



NMHIX—ACCOMPLISHMENTS AND UPDATE

Accomplishments

The New Mexico Health Insurance Exchange (NMHIX) board was appointed in April 2013. In the past 15 months, in addition to enrolling over 34,800 New Mexicans into the individual or SHOP plans, the NMHIX has achieved the following major accomplishments:

Financial and Operations

- Executed HSD agreements to transfer grant funds; developed grant proposals and received over \$122 million in federal funds.
- Achieved two CMS/CCIIO approvals to receive/distribute federal grants.
- Obtained NMHIX office space and implemented on-site enrollment at office.
- Implemented 24/7 call center which has handled over 47,000 calls (*25 sec. wait time*)
- Issued comprehensive Contact Center solution RFP.
- Created and published weekly NMHIX Dashboard of key program metrics.
- Implemented grant financial reporting system and established monthly and quarterly regulatory reporting processes to report on grant expenditures to CMS/CCIIO
- Obtained ongoing federal approval for all activities.
- Focus on transparency: Public reporting of policies, financials, contracts and dashboard.

Enrollment and Outreach

- Created a comprehensive enrollment system with over 300 Health Care Guides and over 300 brokers throughout every area of New Mexico. Implemented training and certification programs for Health Care Guides and brokers.
- Implemented training, certification and comprehensive background check programs for brokers, agents and health care guides
- Created the nation's premier Native American outreach and enrollment system. Provided outreach or enrollment services to thousands of Native Americans.
- Implemented a statewide outreach campaign with many partners, including chambers of commerce, counties, higher education, advocacy organizations, and others. Hosted over 200 events. Held a statewide kick-off tour to launch the NMHIX in October.
- Developed stakeholder processes and held multiple stakeholder meetings to obtain input on the NMHIX activities.
- Developed a user-friendly, state-of-the-art plan comparison tool for both individuals and SHOP. Held dozens of plan compare workshops at computer labs throughout the state.
- Implemented robocall, canvassing, and teletown hall strategies to reach over 241,000 New Mexicans.

Marketing

- Designed and implemented a multi-media marketing campaign with BVK, including TV, radio, billboards, print materials, and promotional items.
- Initial marketing launch of TV, radio, print materials was launched in less than 45 days.
- Launched BeWell campaign on BeWellNM.com, Facebook and Twitter
- During the last 60 days of open enrollment developed a direct marketing campaign aimed at ~ 110,000 individuals (between 138% -250% FPL) that were most likely to benefit from tax subsidies and cost sharing reductions
- Over 500,000 pieces of educational and outreach material distributed throughout the state.
- Developed and implemented cutting edge paper postcard system for both in-reach and out-reach programs
- Developed and implemented a texting strategy with Voxiva
- Young Invincible marketing campaign designed and implemented
- Public relations campaign with numerous radio and TV interviews, op-eds and press releases
- Implemented electronic postcard system to maximize outreach and enrollment efforts for final 10,500 New Mexicans who were placed “in line” at the end of the enrollment process
- Made over 18,000 outreach calls to those that signed up to set up appointments with brokers and health care guides

Technology

- Contracted with GetInsured and successfully launched the SHOP technology within 4.5 months.
- Contracted with PCG for comprehensive project management and other critical program support consulting services.
- Through RFP process, selected Software Engineering Services, as the Independent Verification and Validation (IV&V) contractor for the Exchange.
- Created anonymous shopping capability for New Mexicans, for the individual Exchange; also developed anonymous shopping for the SHOP platform.
- Completed system requirements and joint application design sessions for individual Exchange and SHOP enhancements.
- Completed design sessions with Medicaid (HSD) on real time eligibility interface--Integration with HSD ASPEN system will provide a better shopping experience for New Mexicans and will allow for ease of use in the enrollment process.
- Developed strong working relationship with HSD, NMHIX Carriers, and CMS/CCIIO.
- Successfully completed CMS /CCIIO Planning gate review.
- Successfully completed initial CMS / CCIIO Design gate review.

NMHIX Statistics as of July 2014

Individual Enrollments 34,200

SHOP

Employers 126

Total Lives 649 (447 Employees, 202 dependents)

Update and Issues

Use of Federally Facilitated Marketplace (FFM) or State Technology

- Extensive meetings with CMS/CCIIO—as of June project was on schedule for state technology implementation
- Some recent delays in system development due to income verification testing.
- 34,200 individuals who enrolled already with FFM will be automatically re-enrolled by feds.
- NMHIX discussing new RFP for Call Center operations in event NMHIX stays with FFM for another year which will delay the need for a comprehensive NMHIX call center. (current Call Center is primarily a referral center)
- NMHIX board made decision to stay on FFM and utilize NMHIX technology for next open enrollment.

Enrollment/Outreach/Marketing

- NMHIX has extended and amended NAPPR's contract for an additional \$2.4 million for operations through December 2014, including the Navajo Nation. Native Americans may enroll in the coverage year-round, not only in open enrollment periods.
- NMHIX has extended New Mexico Primary Care Association's contract to continue administrative operations through June 30, 2015. NMPCA partners continue to enroll individuals eligible for Special Enrollment Periods (life-change events such as marriage, divorce, loss of job coverage, etc.)
- NMHIX anticipates greater use of brokers during the next open enrollment.
- NMHIX is re-evaluating its marketing strategies and developing new approaches for next open enrollment period starting November 15, 2014.
- NMHIX plans to issue an additional Request for Information to solicit outreach approaches and partners. Significant feedback on outreach approaches was obtained through regional debrief meetings and other stakeholder meetings.

Other

- Kurt Shipley, President of Blue Cross and Blue Shield of New Mexico was appointed to the board to replace Ben Slocum whose term had expired.
- NMHIX board voted July 11, 2014 to hire Amy Dowd as CEO. Her prior position was CEO of the Idaho Health Insurance Exchange.

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