



BeWellnm Appoints Cheryl Smith Gardner as New CEO

FOR IMMEDIATE RELEASE

Contact: Linda Wedeen, beWellnm at 505.314.5353 or lwedeen@nmhix.com

January 27, 2017

Albuquerque, NM – BeWellnm Board of Directors today announced its decision to appoint Cheryl Smith Gardner as the new beWellnm CEO. Smith Gardner is currently the executive director of the Arkansas Health Insurance Marketplace (AHIM). She brings with her more than 10 years of extensive knowledge of health insurance policy and health care reform efforts.

Prior to her time at AHIM, Smith Gardner served as director of policy and strategy for the Utah Health Exchange during its initial launch as one of only two existing health insurance exchanges in the country in 2009. Utah's Health Exchange model later served as a basis for other health exchanges throughout the country. Her previous experience includes senior positions with top health practice consulting firms and roles leading health care reform research, creation, implementation and operation.

“The board and I are confident that Ms. Smith Gardner has the experience and knowledge to successfully lead beWellnm through the rest of 2017 and into the future,” said beWellnm Board Chair Dr. J. R. Damron. “In the time Linda Wedeen has served as interim CEO for beWellnm, the exchange has seen steady year-over-year growth and the Board is grateful for her hard work and dedication to New Mexico residents.”

Smith Gardner is expected to join the beWellnm team March 1, 2017. Until then, Wedeen will continue her role as interim CEO.

As of January 22, 2017, the number of individuals making plan selections through beWellnm was up to 52,062. This total shows an approximate 4 percent year-over-year gain, including a 72 percent re-enrollment rate.

About beWellnm, New Mexico's Health Insurance Exchange

BeWellnm was created to help individuals and small businesses get access to affordable health insurance plans. BeWellnm helps consumers compare health insurance plans and choose the plan that works best for their health needs and budget. BeWellnm also helps individuals determine whether they are eligible for premium assistance and if so, at what level. Through beWellnm for Small Business, small businesses are able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans. Enrollment

Counselors and insurance agents are available throughout the state to help with signing up for health insurance.

To find more information on beWellnm, New Mexico's Health Insurance Exchange, visit www.beWellnm.com or call us at 1-855-996-6449.

###