

Stakeholder Advisory Committee

August 23, 2022 - 10:00am-11:30am



NEW MEXICO HEALTH INSURANCE EXCHANGE



Agenda



- Approve SAC Charter
- SAC membership
- PHE Activity
- NMHIX System Update for Open Enrollment
- Overview of Open Enrollment Activity
- Update on HCAF
- Overview of beWellnm Strategic Plan
- Demo on new tool for scheduling

Review and Approval of Updates to SAC Charter



Review and Approval of Updates to SAC Charter

- There are proposed changes to the Stakeholder Advisory Committee charter
- Most changes involve reformatting / restructuring
- Substantive changes are summarized on the following slides

Review and Approval of Updates to SAC Charter

Summary of substantive changes

- **General Function**
 - Unnecessary introductory language removed
 - Summarizes purpose and function of committee (section 1)
- **Membership**
 - Board appoints members, in consultation with staff and stakeholder groups (section 2.3)
 - Previously, staff recommended and Board confirmed
 - Member terms of 1 year, limit of 3 consecutive terms (section 2.4)
 - Previously, initial terms of 14 months and subsequent terms of 12 months; no limit on consecutive terms
 - Board appoints Chair and Vice-Chair after consultation with committee (section 2.6)
 - Previously, committee elected these positions

Review and Approval of Updates to SAC Charter

Summary of substantive changes (cont'd)

- **Mode of Operation**

- Section 3 reorganized as “Mode of Operation”
- Confirms committee’s advisory role

- **Meetings**

- Requires a 10-day notice; no change to cadence (section 3.1)
- Requires agendas to be prepared by Chair and Exchange CEO (section 3.5)
 - Previously, developed by Chair and Exchange staff
- Requires minutes to be approved by the committee at next meeting and filed by Chair with Exchange’s records (section 3.6)

- **Reporting**

- Requires written reports and recommendations at each Board meeting after a SAC meeting (section 3.8)
 - Previously, “regularly, either verbal or in writing”

SAC Membership



SAC Committee Members

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Name	Associated Category	Organization
Brenna Gaytan	Carrier	BCBS of NM
Cisco rubio	Broker	Broker
Damon	Broker	Broker
Dick Mason	Community	League of Women Voters
Don E. Leonard	Small Business	Leonard Tires
Trey Lafleur	<i>Carrier-Chair</i>	Molina Health Care
Jeff Dye	Provider	NM Hospital Association
Leslee Horn	<i>Provider-Vice Chair</i>	Optum Health Care
Beau Javies	Carrier	True Health NM
Yolanda Miles	Carrier	True Health NM

PHE Unwinding Activity



PHE Activity



- **Technical Changes**
 - HCAF – First of the month premium payments
 - Coverage gap solutions (retro start dates)
 - Account Transfer improvements
- **Sister Agency Partnership**
 - Align and augment messaging and visuals with HSD campaign
 - Implement OSI – HCAF program
 - Uniform call to action

PHE Activity (cont.)



- beWellnm Strategic Plan
 - Improving notifications
 - Streamlining process related to RFI
 - Considering SEP extension
 - Aggressive outreach/Messaging tactics
 - Harnessing partnerships
- Outreach/Marketing
 - Outreach/appointment setting tools
 - 6 touch campaign
 - Resource Guide- for HSD and Income Support Divisions

NMHIX System Update for Open Enrollment



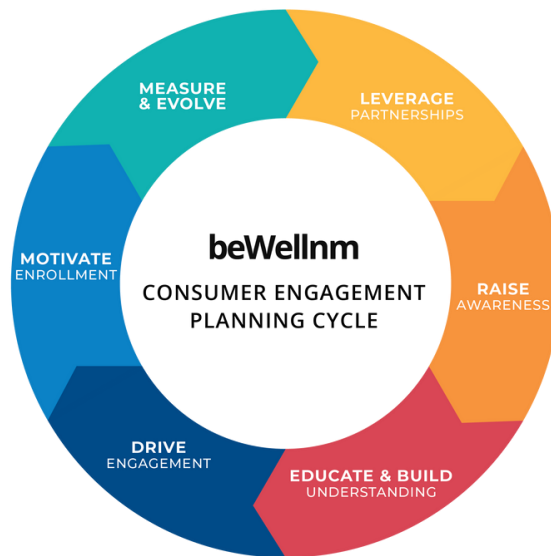
Updates for Open Enrollment and 2023

- Recent changes to improve customer experience
 - Increased reasonable compatibility threshold – from 10% to 50% -- to reduce request for documentation of current income.
 - Implemented a call back process when manual ID proofing is complete so customer they can continue their application
 - Expanded call center training, onboarding an staffing levels – nearly double the number of staff for open enrollment
 - BeWellnm staff transitioning to the same telephony and customer service software as the call center to improve caller experience and call management
- Upcoming system changes (October implementation)
 - Health Care Affordability Fund program (covered later in presentation)
 - New functionality for brokers to send invitation link to clients to continue or review applications
 - Updates to broker excel file to include carrier name
- Other Upcoming System Changes (December, along with change for the PHE)
 - Reminder notices/process for Requests for Information to remind customers that they need to submit a document for verification

Overview of Open Enrollment Activity



Consumer Engagement Cycle



Open Enrollment Activities



- **Leverage Partnerships** - Statewide relationships and partnerships across the chamber of commerce, clinics, media, to increase reach and create opportunities
- **Raise Awareness**- By deploying relevant message accross and multi channel, multi language statewide media mix, a targeted social media campaigns.
- **Educate & Build Understanding**
 - Educate and support all enrollment partners, to be represented .
 - Assist consumers with knowledge and support they need to enroll.
 - Through a multi –channel, statemetn wide media mix, a targeted social media campaign, an via the beWellnm webiste, we will educated consumers about OE and the all the benefits of engaging with beWellnm.
 - Through an intergrated outreach efforts, we will conduct enrollment events, to edcuate consumers and assist them in enrolling in coverage.

Open Enrollment Activities



- **Drive Engagement**

Through statewide marketing and advertising campaign, targeted social media, and strategic PR tactics, that will motivate targeted consumers to seek more information and assistance by driving to the website, inviting them to attend an enrollment event, and encouraging them to meet with a beWellnm Certified Agent, broker and or Enrollment Counselor.

- **Motivate Enrollments**

Through every advertising, social media, PR and direct contact and connection. Promoting financial, emotional and health benefits of health insurance. The benefit of enageign with beWellnm to motivate uninsured New Mexicans to enroll.

- **Measure & Evolve**

Using real-time performance metrics, consumer and partner feedback and enrollment outcomes, we will measure there results of the paln to make real-time djustments during the campaigns.

Open Enrollment Goals



- To support an increase in beWellnm ' s health insurance enrollments
During the 2023 Open Enrollment –
Begins November 1st, 2022 and ends January 15th, 2023.
- Through a comprehensive and cohesive, data-driven, outreach and educational campaign that will:
 - build brand awareness
 - promote a singular message and call- to- action
 - leverage diversified out reach efforts
 - reach unsaturated market areas
 - be nimble and flexible enough to react and optimize efforts in real time.

New Program



- AHCC will be launching a program to expanded enrollment assistance.
- The program will welcome applications from community-based organizations, medical facilities, associations, ranching and farming organizations, chambers of commerce, unions, Certified Brokers/Broker Agencies.

More to come..

2023 Broker Certification Training



- Certification launched on August 9th.
 - Notified over 1600 Brokers
 - Driving a September 30th deadline
 - Sending out weekly reminders
- As of August 19th
 - 7 New Brokers
 - 178- Returning Brokers have completed certification.
 - 2 New Enrollment Counselors
 - 17 Returning Enrollment counselors have completed certification

2023 Marketplace Kickoff Event



save the date.

2023 Open Enrollment Marketplace Kickoff
September 29th & 30th



Save the Date!



- **Hosting two events**
 - September 29th in person-limited seating
 - September 30th virtual
- **Presenters- BeWellnm, OSI, HSD, NMHIP and all 2023 QHP Issuers**
- **Audience- Enrollment Counselors, Brokers, and Community Partners**
- **A Save the date has been sent!**

Update on HCAF



Overview of beWellnm Strategic Plan



Demo on new tool for scheduling



Next Stakeholder Advisory Committee meeting is October 11, 2022



An orange square graphic, tilted slightly to the right, positioned behind the 'be well' portion of the logo.

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