New Mexico Health Insurance Exchange Outreach and Enrollment Approach

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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
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
State Decisions on Exchange

19– Federally Facilitated Exchanges (FFE)
7– State– Federal Partnership
1– State Small Business Health Options Program (SHOP), FFE Individual
7–FFE, with State doing plan management
16– State run Marketplaces

State Action to Establish Health Insurance Marketplaces

July 2013 — Use this interactive map to review the status of state action on state health insurance marketplaces, also called exchanges, and view key aspects of state-run marketplaces.

Health Insurance Marketplace by State

Interact with the map to discover details about state health insurance marketplaces.

*Iowa is responsible for plan management only
**In New Mexico, the federal government will operate the individual market in 2014.

Source: National Conference of State Legislatures; Federal Health Reform, State Legislative Tracking Database; Politico.com; Center on Health Insurance Reforms, Georgetown University Health Policy Institute; Commonwealth Fund
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
  - Cons: Confusion this first year
Ways to Enroll – SHOP

SMALL BUSINESSES

www.BeWellNM.com

CERTIFIED INSURANCE BROKERS
Ways to Enroll – Federally Facilitated Exchange (FFE)

<table>
<thead>
<tr>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE: <a href="http://www.BeWellNM.com">www.BeWellNM.com</a></td>
</tr>
<tr>
<td>Federal Call Center or Paper Application</td>
</tr>
<tr>
<td>In Person Assistance: Brokers or Health Care Guides</td>
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</tbody>
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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
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
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
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
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
5 DAYS, How many hours and minutes?
Questions

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