### **beWellnm Board Meeting**

Friday July 17, 2020

Digitally/Telephonically

Public Dial-In: 1-888-537-7715 Participant Code: 78154952# join.me/243-887-474





# 1. Welcome, Roll Call, & Confirmation of Quorum

**Chairman David Shaw** 



# 2. Approval of Agenda

**Chairman David Shaw** 

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# 3. Approval of Minutes of the May 22, 2020 beWellnm Board Meeting

**Chairman David Shaw** 

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### 4. Chairman's Remarks

**Chairman David Shaw** 



### **5. Matters from the CEO**

Mr. Jeffery Bustamante, CEO





### Update

- Today's Agenda
  - Plan of Operations
  - Budget
  - COVID-19 Update
  - Outreach Strategy
- Federal Update
  - Supreme Court Case
  - Legislation



### 6. Committee Reports



### a. Matters from the Native American Committee

**Director Teresa Gomez, Committee Chair** 



### **Outreach and Enrollment**





### **Outreach and Enrollment**

### State Health and Value Strategies - Weekly Covid-19 Digest

- beWellnm's Native American program has been featured in this piece.
   They are highlighting some of the best practices for outreach education and enrollment across the nation.
- <u>https://www.shvs.org/addressing-equity-through-covid-19-response-</u> communications-approaches-in-states/



### **Outreach and Enrollment**

- Native American Professional Parent Resources, Inc.
- Care packs distributed to Native American families
- BeWellnm \*New rack card
- First Nations
- Bag distribution to Native American families
- BeWellnm \*New rack card, Collab Flyer & Pens

#### Health insurance benefits for Native Americans. Because you just never know.

Need help signing up for health insurance? BeWellnm is here to help. Call us, go online or visit an agent, broker or enrollment counselor located conveniently near you. We're making it easy and affordable to get the health insurance you need.



Call our customer care center to find out more information or to get enrolled today. 1.833.ToBeWell (862.3935)

and here

By going online, you'll find easy-to-use forms to get enrolled anytime, day or night. You can even live chat with one of our finedly Enrollment Counselors. And, with our plan comparison tool, you can quickly find out if you qualify for financial assistance.

Learn more at **beWellnm.com.** 



Get free 1 on 1 assistance from an agent, broker or enrollment counselor. Please call us or go online to find a location near you

> Follow us on Facebook: BeWellnm for Native American:





- Native Americans can enroll at any time during the year. The sconer you enroll, the sconer you can have peace of mind knowing you and your family have expanded access to care.
- Take care of yourself, your family and your community.
- There are a variety of plans to choose from to meet your needs, budget and provider requirements.
- Health insurance covers emergency and specialty care outside of Indian Health care systems.
- Depending on annual income, Native Americans may not have to pay certain out-of-pocket costs.
- Support Indian Healthcare systems because health insurance can pay for your care.





## Native American Advisory Committee



beWellnm for Native Americans



### Native American Advisory Committee wellnm

- NAAC meets quarterly
- NAAC Calendar developed and sent to all appointees and partners
- Last meeting June 9, 2020

### NATIVE AMERICAN ADVISORY COMMITTEE 2020 SCHEDULED MEETINGS

BE	BEWELLINM NATIVE AMERICAN PROGRAM								OFFICE: 505.314.5261					EN	EMAIL: JYAZZIE@NMHIX.COM																										
JULIET YAZZIE NATIVE AMERICAN LIAISON MANAGER										MOBILE: 505.252.7299 FAX: 505.314.5353																															
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Albuquerque, NM 87109													P	art	ici	ipa	nt	Co	de	: 7	85	94	42	7#																	
QUARTERLY MEETINGS													ST	AR	TII	łG							f	END	IN	G															
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TUESDAY, JUNE 9, 2020												1:00 PM 3:00 PM																													
TUESDAY, SEPTEMBER 1, 2020											1:00 PM						3:00 PM																								
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26	147	28	-29	30	31			24	25	26	27	28	29	27	28	-29	30				25	26	27	28	29	30	31	29	30						27	28	29	20	31		



### Native American Advisory Committee

- Discussion on new FAQ sheet or marketing piece to help consumers understand the difference in coverage types
- Discussion on hosting a Native American focused event similar to OE kickoff
- Next NAAC meeting scheduled for Tues. Sept. 1, 2020

be well nm

# Marketing



beWellnm for Native Americans



## Marketing

Full Page front and back. Native American focused COVID-19 response flyer.

Information on beWellnm and NM Medicaid. FPL income chart provides visual to help consumers identify what health coverage option they may qualify for.

Complement Indian Health Service with a no to low-cost health plan.

During the Pandemic, EVERYONE QUALIFIES for coverage. We will help you and your family get covered for free or at a low-cost to you.

Why should I get health insurance when I can go to IHS? Complement your IHS coverage while you travel. Coverage through Medicaid or beWellnm car be used outside of tribal territories. Because you just never know .....

- Receive care anytime. No need to wait on a referral from IHS if you are already covered.
- Through Medicaid or beWellnm you have access to specialists that may not be available through IHS.
- Coverage through Medicaid or beWellnm will help support your IHS clinics by adding more funds to acilities so more people stay healthy.

Start Here Do you qualify for Medicaid? Depending on your income and family size, you may qualify for Medicaid. To apply, call **1-855-637-6574** or apply online a the YES New Mexico portal.

#### 1-855-637-6574 • yes.state.nm.us



Are you eligible to enroll in

a plan through beWellnm?

Native Americans can enrollyear round, call 1-833-862-3935 to see if you qualify for extra savings





bervell

Federal Poverty Level (FPL), is a measure of income used to determine eligibility for Medicaid and the Children's Health Insurance Program (CHIP as well as premium subsidies and cost-sharing reductions (cost-sharing subsidies) in the exchange, and other federal programs.

Green = Could qualify for a premium tax credit and cost-sharing reduction. Dark Green = Could qualify for Medicaid coverage

What is your monthly household income? (FPL - Federal Poverty Level)													
be well nm			under 3	beWellnm nericans with 00% FPL DO ays or deduct	beWellom	beWellnm							
MEDICALD		Medic		with Premium	without Premium								
-		Medicaid for	Kids (age 6-18			Assistance	Assistance						
HUMAN SERVICES	Medicaid (age 1												
How many people are in your household?	0-100% FPL	138% FPL	139% FPL	250% FPL	300% FPL	400% FPL	Over 400% FPL						
Individuals	\$1,064	\$1,468	\$1,469	\$2,658	\$3,190	\$4,253	\$4,253+						
Family of 2	\$1,437	\$1,983	\$1,984	\$3,592	\$4,310	\$5,747	\$5,747+						
Family of 3	\$1,810	\$2,498	\$2,499	\$4,525	\$5,430	\$7,240	\$7,240+						
Family of 4	\$2,184	\$3,013	\$3,015	\$5,458	\$6,550	\$8,733	\$8,733+						
Family of 5	\$2,557	\$3,529	\$3,530	\$6,392	\$7,670	\$10,227	\$10,227+						
Family of 6	\$2,930	\$4,044	\$4,045	\$7,325	\$8,790	\$11,720	\$11,720+						
Family of 7	\$3,303	\$4,559	\$4,560	\$8,258	\$9,910	\$13,213	\$13,213+						
Family of 8	\$3,667	\$5,074	\$4,075	\$9,192	\$11,030	\$14,707	\$14,707+						

The FPL amounts are valid through March 31, 2021. If you think you gualify or are unsure what you gualify for, give us a call sowe can help!





1-833-862-3935 • bewellnm.com



# Marketing

#### **Diné Translation**

Full Page front and back. Native American focused COVID-19 response flyer.

Information on beWellnm and NM Medicaid. FPL income chart provides visual to help consumers identify what health coverage option they may qualify for. Beetsį' yishtł'izhii bits'iís biká'aná'áwo'jí bik'i'disdzííł t'áá 'ayahígo bééso 'ach'ánaa'nilígií binahat'áhígíí.

Díí dikos ntsaaígíí díi k'ad naatniihígií t'áá 'aníiltsxo bee haaz'áago nihik'ézti' dooleet. Díí kodóó nihikáá'adilwot dóó t'áá 'oonéétígií éí áájiík'é nihik'ésti' dooleet. Éí doodail t'áá 'ayahígo nich']' bááhálíj dooleet.

#### Há'ííla biniiyé bééso 'ach'á na'nilígíí nisin lá kojí bitsi' yishttizhii bits'íís biká'ana'áwo'jí sháá hóót'iid. Bixdesdriði bits yishtirbitti bábará Bovi béo stríp mílgí d'anaaniago dibiket 'igi Madcai dé

- Bik'ideesstzliil dii bitsi yüshtiitsii bitsi' lib bisk'anafsiwo ji biekoo tach'şi an mil gii ch'anaanáagoo dii bik'est 'igii Medicai d éi doodaii belwelinm cholidiifiji titogiinaanáagoo jó é' Slášiji' doo 'ekehoa'na da. Niská'adolwelge 'tási lidáji' bee har'şi. Dóó deyá na'iinilii dooleel bitsiy 'sintiktihibitsi'is biká'aná'áwo ji bits'şáj dóó 'sko dii
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   Dlí Medicaid ér doodaii betwellnm érin inś thóźt? go bił béé da hoźnigii bich?" bił ér da hoźnigii na ahóźt? go ér doo bee da
- holóógo éí doo yá'áshóo da. Díí Medicaid doodair beWellnm bi křísti'igií éí bitsj' yishtlizhii bits'íis biká'anáši wo'jí 'azéé' 'ál 'íní bitsj'yishtlizhii bits'íis
- biká'anátá wo'jí bé éso káa bich'' hwónáá ná ályaago 'áko bila teshdla tei yee yátá ánáádaa 'téí dool eet. Doo nanti'acóó haa dididililit.



#### Haaláit'áo díí bik'ésti'ígí ná'ahóót'i'do.

Medicaid dód Michini yázhi bizt is bélso tachi jánahligi (Children's Health Insurance Program, CHP) dóó di "Achi'nahwi'náo 'alk'i hwo déét 'tiğgi (Federal Poverty Level, PPU (béleso bohome: agao él biz elsgo 'áshi danga. Áko di hwódahoo béleso bizh'i 'hwo nil' niggi ado bizhihni ligi' at 'alk'i rago yahdhya jaji bando do bele bizhi'ny mo nil'hini jib, di 'alkahi mado dob i sigi Waihni nodo obo be vizhañ wimi ji

he wel

Doott'izh = liligo dóó bahiniligii 'ak'iizgo yaahóinálgaaigii éi daats'i ná'áhóót'i' dooleel. Yágo Doott'izh = Medicaid bik'ésti'igii daats'i ná'áhóót'i' dooleel.

be well nm								
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Nighan haz'áagi díkwíí la bił daanighan?	0-100% FPL	138% FPL	139% FPL	250% FPL	300% FPL	400% FPL	Over 400% FPL	
T'ááłá'í sizóo	\$1,064	\$1,468	\$1,469	\$2,658	\$3,190	\$4,253	\$4,253+	
Naaki nizhdilt'áo	\$1,437	\$1,983	\$1,984	\$3,592	\$4,310	\$5,747	\$5,747+	
Tájílt'áo	\$1,810	\$2,498	\$2,499	\$4,525	\$5,430	\$7,240	\$7,240+	
Díjílt'áo	\$2,184	\$3,013	\$3,015	\$5,458	\$6,550	\$8,733	\$8,733+	
'Ashdla'jilt'ào	\$2,557	\$3,529	\$3,530	\$6,392	\$7,670	\$10,227	\$10,227+	
Hastájíť áo	\$2,930	\$4,044	\$4,045	\$7,325	\$8,790	\$11,720	\$11,720+	
Tsosts'idjílt'áo	\$3,303	\$4,559	\$4,560	\$8,258	\$9,910	\$13,213	\$13,213+	
Tseebíijilt'áo	\$3,667	\$5,074	\$4,075	\$9,192	\$11,030	\$14,707	\$14,707+	

Wódzhch'jd tádin t'áldál na ki dmil naadin t'áldál éf FPL baahilnígil 'áaji bee haz'ájá dooleet. Di baanitsínikeesgo ná hóót'dgo éf doodai háldigishí ná ahóót'd dooleet. Nihich'j hwidilinih 'álo nikál áda 'dilwot.





beWellnm for Native Americans

### Media

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beWellnm for Native Americans



### Media

- Op-Ed by Teresa Gomez, Vice Chair beWellnm Board of Directors and Chair of Native American Committee ran in 3 publications
- Indianz.com
- Isleta Pueblo newsletter
- Gallup Independent





### Media

- Native American specific publication ads
- Gallup Sun
- Gallup Independent
- Navajo Times
- Laguna Town Crier



### Social Media



beWellnm for Native Americans

### Social Media – Native American Influencer





BeWellnm partnered with social media influencer Nataanii Means to help get the word out and share the importance of health insurance during this difficult time.

Nataanii Means currently has over 23,000 followers on FB\*

bewellnm



### Social Media – FB Live

BeWellnm for Native Americans hosted 3 Facebook Live discussions with Board Member Teresa Gomez

- Sunday, June 7, 2020
- Tuesday, June 16, 2020
- Thursday, June 25, 2020





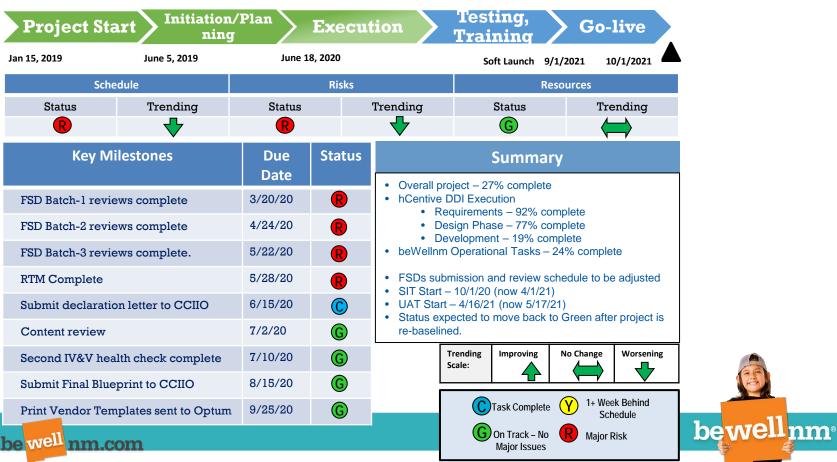
# **b.** Matters from the Operations Committee

#### **Director David Leachman, Committee Chair**



### Weekly Status Dashboard







#### Status



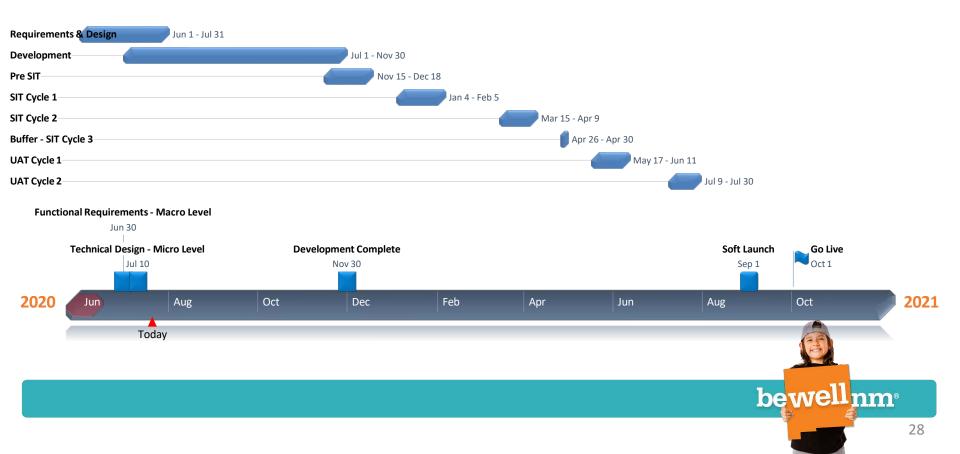
#### • Actions

- Approved change request to extend the requirements and design phase and compress the System Integration Testing (SIT) phase
  - Necessary because HSD had to focus resources on the Covid-19 response
  - SIT start moves from 10/1/20 to 1/4/21 with no change in technical approach
  - Risk to project increases as 'slack' in the schedule is consumed
  - See next slide for updated schedule
- Accomplishments
  - 12 of 31 FSDs approved; 3 of 13 ICDs approved; Content review on schedule for July approval
  - Print vendor notices content review and engagement underway
  - IV&V health check #2 interviews completed
  - Bi-weekly CCIIO/Security & Privacy meeting held 6/15. No major issues identified
  - Bi-weekly CCIIO/SMIPG meeting held on 6/17. No major issues identified





### **NMHIX Updated Schedule**





### "No Wrong Door" Design Update

- Designed so that applicants can attain health coverage no matter where they apply with HSD or with beWellnm without having to re-enter application information
  - Improved customer experience from Healthcare.gov
    - Today, Healthcare.gov is not well integrated with HSD eligibility system (ASPEN)
  - SBE will leverage Medicaid real-time eligibility (RTE) service to achieve a Medicaid eligibility decision in a single user session
    - Update SBE application to collect data necessary for Medicaid application (ex. on next slide)
    - SBE Individual dashboard can be used to provide a coordinated set of information for applicants, including Medicaid
      - Some information (e.g., notices) will be maintained in each system
  - Initial design is to coordinate and share applicant information but have two accounts (one at beWellnm, one at HSD)
    - Discussing features for future integration to further streamline process e.g. single account management, including single applicant 'dashboard'.
- More tightly integrated than other recent SBM launches (e.g., Nevada) but not designed as a "single door" for Medicaid or QHP coverage.



### Medicaid Specific Questions on HIX system



#### Collecting data for Medicaid eligibility decisions will speed up process for applicants (draft and proposed)

	What is the current living arrangement of Jack Sherman7 *
	Jail -
Additional Medicaid Questions	What is the current living arrangement of Jill Sherman? *
	Test Test Test Test Test Test Test Test
When you use a star (*), you must complete the field. When you use an <b>(b</b> , roll over it with mouse or select it by pressing tab with keyboard to get definitions and learn more.	
	What is the current living arrangement of Sean Sherman? *
Based on your interest to share the information with State Medicaid System, please provide the answers for the following few questions. This will help us transfer the required information to State Medicaid System for quick determination of your Medicaid program.	At Home -
	Additional Information Needed
Managed Care Organization (MCO) Selection	Based on the information provided on the "Is Someone in Juli or Prison" screen, following member(s) were attested to be in Juli. Plea additional information against these member(s).
🔊 Managed Care Organization (MCO) (If you are applying for Medicaid on or after December 1, 2013) This section will ONLY apply if	Jack Sherman
you are found to be eligible for Medicald. Beginning January 1, 2014 Medicaid services will provided by the four Managed Care Organizations (MCD(s) listed below. You have a	Facility Information *
angeming ancuery 4, 2014 a realizate services wa provide by the rour managed care organizations (McUt) instro-delow, rou nave a choice of which McD provides your services.	Otero County Prison Facility -
with an MCO, you will have the option to change the MCO within 50 days of enrollment. Special Information for Native Americans about Managed Care Organizations If you are Native Americans, you are not inquired to choose an MCO. If you are in need of long- term care services or have Medicare, you will be required to choose one.	Enter the Date of Helesse (HM/0D/1111) * 05/25/2022
	Jill Sherman
Select a Managed Care Organization (MCO) for Jack Sherman	Facility Information *
Blue Cross Blue Shield (BCBS) -	Roswell Correctional Center 👻
Select a Managed Care Organization (MCO) for Jill Sherman Blue Cross Blue Sheld (BCBS)	Enter the Date of Release (MM/DD/YYYY) *
	12/19/2021
Select a Managed Care Organization (MCO) for Sean Sherman	
Blue Cross Blue Shield (BCBS)	
Living Arrangements	Save and Continue
What is the current living arrangement of Jack Sherman?*	
lat 🔻	(Back
What is the current living amangement of Jill Sherman? *	
Table Context string an englement of set anemanic -	
What is the current living arrangement of Sean Sherman?*	©2020 All Rights Reserved. hCentive®



Verification Documents

Start Date

Jul 01, 2020

Jul 01, 2020

Jul 01. 2020

Jun 01, 2020

Jun 01, 2020

31

Jul 01, 2020 Jul 01, 2020

Due Date Sep 13, 2020

Sep 13, 2020

### Individual Portal – Mixed Household Dashboard on HIX system

• Ex: Parents with QHP, kids in Medicaid/CHIP (draft and proposed)

Dashboa	ird		Report a Change 🛕 Alerts	Jill Smith	Child	Request for	Information
Ja	mes Smith	Premium Amount Due		Terry Smith	Child	an ann an Anna an Anna an Anna an	
Account Reference Id RefD_1464765374013 Contact Information View/Exit/Podils Email Address		Qualified Health Plan \$478.18 Make Payment	Due Date U Jun 23, 2020 7 Days Left	Annual Household	I Income	James Smith DOB: Feb 19, 2007	Task Provide Proof of Income
			Last Payment Paid On Paid On	Name James Smith	Income \$20000.04	Jade Smith DOB: Jan 14, 2015	Provide Proof of Income
ames1980@mailin Phone Number		successifully processed by us which may take up to a couple	of cays.		Self-Attested		
Hone Humber 876) 565-6775 Home Address		Show	v More Details	Jade Smith	\$32000.00 Self-Attested	My Eligibility	and Enrollment
148567, 57 Belen, NM, 87002 Mailing Address		What I need to do		Jill Smith	\$0.00 Self-Attested		ity and plan links to view details.
alling address (49567, 57 Selen, NM, 87002		Existing Application		Terry Smith	\$0.00 Self-Attested	Member James Smith DOB: Jan 01, 1980	Eligibility and Enrolment Qualified Health Plan + Advance P Medical: <u>True Bronze</u>
Household Membe							Dental: BESTOne Basic Silver
lame ames Smith	Relationship Self	2020 Eligibility Application	Due Dute-			Jade Smith	Qualified Health Plan
lade Smith	Spouse	See if I Can Change	₩ 30, 2020 45 Days Let			DO8: Jan 03, 1982	Medical: Core Care Bronze 2 Dental: BESTOne Basic Silver
ill Smith	Child	5	Verification Documents				
Terry Smith	Child	Request for Information				Jill Smith	Medicaid
	20.000	Member Task James Smith Provide Proof of Income	Due Date Sep 13, 2020			D08: Feb 20, 2007	[Info to be added]
	Income	DOB Feb 19, 2007	Sep 13, 2020			Terry Smith DOB Jan 15, 2015	Medicald
Annual Household Name James Smith			Sep 13, 2020 Sep 13, 2020				Terry Smith DOB: Jan 15, 2015

# Additional Integration Work (current scope)

- Aligning data verification i.e., trusting data from HSD and SBE – to avoid asking applicants to verify information more than once
- Coordinating notices to avoid sending duplicate letters to applicants
- System integration with ASPEN during the SBE application process to improve real-time eligibility response\*
  - \*may require additional work and have additional cost
- Coordination for Medicaid and SBE call centers





# **Additional Integration Features**

(future design, beyond current scope)

- Single account management, using HSD's master client index
  - Single sign-on functionality to operate in both systems
- Unified dashboard for Medicaid and QHP, including all notices
- Shopping functionality to choose a Managed Care Organization for Medicaid coverage

be wel

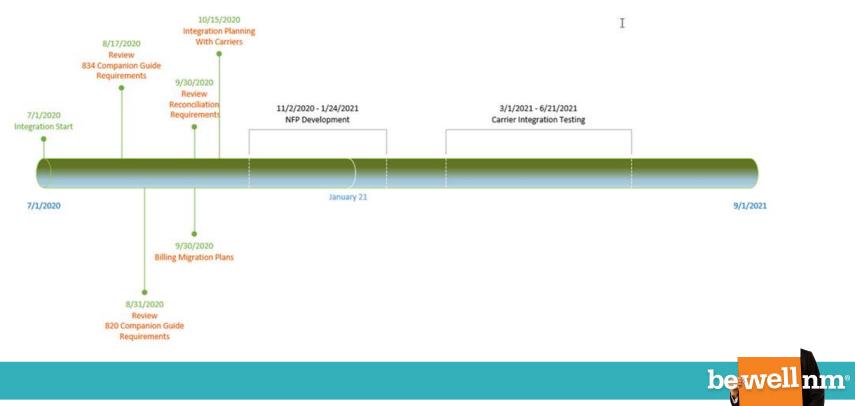


# Wrap up

- "No wrong door" approach incorporates design to speed access to health coverage and minimize 'customer pain points'
- Future design and new features can improve this process
- Current Design phase extended to complete critical integration (i.e., account transfer) functionality (e.g., RTE)
  - Needs to be complete by mid-July to avoid another change request
    - Dependent on HSD availability, which remains constrained by COVID-19 response
    - Contingency option includes a less integrated approach (ala Nevada)
  - Risk of not completing the design in this time frame is high



### **NMHIX Carrier Integration Timeline**









# Plan of Operation



beWellnm for Native Americans

### Revisions



Document	Recommended Changes
Plan of Operation	<ul> <li>House Bill 100:         <ul> <li>Add that the Exchange use best practices for state-based exchanges</li> <li>Change agent/broker to "insurance producer"</li> <li>Establishment of Health Benefits Plan Committee</li> <li>Reporting requirements with the State-Based Exchange</li> <li>Standardized Plans                 <ul></ul></li></ul></li></ul>
	<ul> <li>Other Changes</li> <li>Specificity that beWellnm adheres to the State Procurement Code</li> <li>Moving in-house call center under Outreach &amp; Education</li> </ul>





• **Motion**: Move that the Board accepts the proposed changes to the Plan of Operations and opens a Public Comment period.



# c. Matters from the Outreach & Education Committee

**Director Mark Epstein, Committee Chair** 



Presentation 1



# **Outreach-Assisters**

- Continued COVID-19 messaging:
  - "Get certified to help your community get covered and stay safe during this unprecedented time."
- Agents and Brokers -Continued recruitment
  - 561 brokers contacted to get certified
  - 135 opportunities
- Enrollment Counselors
  - Conducted New Mexico Medical Insurance Pool training



# **Outreach-Businesses**

- Continued outreach calls
  - 4117 businesses contacted
  - 445 businesses booked
- Continued the message Small businesses can be the driver in getting New Mexicans insured: "Help yourself and your employees find coverage during this difficult time.
  - Secondary message: "If you've had to furlough or lay any employees off, they might qualify for special enrollment..."
- Planned, organized, and executed a statewide tele town hall to educate business owners about health insurance options for the business and its employees including special enrollment due to loss of coverage.
  - Over 1800 participants
  - 26 callers with questions
  - 5 broker referrals
  - An average of over 8 minutes on the line from participants



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# **Outreach-Organizations**

Organizations Outreach

- Continue to call organizations statewide to circulate collaboration flyer
  - 30 churches distributed flyer to congregation
  - 26 public school districts distributed flyer to parents
  - Organized and executed a presentation in both English and Spanish on the Mexican Consulate's Facebook page through Facebook Live
  - Distributed collaboration flyers to 8 of the 14 COVID testing sites not listed on the DOH website
- Utilized chamber memberships and relationships to circulate communications to their memberships
  - 27 chambers that sent out collaboration flyer to about 4600 members
  - Participated and presented during ABQ Hispano Chamber Webinar that was also streamed on Facebook Live





# **Digital Programs**

#### **Digital Programs**

- Continued executing social media ads:
  - COVID-19 special enrollment message
  - HSD, beWellnm, and NMMIP collaboration message
  - Recently unemployed message for those who recently lost their job
- Continued executing programmatic ads:
  - COVID-19 special enrollment message
  - HSD, beWellnm, and NMMIP collaboration message
- Continued organic posts to reach all audiences regarding COVID-19
- Continued retargeting, through pixels, both small businesses and Native Americans that have been driven to the website through digital ads

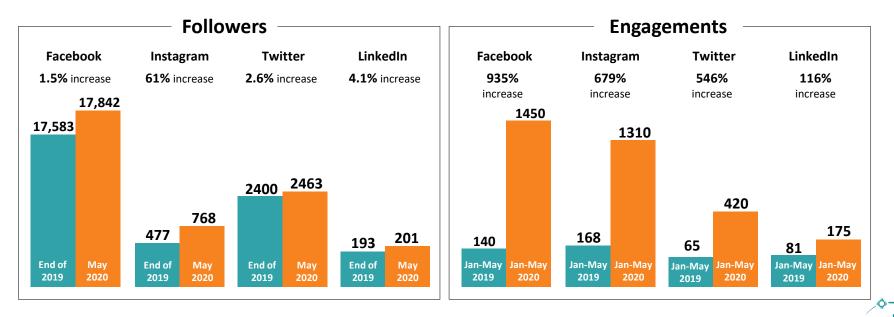




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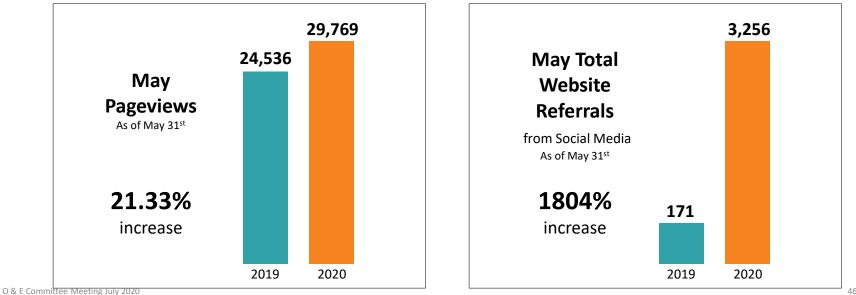
### Year over Year-Digital Report

#### **Digital Programs**



# Year to Year Website Report

#### Website



46 nmhix

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# **Outreach-Media**

#### Earned Media

- Submitted letter to the editor for Board Member Patsy Romero tying in COVID-19 and ACA Anniversary to publications statewide
  - Published in the Los Alamos Daily Monitor and Silver City Daily Press



# **Contact Center**

Incoming Calls		
Year	May	June
2019	445	490
2020	776	1013

- An increase of 52% compared to last year.
- Top call reasons
   Special Enrollment Period
   Benefits
   Broker Assistance



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- BeWellnm staff have been prompted to present different options as it relates to the Outreach Strategy for 2021.
  - Four possible paths are presented in the following slides.
    - Continue with Current Contract
    - Adapt Current Contract in Two Ways
      - RFI
      - RFP
    - RFP a New Contract
  - Presented alongside these potential paths are a list of key benefits, drawbacks, and considerations.
  - The Board, upon review and discussion of these options, can opt to pursue any of the four as part of their authority. If the Board were to consider options 3 or 4, a motion would be necessary.
  - This contract in discussion is for 2021, coinciding with our technology launch.





Outreach Strategy #1 Retain Current Contract in Full	Benefits	Drawbacks	Key Considerations
Under this approach, beWellnm would seek to renew the contract with the Outreach Contract Vendor and continue feedback on strengths and weaknesses.	<ul> <li>Ability to evolve contract and focus as needed</li> <li>Current contract has proven successes, can emphasize areas for improvement based on feedback</li> <li>Manages risk in launch year for technology platform</li> <li>Allows for development in key areas without changing services that may be working well.</li> </ul>	<ul> <li>Does not entertain other offers, different perspectives.</li> </ul>	<ul> <li>Given that beWellnm is under the procurement code, this allows for the most flexibility to ensure all services are in place as required by CMS.</li> </ul>





Outreach Strategy #2 Retain Current Contract in Full w/RFI	Benefits	Drawbacks	Key Considerations
Under this approach, beWellnm would renew the current contract but put out a Request for Information on possible support other vendors could provide within the Prime Contract. Upon evaluation, beWellnm can determine whether any of those services would be valuable to the mission and how to implement them (including bringing an organization under contract).	<ul> <li>Ability to evolve contract and focus as needed</li> <li>Current contract has proven successes, can emphasize areas for improvement based on feedback</li> <li>Allows for development in key areas without changing services that may be working well</li> <li>Manages risk in launch year for technology platform</li> </ul>	<ul> <li>Adds complexity to prime vendor relationship and adds additional contracts to manage.</li> </ul>	<ul> <li>Given that beWellnm is under the procurement code, this still allows for a high level of flexibility to ensure all services are in place as required by CMS.</li> </ul>





Outreach Strategy #3 New RFP for Key Services	Benefits	Drawbacks	Key Considerations
Under this approach, beWellnm would remove certain parts of scope from the existing contract and RFP them. Current vendor could potentially bid and win those services.	<ul> <li>Allows for development in key areas without changing services that may be working well.</li> <li>Less risk than a full RFP while still entertaining the opportunities presented by respondents.</li> <li>The focused nature of the RFP would mitigate some of the volume of evaluation.</li> </ul>	<ul> <li>Some requirement of staff capacity that is greatly diminished by managing ongoing work and commitment to the technology build.</li> <li>Any delays in the RFP could cause key services to be put at risk.</li> </ul>	<ul> <li>Given that beWellnm is under the procurement code, any RFP and contract would receive appropriate State oversight.</li> </ul>





Outreach Strategy #4 RFP for a New Contract in Full	Benefits	Drawbacks	Key Considerations
Under this approach, beWellnm would draw up and implement an entirely new RFP.	<ul> <li>Ability to match contract with perceived needs of our first Open Enrollment with our technology solution.</li> <li>Entertains proposals and potential innovations on the full suite of work that the Prime Vendor oversees.</li> </ul>	<ul> <li>High requirement of staff capacity that is greatly diminished by managing ongoing work and commitment to the technology build.</li> <li>Any delays in the RFP could all services to be at risk, which would potentially prompt a response from CMS.</li> </ul>	<ul> <li>Given that beWellnm is under the procurement code, any RFP and contract would receive appropriate State oversight.</li> </ul>



# d. Matters from the Finance Committee

**Treasurer Brandon Fryar, Committee Chair** 



Presentation 1

# **2021 Budget Proposal**

affordable health insurance options.



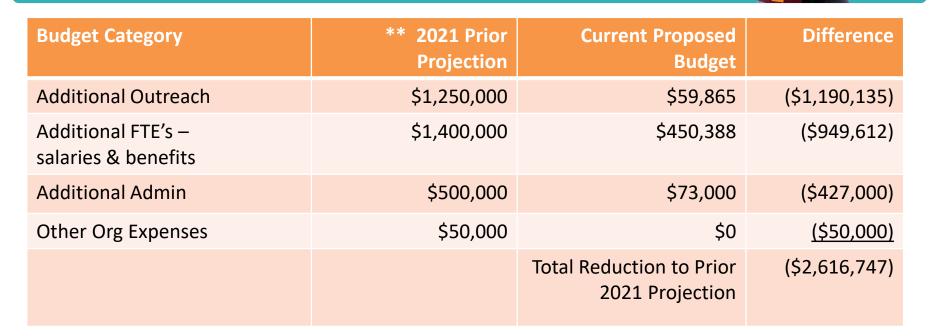


### **Budget Proposal: Context**

- The 2021 budget proposal balances the need for sufficient resources to successfully launch and operate a state-based exchange with New Mexico's current budget climate.
- With each new projection for the state-based exchange, staff have reduced the budget need, and with the economic downturn, staff further reduced the budget proposal (see next slide).
- The largest cost increases (technology) are nonrecurring, and will reduce after 2021.



### **Budget Proposal: Context**





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\*\* Prior 2021 Projection from the April 26, 2019 Special Board Meeting Presentation

#### Budget Considerations at a Glance:



Budget Category	Considerations
Salaries	<ul> <li>FTE count projected for second half of 2020 is 27, which includes two new positions.</li> <li>Adding eight (8) new positions in 2021 (one in 1st Quarter and the remainder in the 3rd Quarter).</li> <li>Budgeted a 0% salary increase in 2021.</li> </ul>
Employee Benefits	<ul> <li>Budget assumes flat premiums for health insurance premiums. We will update this as rate increases are communicated.</li> <li>Paid Parental Leave benefit implemented in early 2020 based on the State's implementation.</li> </ul>
Professional Services	<ul> <li>Budget reductions resulted from administrative consulting that is no longer required, including Outsourced Human Resources, Lobbyist, Research and Consumer Checkbook.</li> <li>Reduced Board Expenses by \$20,000 (both 2020 and 2021).</li> </ul>
Administrative	Relatively flat year over year.
Outreach & Education	<ul> <li>Year-over-year budget changes include:         <ul> <li>Navigators, Brokers &amp; Enrollers increased 56.7% to \$600,000;</li> <li>Native American Outreach &amp; Education increased 21.5% to \$237,415;</li> <li>SHOP &amp; IND Outreach decreased 56.8% to \$300,000</li> </ul> </li> </ul>



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#### Budget Considerations at a Glance:



Budget Category	Considerations
Plan Management	<ul> <li>Previous Superintendent advised that a 2020 budget would not be required beyond the MOU termination date of 12/31/19; therefore we did not include this line item in the 2020 budget.</li> <li>Current Superintendent requested a new MOU including reimbursement of staff salaries and actuarial expenses totaling \$350K for both 2020 and 2021.</li> </ul>
Technology	<ul> <li>DD&amp;I costs associated with the state-based exchange are expected to total \$11.8M, which is \$4.5M higher than the scheduled 2020 payments. DD&amp;I costs were contracted to be heaviest in the final year of DD&amp;I, with \$3.6M of the \$4.5M increase attributed to the technology vendor, \$220 thousand increase attributed to the IV&amp;V vendor and \$80 thousand attributed to the PMO.</li> <li>SHOP M&amp;O with the Federal User Fee for using the Federal platform are expected to total \$6.7M</li> <li>Federal User Fee rate will remain flat at 2.5% in 2021, with assumed flat enrollment.</li> </ul>
Overall	





<ul> <li>Salaries/Positions</li> <li>As an SBE, beWellnm will have a range of new responsibilities. The 2021 budget proposal includes eight (8) new FTE positions (less than projected in 2019) to conduct the following functions:</li> <li>Manage new IT applications, including changes, updates, and implementation of new releases.</li> <li>Oversight of customer engagement center – ensure compliance with Service Level Agreements and coordination with in-house contact center and eligibility team.</li> <li>Manage complaints, appeals and grievances – in particular, appeals of eligibility decisions will require new staff to review and make determinations.</li> <li>Assist individuals with complex applications, changes due to life events, and billing questions. Coordinate with carriers and resolve system errors. The contracted Customer Engagement Center will handle most day-to-day calls (e.g., helping someone complete an application; broker and enrollment counselor support); more complex/difficult situations are to be addressed by staff (e.g., reconciling eligibility discrepancies with carriers, issuing refunds, and oversight of the premium collection and payment application functions, including terminating coverage for nonpayment, if necessary); periodic internal audits of system controls and processes.</li> <li>Manage the outsourced print vendor, including implementation of new notifications and special printing projects.</li> <li>Additional focused outreach to ensure that individuals currently enrolled through healthcare.gov know how to enroll once we are ready to launch.</li> <li>Support for implementing House Bill 100 re: standardized plans and reporting requirements.</li> </ul>	Budget Category	New FTE for State Based Exchange Functions
	Salaries/Positions	<ul> <li>positions (less than projected in 2019) to conduct the following functions:</li> <li>Manage new IT applications, including changes, updates, and implementation of new releases.</li> <li>Oversight of customer engagement center – ensure compliance with Service Level Agreements and coordination with in-house contact center and eligibility team.</li> <li>Manage complaints, appeals and grievances – in particular, appeals of eligibility decisions will require new staff to review and make determinations.</li> <li>Assist individuals with complex applications, changes due to life events, and billing questions. Coordinate with carriers and resolve system errors. The contracted Customer Engagement Center will handle most day-to-day calls (e.g., helping someone complete an application; broker and enrollment counselor support); more complex/difficult situations are to be addressed by staff (e.g., reconciling eligibility discrepancies with carriers, issuing refunds, and oversight of the premium collection and payment application functions, including terminating coverage for nonpayment, if necessary); periodic internal audits of system controls and processes.</li> <li>Manage the outsourced print vendor, including implementation of new notifications and special printing projects.</li> <li>Additional focused outreach to ensure that individuals currently enrolled through healthcare.gov know how to enroll once we are ready to launch.</li> </ul>



Budget Category	Justification
Salaries/Positions	<ul> <li>Other Exchanges:</li> <li>Comparisons with other exchanges must consider: composition (outsourced or insourced functions), structure (state agency or non-profit) and state size. <ul> <li>Nevada &amp; Pennsylvania cases studies added on next slides.</li> <li>Colorado: Currently an SBE, with 120 Full-Time Employees per their 2019 Annual Report.</li> <li>Oregon: SBM-FP, appears to have a staff of at least 20, but website, oversight meetings, and others don't clearly list all staff.</li> </ul> </li> <li>We will continue to update the board as we collect additional information from other states.</li> <li>Salary Study: <ul> <li>In late 2018, the exchange updated its compensation study first conducted in 2014; a copy was provided to the Finance Committee with this review. The study was conducted by REDW and presented to the Board in early 2019. It was based primarily on like-industries in the New Mexico market. This comp study has been used to set staff salaries, and currently, all staff are paid below the midpoint of their salary range.</li> <li>In 2019, the exchange implemented a formal performance evaluation process that provided the ability to adjust increases based on each employee's contribution.</li> </ul> </li> </ul>





Budget Category	Justification
Case Study: Nevada	<ul> <li>Nevada transitioned from an SBE-FP to SBE, the most recent state to do so. Their costs, per their Budget Subcommittee presentation in 2019 include:</li> <li>Approximately 30 employees <ul> <li>As a state agency, certain services are provided by the state (e.g. HR) and do not need "exchange" staff.</li> </ul> </li> <li>Overall build budget: \$8,343,000 <ul> <li>~\$838,000 9 new positions related to: policy and compliance, appeals coordination, management analysis, quality assurance analysts, reconciliation specialists</li> <li>A Total Outreach Budget Of: \$3.8 Million <ul> <li>This outreach budget does not include certain key line items that beWellnm's does, such as website, reporting, and a strong emphasis on Native American outreach</li> </ul> </li> <li>Total Budget: ~\$30.8 Million After Using Reserves</li> </ul></li></ul>





Budget Category	Justification
Case Study: Pennsylvania	<ul> <li>Pennsylvania is <i>currently</i> building an SBE. This case study will analyze their first full year budget. Their costs, per their Board Meeting presentation include:</li> <li>30 employees <ul> <li>As a state agency, certain services are provided by the state (e.g. HR) and do not need "exchange" staff.</li> </ul> </li> <li>Overall budget: \$42,637,364 <ul> <li>\$4,393,500 for 30 staff</li> <li>\$5,500,000 for Marketing</li> <li>Unlike Nevada, this is similar to our own overall "Outreach" budget, other than their Navigator and Broker program.</li> <li>\$1,000,000 for Navigators/Brokers/Agents</li> <li>This budget did not include all of their IT costs, as some of the contracts were negotiated. As such, it was likely to be higher.</li> </ul> </li> </ul>
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Marketing, Outreach and Education       The 2021 budget will support:         1. Expanding beWellnm's presence throughout New Mexico, particularly in traditionally underserved communities.         A. Increase awareness to existing partners, assisters, enrollment counselors, agents and brokers B. Increase assister network for enrollment counselors, Agents & Brokers. C. Training (System, Process, and any Policy Decisions) D. Expand outreach to the Hispanic, Native American, and other communities         2. Picking up where healthcare.gov leaves off (e.g. Text Campaigns & emails ) – existing consumers, past consumers, and others who have expressed interest in HealthCare.gov (more below) A. Being prepared for the unexpected or unforeseen occurrences, that have a positive and or negative impact to enrollments.         B. For this inaugural state-based exchange OEP, it will be imperative that any confusion is eliminated or aggressively minimized to demonstrate the benefits of a state-based exchange.	Budget Category	Justification
	Outreach and	<ol> <li>Expanding beWellnm's presence throughout New Mexico, particularly in traditionally underserved communities.         <ul> <li>A. Increase awareness to existing partners, assisters, enrollment counselors, agents and brokers</li> <li>B. Increase assister network for enrollment counselors, Agents &amp; Brokers.</li> <li>C. Training (System, Process, and any Policy Decisions)</li> <li>D. Expand outreach to the Hispanic, Native American, and other communities</li> </ul> </li> <li>Picking up where healthcare.gov leaves off (e.g. Text Campaigns &amp; emails) – existing consumers, past consumers, and others who have expressed interest in HealthCare.gov (more below)</li> <li>A. Being prepared for the unexpected or unforeseen occurrences, that have a positive and or negative impact to enrollments.</li> <li>B. For this inaugural state-based exchange OEP, it will be imperative that any confusion is</li> </ol>

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Budget Category	Justification
Technology	<ul> <li>The SBM project budget remains largely the same as previously approved and budgeted, with the following exceptions:</li> <li>HSD has been committed to the COVID-19 response and unable to work on the SBM project. It is important to note that any additional delays could require a change request that may carry costs. Hold back or withhold for completion of deliverables related to work with HSD was agreed to, allowing payments for most of the work in the payment milestone (when completed), with payment for the remainder when the HSD work is completed. See note below.</li> </ul>
	<ul> <li>The 2021 budget includes \$260 thousand for printing and mailing services for the SBM project. As an SBM, we will be mailing notices to applicants and enrollees. Budget was also added to 2020 for the DD&amp;I costs associated with the print vendor.</li> </ul>
	Note: The technology vendor contract also includes a provision to withhold or reduce payments for deliverables that aren't completed satisfactorily or are late. We have not had to enforce or use this provision.

### 2020 Projection vs. 2021 Budget Proposal

Budget Category	2019 Actual	2020 Budget Projection	2021 Budget Proposal	YOY Budget Inc/(Dec)	% YOY Inc/(Dec)
Salaries	\$1,858,687	\$2,148,441	\$2,561,704	\$413,263	19.2%
Employee Benefits	\$884,781	\$928,811	\$1,057,037	\$128,227	13.8%
Professional Services	\$634,717	\$365,484	\$245,750	(\$119,734)	(32.8%)
Administrative	\$938,559	\$953,923	\$957,218	\$3,295	0.35%
Outreach/Education	\$3,545,925	\$3,544,650	\$3,604,515	\$59 <i>,</i> 865	(9.6%)
Plan Management	\$297,268	\$360,000	\$360,000	\$0	0%
Technology DDI for SBM	\$3,060,312	\$7,352,328	\$11,840,195	\$4,487,867	61.0%
Technology (SBE-FP)	<u>\$7,531,258</u>	<u>\$6,367,573</u>	<u>\$6,654,106</u>	<u>\$286,533</u>	<u>4.5%</u>
Total	\$18,751,506	\$22,021,210	\$27,280,525	\$5,259,315	23.9%



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Outreach & Education Budget Category	2019 Actual	2020 Budget Projection	2021 Proposed Budget	YOY Inc/(Dec)	% YOY Budget Inc/(Dec)
Research & Surveys	\$149,666	\$100,000	\$100,000	\$0	0%
Navigators, Brokers & Agents	\$426,018	\$382,900	\$600,000	\$217,100	56.7%
SHOP & IND Outreach	\$580,000	\$695,000	\$300,000	(\$395,000)	(56.8%)
Website & CRM/Data Management	\$105,109	\$100,500	\$200,500	\$100,000	99.5%
Organization Outreach	\$172,000	\$215,000	\$215,000	\$0	0%
Enrollment Events/Paid Booths/Sponsorships	\$147,779	\$177,600	\$177,600	\$0	0%
Digital Programs	\$656,174	\$470,000	\$545,000	\$75,000	16.0%
Earned Media & Public Relations	\$0	\$132,000	\$132,000	\$0	0%
Strategy, Reporting & Management	\$72,000	\$72,000	\$97,000	\$25,000	34.7%
Branding/Advertising	\$1,087,693	\$1,004,235	\$1,000,000	(\$4,235)	(0.4%)
Native American Outreach & Education	<u>\$149,487</u>	<u>\$195,415</u>	<u>\$237,415</u>	<u>\$42,000</u>	<u>21.5%</u>
Total Consumer & Stakeholder Engagement	\$3,545,925	\$3,544,650	\$3,604,515	\$59,865	1.7%

#### Proposed 2021 Technology Budget – SBM Implementation



Budget Category	2019 Actual	2020 Budget Projection	2021 Proposed Budget	YOY Inc/(Dec)	% YOY Budget Inc/(Dec)
Technology Vendor	\$2,013,112	\$3,897,767	\$7,509,868	\$3,612,101	92.7%
Program Integration with HSD	\$0	\$1,000,000	\$1,000,000	\$0	0%
System Integration with HSD	\$0	\$1,000,000	\$1,000,000	\$0	0%
Outsourced Print & Mailing Service	\$0	\$35,000	\$260,000	\$225,000	642.9%
Translation Services – Notifications/Portals	\$0	\$15,000	\$15,000	\$0	0%
Independent Validation & Verification	\$335,911	\$539,881	\$760,119	\$220,238	40.8%
Project Management Office	\$711,289	\$864,680	\$945,208	\$80,528	9.3%
Privacy & Security Audit	<u>\$0</u>	<u>\$0</u>	<u>\$350,000</u>	<u>\$350,000</u>	<u>100.0%</u>
Subtotal – Technology: SBM Implementation	\$3,060,312	\$7,352,328	\$11,840,195	\$4,487,867	61.0%

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#### Proposed 2021 Technology Budget – Existing SBE-FP Platform



Budget Category	2019 Actual	2020 Budget Projection	2021 Proposed Budget	YOY Inc/(Dec)	% YOY Budget Inc/(Dec)
SHOP Vendor	\$715,000	\$715,000	\$715,000	\$0	0%
Data Management Reporting	\$3,209	\$3,500	\$0	(\$3,500)	(100%)
CRM for in-house Contact Center	\$44,042	\$49,200	\$49,200	\$0	0%
Federal Platform User Fee	<u>\$6,769,007</u>	<u>\$5,599,873</u>	<u>\$5,889,906</u>	<u>\$290,033</u>	5.2%
Subtotal – Existing SBE-FP	\$7,531,258	\$6,367,573	\$6,654,106	\$286,533	4.5%
Subtotal – SBM Implementation – previous page	<u>\$3,060,312</u>	<u>\$7,352,328</u>	<u>\$11,840,195</u>	<u>\$4,487,867</u>	<u>61.0%</u>
Grand Total – Technology	\$10,591,570	\$13,719,901	\$18,494,301	\$4,774,400	34.8%
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#### Assessment Reduction Proposal for 2021

- The Plan of Operations requires NMHIX to maintain six-months of operating funds in reserve to demonstrate financial sustainability.
- NMHIX currently has cash and investment balances in excess of six-months of operating requirements.
- In light of the current State budget shortfall, to reduce the load on the Medicaid program which funds approximately 76% of the total assessment, we recommend drawing down \$6.0M of NMHIX's savings to reduce the 2021 assessment to carriers.
- Inasmuch as the additional assessment requirement is due to the SBM launch (a capital expenditure), it makes sense to fund such a capital expenditure with savings/investment earnings rather than entirely from assessment. The proposed amount to be drawn down from reserve more than covers the year-over-year increase in the budget, and it will result in the 2021 assessment coming in lower than the 2020 assessment by \$1.3M.





# **2021 Assessment Reduction Proposal**

	Balance @ 5/31/2020		
Cash	\$21,263,560		
Investments	\$14,911,567		
Total Cash/Investments @ 5/31/2020		\$36,175,127	
Cash Inflows from Assessments (2020)	\$22,541,248		
Cash Outflows from Operations (thru 5/31/2020)	\$7,507,411		
Estimated Remaining Cash Required for 2020 Operations		\$15,033,837	
Cash/Investments In Excess of 2020 Operating Requirements			\$21,141,290
2021 Proposed Budget	\$27,280,525		
Reserve Requirement (50% of 2021 Proposed Budget)			\$13,640,263
Amount of Cash/Investments in Excess of Reserve Requirement			\$7,501,027
Recommended Reserve Drawdown			\$6,000,000
Presentation 1		<u> </u>	72



### Motion

• **Motion**: Move that the Board accepts the 2021 Budget as proposed here today and draw's down \$6,000,000 from the reserve funds to off-set the non-reoccurring expense of the State-Based Exchange technology build.



# 7. Agency Reports



Presentation 1



# **Agency Reports**

- Matters from the Office of the Superintendent of Insurance (OSI)
  - Superintendent Russell Toal
- Matters from the New Mexico Medical Insurance Pool (NMMIP)
  - Superintendent Russell Toal
- Matters from New Mexico Human Service Department (HSD)
  - Secretary David Scrase



# 8. Public Comment



Presentation 1

### 9. Other Board Business



### 10. Next beWellnm Board Meeting is September 18, 2020 location TBD



# 11. Adjournment





