

## **beWellnm Mission and Goals for 2016-2017**

### **VISION:**

Achieve a healthier New Mexico through access to affordable health insurance.

### **MISSION:**

Educate and enroll New Mexicans in affordable health insurance coverage through beWellnm that promotes better access to timely, high quality healthcare.

### **GOALS AND OBJECTIVES**

#### GOAL #1: Educate

Educate individuals and small businesses in New Mexico on the benefits of health insurance and their health coverage options through ongoing outreach efforts that are culturally appropriate

1. Develop effective communication and outreach strategy;
2. Ensure a network of knowledgeable individuals to provide education;
3. Interface with communities across the state;
  - a. Engage with Native American entities
4. Ensure continuous evaluation and process improvement

#### GOAL #2: Facilitate

Facilitate a Well-Functioning Application, Enrollment, and Retention Process in a culturally appropriate manner for Individuals and Small Businesses

1. Operate the Individual Exchange effectively in collaboration with the federal government;
2. Operate beWellnm for Small Business effectively;
3. Promote trained, certified, and supported individuals to educate and enroll all eligible individuals and employers;
  - a. Licensed Agents and Brokers
  - b. Navigators and Enrollment Counselors
  - c. Certified Application Counselors
4. Ensure continuous evaluation and process improvement;
5. Ensure privacy and security of data

#### GOAL #3: Insure

Enroll and Retain New Mexicans

1. Collaborate with issuers, Medicaid, licensed agents and brokers, and others to facilitate enrollment and retention;

2. Ensure continuous evaluation and process improvement

**GOAL #4: Ensure Organizational Effectiveness**

Monitor the efficiency by which beWellnm accomplishes its mission. Continuously establish measures to gauge organizational effectiveness, using measures such as;

1. Consumer perceptions and satisfaction
2. Fiscal Responsibility with Operating Funds
3. Engage all stakeholders
4. Effective organizational structure
5. Compliance with state and federal regulations