

SAVE THE DATE

BeWellnm



Enrollment Event

beWellnm

5.19.23 Board

Meeting

Date: June 24, 2023

Time: 10 am to 2 pm

Location: BeWellnm Office

7601 Jefferson St. NE Suite 120


Albuquerque, NM 87107

Welcome, Roll Call, & Confirmation of Quorum

Chairman David Shaw

Agenda

BeWellnm Board of Directors Meeting

 May 19th, 2023 · 8:30am MDT

Welcome, Roll Call, & Confirmation of Quorum

Chairman David Shaw

Approval of Minutes of the March 17, 2023 Board Meeting

Chairman David Shaw

Chairman's Remarks

Chairman David Shaw

Matters from the CEO

Bruce Gilbert

Matters from the Finance Committee

Brandon Fryar, Chair

Matters from the Executive Committee

Chairman Shaw

Matters from the Outreach and Education Committee

Mark Epstein, Chair

Matters from the Operations Committee

Dan Foley, Chair

Matters from the Native American Committee

Sharon Clahchischillage, Chair

Agency Reports

Colin Baillio and Lorelei Kellogg/ Kari Armijo

Public Comment

1-2 minutes/participant

Other Board Business

Directors and Bruce Gilbert, CEO

Next beWellnm Board Meeting

July 28, 2023, at the CNM Workforce Training Center

Adjournment

Chairman David Shaw



5.19.23 Final Agenda.pdf

Approval of the Agenda

Chairman David Shaw

 Vote

Motion to Approve the Agenda

Approval of Minutes of the March 17, 2023, Board Meeting

Chairman David Shaw



Vote

Motion to Approve previous Meeting Minutes



3.17.23 Board Meeting Minutes.docx

Chairman's Remarks

Chairman David Shaw

Matters from the CEO

A six month review of performance, progress, and projects

Six Month Overview

Six months in, opportunity to better understand exchange dynamics, personnel, potential areas for improvement.

Overall, on a scale of 10 we're a 7.5

- Everyday “blocking and tackling” is solid
- Platform works, people can enroll and subsidies are applied

Opportunities to improve:

- Enhance core processes through more focused management and accountability

- Review operations and expenses to identify inefficiencies and move to correct them
- Upgrade internal capacity and in-source where possible
- Create a corporate culture embracing and dedicated to excellence

Roadmap Review

Proposed and then implemented quarterly operational roadmaps to provide tangible evidence of direction and progress

Q1, 2023: 7 OF 8 PROJECTS COMPLETED/ON TRACK

- Upgraded technology to Zeck and Zoom
- Separated Communications and Outreach and brought in new leadership in those areas
- Ending Prime Vendor model for outreach and communications and issuing RFPs for multiple vendor partners

- In process of transitioning SHOP to carrier administration
- Completed preparation of Medicaid unwinding plan in partnership with OSI and HSD
- Successfully handling 1095A issuance despite 2022 data integrity issues
- Will complete our analysis of the desirability of maintaining premium billing operations for presentation at the July board meeting
- With the approval of the board, delayed strategic plan revision due to competing priorities (anticipate beginning process in June 2023)

Q2, 2023: 6 PROJECTS COMPLETED/ON TRACK

- Implementation of Medicaid unwinding plan in partnership with OSI and HSD began in April
- Communications and outreach assistance RFPs completed and released

- Preparation for and completion of SMART and financial audits
- Completion of 1095A project (on track)
- Completion of premium billing operations analysis and associated recommendation (on track)
- SHOP transition completion (on track)

Medicaid Unwinding Project

As reported to various committees, we have begun our Medicaid unwinding activities in partnership with HSD and OSI

In order to avoid repetition, I'll be turning this portion of my time over to the team members who are overseeing the functional portions of the project:

- Alex has an update on communications
-

Cohort 1

MOE file - 18,366 heads of households

Drip Cadence and Data

1. Automated calls- up to 3
2. Texts - up to 4
3. Emails - up to 3
4. Postcard - individualized
5. Personal Call

SUMMARY OF CALLS

49,000+

- Average Duration = the average length those who **answered** listened to the message
 - *The English message is 46 second total followed by the 60 second Spanish message*

- 13% of calls in MOE cohort 1 were disconnected numbers
- Of those who went to the CEC
 - A majority disconnected before reaching the agent (66%)
 - ****PIVOT - Creating a dedicated CEC line*
 - Of those who did get to an agent - many wanted to speak to HSD (40%)

DRIP LEVEL 2 - TEXTING

All numbers that were disconnected from the first call were not included in texts. Callers who blocked our number after automated calling still received texts.

- 28,000+ texts sent
- 2.5% click rate

DRIP LEVEL 3 - EMAILS

Emails

- Only about 25% of the MOE had emails listed but there was a low fail rate (bounce) of those that were listed - 3%
- 9,000+ emails sent

Timeline and Cohort Evolution

Cohort 1				
April			May	
MODALITY	MOE FILE	ACCOUNT TRANSFERS	MOE FILE	ACCOUNT TRANSFERS
Automated Calls	✓			+
Texts	✓			✓
Emails	✓			✓
Postcards			+	
Personal Calls			+	
AT Notice Letters				✓

Cohort 2		
	End of May	June
MODALITY		
Automated Calls		+
Texts	+	
Emails	+	
Postcards		
Personal Calls		
AT Notice Letters		

Is it working?

Looking at account creations (data from 5/16)

- For the newest 50 accounts created
 - 38 of those creating accounts have received messaging through the drip campaign (76%)

- 26 of those were actively engaged in the drip (52%)
- 14 of the 50 enrolled in coverage

Outreach Update

The Toolkit is Live! This online reference covers multiple languages and materials to help partners accurately and efficiently get the message to consumers. See it for yourself at bewellnm.com/staycovered

Medicaid Unwinding Stakeholder Toolkit

This toolkit is designed to provide community partners with resources to support outreach and education efforts related to Medicaid Unwinding. We encourage you to use these resources to engage with your community, share important information, and help ensure that everyone has access to affordable health coverage. Download the Medicaid Unwinding Campaign Stakeholder Toolkit [here](#).

BeWellnm Education & Enrollment Events across New Mexico



Enrollment Event Flyer Word Doc Templates



Medicaid Unwinding Talking Points for Community Partners



Medicaid Unwinding FAQs for Community Partners and Consumers



BeWellnm Newsletter Article for Community Partners to Share



Medicaid Unwinding Flyers



Medicaid Unwinding Poster



Medicaid Unwinding Press Release



Media and Marketing Digital Downloads

Medicaid Unwinding Online Display Advertising

Medicaid Unwinding Online Video Advertising

Medicaid Unwinding Rack Cards

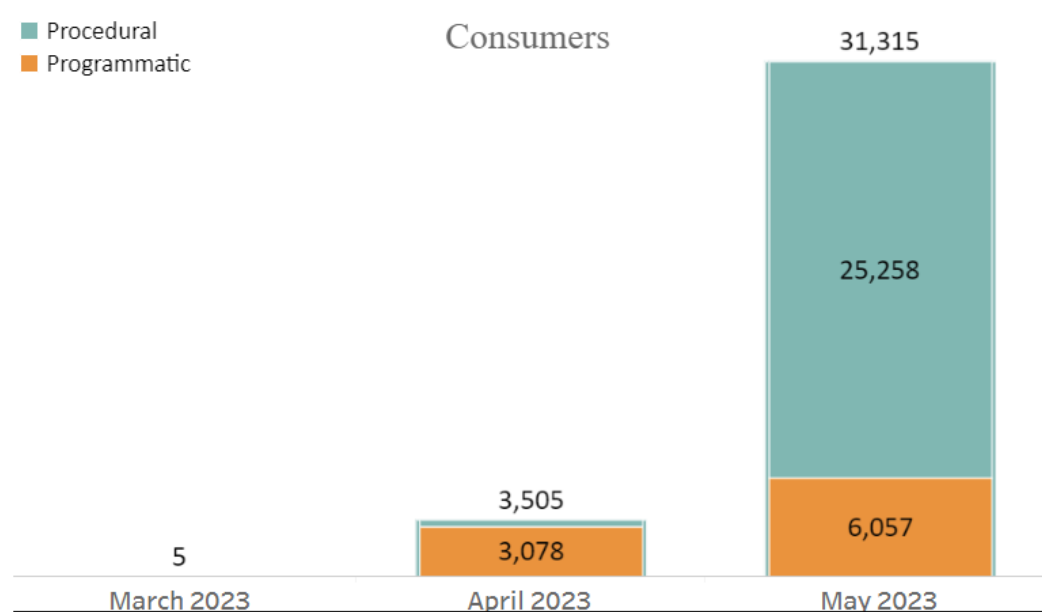
Medicaid Unwinding Radio Spots

- Now Brent with an update on unwinding operations

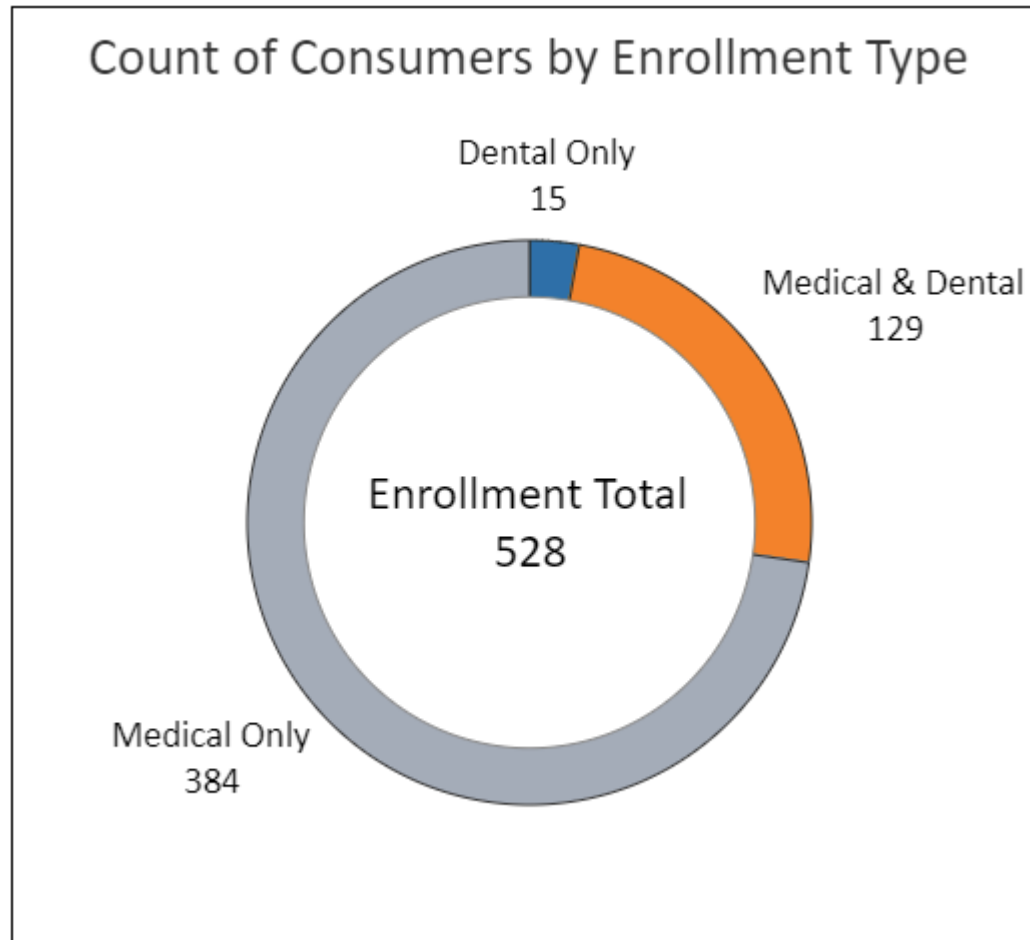
Account Transfers and Enrollments

(Data as of May 14, 2023)

- 31,315 individual Medicaid closures have been referred to beWellnm



- 528 individuals enrolled
 - 513 medical; 15 dental only



Call Center Update

Fully staffed based on call volume projections

APRIL DATA

- 3,772 calls answered

- 2 abandoned calls
- Six (6) second average speed to answer
- Average handle time of 8.5 minutes
- 157 Medicaid unwinding calls
- 645 online chats



*On a scale of 1-5, with 5 being the highest

April Customer Engagement Center Data

MAY DATA (THROUGH 5/12)

- 1,755 calls answered through first two weeks
 - 0 abandoned calls
 - Six (6) second average speed to answer
 - Average handle time of 8.1 minutes
 - 97 Medicaid unwinding calls
- 459 online chats

Easy Enrollment Project

Created an option to enroll in health insurance through a partnership with the state income tax system

- A simple check box authorizes the release of relevant information to Medicaid and beWellnm
- Tax filers receive an eligibility assessment and access to a simplified enrollment process

Brent will provide information on the progress of the program to date

Easy Enrollment Update (beWellnm application)

- Added a new question in the beWellnm application to determine if someone checked the box on their tax form
- Created the Easy Enrollment SEP -- a 60-day period to enroll in coverage
 - More information: [Easy Enrollment and Loss of Medicaid SEP Policy](#)
- Since March 2023:
 - Opened SEPs for 2,715 individuals through Easy Enrollment
 - 2,111 (78%) enrolled in coverage

Matters from the Finance Committee

Brandon Fryar, Treasurer

2022 Financial Statement Audit

Audit Summary Presentation by REDW

Presenters:

- Stephen Montoya, CPA, Principal
- Jonathan Rothweiler, CPA, CGFM, Senior Manager
- Amanda Wyatt, Senior Audit Associate

This presentation is a required communication to those charged with governance. The audit summary presentation and draft audited financial statements are available below:



**NMHIX Audit Summary Presentation to BOD 2022 -
5.17.2023.pdf**



**NMHIX Audited Financial Statements 2022 DRAFT -
5.17.2023.pdf**



Vote

Motion to approve the 2022 Financial Statement and CMS Programmatic Audits

Contract Extension

Investment Management Services

- Scope of Work - Investment Management Services
- Procurement - Our contract with BOK Financial (dba Bank of Albuquerque) was competitively procured in accordance with the State Procurement Code in May 2021 for a two-year term.
- Recommendation: Staff recommends that the board authorize the CEO to extend this contract in an amount

not to exceed \$50,000 per year for a two-year period, beginning August 1, 2023.



Vote

Motion to approve the Contract Extension of Investment Management Services

Contract Amendments

2023 MOU between NM OSI and NMHIX

NM OSI to reimburse beWellnm an amount not to exceed \$250,000 to be allocated to marketing, outreach, and/or education services procured by NMHIX, and related to the unwinding of the Medicaid continuous coverage requirement, including, but not necessarily limited to, the Medicaid Transition Premium Relief program.

Recommendation: Staff recommends that the Board authorize the CEO to amend the OSI/NMHIX MOU.



Motion to amend the contract of the MOU between OSI and NMHIX

Extension of office lease for additional term and expansion into the adjacent space.

- The lease on our current office space, procured competitively in Q4 2018, expires March 31, 2024. Notification of our intent to extend the lease is required by July 1, 2023.
- Additionally, we have the opportunity to expand into the adjacent space in the building to accommodate the planned in-sourcing of outreach and marketing activities which were previously outsourced. The space is offered at the same price per square foot as our existing space, and would be ready to occupy by August 2023.

- Recommendation: Staff recommends that the Board authorize the CEO to extend the lease for a term of five years and expand into the adjacent space.



Vote

Motion to approve the extension of the office lease and expansion into the adjacent space.

Matters from the Executive Committee

Chairman David Shaw and Director Colin Baillio

- In 2022, Dr. Adrianna McIntyre, an Assistant Professor of Health Policy and Politics in the Department of Health Policy and Management at Harvard's T.H. Chan School of Public Health, presented to the Board about policies to improve retention by moving non-paying enrollees to zero premium health plans they qualify for rather than simply terming them.
- Dr. McIntyre's specialty is the politics of health reform and the development of strategies to improve take-up and retention of subsidized health insurance and other social programs.
- OSI has received a federal grant that includes funding to explore the administrative logistics and challenges of this policy idea.

- OSI is requesting that the Board authorize NMHIX staff to partner and further explore and develop this idea, gather stakeholder feedback, work with our federal partners, and make recommendations to the board about how to proceed.
- Pending board approval, OSI will re-engage with Dr. McIntyre and other policy experts in this field. This is an unprecedented opportunity to work with a recognized national authority to find ways to improve retention and take-up that will ultimately benefit all New Mexicans.

Matters from the Outreach and Education Committee

Mark Epstein, Chair

BeWellnm Front and Center

KRQE LIVE APPEARANCE SPEAKING ABOUT THE UNWINDING



<https://www.krqe.com/news/albuquerque-metro/bewell-new-mexico-offers-low-cost-insurance/>

BEWELLMNM IN THE COMMUNITY - MOVERS AND SHAKERS EVENT



**BEWELLMN RECOGNIZED AT THE GREATER ALBUQUERQUE AREA
CHAMBER OF COMMERCE GOVERNOR'S LUNCHEON**



Events

We have set up events with a targeted and strategic approach focused on enrolling on-site. This is a fundamental, foundational change that we believe is important to our consumer-centric approach.

< APRIL

MAY 2023

JUNE >

MO	TU	WE	TH	FR	SA	SU
1	2 Albuquerque Enrollment Event at Los Griego's Health and Social Services Center	3	4	5	6	7
8 Bloomfield Enrollment Event at Bloomfield Public Library	9 Las Cruces Enrollment Event at DACC Workforce Center Farmington Enrollment Event at Presbyterian Medical Services	10 Las Cruces Enrollment Event at DACC Espina Campus	11 Owningeh Enrollment Event at Eight Northern Indian Pueblos Council Gallup Enrollment Event at Gallup Chamber of Commerce Alamogordo Enrollment Event at Sgt. Wille Estrada Memorial Civic Center	12	13 Albuquerque / Rio Rancho Enrollment Event at Church Alive Albuquerque Enrollment Event at Paradise Hills Community Center	14
15	16 Roswell Enrollment Event at La Casa Behavioral Health	17 Clovis Enrollment Event at Matt 25	18 Lovington Enrollment Event at Nor-Lea Annex Bldg. Albuquerque Enrollment Event at Cesar Chavez Community Center	19	20 Santa Fe Enrollment Event at Genoveva Chavez Community Center	21
22	23 Belen Enrollment Event at Belen Community Center	24 Los Lunas Enrollment Event at Daniel Fernandez Recreational Facility	25	26	27	28
29	30	31 Taos Enrollment Event at Kit Carson Electric	1	2	3	4

SAVE THE DATE

BeWellnm Enrollment Event



Date: June 24, 2023
Time: 10 am to 2 pm
Location: BeWellnm Office
7601 Jefferson St. NE Suite 120
Albuquerque, NM 87107

Matters from the Operations Committee

Dan Foley, Chair

The operations committee discussed the following items:

- Medicaid unwinding
- SHOP Transition Update
- Review of Key Components of the federal Notice of Benefit and Payment Parameters

No other actions or recommendations were taken.

Annual Policy Review: Open Meetings Act Resolution, Code of Conduct, and Communications Policy



Annual Policy Review: Open Meetings Act, Code of Conduct, and Communications Policy

Motion: Move that the Board adopt the 2023 Open Meetings Act Resolution and the proposed changes to the Code of Conduct and Communications Policy, as presented here today.



Communications Policy (2023 redlined for Board review).docx



Code of Conduct (2023 redlined for Board review).docx



2023 Open Meetings Act Resolution.docx

There are no proposed changes to the Procurement Policy.



Procurement Policy.pdf

Matters from the Native American Committee

Sharon Clahchischilliage, Chair

Outreach: Presentations & Health Fairs

- Children's Health Fair- Zia Pueblo
 - April 26, 2023
- Zuni Health Benefits Outreach & Enrollment Event
 - April 27, 2023
- Pine Hill Health Fair
 - June 23, 2023
- Canoncito Band of Navajos Health Center, Inc. Lunch & Learn Enrollment Event
 - June 28, 2023

Medicaid Unwinding Outreach

- Isleta Health Center
- Jemez Health Clinic
- Zia Health Center
- Laguna Community Health Center
- Thoreau Health Station
- Gallup Community Health
- Tohatchi Health Center
- Northern Navajo Medical Center
- Zuni Comprehensive Health Center
- Canoncito Band of Navajos Health Center, Inc.
- Taos/Picuris Indian Health Center
- Ohkay Owingeh Pueblo
- Santa Clara Pueblo
- San Ildefonso Pueblo
- Santa Fe Indian Hospital
- Farmington Indian Center
- Sycamore Community Center- Farmington
- McKinley & San Juan County local business
 - Navajo Shopping Center, T & R Market, Bashas, BJs Store, gas stations and laundry mats
- Navajo Nation Chapter Houses
 - Baca/Prewitt, Thoreau, Iyanbito, Church Rock, Chichillah, Red Rock, Nahodishgish, Standing Rock, Coyote Canyon, Twin Lakes, Tohatchi, Sheepsprings, Newcomb & Shiprock

Broker Partnership - Lorraine Y. Chavez Insurance Agency

- Eight Northern Indian Pueblos Council, Inc. Enrollment Event
 - May 11, 2023
- Canoncito Band of Navajos Health Center, Inc. Lunch & Learn Enrollment Event
 - June 28, 2023
- Santo Domingo Health Center
 - Weekly on Wednesdays
- Laguna Community Health Center
 - Bi-weekly on Thursdays
- Nambe Pueblo (as needed)
- In Process
 - San Ildefonso Pueblo
 - Taos Pueblo
 - Santo Domingo enrollment event to include:
 - Santa Ana, San Felipe, Cochiti, Jemez and Zia

Monthly Enrollment Update

• January	584
• February	645
• March	641
• April	661
• May	696

Native American by Tribe

Note: Only Native Americans with a Tribal affiliation qualify for Native American Plans and Subsidies.

Top 10 Tribes by Consumers - All States		Top 10 Tribes by Consumers - New Mexico	
NM_NAVAJO_NATION	261	NM_NAVAJO_NATION	261
OK_CHEROKEE_NATION	47	NM_PUEBLO_OF_LAGUNA	41
OK_CHOCTAW_NATION_OF_OKLAHOMA	44	NM_PUEBLO_OF_ISLETA	23
NM_PUEBLO_OF_LAGUNA	41	NM_PUEBLO_OF_ACOMA	22
NM_PUEBLO_OF_ISLETA	23	NM_PUEBLO_OF_JEMEZ	17
NM_PUEBLO_OF_ACOMA	22	NM_ZUNI_TRIBE_OF_THE_ZUNI_RESERVATION	17
NM_PUEBLO_OF_JEMEZ	17	NM_MESCALERO_APACHE_TRIBE_OF_THE_MESCALERO_RESERVATION	12
NM_ZUNI_TRIBE_OF_THE_ZUNI_RESERVATION	17	NM_PUEBLO_OF_SANTA_CLARA	12
OK_THE_MUSCOGEE_CREEK_NATION	17	NM_PUEBLO_OF_TAOS	10
OK_CHICKASAW_NATION	15	NM_PUEBLO_OF_COCHITI	8

Agency Reports

- Matters from the Office of the Superintendent of Insurance - Colin Baillio
- Matters from the New Mexico Medical Insurance Pool - Colin Baillio
- Matters from the New Mexico Human Services Department - Acting Director Lorelei Kellogg or Acting Secretary Kari Armijo

Public Comment

1-2 minutes/participant

Other Board Business

Directors and Bruce Gilbert, CEO

Next beWellnm Board Meeting

July 28, 2023 at the CNM Workforce Training Center

Adjournment

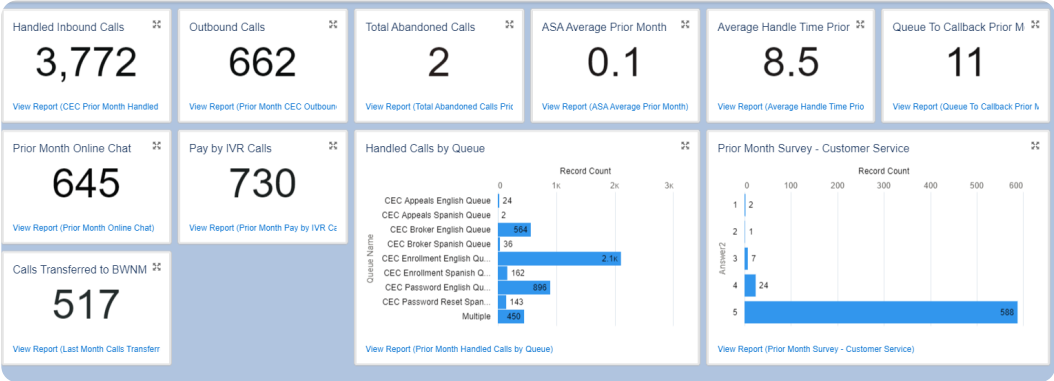
Chairman David Shaw



Vote

Motion to Adjourn the Meeting

Customer Engagement Center Data



April Data - Customer Engagement Center

Drip Campaign Details

Below is a more in-depth breakdown by modality

TOTAL AUDIENCE

AUDIENCE

49,793

MACHINE

21,332

NO ANSWER

10,306

ANSWERED

15,445

HUNG UP

15,150

CONNECTED TO CEC

204

HAS INSURANCE

91

DISCONNECTED

2,710

AVERAGE DURATION

39.7

REACHABLE AUDIENCE

REACHABLE AUDIENCE

47083

PERCENT MACHINE

45.3%

PERCENT NO ANSWER

21.9%

PERCENT ANSWERED

32.8%

PERCENT CONNECTED TO CEC

0.43%

PERCENT HAS INSURANCE

0.19%

Audience is the total # of calls made

TOTAL AUDIENCE			
AUDIENCE	CLICKED	DELIVERED	FAILED
28,931	656	26,087	2,177
REACHABLE AUDIENCE			
REACHABLE AUDIENCE	PERCENT CLICKED		
26743	2.5%		

Audience is the # of texts Sent

TOTAL AUDIENCE

AUDIENCE

9,270

CLICKED

65

DELIVERED

5,085

FAILED

0

OPENED

3,843

BOUNCED

275

REACHABLE AUDIENCE

REACHABLE AUDIENCE

8993

PERCENT CLICKED

0.7%

PERCENT OPENED

42.7%

Audience is the # of emails Sent

A Consumer Centric Approach

Consumer Info ×

Consumer Info

History

Name

Drip Status

2

Enrollment Status

Engaged (Answered call)

Phone

(505)

Email

None

Address

87144

▼	Activity: Call 1	Sent: 4/12/2023	Outcome: Answered (4/12/2023)
	Outcome: Queued (4/12/2023, 10:02:09 AM) Outcome: Sent (4/12/2023, 10:54:13 AM) Outcome: Answered (4/12/2023, 10:57:29 AM) Duration: 131 seconds		
▼	Activity: Call 2	Sent: 4/18/2023	Outcome: Answered (4/18/2023)
	Outcome: Queued (4/18/2023, 2:03:37 PM) Outcome: Sent (4/18/2023, 2:28:09 PM) Outcome: Answered (4/18/2023, 2:45:01 PM) Duration: 141 seconds		
▼	Activity: Call 3	Sent: 4/25/2023	Outcome: Answered (4/25/2023)
	Outcome: Queued (4/25/2023, 10:17:59 AM) Outcome: Sent (4/25/2023, 11:16:08 AM) Outcome: Answered (4/25/2023, 2:25:16 PM) Duration: 121 seconds		
▼	Activity: Text 1	Sent: 4/25/2023	Outcome: Delivered (4/25/2023)
	Outcome: Sent (4/25/2023, 3:54:57 PM)		

Pivoting Off Data

- Importing Account Transfers (Closures) as a new cohort
 - They will interact with the drip in a different cadence and will automatically get a letter first.
 - We have begun texting with this cohort

TOTAL AUDIENCE

AUDIENCE	CLICKED	DELIVERED	FAILED
17,214	388	13,557	3,169

REACHABLE AUDIENCE

REACHABLE AUDIENCE	PERCENT CLICKED	
13945	2.8%	