



beWellnm Board Meeting

Friday, July 21, 2017

CNM Workforce Training Center
Albuquerque, NM



NEW MEXICO'S HEALTH INSURANCE EXCHANGE

beWellnm.com

1.855.996.6449

THE PLACE TO SHOP, COMPARE AND BUY HEALTH INSURANCE. *Affordably.*

be well nm.com

1. Welcome, Roll Call, & Confirmation of Quorum

Chairman J.R. Damron, MD

be well nm.com

2. Approval of Agenda

Chairman J.R. Damron, MD

3. Approval of Minutes of the May 19, 2017 beWellnm Board Meeting

Chairman J.R. Damron, MD

be well nm.com

4. Chairman's Remarks

Chairman J.R. Damron, MD

be well nm.com

5. Guest Speaker

Joel Ario

be well nm.com

6. Matters from the CEO

Ms. Cheryl Gardner, CEO

CEO Update

- Compliance Update
- Update on Contract Analysis
- 2018 Budget Preparation
- Update on SBM/SBE-FP Summit
- July 17th Legislative Health & Human Services Committee Presentation Report
- Recognitions
 - Employee of the Month
 - June
 - July
 - Bright Ideas

be well nm.com

7. Committee Reports

be well nm.com

a. Matters from the Finance Committee

Director Patsy Romero, Treasurer

Finance Committee Update

- Year to Date Financials
- 2016 Carrier Assessment True-Up



b. Matters from the Operations Committee

David Shaw, Vice Chair

Call Center Statistics

STATISTIC	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Answered calls	870	2422	2818	2431	737	723	607	671	425
Average Talk Time (minutes)	3.6	2.8	2.2	2.5	2.4	3	2.7	2.5	2.4
Average hours worked per month	52.20	113.03	103.33	101.29	29.48	36.15	27.32	27.96	17.00
Monthly fee	\$46,834	\$46,834	\$46,834	\$46,834	\$46,834	\$46,834	\$46,834	\$46,834	\$46,834
Average cost per call	\$53.83	\$19.34	\$16.62	\$19.27	\$63.55	\$64.78	\$77.16	\$69.80	\$110.20
Average rate per hour worked	\$897	\$414	\$453	\$462	\$1,589	\$1,296	\$1,715	\$1,675	\$2,755



c. Matters from the Marketing & Outreach Committee

Director Terriane Everhart

Proposed Change to Committee Name

Moving forward, beWellnm wants **Outreach and Education** to be the driving force behind almost all interactions with New Mexicans.

- To support this change, the Marketing & Outreach Committee proposes that it be renamed to the **Outreach and Education Committee**.
- This will better align with beWellnm's mission, current healthcare environment, and renewed focus.

Motion: Move that the Board rename the Marketing and Outreach Committee to the Outreach and Education Committee.

Outreach

- Focus on small business outreach.
 - Reached out to 3,000 small businesses & Hosted 11 Small Business events.
 - Visits to Chambers across NM, visiting over 150 clinics/pharmacies and Small Business
 - Brokers were provided with 40 direct leads and referrals on small businesses seeking more information and guidance on enrollment.
 - Presentation at monthly small business networking seminars and educational events.
 - Featured beWellnm messages in mailings, on electronic boards, SB surveys, and in monthly newsletters.
- Partnership with the Human Services Department during their Public Commentary meetings.
- Partnership with Chambers of Commerce and small business groups.
- Collaboration with the NM Hospital Association.

Marketing

- **2nd annual Health Summit for Small Business with Albuquerque Business First. CEO Cheryl Gardner, a featured panelist presented, with other healthcare experts, such as Dr. Martin Hickey.**

BeWellnm was a co-sponsor of the summit and hosted an information table for small business owners who attended the summit. To foster the relationship, key brokers were invited as guests of beWellnm. Additionally, we will have 80k Run of Site impressions - meaning our ad will be served 80k times during the campaign.

- **Secured a partnership with Coronado Mall**

Participating at their next Job Fair to educate the part-time mall workers about beWellnm. Additionally, starting this fall we have secured digital marquee boards at the mall to promote traffic to the Manual Enrollment Center.

- **Developing a uniform monthly messaging calendar**

To support a consistent and strategic coordinated messaging, for our community partners such as chambers, and small business associations as well as community focused organizations, in which they send out newsletters via online or post articles to their websites.

be well nm.com

Update Small Business & Individual/Family Enrollment

SHOP Enrollment

SMALL BUSINESS DASHBOARD

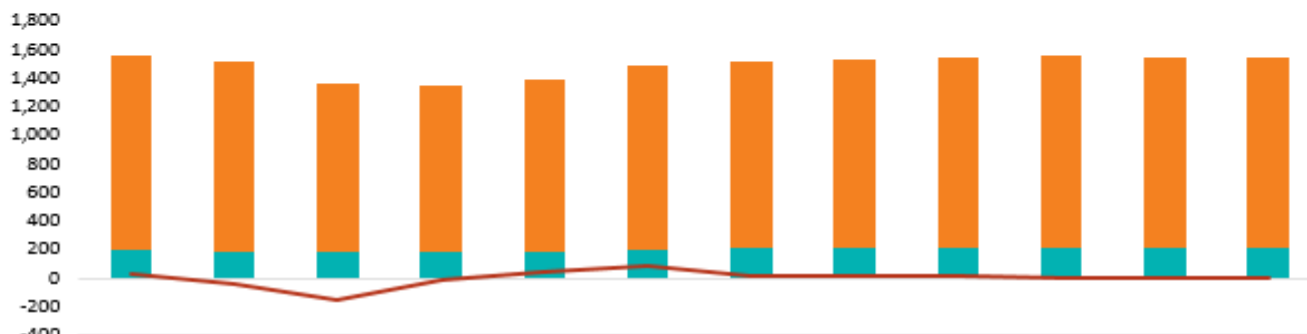
New Mexico Health Insurance Exchange

08/01/16 - 7/31/17

Small Business Market Enrollment



Small Business Enrollment



	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Total Enrollees	1,374	1,330	1,171	1,163	1,201	1,289	1,304	1,320	1,338	1,340	1,336	1,337
Total Groups	191	188	186	185	188	202	207	208	211	213	213	212
Total Increase / Decrease from Prior Month	33	-44	-159	-8	38	88	15	16	18	2	-4	1

■ Total Groups
 ■ Total Enrollees
 — Total Increase / Decrease from Prior Month

SHOP Enrollment by County (Top 5)

County	Groups Enrolled	Covered Lives
Bernalillo	91	635
Santa Fe	41	215
Sandoval	14	85
Chaves	4	74
San Juan	9	63
All Other	53	265

Plans Available by Metal Level

Bronze	8
Silver	18
Gold	14
Platinum	5
Total	45

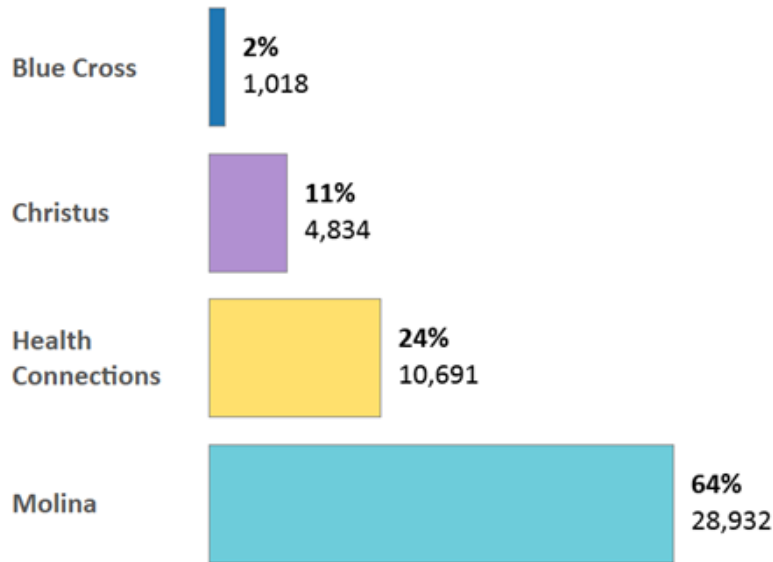
Participation

Avg Employer Contribution - Employee	77%
Avg Employer Contribution - Dependent	23%
Avg Employee Contribution - Employee	24%
Avg Employee Contribution - Dependent	76%
Avg Group Size	6.3
Avg Groups per County	10.1

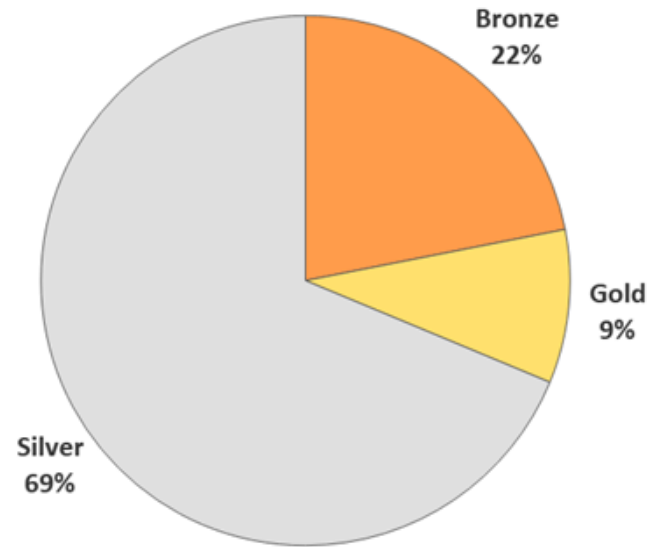
Individual Enrollment

Total
45,897
 as of Jul 2017

Carrier Enrollments



Metal Level Selection



Based on FFM data for current Individual Exchange plan selections.
 A small proportion of member demographics is unavailable due to privacy concerns for some zip codes.

be well nm.com

e. Matters from the Native American Committee

Director Teresa Gomez, Committee Chair

be well nm.com

I. Native American Program Education, Enrollment, and Outreach Update

Native American Marketing

Native American Radio Spot Locations

Albuquerque	Pine Hill
Dulce	Ruidoso
Farmington	Santa Fe
Gallup	Taos
Magdalena	Zuni

On-line and Print Ads



Let us serve you! Check out our new locations or a center nearest you, like the Shiprock Chapter house, Tribal Offices at the Jicarilla Apache Nation and at the Village of Ruidoso Community Center, that will work with the Native American community year-round.

Like Comment

Enrollment Center Testimonial

If you're Native American, learn how you may qualify for health insurance at a lower cost based on your yearly income: <http://bit.ly/2sijzpe>



Jicarilla Chieftain

Native Americans can sign up now for better health insurance.

Get free assistance from a Native American Enrollment Counselor every third Wednesday of the month at the Jicarilla Apache Nation Tribal Offices.

Visit Us

July 19th
Wednesday
9:00am - 2:00pm

Jicarilla Apache Nation
Tribal Offices
25 Hawks Drive
Dulce, NM 87528

Unable to visit?
Go online or give us a call
If you're unable to stop by and you need assistance or have questions, please go to beWellnm.com - or call us at **855-241-8137**. Help and health go perfectly together and you can find both at beWellnm.



THE PLACE TO SHOP, COMPARE AND BUY HEALTH INSURANCE. *Affordably.*

Native American Indian Health Service Partnerships:

In the process of completing CMS Training and State of New Mexico background checks to obtain Enrollment Counselor Certification required by the State of New Mexico Office of Superintendent of Insurance:

- ACL Hospital
- Santo Domingo Health Center
- Santa Fe Indian Hospital
 - Santa Clara Health Center
 - San Felipe Health Center
- Taos Picuris Health Center
- Zuni Comprehensive Community Health Center
- Cañoncito Health Clinic

Native American Outreach

June 2017

- Cartoon Kidfest- Farmington
- Erna Fergusson Public Library
- Santo Domingo Health Fair
- Pueblo of Tesuque Enrollment
- Pueblo of Cochiti Crossroads Run & Health Fair
- Jicarilla Apache Nation Presentation
- Just Move It- Thoreau Chapter House
- Navajo Nation Treaty Day
- Starbucks
 - Juan Tabo & Montgomery
 - Academy & Tramway
- Department of Health
 - NE Heights
- Satellite & Flying Star
 - Central Office (digital post for all locations)
- Main Library Downtown
- South Broadway Library
- Mescalero
 - Community Center
 - Post Office
 - Store
 - Indian Health Service
- Dulce
 - Community Center
 - Health Center
- Jicarilla Apache
 - Tribal Building
 - Shopping Center

Native American Outreach & Enrollment

beWellnm for Native Americans: May 1st – June 30th

- Events Attended = 21
- Outreach Contacts = 264
- Postcards Collected = 6

Albuquerque Enrollment Center

- Total Visits = 336
- Completed Appointments = 83
- Medicaid = 41 (4 NA)
- QHP = 42 (7 NA)

be well nm.com

8. Stakeholder Agencies Reports

Stakeholder Agencies Reports

- Matters from the Office of the Superintendent of Insurance (OSI)
 - *Superintendent John Franchini*
- Matters from the New Mexico Medical Insurance Pool (NMMIP)
 - *Superintendent John Franchini*
- Matters from New Mexico Human Service Department (HSD)
 - *Secretary Brent Earnest*

be well nm.com

9. Public Comment

be well nm.com

10. Other Board Business

11. Next beWellnm Board Meeting

Friday, September 22, 2017

Albuquerque Marriott Pyramid

be well nm.com

12. Adjournment