

RESEARCH
& POLLING
INC



BEWELLNM
ASSISTANCE CENTER SURVEY
FEBRUARY 2016

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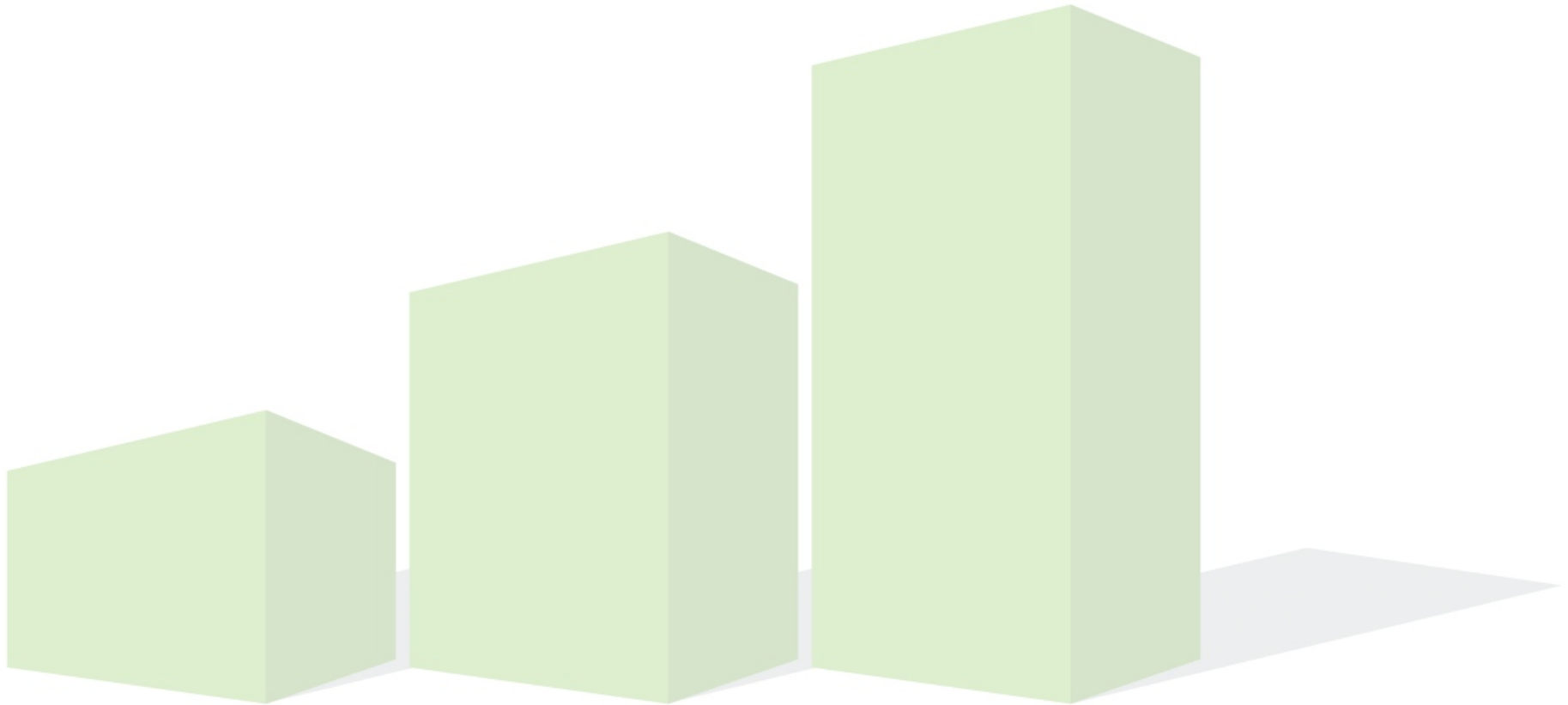
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I. INTRODUCTION



METHODOLOGY

THE INTERVIEW

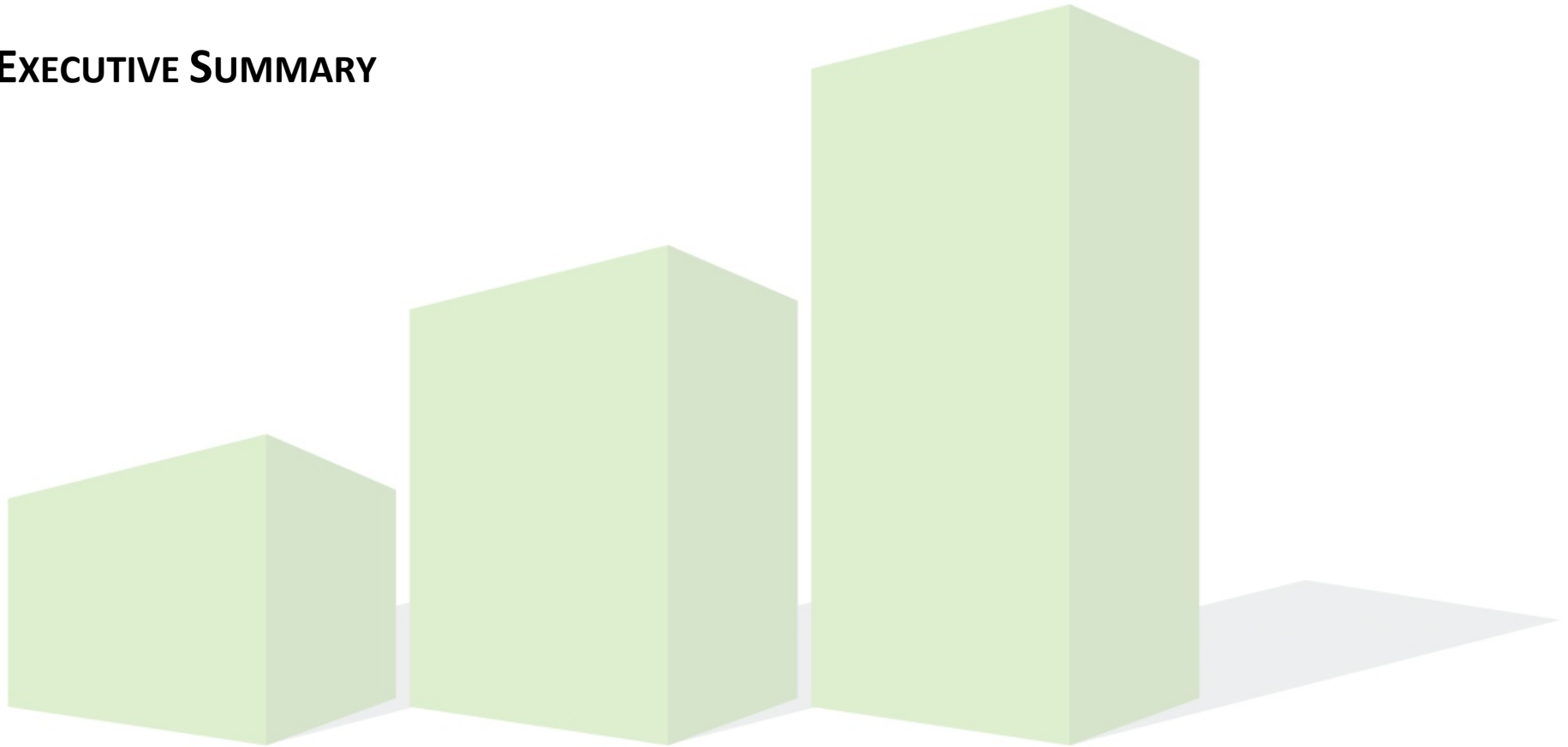
Visitors to the beWellnm Assistance Centers in Albuquerque, Farmington, Gallup, Las Cruces, and Santa Fe were asked by Center staff to complete a hard-copy survey to evaluate their experience of their visit. Completed surveys were collected by Center staff and returned to Research & Polling, Inc. (RPI) for data entry and analysis. A total of 164 respondents completed a survey between December 28th, 2015 and January 31st, 2016.

THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- Gender
- Age
- Ethnicity
- Income
- Assistance Center Location
- Whether individuals were enrolled in a health plan prior to their visit to the Assistance Center.

II. EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

WAYS OF HEARING ABOUT THE BEWELLM ASSISTANCE CENTER

Word-of-mouth from family or friends (35%) and advertisements (television, radio, newspaper, billboard) (33%) are mentioned most often as the ways respondents have heard of the beWellnm Assistance Centers. The beWellnm website and/or the New Mexico Health Exchange website (16%) and newspaper articles and/or television news (12%) are also mentioned often, while Internet/social media (7%), walk-ins (3%), and seeing a kiosk at the mall (2%) are mentioned least often.

REASONS FOR VISITING THE BEWELLM ASSISTANCE CENTER

Those surveyed said their primary reasons for visiting the Assistance Center was to get help enrolling in a health plan (47%) and to enroll in a plan (45%). Gathering information, such as seeing if they qualify for a discount/subsidy (31%), researching health plan information (30%) and talking about or asking questions about different health plans (24%) were also popular reasons for visiting the beWellnm Assistance Centers.

Nearly three-quarters (74%) said they planned on enrolling in a health plan during their visit, while 14% said they were very likely to enroll before the January 31st deadline. Very few (3%) said they were unlikely to enroll in a health plan by the January 31st deadline.

OVERALL SATISFACTION WITH THE BEWELLM ASSISTANCE CENTERS

The overwhelming majority of respondents (98%) say they were satisfied with the beWellnm Assistance Center that they visited. Additionally, when asked to rate on a 5-point scale, where 5 is *excellent* and 1 is *very poor*, their specific experiences, such as friendliness and courtesy of staff, helpfulness of information received, and the staff's ability to answer questions, 100% of respondents said they had positive experiences (score of 4 or 5) regarding each of these aspects.

ENROLLMENT IN A HEALTH PLAN BY JANUARY 31ST

Over half (53%) of visitors who completed a survey say they were already enrolled in a health plan prior to their visit to the Assistance Center, while 47% were not.

ASSISTANCE CENTER VISITOR DEMOGRAPHICS

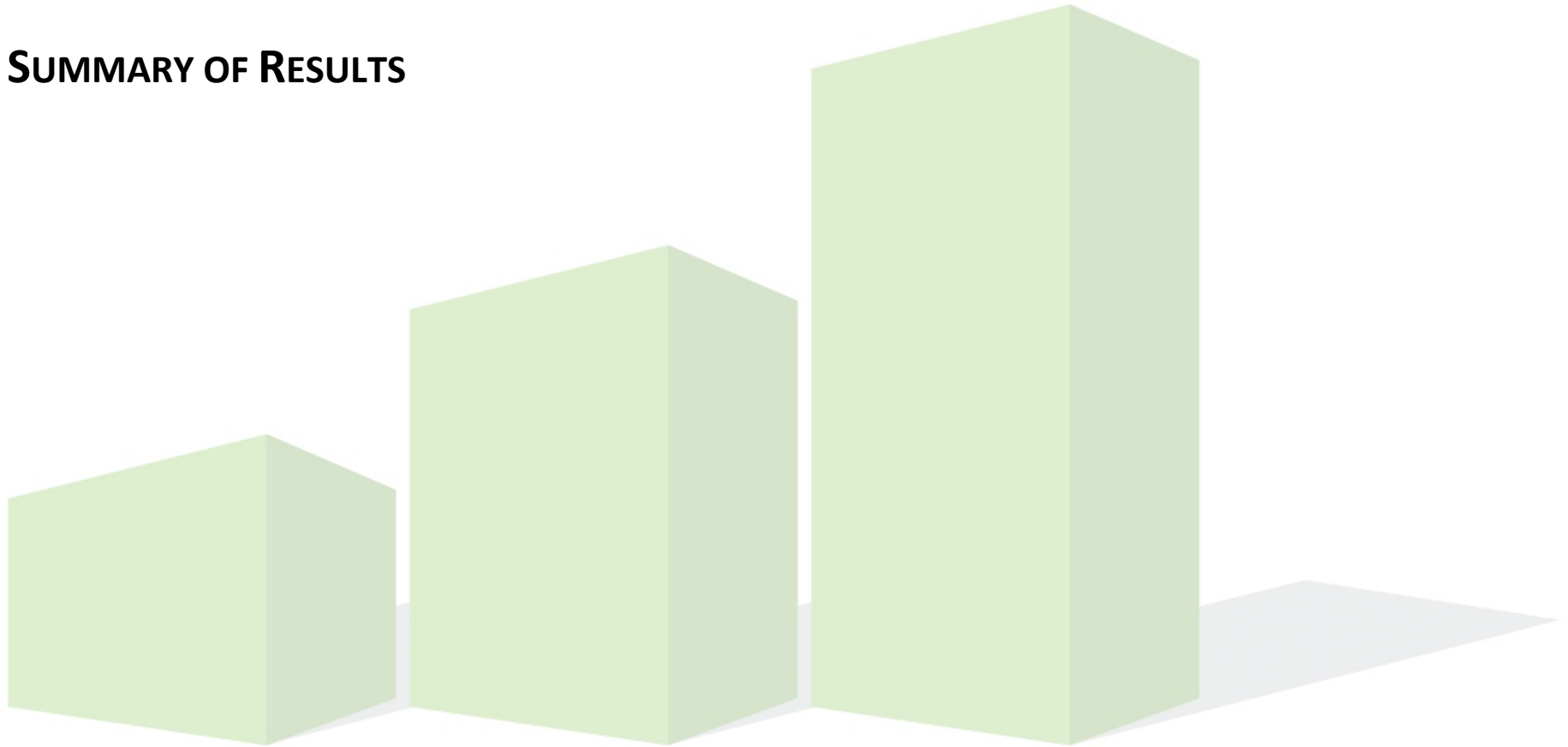
Visitors to the beWellnm Assistance Centers who completed the survey were more likely to be:

- Female (56%)
- Age 50 to 64 (49%)
- Lower income - those making less than \$20,000 (41%)

Additionally, Anglos and Hispanics were nearly equally as likely to visit an Assistance Center (38% and 36%, respectively). Interestingly, about one-quarter (24%) of visitors were Native American.

Albuquerque (35%) and Farmington (33%) had the most visitors complete a survey, while Gallup (8%) and Las Cruces (7%) had the fewest. Approximately one-fifth (18%) of the survey respondents had visited the Santa Fe Assistance Center.

III. SUMMARY OF RESULTS



WAYS OF HEARING ABOUT THE BEWELLNM ASSISTANCE CENTER	
TOTAL RESPONSES (N=164) TOP 7 RESPONSES	
FAMILY MEMBER/FRIEND	35%
ADVERTISEMENTS (TELEVISION, RADIO, NEWSPAPER, BILLBOARD)	33%
BEWELLNM WEBSITE/NM HEALTH EXCHANGE WEBSITE	16%
NEWSPAPER ARTICLES/TELEVISION NEWS	12%
INTERNET/SOCIAL MEDIA	7%
WALK IN	3%
SAW KIOSK AT THE MALL	2%

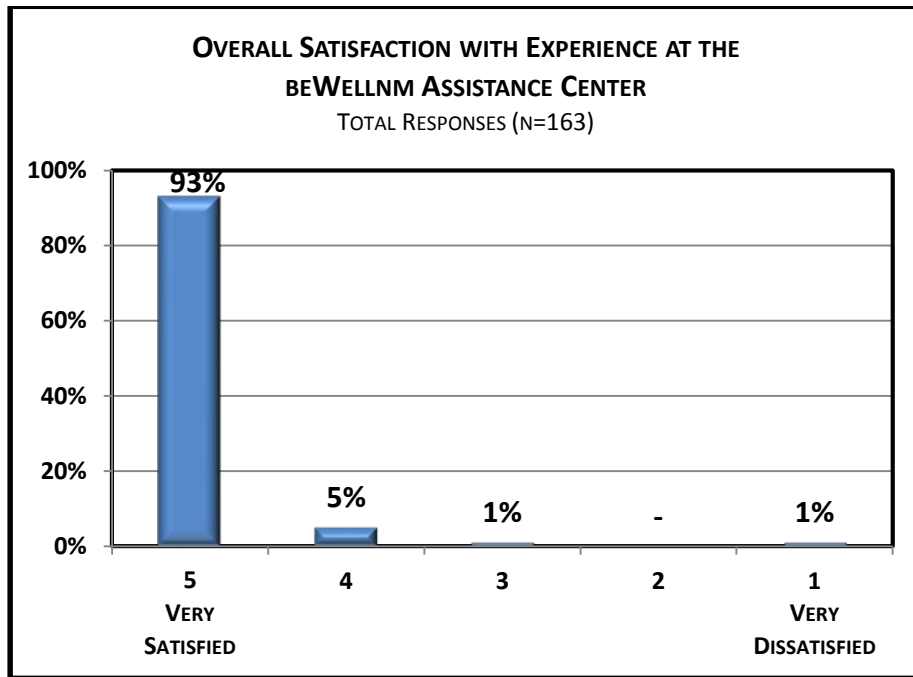
PRIMARY REASONS FOR VISITING THE BEWELLNM ASSISTANCE CENTER	
TOTAL RESPONSES (N=161) TOP 6 RESPONSES	
TO GET HELP ENROLLING IN A PLAN	47%
TO ENROLL IN A PLAN	45%
TO SEE IF I QUALIFY FOR A DISCOUNT/SUBSIDY	31%
RESEARCH HEALTH PLAN INFORMATION	30%
TALK ABOUT/ASK QUESTIONS ABOUT DIFFERENT HEALTH PLANS	24%
REENROLL IN A HEALTH PLAN	7%

Assistance Center visitors were asked how they heard about the beWellnm Assistance Center. Thirty-five percent say they heard about the Assistance Center from a **family member/friend**, while one-third of respondents say **advertisements (television, radio, newspaper, billboard)**. Sixteen percent say they heard of the beWellnm Assistance Center from the **beWellnm website/NM Health Insurance Exchange website** and approximately one-in-ten (12%) say **newspaper articles/television news**. Seven percent say they heard about the Center via the **Internet/social media**. Only 3% say they heard of the Assistance Centers by **walking in** to a center and 2% say they **saw a kiosk at the mall**.

Respondents making less than \$20,000 annually are more likely than others to say they heard of the beWellnm Assistance Center through a **family member/friend** (49%), while Anglos (25%) are more likely than others to say they heard of the Assistance Center on the beWellnm website/NM Health Exchange website. Older respondents age 50-64 are more likely to mention **newspaper articles/television news** (20%).

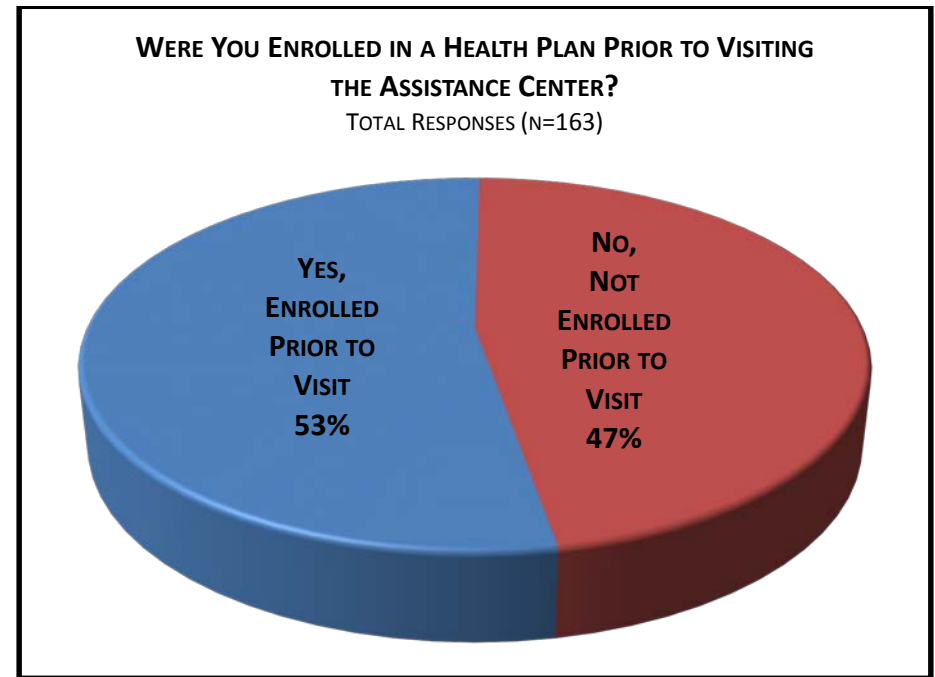
When asked the primary reasons for visiting the Assistance Center, approximately half (47%) say they visited to **get help enrolling in a plan** and 45% say they visited to **enroll in a plan**. Thirty-one percent say they visited to **see if they qualified for a discount/subsidy** and 30% say they visited to **research health plan information**. Nearly one-quarter (24%) say they visited to **talk about/ask questions about different health plans**. Less than one-in-ten (7%) say they visited to **reenroll in a health plan**.

Visitors at the Albuquerque Assistance Center were more likely than those in other cities to say they visited to **get help enrolling in a plan**.



MEAN †: 4.88

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 1.



The graph on the left shows respondents' overall satisfaction with their experience at the beWellnm Assistance Center on a 5-point scale, where 5 is *very satisfied* and 1 is *very unsatisfied*. Nearly all of those surveyed (98%) say they are satisfied with their experience at the Assistance Center (93% are *very satisfied*).

The pie chart above shows the percentage of those who were enrolled in a health plan prior to visiting the Assistance Center versus those who were not. Over half (53%) say they were enrolled prior to their visit, while 47% were not. Those more likely to say they were enrolled in a health plan prior to their visit to the Assistance Center are respondents age 50 – 64 (63%).

LIKELIHOOD OF ENROLLING IN A HEALTH PLAN BY THE JANUARY 31 ST DEADLINE	
TOTAL RESPONSES (N=161)	
I ENROLLED IN A HEALTH PLAN TODAY AT THE ASSISTANCE CENTER	74%
I AM VERY LIKELY TO ENROLL IN HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	14%
I AM UNSURE IF I WILL ENROLL IN HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	6%
I AM SOMEWHAT LIKELY TO ENROLL IN HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	4%
I AM UNLIKELY TO ENROLL IN HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	3%

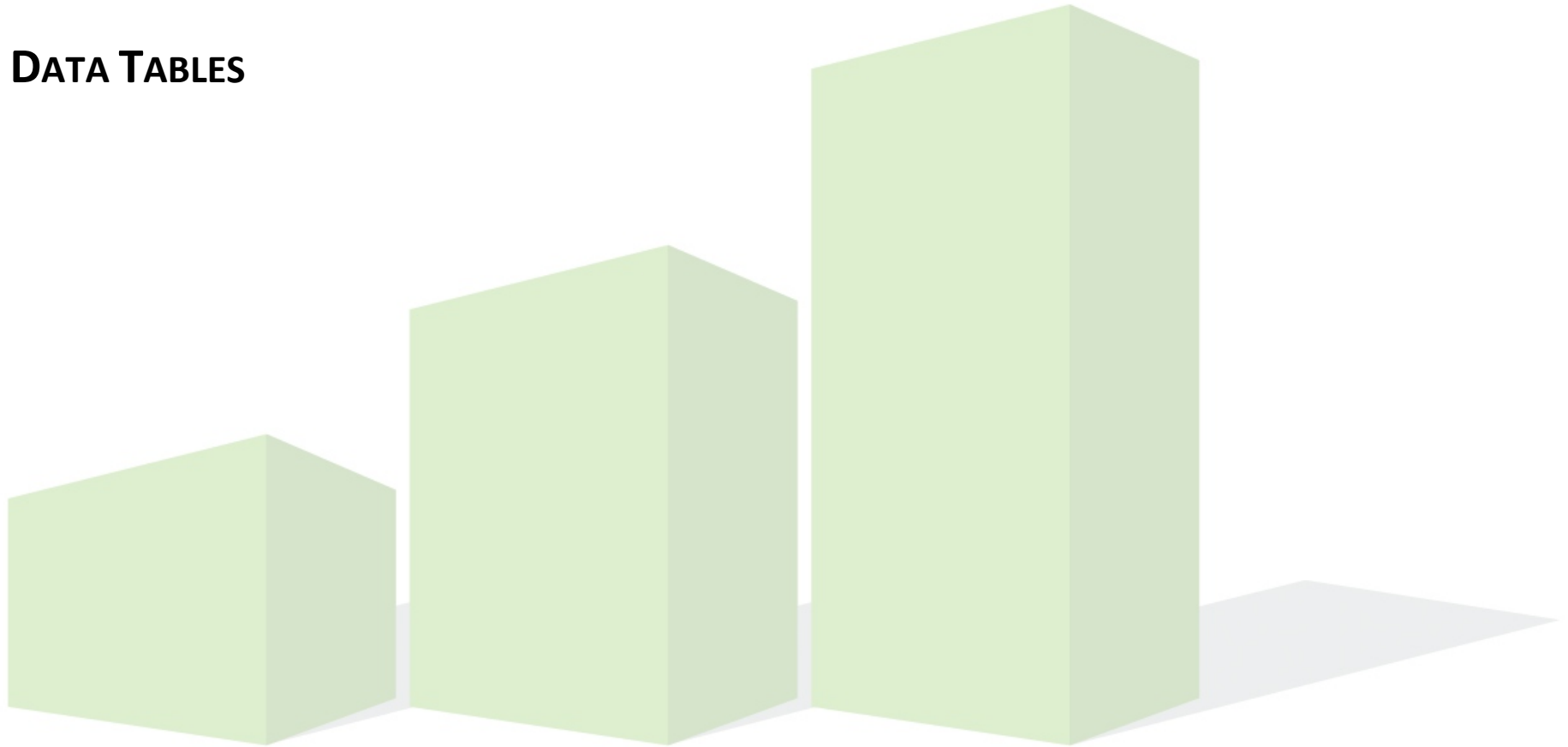
Respondents were given a list of five statements and asked which best describes their likelihood of enrolling in a health plan by the January 31st deadline. The vast majority (74%) said they **enrolled in a health plan during their visit to the Assistance Center**, while 14% said they were **very likely to enroll in a health plan before the January 31st deadline**. Six percent said they were **unsure if they would enroll in a health plan before the January 31st deadline** and 4% said they were **somewhat likely to enroll in a health plan before the January 31st deadline**. Very few respondents (3%) said they were **unlikely to enroll in a health plan before the January 31st deadline**.

OVERALL RATING OF VARIOUS EXPERIENCES AT THE BEWELLM ASSISTANCE CENTER (SUMMARY TABLE)						
TOTAL RESPONSES (N=161) RANKED BY HIGHEST PERCENTAGE "EXCELLENT"						
	EXCELLENT 5	4	3	2	VERY POOR 1	MEAN†
FRIENDLINESS AND COURTESY OF THE STAFF	98%	3%	-	-	-	4.98
HELPFULNESS OF INFORMATION YOU RECEIVED	96%	4%	-	-	-	4.96
THE STAFF'S ABILITY TO ANSWER YOUR QUESTIONS	95%	5%	-	-	-	4.95

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 1.

Respondents were asked to rate their various experiences at the beWellnm Assistance Center on a 5-point scale, where 5 is *excellent* and 1 is *very poor*. Individuals' experiences at the Assistance Center are overwhelmingly positive with 100% of respondents having a favorable experience (a score of 4 or 5) when asked about the **friendliness and courtesy of the staff, helpfulness of information received, and the staff's ability to answer questions.**

IV. DATA TABLES



WAYS OF HEARING ABOUT THE BEWELLM ASSISTANCE CENTER
TOTAL SAMPLE (N=164)

QUESTION 1: HOW DID YOU HEAR ABOUT THE BEWELLM ASSISTANCE CENTER?

FAMILY MEMBER/FRIEND	35%
ADVERTISEMENTS (TELEVISION, RADIO, NEWSPAPER, BILLBOARD)	33%
BEWELLM WEBSITE/NM HEALTH EXCHANGE WEBSITE	16%
NEWSPAPER ARTICLES/TELEVISION NEWS	12%
INTERNET/SOCIAL MEDIA	7%
WALKED IN	3%
SAW KIOSK AT THE MALL	2%
RECORDED PHONE CALL	1%
ISD	1%
RETURN VISIT	1%
APS	1%
BCBS	1%
IHS	1%
CNM CONNECT	1%
KOB HEALTH FAIR	1%
CALLED BEWELLM	1%

PRIMARY REASONS FOR VISITING THE BEWELLM ASSISTANCE CENTER
TOTAL RESPONSES (N=161)

QUESTION 2: WHAT WERE YOUR PRIMARY REASONS FOR VISITING THE BEWELLM ASSISTANCE CENTER TODAY?

TO GET HELP ENROLLING IN A PLAN	47%
TO ENROLL IN A PLAN	45%
TO SEE IF I QUALIFY FOR A DISCOUNT/SUBSIDY	31%
RESEARCH HEALTH PLAN INFORMATION	30%
TALK ABOUT/ASK QUESTIONS ABOUT DIFFERENT HEALTH PLANS	24%
REENROLL IN A HEALTH PLAN	7%
GET ACCESS TO MY MARKETPLACE	1%
HELP WITH HUMAN SERVICES REQUEST UPLOAD	1%
QUESTIONS ABOUT MY IMMIGRATION STATUS	1%

OVERALL SATISFACTION WITH EXPERIENCE AT THE BEWELLNM ASSISTANCE CENTER

QUESTION 3: PLEASE RATE HOW SATISFIED YOU ARE WITH YOUR EXPERIENCE AT THE BEWELLNM ASSISTANCE CENTER TODAY.

	TOTAL RESPONSES (N=163)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
5 - VERY SATISFIED	93%	93%	93%	96%	86%	95%	95%	93%	89%	97%	86%	93%	92%
4	5%	4%	5%	4%	8%	4%	5%	3%	5%	2%	11%	3%	4%
3	1%	3%	-	-	2%	1%	-	2%	3%	2%	-	3%	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - VERY DISSATISFIED	1%	-	2%	-	4%	-	-	2%	3%	-	3%	-	4%
MEAN †	4.88	4.90	4.86	4.96	4.73	4.94	4.95	4.86	4.78	4.95	4.78	4.90	4.81

	TOTAL RESPONSES (N=163)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	YES	NO
5 - VERY SATISFIED	93%	100%	89%	86%	73%	96%	90%	96%
4	5%	-	6%	14%	18%	4%	8%	1%
3	1%	-	2%	-	9%	-	1%	1%
2	-	-	-	-	-	-	-	-
1 - VERY DISSATISFIED	1%	-	4%	-	-	-	1%	1%
MEAN †	4.88	5.00	4.76	4.86	4.64	4.96	4.85	4.91

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY SATISFIED RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY DISSATISFIED RESPONSE IS ASSIGNED A VALUE OF 1.

WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER?

QUESTION 4: WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?

	TOTAL RESPONSES (N=163)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
Yes	53%	46%	58%	42%	45%	63%	51%	57%	58%	48%	58%	62%	48%
No	47%	54%	42%	58%	55%	37%	49%	43%	42%	52%	42%	38%	52%

	TOTAL RESPONSES (N=163)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	Yes	No
Yes	53%	55%	48%	69%	91%	38%	100%	-
No	47%	45%	52%	31%	9%	62%	-	100%

LIKELIHOOD OF ENROLLING IN A HEALTH PLAN BY THE JANUARY 31ST DEADLINE

QUESTION 5: WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

	TOTAL RESPONSES (N=161)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
I ENROLLED IN A HEALTH PLAN TODAY AT THE ASSISTANCE CENTER	74%	74%	74%	81%	69%	73%	70%	72%	78%	77%	78%	62%	67%
I AM VERY LIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	14%	14%	13%	19%	14%	13%	17%	16%	8%	15%	11%	21%	11%
I AM SOMEWHAT LIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	4%	3%	4%	-	4%	5%	7%	4%	-	2%	3%	7%	7%
I AM UNLIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	3%	4%	2%	-	6%	3%	2%	2%	8%	2%	8%	-	4%
I AM UNSURE IF I WILL ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	6%	4%	7%	-	8%	6%	4%	7%	6%	5%	-	10%	11%

	TOTAL RESPONSES (N=161)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	YES	NO
I ENROLLED IN A HEALTH PLAN TODAY AT THE ASSISTANCE CENTER	74%	82%	59%	93%	73%	76%	77%	70%
I AM VERY LIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	14%	13%	20%	-	9%	14%	14%	13%
I AM SOMEWHAT LIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	4%	2%	8%	-	9%	-	4%	4%
I AM UNLIKELY TO ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	3%	-	8%	-	-	3%	1%	5%
I AM UNSURE IF I WILL ENROLL IN A HEALTH PLAN BEFORE THE JANUARY 31 ST DEADLINE	6%	4%	6%	7%	9%	7%	4%	8%

**OVERALL RATING OF VARIOUS EXPERIENCES AT THE BEWELLM ASSISTANCE CENTER:
 HELPFULNESS OF INFORMATION YOU RECEIVED**

QUESTION 6: PLEASE RATE YOUR EXPERIENCE TODAY WITH THE FOLLOWING AT THE BEWELLM ASSISTANCE CENTER: **HELPFULNESS OF INFORMATION YOU RECEIVED**

	TOTAL RESPONSES (N=161)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
5 - EXCELLENT	96%	93%	99%	96%	92%	98%	95%	98%	92%	100%	89%	93%	100%
4	4%	7%	1%	4%	8%	2%	5%	2%	8%	-	11%	7%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN †	4.96	4.93	4.99	4.96	4.92	4.98	4.95	4.98	4.92	5.00	4.89	4.93	5.00

	TOTAL RESPONSES (N=161)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	YES	NO
5 - EXCELLENT	96%	98%	96%	86%	82%	100%	92%	100%
4	4%	2%	4%	14%	18%	-	8%	-
3	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-
MEAN †	4.96	4.98	4.96	4.86	4.82	5.00	4.92	5.00

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 1.

**OVERALL RATING OF VARIOUS EXPERIENCES AT THE BEWELLM ASSISTANCE CENTER:
 THE STAFF'S ABILITY TO ANSWER YOUR QUESTIONS**

QUESTION 7: PLEASE RATE YOUR EXPERIENCE TODAY WITH THE FOLLOWING AT THE BEWELLM ASSISTANCE CENTER: **THE STAFF'S ABILITY TO ANSWER YOUR QUESTIONS**

	TOTAL RESPONSES (N=161)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
5 - EXCELLENT	95%	94%	95%	96%	90%	98%	93%	97%	95%	100%	92%	86%	100%
4	5%	6%	5%	4%	10%	2%	7%	3%	5%	-	8%	14%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN †	4.95	4.94	4.95	4.96	4.90	4.98	4.93	4.97	4.95	5.00	4.92	4.86	5.00

	TOTAL RESPONSES (N=161)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	YES	NO
5 - EXCELLENT	95%	100%	91%	86%	91%	100%	94%	96%
4	5%	-	9%	14%	9%	-	6%	4%
3	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-
MEAN †	4.95	5.00	4.91	4.86	4.91	5.00	4.94	4.96

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 1.

**OVERALL RATING OF VARIOUS EXPERIENCES AT THE BEWELLNM ASSISTANCE CENTER:
 FRIENDLINESS AND COURTESY OF THE STAFF**

QUESTION 8: PLEASE RATE YOUR EXPERIENCE TODAY WITH THE FOLLOWING AT THE BEWELLNM ASSISTANCE CENTER: **FRIENDLINESS AND COURTESY OF THE STAFF**

	TOTAL RESPONSES (N=160)	GENDER		AGE			ETHNICITY			INCOME			
		MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS OR OLDER	HISPANIC	ANGLO/ CAUCASIAN	NATIVE AMERICAN INDIAN	LESS THAN \$20,000	\$20,000 TO \$29,999	\$30,000 TO \$39,999	\$40,000 AND OVER
5 - EXCELLENT	98%	96%	99%	96%	96%	99%	98%	98%	95%	100%	95%	97%	100%
4	3%	4%	1%	4%	4%	1%	2%	2%	5%	-	5%	3%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN †	4.98	4.96	4.99	4.96	4.96	4.99	4.98	4.98	4.95	5.00	4.95	4.97	5.00

	TOTAL RESPONSES (N=160)	ASSISTANCE CENTER					WERE YOU ENROLLED IN A HEALTH PLAN PRIOR TO VISITING THE ASSISTANCE CENTER TODAY?	
		ALBUQUERQUE	FARMINGTON	GALLUP	LAS CRUCES	SANTA FE	YES	NO
5 - EXCELLENT	98%	100%	98%	86%	91%	100%	95%	100%
4	3%	-	2%	14%	9%	-	5%	-
3	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-
1 - VERY POOR	-	-	-	-	-	-	-	-
MEAN †	4.98	5.00	4.98	4.86	4.91	5.00	4.95	5.00

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE EXCELLENT RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY POOR RESPONSE IS ASSIGNED A VALUE OF 1.

COMMENTS OR SUGGESTIONS REGARDING EXPERIENCE AT THE ASSISTANCE CENTER

QUESTION 9: DO YOU HAVE ANY COMMENTS OR SUGGESTIONS ABOUT YOUR EXPERIENCE AT THE ASSISTANCE CENTER?

APPRECIATE THE HELP I WAS GIVEN.

COMPUTERS ARE SLOW.

DOING WELL AS IS.

EASY, FAST AND FRIENDLY.

EVERYTHING GOOD.

EXCELLENT HELP.

EXCELLENT INFORMATION PROVIDED BY NAVIGATOR.

EXCELLENT SERVICE.

GOOD.

GREAT EXPERIENCE.

GREAT SERVICE!

I AM SO GRATEFUL.

I DON'T KNOW IF I WANT TO CHANGE INSURANCE.

I LIKE THE IDEA, BUT I HAVE TO DISCUSS IT WITH MY WIFE.

I WAS TREATED VERY WELL AND ANA WAS VERY, VERY HELPFUL.

I WAS VERY WELL PLEASED WITH MY VISIT.

I'M A FIRST-TIME BUYER OF HEALTH INSURANCE AND THESE LOVELY LADIES HELPED ME SO MUCH AND ANSWERED ALL MY QUESTIONS AND I AM VERY HAPPY WITH EVERYTHING - MY WHOLE EXPERIENCE.

I'M THANKFUL FOR THIS SERVICE. PEOPLE WERE GREAT.

JULIET WAS SUPER HELPFUL! WE LOVED HER AND APPRECIATED HER HELP!

KEEP DOING IT!

MAYBE ADVERTISE ASSISTANCE IN CASES WHERE INDIVIDUALS HAVE BEEN DENIED OVER AND OVER.

MISTY DID A GREAT JOB OF SORTING OUT OUR ISSUES.

MISTY'S ASSISTANCE WAS FANTASTIC. HER PROFESSIONALISM AND CUSTOMER SKILLS WERE IMPECCABLE. DEFINITELY HER AREA OF EXPERTISE. THANK YOU VERY MUCH FOR YOUR STAFF'S ASSISTANCE.

MISTY WAS WONDERFUL.

MS. ANA CANALES IS THE MOST HELPFUL AND PATIENT LADY. WE'D LIKE TO THANK THE BEWELLNM OFFICE FOR PROVIDING EXCELLENT PEOPLE LIKE HER. WE APPRECIATE ALL SHE DID FOR US. PLEASE KEEP HER AT THIS OFFICE.

REPRESENTATIVE (SHAINA RAMONE) WAS VERY HELPFUL AND EXPLAINED EVERYTHING TO WHERE I COULD UNDERSTAND.

ROSE WAS VERY HELPFUL.

SAGE IS GREAT!

SAGE WAS AWESOME AND HELPED A TON!
THANK YOU FOR THE ASSISTANCE.

THE HELP WAS BEYOND GREAT!!!

THE LADIES WERE HELPFUL, TOOK THE TIME TO EXPLAIN THE HEALTH PLANS AND WHAT IS COVERED. VERY HAPPY I CAME HERE. NO OTHER PLACE IN TOWN TO HELP WITH HEALTH INSURANCE.

THE MARKETPLACE WE HAD TO CALL FOR ASSISTANCE WAS NO HELP AT ALL WITH ONLY THE ISSUE OF INABILITY TO RETRIEVE A PASSWORD.

THE STAFF FROM THE FRONT RECEPTIONIST TO EVERYBODY WAS GREAT TO WORK WITH. JULIET WAS VERY INFORMED. THANK YOU.

THEY WELCOME YOU WITH OPEN HEARTS.

VERY GOOD SERVICE.

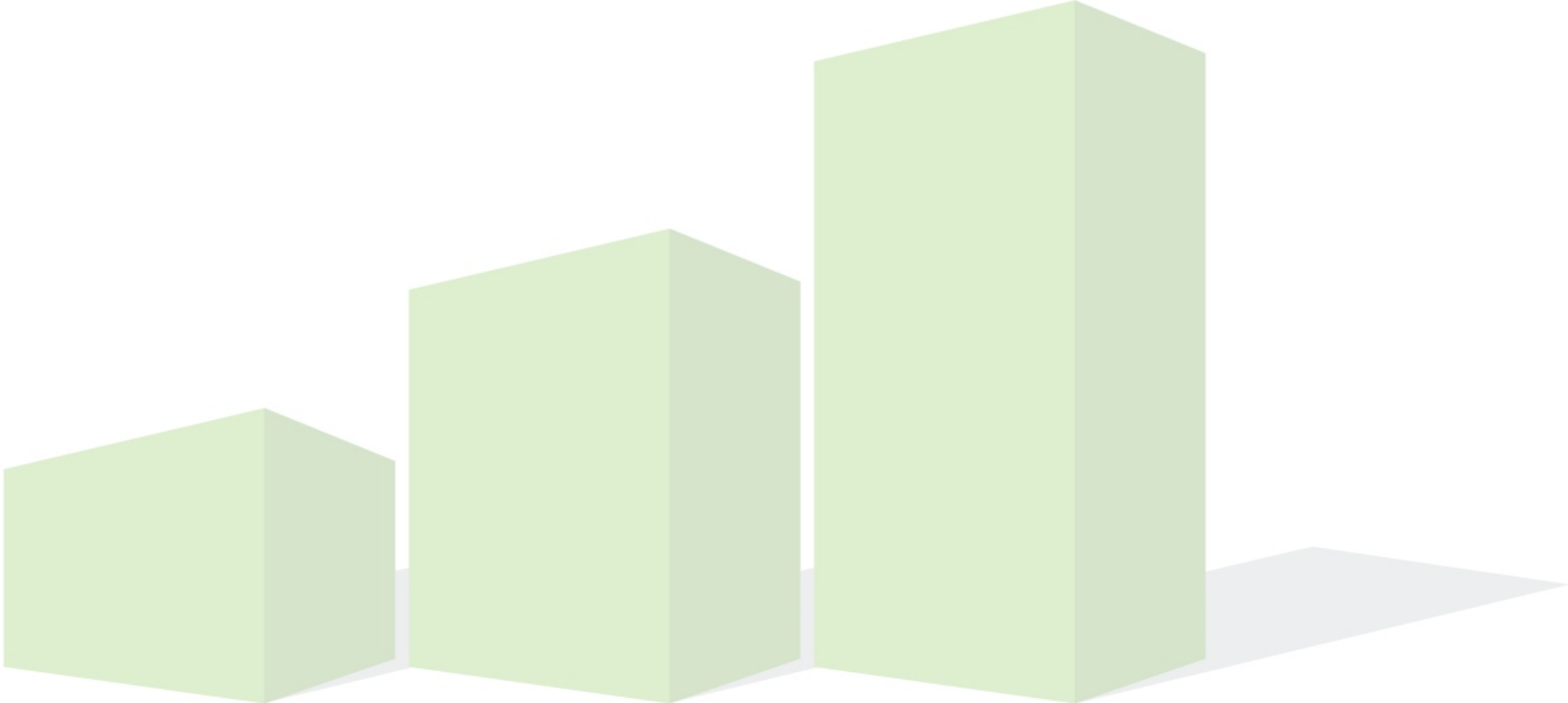
VERY HELPFUL (N=4)

VERY NICE!

WAS AN AMAZING EXPERIENCE, FELT COMFORTABLE AND WELL INFORMED.

WISH I HAD COME BEFORE!

V. DEMOGRAPHICS



DEMOGRAPHICS

TOTAL SAMPLE (N=164)

GENDER

MALE	44%
FEMALE	56%

AGE

18 TO 34 YEARS	16%
35 TO 49 YEARS	33%
50 TO 64 YEARS	49%
65 YEARS OR OLDER	2%

ETHNICITY

HISPANIC	36%
ANGLO/CAUCASIAN	38%
AFRICAN AMERICAN	1%
NATIVE AMERICAN	24%
OTHER	1%

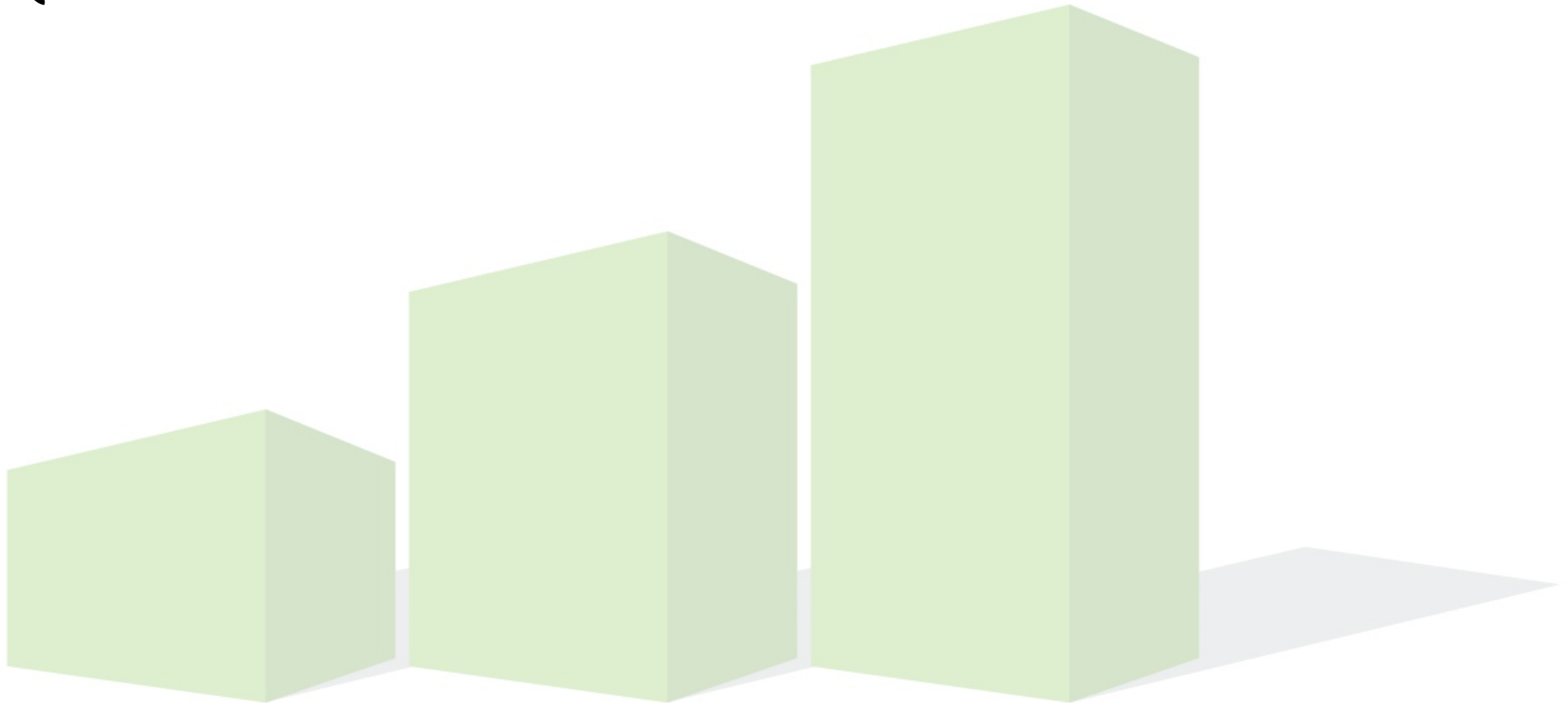
HOUSEHOLD INCOME

LESS THAN \$20,000	41%
\$20,000 TO \$29,000	24%
\$30,000 TO \$39,999	18%
\$40,000 TO \$59,999	15%
\$60,000 TO \$79,999	1%
\$80,000 AND OVER	1%

ASSISTANCE CENTER LOCATION

ALBUQUERQUE	35%
FARMINGTON	33%
GALLUP	8%
LAS CRUCES	7%
SANTA FE	18%

VI. QUESTIONNAIRE





Assistance Center Survey

In an effort to improve customer service, New Mexico Health Insurance Exchange, beWellnm, is conducting this short survey relating to your experiences at the Assistance Center today. Your feedback is very important to us and your responses will be kept completely confidential and anonymous. Please take a few moments to complete the following survey and drop it off in the box provided. The survey is being conducted by an independent research company (*Research & Polling, Inc.*) and no one at the Assistance Center will have access to your completed survey.

Q1. How did you hear about the beWellnm Assistance Center? (Mark all that apply)

<input type="checkbox"/> 1 Advertisements (television, radio, newspaper, billboard)	<input type="checkbox"/> 4 Family member/friend
<input type="checkbox"/> 2 Newspaper articles/television news	<input type="checkbox"/> 5 Internet/social media
<input type="checkbox"/> 3 beWellnm Website/NM Health Exchange Website	<input type="checkbox"/> 6 Recorded phone call
Other (Please specify) _____	

Q2. What were your primary reasons for visiting the beWellnm Assistance Center today? (Mark all that apply)

<input type="checkbox"/> 1 Research health plan information	<input type="checkbox"/> 4 Talk about/ask questions about different health plans
<input type="checkbox"/> 2 To see if I qualify for a discount/subsidy	<input type="checkbox"/> 5 To enroll in a plan
<input type="checkbox"/> 3 To get help enrolling in a plan	<input type="checkbox"/> 6 Reenroll in a health plan
Other (Please specify) _____	

Q3. Please rate how satisfied are you with your experience at the beWellnm Assistance Center today? (Please circle your response)				
<u>Very Satisfied</u> 5	4	3	2	<u>Very Dissatisfied</u> 1

Q4. Were you enrolled in a health plan prior to visiting the Assistance Center today?	
<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No

Q5. Which of the following best describes you? (Please choose one)
<input type="checkbox"/> 1 I enrolled in a health plan today at the Assistance Center
<input type="checkbox"/> 2 I am <u>very likely</u> to enroll in a health plan before the January 31 st deadline
<input type="checkbox"/> 3 I am <u>somewhat likely</u> to enroll in a health plan before the January 31 st deadline
<input type="checkbox"/> 4 I am <u>unlikely</u> to enroll in a health plan before the January 31 st deadline
<input type="checkbox"/> 5 I am unsure if I will enroll in a health plan before the January 31 st deadline

Please rate your experience today with the following at the beWellnm Assistance Center. (Please circle your response)					
	<i>Excellent</i> 5	4	3	2	<i>Very Poor</i> 1
Q6. Helpfulness of information you received	5	4	3	2	1
Q7. The staff's ability to answer your questions	5	4	3	2	1
Q8. Friendliness and courtesy of the staff	5	4	3	2	1

Q9. Do you have any comments or suggestions about your experience at the Assistance Center?

Q10. Which center are you visiting today?
<input type="checkbox"/> 1 Albuquerque Assistance Center
<input type="checkbox"/> 2 Farmington Assistance Center
<input type="checkbox"/> 3 Gallup Assistance Center
<input type="checkbox"/> 4 Las Cruces Assistance Center
<input type="checkbox"/> 5 Santa Fe Assistance Center

Q11. Are you:
<input type="checkbox"/> 1 Male
<input type="checkbox"/> 2 Female

Q12. Which category best describes your age?
<input type="checkbox"/> 1 18 to 34 Years
<input type="checkbox"/> 2 35 to 49 Years
<input type="checkbox"/> 3 50 to 64 Years
<input type="checkbox"/> 4 65 Years or Older

Q13. Do you consider yourself to be:
<input type="checkbox"/> 1 Hispanic
<input type="checkbox"/> 2 Anglo/Caucasian
<input type="checkbox"/> 3 Black/African-American
<input type="checkbox"/> 4 Native American Indian
<input type="checkbox"/> 5 Asian American/Pacific Islander
Other (<i>Please specify</i>) _____

Q14. Which category best describes your total household income?	
<input type="checkbox"/> 1 Less than \$20,000	<input type="checkbox"/> 4 \$40,000 to \$59,999
<input type="checkbox"/> 2 \$20,000 to \$29,999	<input type="checkbox"/> 5 \$60,000 to \$79,999
<input type="checkbox"/> 3 \$30,000 to \$39,999	<input type="checkbox"/> 6 \$80,000 and over

Thank you for taking the time to fill out this survey. Please drop it in the box provided.