

BeWellnm Mission and Goals for 2015
Adopted by the Board of Directors on March 31, 2015

MISSION:

Enroll all qualified New Mexicans in health insurance coverage through BeWellNM, thereby improving the collective health and well-being of New Mexicans by facilitating better access to competitive, affordable, high-quality, timely medical care through greater healthcare coverage

GOALS AND OBJECTIVES (2015)

GOAL #1:

Facilitate a Well-Functioning Application and Enrollment Process for both Individual and Small-Group Exchanges

Objectives:

1. Operate both exchanges soundly;
2. Support the non-group Exchange and
3. Facilitate the basic functions as close to flawlessly and seamlessly as possible;
 - a. Portal to coverage (in person, on the phone and on-line)
 - b. Enroll people
 - c. Ensure coverage is in effect
 - d. Collections
 - e. Payments to insurers
 - f. Continual improvement to each
4. Promote adequately trained, certified and supported Enrollment Counselors and commissioned brokers and agents to educate and enroll all qualified individuals and employers;
5. Support a rapid "real-time" accurate eligibility and verification IT system;
6. Utilize an effective, seamless, and efficient IT system;
7. Endorse a streamlined process that makes it easy for the consumer to proceed through the process from anonymous browsing through application, enrollment, billing and collections;
8. Develop and deploy a self-evaluation and process improvement tools;
9. Recruit, train and retain a professional, efficient and caring staff.

GOAL #2:

Target outreach across the state to educate New Mexicans on their options with specific focus on:

1. Hispanics
2. The uninsured
3. Native Americans
4. 18-34 Year-old
5. Those that are between 138% and 250% of Federal Poverty Level and eligible for the tax credit and cost-sharing reductions.

GOAL #3:

Enroll Many New Mexicans

Objectives:

1. Collaborate with issuers, Medicaid, brokers and agents and others to facilitate enrollment.
2. Metrics to include both the reduction in the percentage of uninsured and NMHIX's enrollment of the APTC-Subsidized and Cost Sharing Reduction population between 138% and 250% of Federal Poverty Level.

STRETCH VISION (Post 2016)

BeWellNM is New Mexico's authority in providing, education and guidance about accessing quality medical care. This includes obtaining, interpreting and providing Information to empower consumers of health insurance across New Mexico to select the right coverage, to result in the right outcomes as measured medically for the benefit of the patient. The unifying concept behind this ambitious vision is when consumers are empowered with useable information they will demand such a system of medical care.