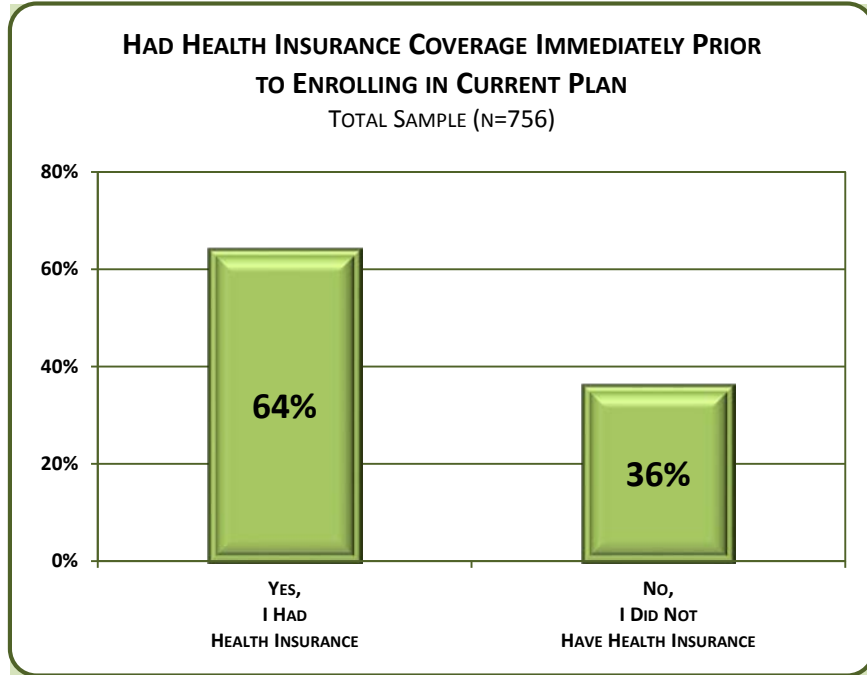
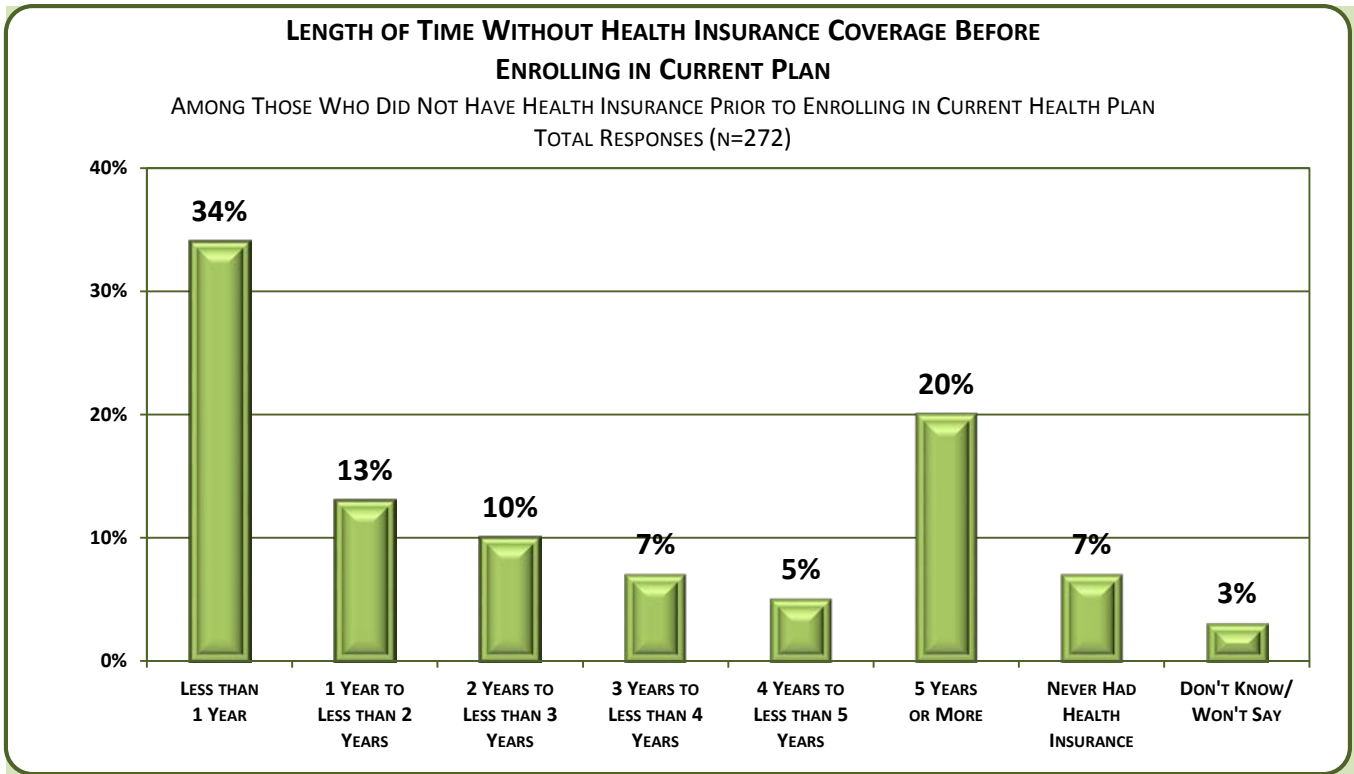


**NMHIX ENROLLERS
PRESBYTERIAN, BLUE CROSS BLUE SHIELD, AND HEALTH CONNECTIONS
AUGUST 2015
TOPLINE RESULTS
N = 756**

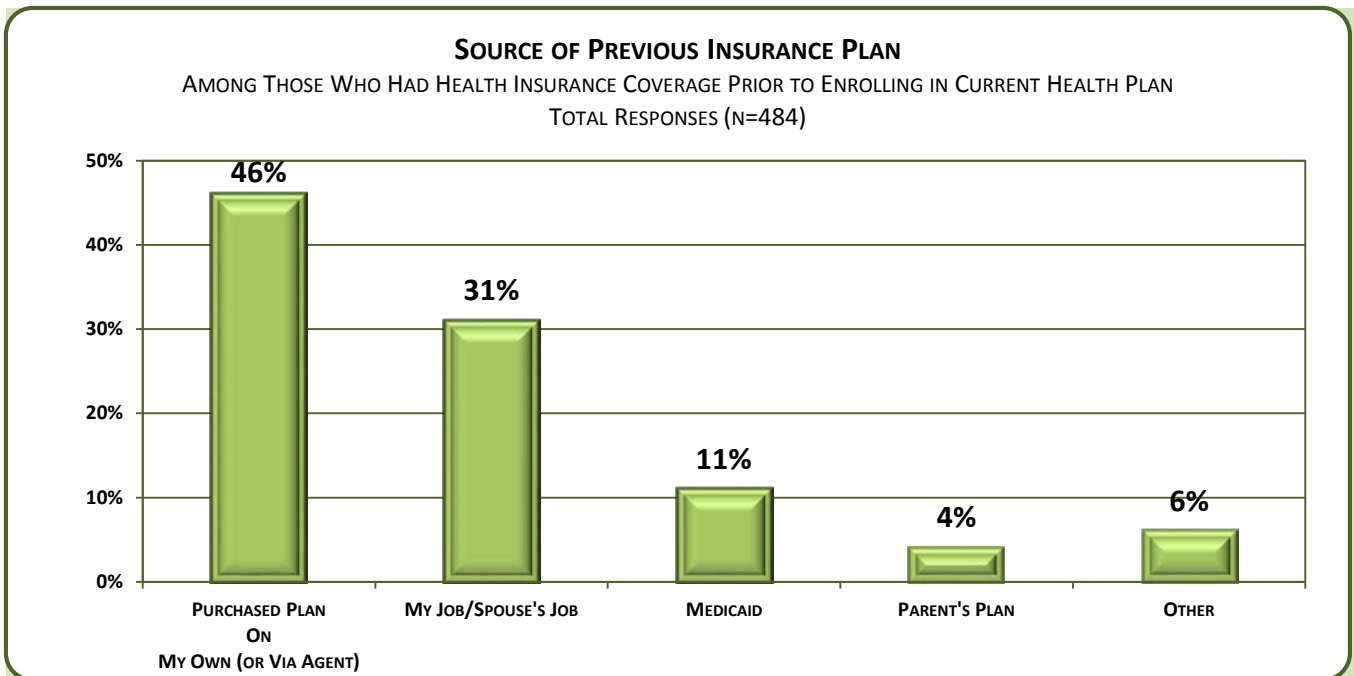
3. DID YOU HAVE HEALTH INSURANCE IMMEDIATELY BEFORE YOU ENROLLED IN YOUR CURRENT PLAN?



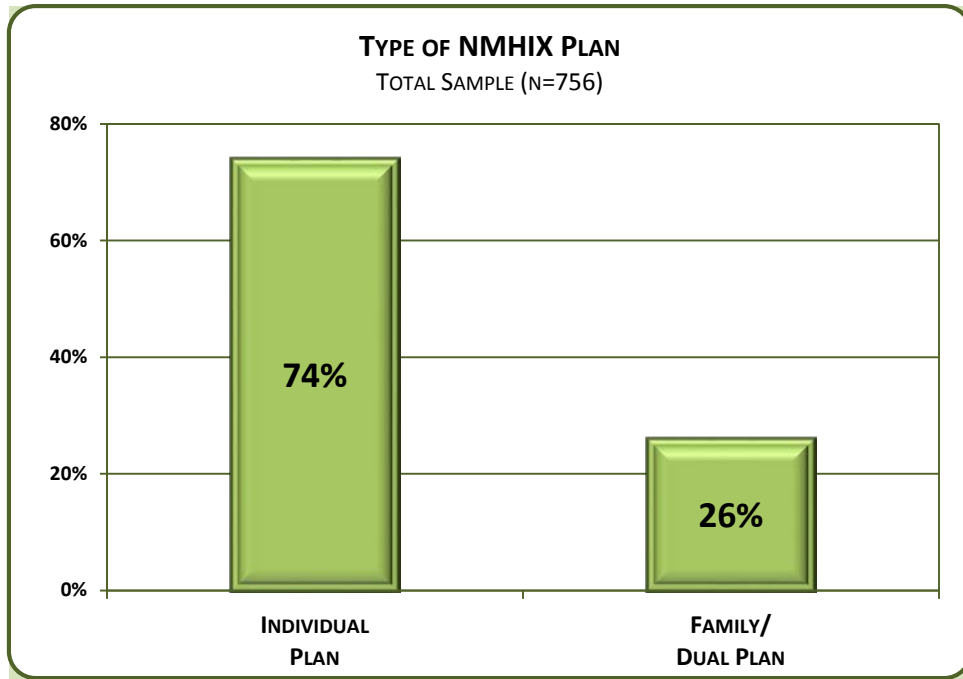
4. HOW LONG HAD YOU BEEN WITHOUT HEALTH INSURANCE BEFORE ENROLLING IN YOUR CURRENT PLAN?



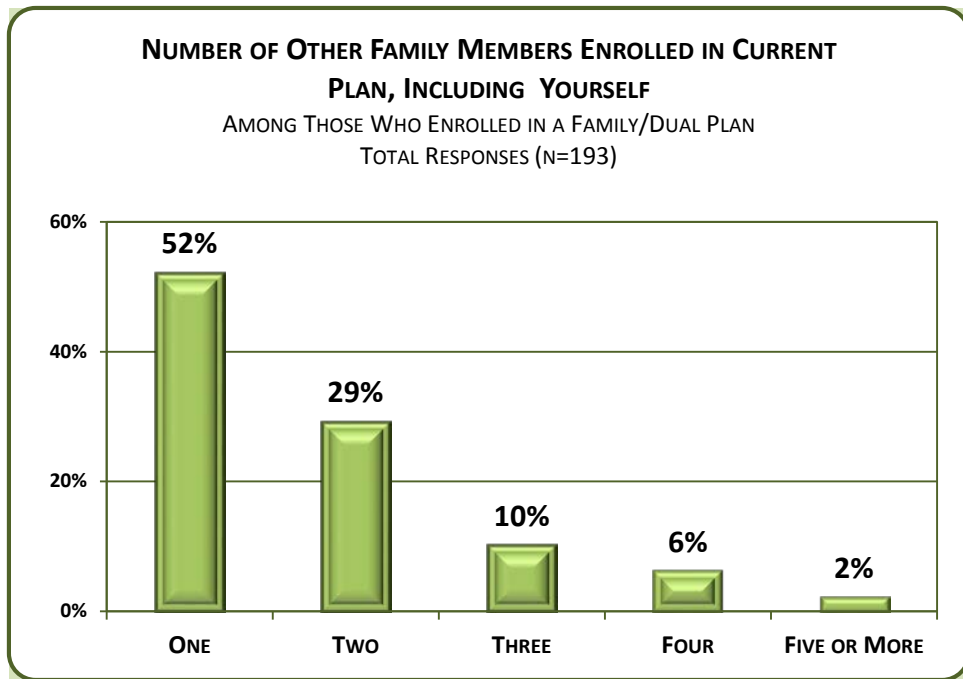
5. WAS THE INSURANCE PLAN YOU HAD BEFORE FROM...?



6. THINKING OF YOUR NEW HEALTH PLAN, DID YOU ENROLL IN AN INDIVIDUAL PLAN OR A FAMILY/DUAL PLAN?



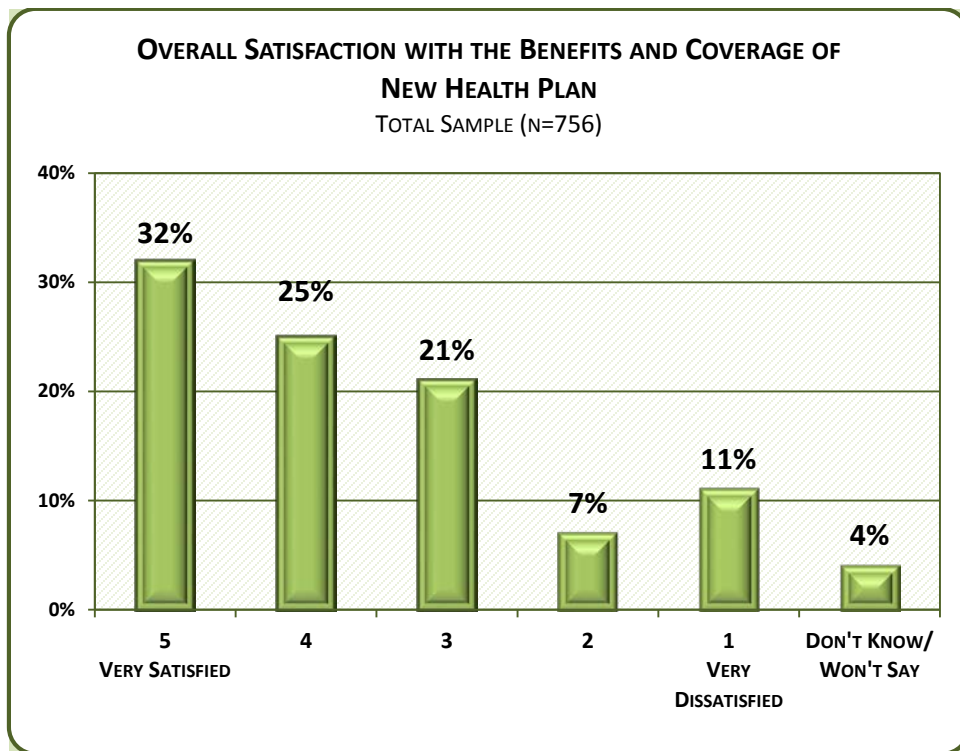
7. HOW MANY OTHER FAMILY MEMBERS DID YOU ENROLL IN YOUR CURRENT PLAN, NOT INCLUDING YOURSELF?



8. WHAT WOULD YOU SAY ARE THE PRIMARY REASONS WHY YOU RECENTLY SIGNED UP FOR HEALTH INSURANCE? IN OTHER WORDS, WHAT MOTIVATED YOU TO ENROLL?

PRIMARY REASONS FOR RECENTLY SIGNING UP FOR HEALTH INSURANCE	
TOTAL SAMPLE (N=756) TOP 7 UNAIDED RESPONSES	
REQUIRED TO HAVE INSURANCE BY GOVERNMENT/OBAMACARE	29%
DID NOT WANT TO PAY FINE/PENALTY	16%
EVERYONE SHOULD HAVE INSURANCE	13%
IT WAS AFFORDABLE	13%
INSURANCE COMPANY CANCELLED OLD PLAN	8%
PEACE OF MIND	7%
HAD NO INSURANCE/NEEDED INSURANCE	6%

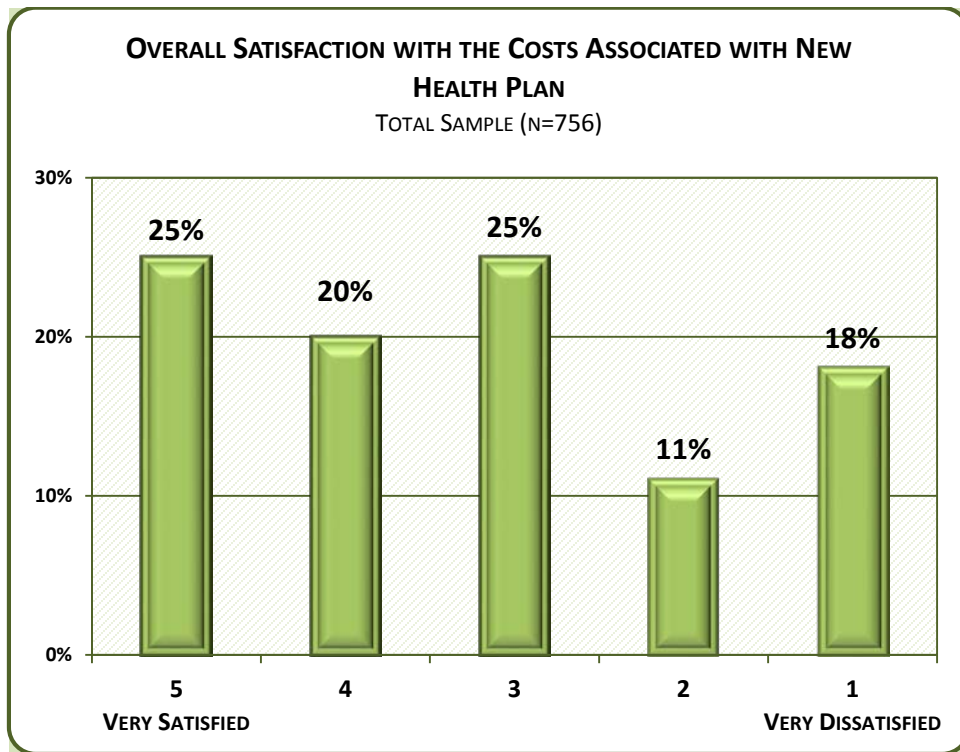
9. OVERALL, HOW SATISFIED ARE YOU WITH THE BENEFITS AND COVERAGE OF YOUR NEW HEALTH PLAN? PLEASE USE A 5-POINT SCALE WHERE A 5 IS VERY SATISFIED AND A 1 IS NOT AT ALL SATISFIED.



MEAN†: 3.6

† 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 DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

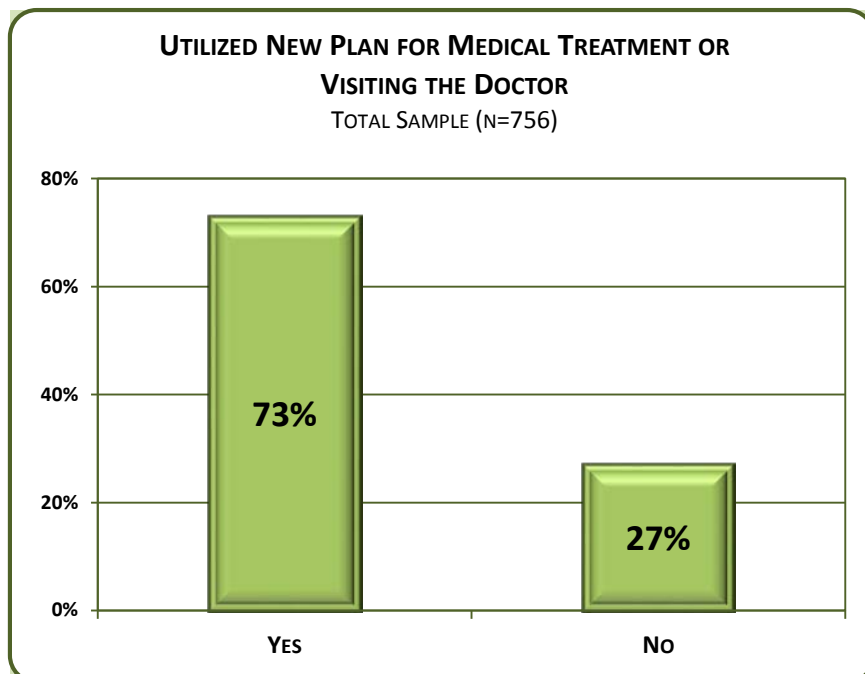
10. HOW SATISFIED ARE YOU WITH THE OVERALL COSTS ASSOCIATED WITH YOUR NEW HEALTH PLAN? PLEASE USE A 5-POINT SCALE WHERE A 5 IS VERY SATISFIED AND A 1 IS NOT AT ALL SATISFIED.



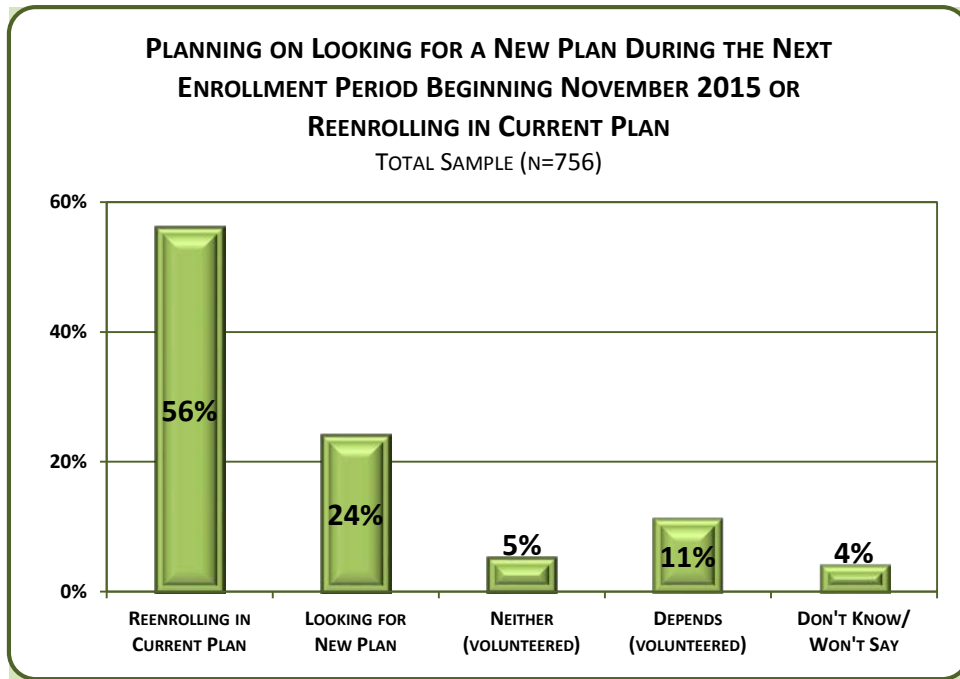
MEAN†: 3.2

† 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 DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

11. HAVE YOU HAD ANY EXPERIENCE WITH YOUR NEW HEALTH PLAN YET, SUCH AS RECEIVING MEDICAL TREATMENT OR VISITING YOUR DOCTOR?



12. ARE YOU PLANNING ON LOOKING FOR A NEW HEALTH PLAN DURING THE NEXT ENROLLMENT PERIOD WHICH BEGINS NOVEMBER 2015 OR ARE YOU PLANNING ON RE-ENROLLING IN YOUR CURRENT HEALTH PLAN?



13. WHY WILL YOU BE LOOKING FOR A NEW HEALTH PLAN DURING THE NEXT OPEN ENROLLMENT PERIOD?

REASONS FOR LOOKING FOR A NEW HEALTH PLAN DURING THE NEXT OPEN ENROLLMENT
AMONG THOSE LOOKING FOR A NEW HEALTH PLAN
TOTAL RESPONSES (N=183)
TOP 7 UNAIDED RESPONSES

CAN'T AFFORD CURRENT PLAN/NEED CHEAPER PLAN/PREMIUM	45%
WANT BETTER COVERAGE/BENEFITS	24%
DON'T LIKE MY CURRENT PLAN	16%
COST/PREMIUMS WILL BE INCREASING	13%
ELIGIBLE FOR MEDICARE/MEDICAID	7%
WILL RECEIVE INSURANCE THROUGH MY EMPLOYER	6%
BETTER PRESCRIPTION COVERAGE	4%

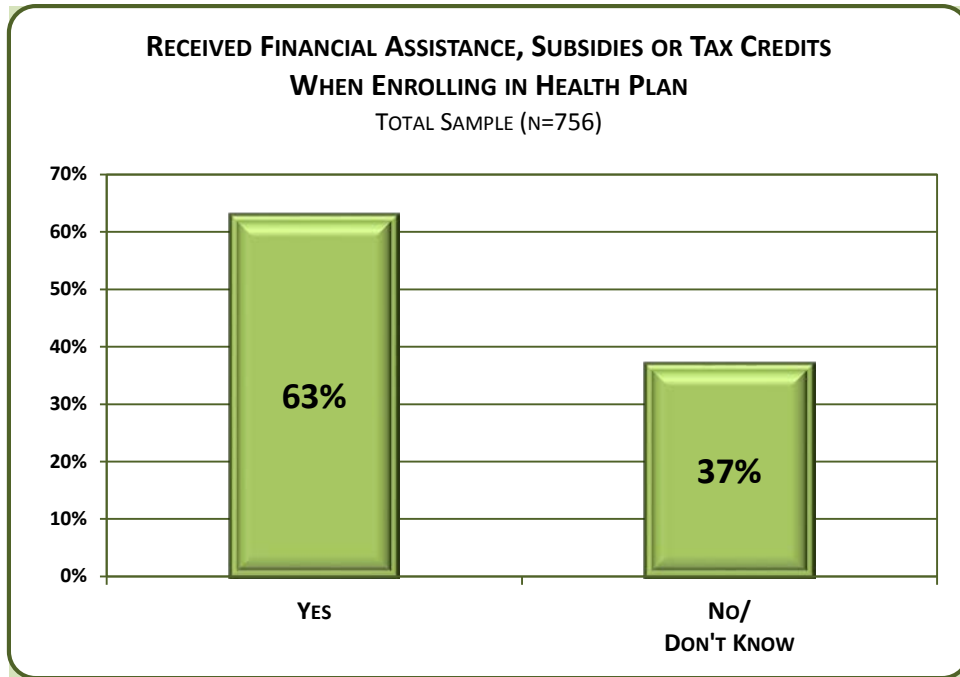
14-23. NOW I'D LIKE TO READ YOU SOME REASONS WHY SOME PEOPLE MAY HAVE DECIDED TO ENROLL IN A HEALTH PLAN ON THE HEALTH INSURANCE EXCHANGE AND ASK YOU TO RATE THE IMPORTANCE OF EACH ONE IN YOUR DECISION TO ENROLL. USING A 5-POINT SCALE WHERE A 5 IS VERY IMPORTANT AND A 1 IS NOT IMPORTANT AT ALL PLEASE RATE THE IMPORTANCE OF...

LEVEL OF IMPORTANCE FOR VARIOUS REASONS FOR ENROLLING IN A HEALTH PLAN ON THE HEALTH INSURANCE EXCHANGE (SUMMARY TABLE)							
TOTAL SAMPLE (N=756) RANKED BY HIGHEST "VERY IMPORTANT"							
	VERY IMPORTANT 5	4	3	2	NOT IMPORTANT AT ALL 1	DON'T KNOW/ WON'T SAY	MEAN †
HAVING PEACE OF MIND THAT IN CASE OF AN ILLNESS, YOU AND YOUR FAMILY ARE NOW COVERED	68%	15%	7%	4%	6%	*	4.4
PROTECTION AGAINST POTENTIAL FINANCIAL LOSS IN THE CASE OF A MAJOR MEDICAL EVENT	63%	17%	9%	3%	7%	1%	4.3
PREEXISTING CONDITIONS ARE NOW COVERED	48%	12%	12%	5%	22%	2%	3.6
ACCESS TO PREVENTATIVE HEALTH CARE	47%	22%	16%	5%	10%	1%	3.9
KNOWING THAT HEALTH INSURANCE IS NOW REQUIRED BY LAW	46%	15%	12%	7%	20%	1%	3.6
FINANCIAL ASSISTANCE OR TAX BREAKS YOU RECEIVED THROUGH THE EXCHANGE	37%	18%	13%	5%	25%	2%	3.4
KNOWING THAT MOST PEOPLE HAVE TO PAY A FINE OR PENALTY FOR NOT GETTING HEALTH INSURANCE	36%	13%	14%	8%	27%	1%	3.2
THE CONVENIENCE OF HAVING MULTIPLE PLANS AND PRICES TO CHOOSE FROM	34%	22%	20%	9%	13%	2%	3.6
ENCOURAGEMENT FROM FAMILY OR FRIENDS	18%	11%	13%	11%	48%	1%	2.4
TELEVISION, RADIO, BILLBOARDS, AND OTHER FORMS OF ADVERTISING RELATING TO BE WELL NEW MEXICO, THE STATE HEALTH INSURANCE EXCHANGE	7%	9%	15%	14%	53%	1%	2.0

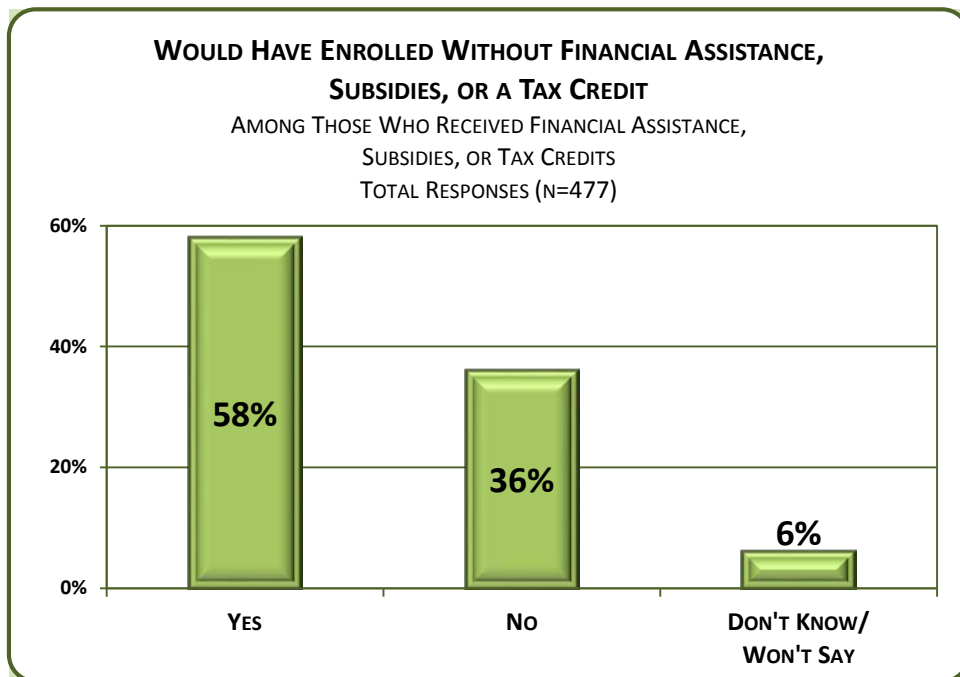
* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

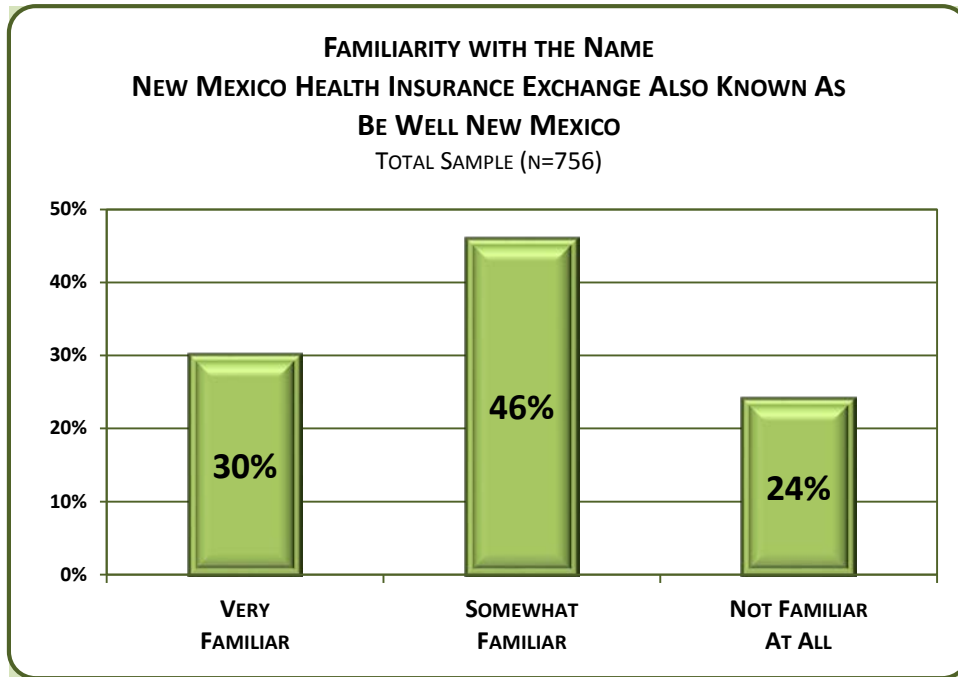
24. DID YOU RECEIVE ANY FINANCIAL ASSISTANCE, SUBSIDIES, OR TAX CREDITS WHEN ENROLLING IN YOUR HEALTH PLAN?



25. WOULD YOU STILL HAVE ENROLLED IN A PLAN IF YOU HAD NOT RECEIVED FINANCIAL ASSISTANCE, A SUBSIDY, OR A TAX CREDIT?



26. THE NAME OF THE NEW MEXICO HEALTH INSURANCE EXCHANGE IS BE WELL NEW MEXICO. WOULD YOU SAY YOU ARE VERY FAMILIAR, SOMEWHAT FAMILIAR, OR NOT FAMILIAR AT ALL WITH THE NEW MEXICO HEALTH INSURANCE EXCHANGE ALSO KNOWN AS BE WELL NEW MEXICO?



27-30. NOW, I'D LIKE TO READ YOU A LIST OF PEOPLE WHO MAY OR MAY NOT HAVE ASSISTED YOU WHEN RESEARCHING AND ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE. PLEASE LET ME KNOW IF YOU RECEIVED ASSISTANCE FROM EACH ONE.

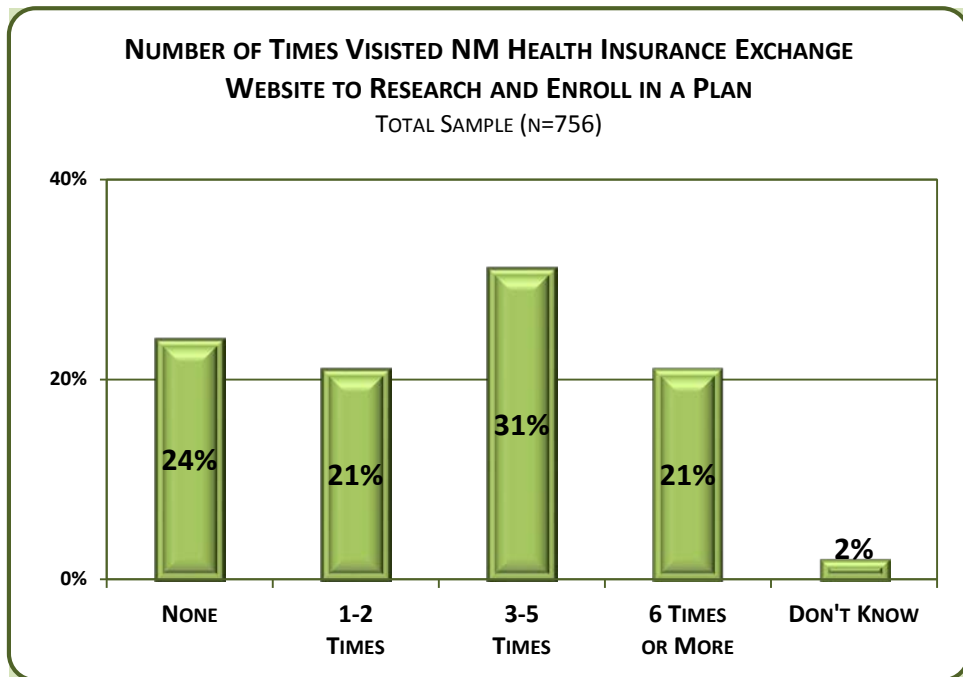
RECEIVED ASSISTANCE FROM VARIOUS PEOPLE WHEN RESEARCHING OR ENROLLING IN A HEALTH PLAN (SUMMARY TABLE)			
TOTAL SAMPLE (N=756)			
RANKED BY HIGHEST "YES" RESPONSES			
	YES	NO	DON'T KNOW/ WON'T SAY
OVER THE PHONE WITH A HEALTH INSURANCE EXCHANGE REPRESENTATIVE	53%	46%	1%
ENROLLMENT GUIDES AND ASSISTERS	34%	65%	1%
INSURANCE AGENTS OR BROKERS	22%	77%	1%
FAMILY MEMBERS, RELATIVES, OR FRIENDS	20%	79%	*

* LESS THAN 1% REPORTING.

31. ARE THERE ANY OTHER PLACES WHERE YOU RECEIVED ASSISTANCE WHEN RESEARCHING AND ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE?

OTHER PLACES UTILIZED FOR ASSISTANCE WHEN RESEARCHING AND ENROLLING IN A HEALTH PLAN	
TOTAL SAMPLE (N=756) TOP 7 UNAIDED RESPONSES	
NOWHERE ELSE	71%
ONLINE/INTERNET	10%
HOSPITAL/CLINIC	4%
HEALTH INSURANCE COMPANIES/HEALTH PLAN	3%
DOCTOR/HEALTH CARE PROVIDER	2%
AT WORK	2%
FEDERAL INSURANCE EXCHANGE	2%

32. APPROXIMATELY HOW MANY TIMES, IF ANY, DID YOU VISIT THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BE WELL NEW MEXICO (BEWELLNM.COM), TO RESEARCH AND ENROLL IN YOUR HEALTH PLAN?



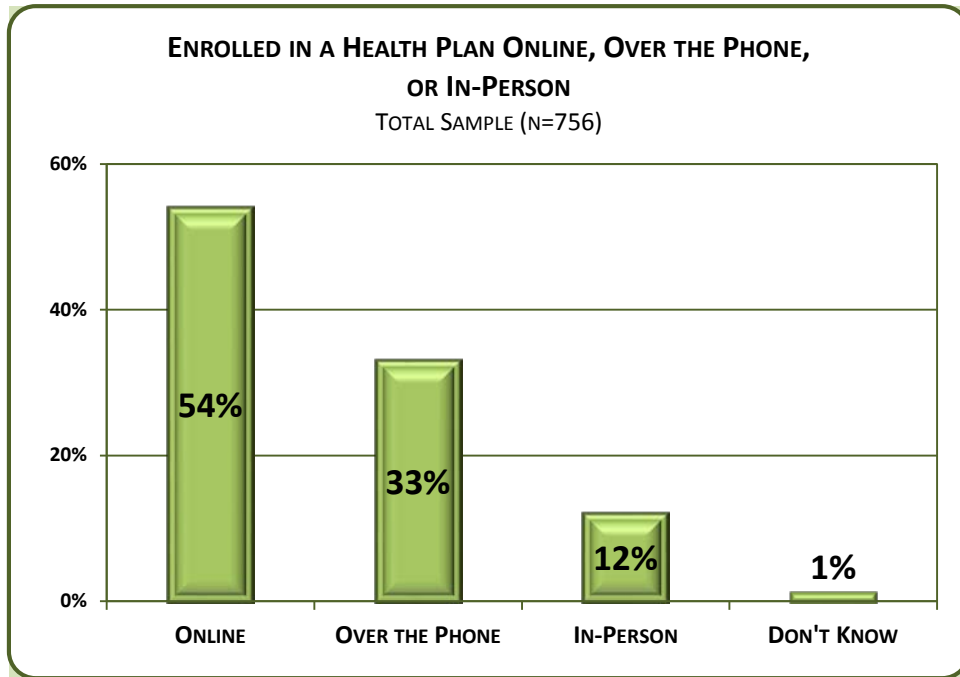
33. WHAT INFORMATION OR FEATURES ON THE BE WELL NEW MEXICO WEBSITE WERE MOST HELPFUL TO YOU WHEN RESEARCHING OR CHOOSING TO ENROLL IN A HEALTH PLAN?

INFORMATION OR FEATURES THAT WERE MOST HELPFUL	
AMONG THOSE WHO VISITED THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE TOTAL RESPONSES (N=567) TOP 9 UNAIDED RESPONSES	
EASY/ABLE TO COMPARE PLANS	32%
DETAILED INFORMATION ABOUT PLANS	10%
HEALTH PLAN COSTS	10%
LOTS OF INFORMATION AVAILABLE	7%
EASY TO NAVIGATE	7%
COST CALCULATOR	5%
EASY TO FIND INFORMATION	5%
NOTHING IN PARTICULAR	30%
DON'T KNOW/WON'T SAY	3%

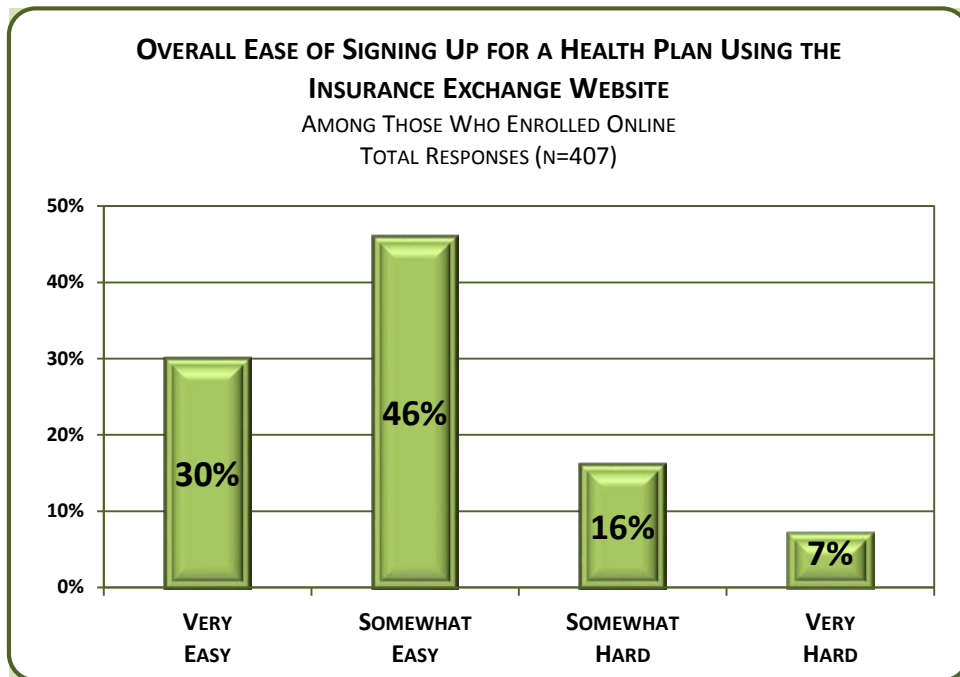
34. WHAT DIFFICULTIES, IF ANY, DID YOU EXPERIENCE WHEN TRYING TO FIND INFORMATION, COMPARE HEALTH PLANS OR ENROLL IN A PLAN ON NEW MEXICO'S INSURANCE EXCHANGE WEBSITE BE WELL NEW MEXICO?

DIFFICULTIES EXPERIENCED TRYING TO FIND INFORMATION, COMPARE HEALTH PLANS OR ENROLL IN A HEALTH PLAN ON THE WEBSITE	
AMONG THOSE WHO VISITED NM HEALTH INSURANCE EXCHANGE WEBSITE TOTAL RESPONSES (N=567) TOP 10 UNAIDED RESPONSES	
WEBSITE WAS NOT WORKING	12%
WEBSITE WAS CONFUSING	11%
HARD TO NAVIGATE	6%
COULD NOT/DID NOT ANSWER MY QUESTIONS	4%
SITE TOO SLOW	4%
NOT EASY TO FIND INFORMATION	4%
NOT ENOUGH INFORMATION ABOUT HEALTH PLANS	3%
APPLICATION PROCESS TOOK TOO LONG	3%
NOT ENOUGH INFORMATION ON SITE (IN GENERAL)	3%
NOTHING IN PARTICULAR	47%

35. DID YOU PERSONALLY ENROLL IN A HEALTH PLAN ONLINE (EITHER THROUGH THE FEDERAL HEALTH INSURANCE EXCHANGE WEBSITE OR THE NEW MEXICO INSURANCE EXCHANGE WEBSITE), OR DID YOU ENROLL OVER THE PHONE, IN-PERSON, OR PERHAPS SOME OTHER WAY?



36. OVERALL, WOULD YOU SAY IT WAS *VERY EASY*, *SOMEWHAT EASY*, *SOMEWHAT HARD*, OR *VERY HARD* TO SIGN UP FOR A HEALTH PLAN USING THE INSURANCE EXCHANGE WEBSITE?



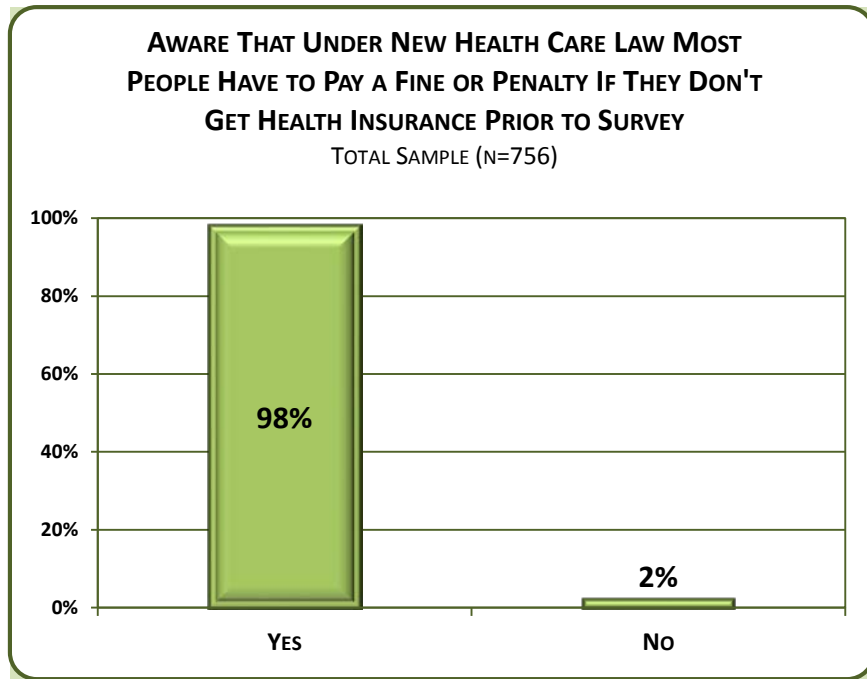
37. WHAT ARE THE PRIMARY REASONS WHY YOU DID NOT VISIT OR ENROLL THROUGH THE NEW MEXICO OR FEDERAL HEALTH INSURANCE EXCHANGE WEBSITES?

PRIMARY REASONS FOR NOT VISITING OR ENROLLING THROUGH NEW MEXICO OR FEDERAL HEALTH INSURANCE EXCHANGE WEBSITE AMONG THOSE WHO ENROLLED OVER THE PHONE OR IN-PERSON TOTAL RESPONSES (N=349) TOP 10 UNAIDED RESPONSES	
DO NOT USE COMPUTERS	19%
DO NOT HAVE INTERNET	12%
WEBSITE WAS NOT WORKING	12%
WEBSITE WAS CONFUSING	10%
HAD QUESTIONS ABOUT WHICH HEALTH PLAN WAS BEST FOR ME	9%
HARD TO NAVIGATE	5%
NOT WORTH THE HASSLE	5%
NOT EASY TO FIND INFORMATION	5%
NOTHING IN PARTICULAR	7%
DON'T KNOW/WON'T SAY	8%

38. WHAT INFORMATION ABOUT THE DIFFERENT HEALTH PLANS WAS MOST IMPORTANT TO YOU WHEN CHOOSING YOUR CURRENT HEALTH PLAN?

MOST IMPORTANT INFORMATION ABOUT DIFFERENT HEALTH PLANS WHEN CHOOSING CURRENT HEALTH PLAN TOTAL SAMPLE (N=756) TOP 11 UNAIDED RESPONSES	
COST OF PLAN/MONTHLY PREMIUM COSTS	67%
BENEFITS COVERED	42%
CO-PAY COSTS	24%
DOCTORS ON PLAN	11%
DEDUCTIBLES	8%
PRESCRIPTION COVERAGE	5%
SUBSIDIES/DISCOUNTS/TAX INCENTIVES	4%
COST FOR PROCEDURES/HOSPITALIZATION	3%
HOSPITALS COVERED	3%
PRESCRIPTION COSTS	3%
NOTHING IN PARTICULAR	3%

39. PRIOR TO THIS SURVEY WERE YOU AWARE THAT UNDER THE NEW HEALTH CARE LAW MOST PEOPLE HAVE TO PAY A FINE OR PENALTY IF THEY DON'T GET HEALTH INSURANCE?



40. IF THE LAW DID NOT REQUIRE YOU TO HAVE INSURANCE, WOULD YOU STILL HAVE SIGNED UP?

