

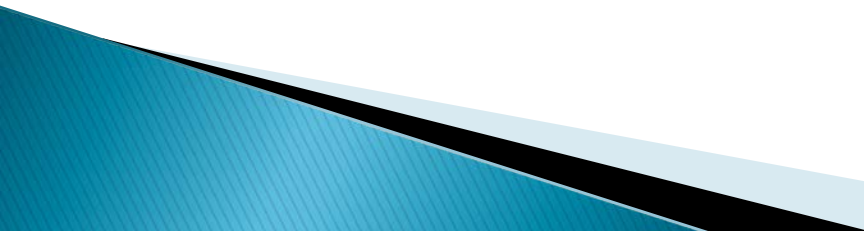
New Mexico Health Insurance Exchange Outreach and Enrollment Approach

September 25, 2013

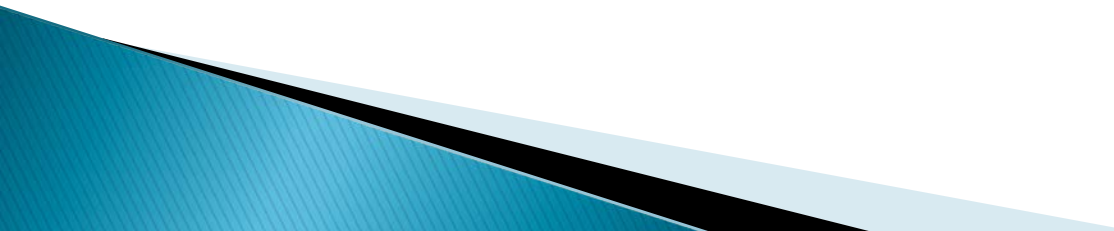
Presented by:

Debbie Rochford, Member Service Director
New Mexico Primary Care Association

New Mexico Primary Care Association

- ▶ Non-profit Association for New Mexico's Community Health Centers (Federally Qualified Health Centers)
 - ▶ In Business since 1980
 - ▶ Role: Provide Training, Technical Assistance, Representation and Education
 - ▶ Manage programs that further the mission of the clinics: to provide quality health care services to their communities and especially to those with barriers to care
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NMPCA Member Clinics

- ▶ 19 Member Organizations (including 15 FQHCs)
 - ▶ 160 Medical, Dental and Behavioral Health sites across the state
 - ▶ Located in 31 of 33 counties
 - ▶ Over 300,000 patients seen in 2012
 - ▶ 42% of patients Uninsured
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NM Health Insurance Exchange

- ▶ NMHIX was created by legislation in March 2013 and board members appointed in April 2013
- ▶ State Based Exchange– first year individual enrollment through the Federally Facilitated Exchange (FFE)– Hybrid
 - Pros: State flexibility
 - Con: Confusion this first year



Ways to Enroll- SHOP

SMALL
BUSINESSES

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graph TD; A[SMALL BUSINESSES] --> B[www.BeWellNM.com]; A --> C[CERTIFIED INSURANCE BROKERS]
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www.BeWellNM.com

CERTIFIED
INSURANCE BROKERS

Ways to Enroll– Federally Facilitated Exchange (FFE)

INDIVIDUALS

WEBSITE:

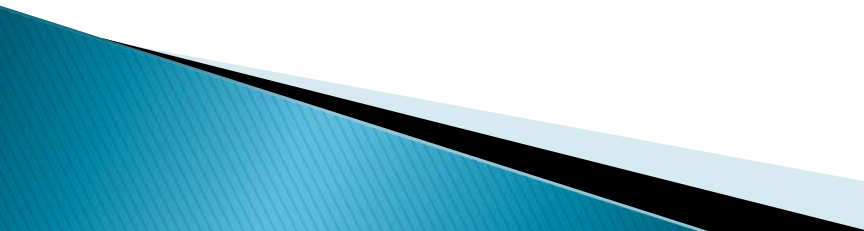
www.BeWellNM.com

Federal Call Center
or Paper Application

In Person
Assistance:

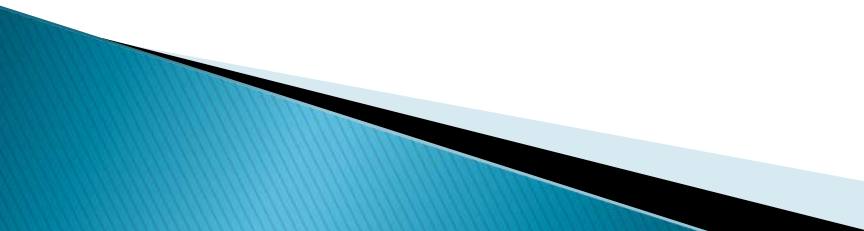
Brokers or
Health Care Guides

New Mexico Call Center

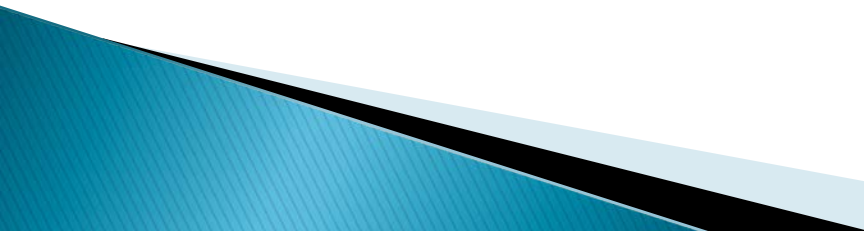
- ▶ Will do income assessment for Individuals
 - ▶ Provide referrals via “warm hand-off”
 - Medicaid
 - Brokers
 - Health Care Guides
 - Certified Application Counselors (soon)
 - ▶ Provide In-person assistance location information based on zip code, city or county
 - ▶ Provide hours of operation for Health Care Guide services
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What is a Health Care Guide?

- ▶ New Mexico version of Federal term “In-Person Assistor”
 - ▶ In-Person Assistor = Navigator = Same job, different funding
 - ▶ Guides must be Certified by the NM Office of Superintendent of Insurance (OSI)
 - Background Check
 - “Code of Conduct”
 - 20 hours of training
 - ▶ Trusted members of community
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NMPCA Involvement

- ▶ Contract with NMHIX as 1 of 2 Umbrella Organizations
 - ▶ Utilize existing Network of Medicaid Determiners (200)
 - All Federally Qualified Health Centers
 - Additional Community Organizations
 - ▶ Target Point of Treatment—those in care
 - ▶ Partner with the NM Hospital Association
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Where are Health Care Guides?

- ▶ Working with over 50 organizations
- ▶ Expected network of 300 Health Care Guides
- ▶ Guide services in every county
- ▶ Organization will partner with others in community
- ▶ Working on Developing a network of in-person assistance called Certified Application Counselors
 - Fewer requirements
 - Fewer training hours

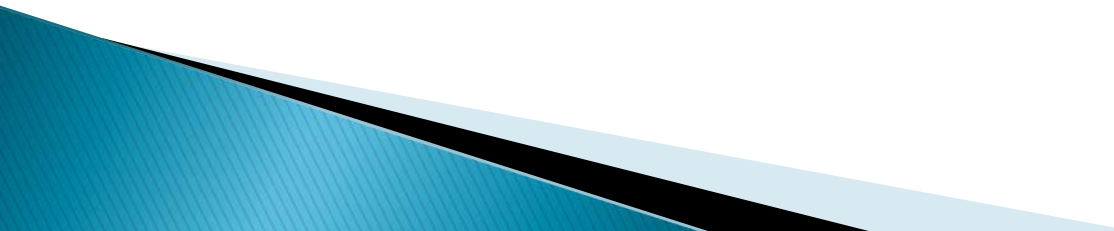


Outreach and Enrollment Efforts

▶ Enrollment Partners

- Native American Professional Parent Resource (NAPPR)– 2nd Umbrella Organization
- UNM Hospital and Clinic system (ABQ area)

▶ Outreach Partners

- Association of Commerce and Industry
 - ABQ Hispanic Chamber of Commerce
 - NM Association of Counties
 - Higher Education (NMSU, UNM)
 - Many more
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Marketing and Branding

- ▶ NM Health Insurance Exchange website has launched: www.bewellnm.org
 - ▶ Slogan: BE WELL
 - ▶ Kick-off Press Conferences
 - ▶ Radio ads have started
 - ▶ Billboards– this week
 - ▶ Commercials begin October 1
 - ▶ Materials: Posters, Flyers, Cards
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COUNTDOWN

- ▶ 5 DAYS, How many hours and minutes?



Questions



- ▶ Contact Information
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