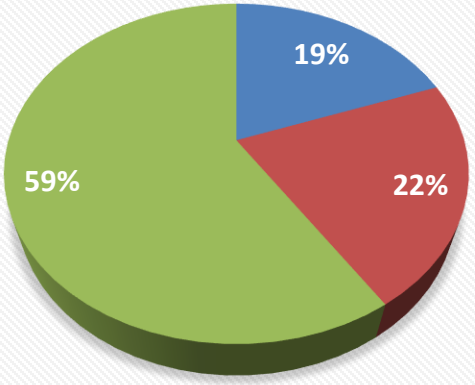
Open Enrollment-Enrollment

Federal Poverty Level



138%-250% 250%-400% 400%+ Other

Age



0-34 35-50 51-64

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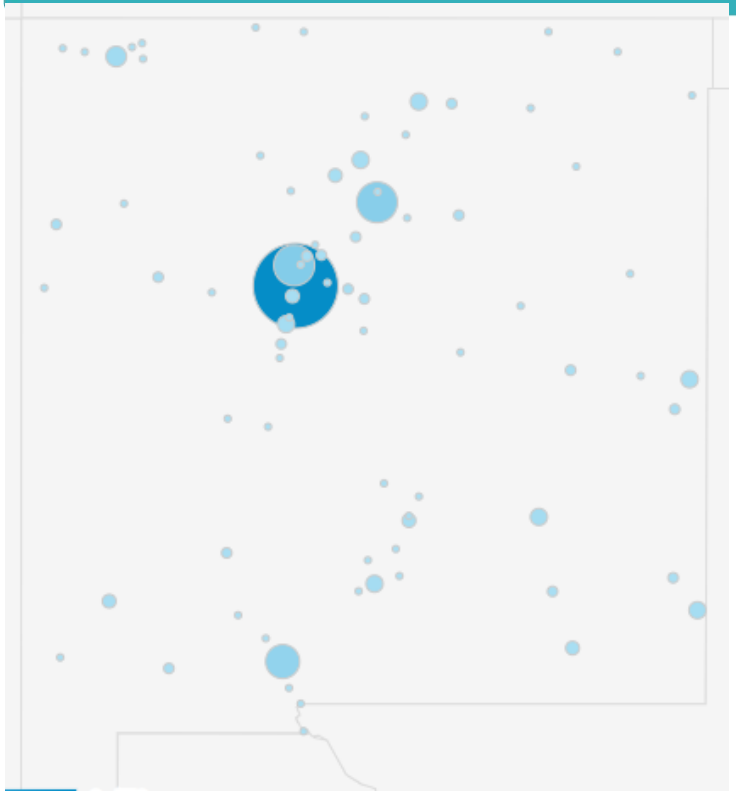
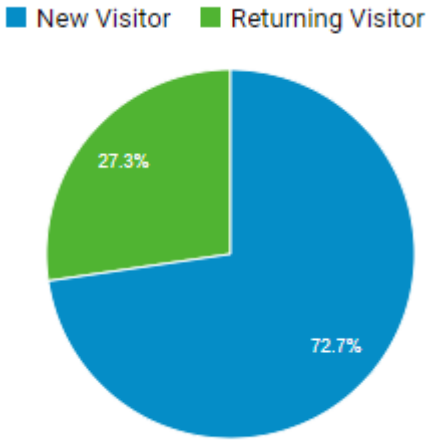
Open Enrollment-Outreach

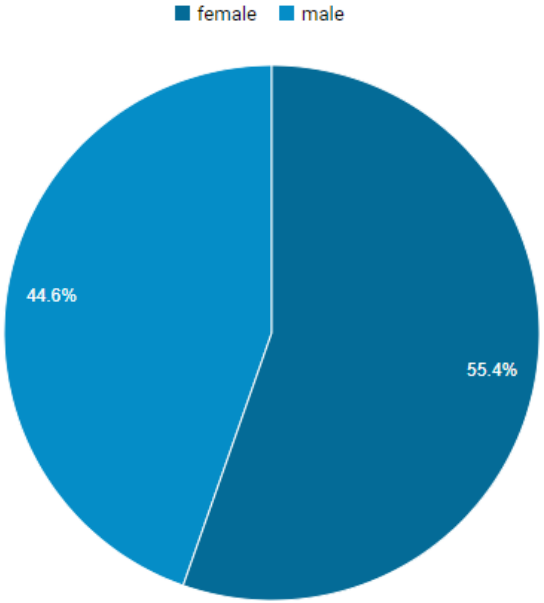


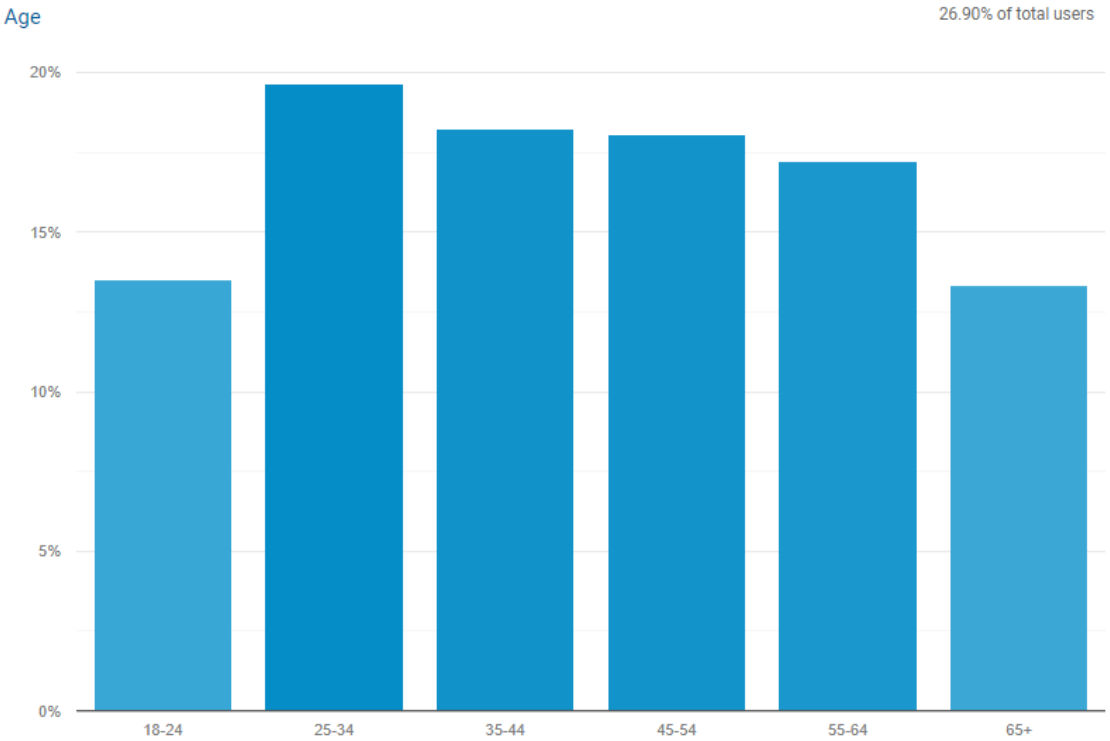


Web Traffic

Open Enrollment-Outreach

Web Traffic





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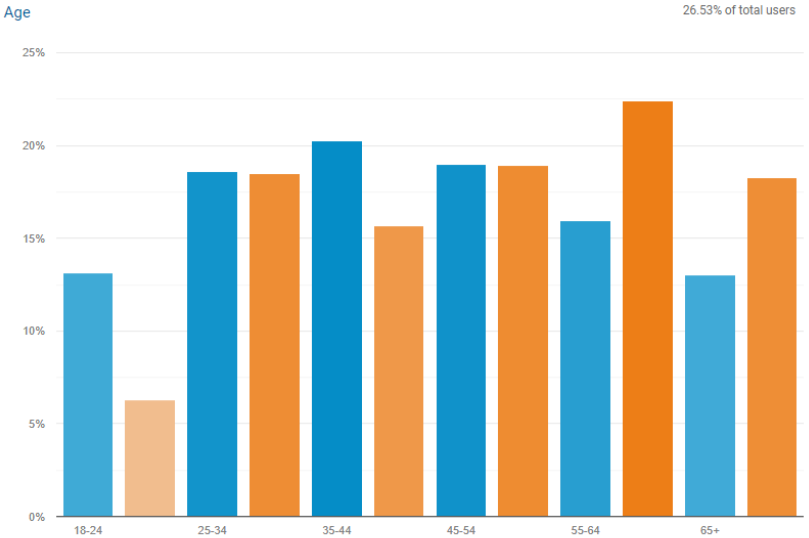
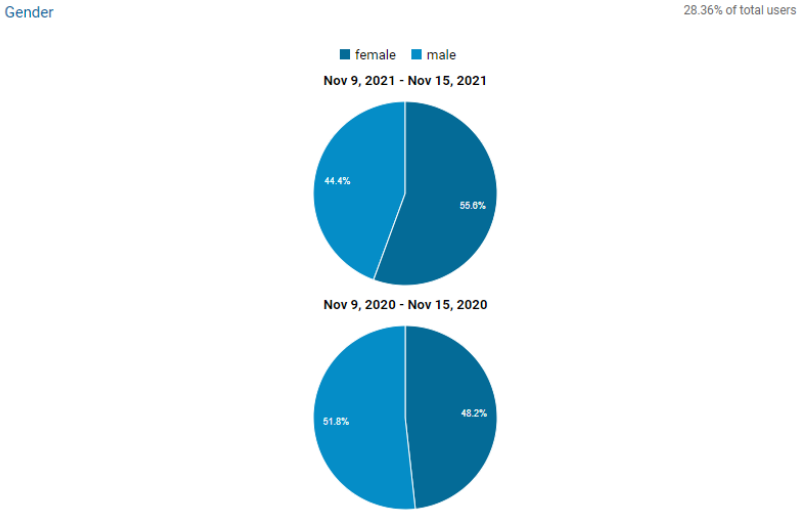
Open Enrollment-Outreach

Web Traffic vs Last Year

Users	New Users	Sessions
47.06%	37.27%	104.21%
23,115 vs 15,718	20,521 vs 14,949	38,869 vs 19,034



2020 2021



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Open Enrollment-Outreach

Web Traffic-Referrals

Going to enrollment page.

Page	% Pageviews
1. /	71.39%
2. /we-can-help/find-help-near-you/	3.23%
3. /getting-started/agents-brokers/	2.72%
4. /contact-us/	2.63%
5. /getting-started/	1.68%

/we-can-help/find-help-near-you/	1,953
/getting-started/agents-brokers/	1,649

3,602 Finding Local help

Application Source	Total Member Determined
Broker	2,668
CAC	246
Total	**2,914**

*10% to Medicaid

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Open Enrollment-Outreach

Social Media

Social media is seeing fewer click-throughs, but is driving a higher volume of individuals who are “going home” and finding beWellnm.

	Acquisition		
	Users	New Users	Sessions
	47.06%	37.27%	104.21%
1 Direct	31.27%		
2 Organic Search	133.58%		
3 Referral	220.47%		

2020 2021

Device Category	Acquisition		
	Users	New Users	Sessions
	47.06% 23,115 vs 15,718	37.29% 20,524 vs 14,949	104.21% 38,869 vs 19,034
1. desktop			
Nov 1, 2021 - Nov 15, 2021	**14,678** (63.46%)	12,528 (61.04%)	26,618 (68.48%)
Nov 1, 2020 - Nov 15, 2020	**5,709** (36.31%)	5,253 (35.14%)	7,269 (38.19%)
% Change	**157.10%**	**138.49%**	**266.19%**
2. mobile			
Nov 1, 2021 - Nov 15, 2021	**7,933** (34.30%)	7,536 (36.72%)	11,406 (29.34%)
Nov 1, 2020 - Nov 15, 2020	**8,992** (57.18%)	8,749 (58.53%)	10,464 (54.98%)
% Change	**-11.78%**	**-13.86%**	**9.00%**

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Open Enrollment-Outreach Trends

Observations So Far:

- High level of interest in cost-savings
- Morning volume increases consistent across organization, not just call center. We are seeing people drop by the office from 9AM-11AM consistently. We're adjusting accordingly.
- In-person events are well attended, many finding coverage at the event or setting up an appointment.
- Frustration does exist with conversion for some existing members, improvements to the CEC and additional support will smooth out this issue. New enrollees are having a smooth experience.

Contract Extensions for 2022

Matters from the Outreach and Education Committee

Outreach & Education Services Contract

DISCUSSION

- Scope of Work
  - Outreach & Education Responsibilities
- Contract was re-procured in 2020, in accordance with the New Mexico Procurement Code.
- Awarded to Hispano Chamber of Commerce.
- The staff is generally pleased with this vendor.
- The contract currently operates from January 1 to December 31. This places the contract end date in the middle of Open Enrollment, which diminishes the organization's leverage during negotiations. Staff recommends having the contract term end in the middle of the year starting in 2022. The vendor will still be eligible for subsequent extensions.

RECOMMENDATION

Staff recommends extending the contract through July 2022 with a contract not-to-exceed of $900,000.*

Motion: Move that the Board authorize the CEO to extend the Outreach & Education Services Contract through July 2022 with an increase in the Not-To-Exceed of $900,000.*

*This amount is consistent with the 2022 budget approved by the Board of Directors at the July Board Meeting.

Matters from the Operations Committee

Network & IT Services Contract

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Office Network & IT Services

DISCUSSION

- Scope of Work
  - Onsite and remote desktop support for all employees
  - Monitoring and routine maintenance of servers and beWellnm IT infrastructure.
- Contract was re-procured in early 2020, in accordance with the New Mexico Procurement Code.
- Awarded to ABBA in accordance with the Statewide Price Agreement.
- The staff is generally pleased with this vendor.

RECOMMENDATION

Staff recommends extending the contract through 2021 with a contract not-to-exceed of $70,000.

Motion: Move that the Board authorize the CEO to extend the Office Network & IT Services Contract through 2022 with an increase in the Not-To-Exceed of $70,000.*

*This amount is consistent with the 2022 budget approved by the Board of Directors at the July Board Meeting.

6. Agency Reports

7. Executive Session

8. Public Comment

9. Other Board Business

10. Next beWellnm Board Meeting is January 28, 2021 location TBD

11. Adjournment

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Appendix Information

Native American Outreach and Events

Outreach and Events

Collaboration Meetings/Presentations

- National Indian Youth Council, Inc.
- ISD Meeting with Native American Liaison, Shelly Begay.
- Native American Student Services (NASS) department, Loretta Trujillo
- NIWRC Strengthening the Role of Advocacy in the Indian Country 2-day Workshop
- BC/BSNM Member Advisory Board Meeting
- NM Together for Healthcare Listening Session with the Office of Superintendent of Insurance on 09/15 & 09/29.
- American Indian Chamber of Commerce –NM Chamber B2B Mixer
- The Community Pantry & Hope Garden
- APS Indian Education Secretary Elizabeth Trujillo
- San Juan College Native American Student Services

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Outreach and Events

Tabling Events

- NMSU Community Resource Fair
- American Indian Program Back 2 School Event
- Santa Fe Indigenous Center –Indigenous Community Day
- Pojoaque Pueblo's 4th Annual Recovery Drive
- APS Medicaid & Learning Zone 4 Presents "Health Knights Fall Festival"
- "Stepping into a better you" Community Health Fair – Mescalero, NM

Outreach and Events

Enrollment Events

- San Juan College, Farmington, NM
  - Tues. Nov. 9th, 2021, 3pm – 7pm
- Gallup/McKinley County Chamber of Commerce, Gallup, NM
  - Wed. Nov. 10th, 2021, 3pm – 7pm

2022 Open Enrollment Activities

Media

November 1st Activities

- Open Enrollment News Bureau

Leverage Media Inquires and distribute press materials to the media. With a focus on Open Enrollment, it will showcase the importance of OE and be a valued resource to journalist.

- Press Conference

Organized select long lead print or taped broadcast interviews under embargo to run on the day of announcement. After the press conference, distributed press kit to media outlets throughout the state.

Advertising

- Print Ads
- Bill Boards
- Digital Ads

Social Media- All platforms

NOVEMBER
SOCIAL CALENDAR

HELP	ENROLLMENT	HEALTHY NM	FINANCIAL HELP	AUDIENCE	ENROLLMENT 15 MINUTE THEME	FAQS
	HEALTH INSURANCE ISN'T EXCITING...BUT FREE IS!	I believe our KIDS can be healthy.	WHAT DOES AFFORDABLE HEALTH CARE COST? 33¢ A DAY	CAN I AFFORD HEALTH INSURANCE AS A SMALL BUSINESS?	WHAT PAYING $10 PER MONTH FOR INSURANCE LOOKS LIKE!	QUESTION: WHEN CAN I ENROLL?
ARE YOU GETTING STUCK? WE CAN HELP!	LOOK MA! BETTER BE INSURED! ENROLL TODAY	I believe our FAMILIES can be healthy.	WHAT DOES AFFORDABLE HEALTH CARE COST? LESS THAN A CUP OF COFFEE.	CAN I AFFORD HEALTH INSURANCE AS A PROUD VETERAN?	WHAT PAYING $10 PER MONTH FOR INSURANCE LOOKS LIKE!	QUESTION: WHAT IS OPEN ENROLLMENT?
ARE YOU GETTING STUCK? WE CAN HELP!	HEART BROKEN? BETTER BE INSURED! ENROLL TODAY	I believe our MOMS can be healthy.	WHAT DOES AFFORDABLE HEALTH CARE COST? $10 A MONTH	CAN I AFFORD HEALTH INSURANCE AS A GROWING FAMILY?	WHAT PAYING $10 PER MONTH FOR INSURANCE LOOKS LIKE!	QUESTION: AM I ELIGIBLE TO ENROLL?
ARE YOU GETTING STUCK? WE CAN HELP!	GONE VIRAL? BETTER BE INSURED! ENROLL TODAY	I believe our DADS can be healthy.	WHAT DOES AFFORDABLE HEALTH CARE COST? 33¢ A DAY.	CAN I AFFORD HEALTH INSURANCE AS A LOVING GRANDMA?	WHAT PAYING $10 PER MONTH FOR INSURANCE LOOKS LIKE!	QUESTION: WHAT ABOUT MY PRE-EXISTING CONDITIONS?
ARE YOU GETTING STUCK? WE CAN HELP!	BABY ON BOARD? BETTER BE INSURED! ENROLL TODAY					

Media tool Kit

- A media kit is a public relations tool for organizations to raise awareness, explain services and provide essential information for prospective partners to distribute to their community.

- Logo Images
- CO-OP Press Release
- Newsletter Communications
- Social Media Content & Images
- 2022 Open Enrollment Events
- Website Resources