

NEW MEXICO HEALTH INSURANCE EXCHANGE

**New Mexico Health Insurance Exchange
Legislative Health And Human Services
Committee Meeting
11:00 am – 12:00 pm**

November 7, 2013

**NMHIX Offices
Albuquerque NM**

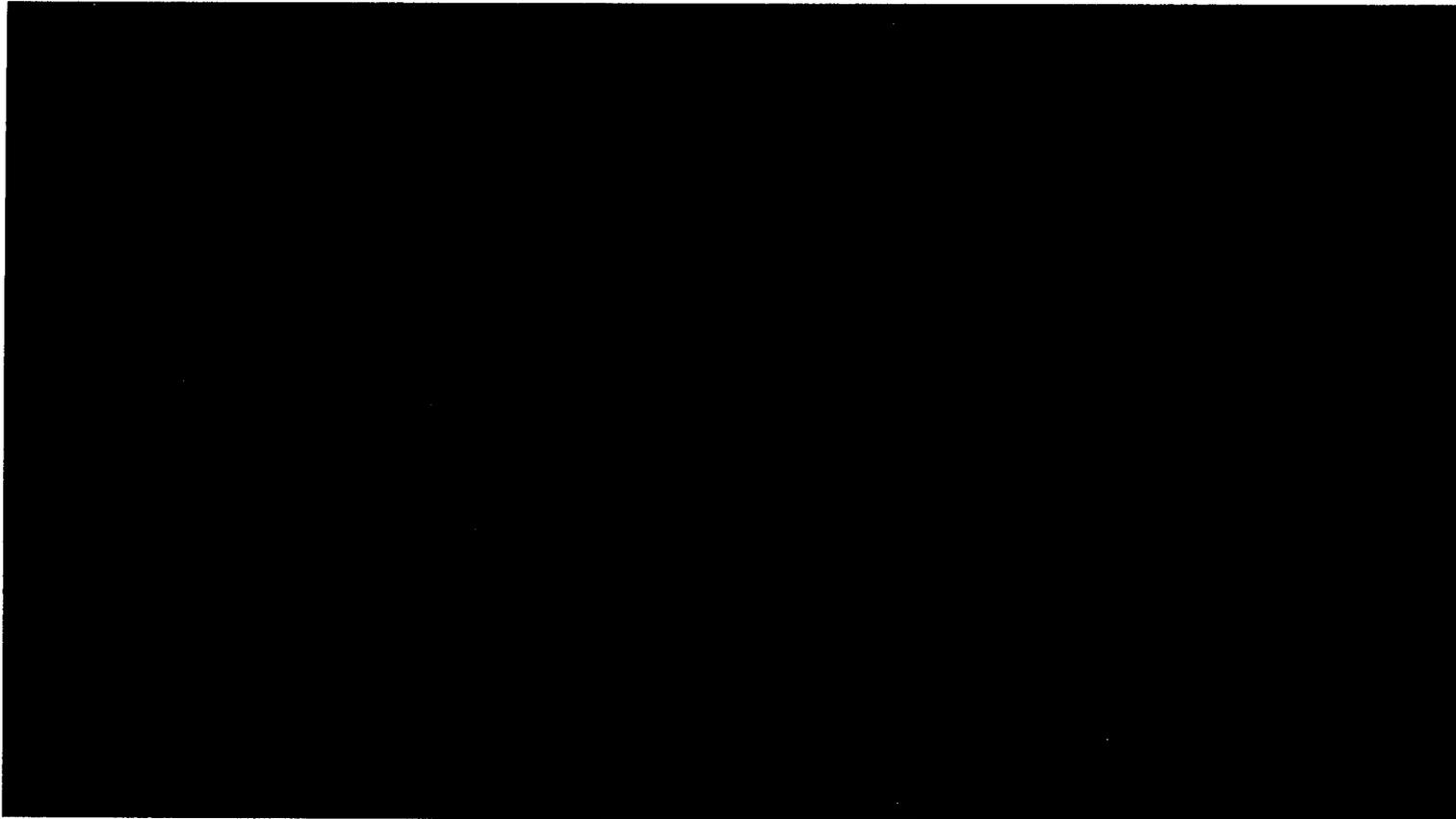
www.nmhix.com

Introduction – Jason Sandel

- **Senior Analyst and Chief of Staff for President Pro Tem Jennings**
- **Two term and current City Councilor in Farmington**
- **Son of 30 year state representative Jerry Sandel**
- **Vice Chair and 12-year member of NM Medical Insurance Pool (NMMIP)**
- **Vice Chair of NM Health Insurance Exchange (NMHIX) appointed by Speaker of the House Representative Martinez**
- **Own and operate Aztec Well Servicing -- one of the top ten employers in San Juan County with over 750 employees – and instituted a self-insured health insurance plan in 2007.**
- **My apologies if I skip over key basic information as after I've played inside baseball I forget what's truly common knowledge. Please stop and ask questions. I'll do my best.**

Be Well

- <http://www.youtube.com/watch?v=e4TqnTzhJWk&feature=youtu.be>



Legislative History

- **NMMIP (coverage for uninsurable) enacted in 1987 (10th in US)**
 - Currently cover 10,000 +/- with 200,000,000 in claims (\$150,000,000 in losses). NM provides 160,000,000 in premium tax credits as offset.*
 - Currently have statutory Low Income Premium Program providing premium support to individuals up to 400% FPL.
- **NMHIA (marketplace access for small businesses) enacted in 1994**
 - An alliance of independent health insurers who have agreed to offer a full range of health plans to companies with 50 or less eligible employees and qualifying individuals.
 - Our goal is to fulfill a need for those who are unable to qualify for commercial health insurance and to provide easier requirements for small employers and individuals to make insurance more accessible.
- **PPACA (Obamacare) signed into law by President Obama in March of 2010.**

Legislative History

- **SB 38 / 2011 (Senator Feldman) → NM Health Insurance Exchange Act → Vetoed.**
 - NMHIA and NMMIP combined forces to craft and support legislation to establish a NM Exchange.
- **Supreme Court determines PPACA to be Constitutional in June of 2012**
- **NM Medicaid Expansion Announcement in January of 2013**
- **SB CS/CS/S 221 & CS/S 589 (Senators Shendo and Ortiz y Pino) → NM Health Insurance Exchange Act → Passed with Emergency Clause and Signed by Governor Martinez on March 28, 2013.**
 - Based upon philosophy that self-determination in implementing PPACA is a better option for NM.
 - Based on principle that legislative and executive should be afforded equal power in oversight of Nm Exchange.
 - Provided NM Exchange Board a basic framework for implementation of PPACA exchange duties with critical details regarding Native American populations.
- **First Exchange Board meeting in May of 2013.**

Accomplishments.

- **Board appointed and organized**
- **Key staff positions selected and filled. Plus staffed for HIA and HIX.**
- **Plan of Operations passed and implemented**
- **Contract Project Manager selected**
- **Contract Technology partner selected**
- **Contract Messaging and Communications partner selected**
- **Native American collaboration and outreach staffed and underway**
- **Boots on the Ground in each of the 33 NM Counties**
- **Contract for call center support with warm hand off and ombudsman functionality.**
- **Broad-based support for “no wrong door approach”**
- **And...a successful launch of the www.bewell.com website**
- **Statewide advertisement implementation on hold pending federal problems**

Real Accomplishment!

- **During the legislative debate, it was expressed that the “Federal Exchange” option or even the “No Exchange” option was better than compromise legislation establishing a New Mexico Exchange. It is safe to say that your Board of the NM Exchange has put differences aside to move New Mexico forward in the implementation of a post-PPACA health care world.**
- **We face many challenges, but we face them together. And, we face them with solidarity around key themes:**
 - 1) New Mexico First – put politics aside,
 - 2) Focus every effort on enrolling as many New Mexicans as possible,
 - 3) Success depends upon teamwork and a “no wrong door” approach,
 - 4) We can only do so much, but what we don’t do – we won’t give up, and
 - 5) We must strive to recognize our opportunities for improvement, seize upon them and then do something about them.

GOALS

- **According to the Kaiser Family Foundation:**
 - There are 193,000 people in the state of New Mexico who might look to a state marketplace for healthcare coverage.
 - There are 118,000 people who will likely eligible for some type of premium tax credit or other financial assistance if enrolled for health care through the state exchange.
- **NM HIX Goal is to enroll 84,000 people in bewellnm.com (NMHIX coverage) within 1 year. Obviously the federal government SNAFU's hamper the potential for our success.**

Operations Overview

- **Considering we were so late to the dance, it was quickly determined to be an impossible feat for NM to implement the individual portal. Therefore, we established a “hybrid” relationship with the federal government. In real terms this means that we operate the small business portal and all individuals are passed directly to HealthCare.gov.**
- **The SHOP enrollment has been successful (in terms of technology) but the individual enrollment has fallen to the familiar tune sung by the federal government.**
- **While it is the desire of the board to move forward with a clear “No wrong door” approach to enrollment, the transition from Exchange to Medicaid (and vice-versa) remains disjointed in that computer integration isn’t clearly defined as of yet.**

Rates

- **Due to failure of healthcare.gov, NM has proactively posted plans and rates in an easy to interpret table. Note that rates are without any potential subsidy.**
- **Example of rates: Age 50 Male in ABQ is between \$250 and \$400 for the standard “silver” plan.**
- **Note geographic rating has pointed out that Farmington MSA is more expensive than any other area in State of NM.**
- **http://nmhealthratereview.com/attachments/plans/QHP_2014Individual.pdf**

Cancellations

- **Plans across the state of NM are “cancelling” plans. It is important to define “cancellation.”**
- **Cancellation is simply that insurers are no longer offering a particular plan design – most likely as a result of the essential health benefits that are mandated according to PPACA.**
 - i.e. If a male, age 50, had a catastrophic plan that did not cover maternity care, his plan is likely being cancelled because maternity care is now an essential health benefit to spread the risk across the class of all insured's.
- **Currently the Exchange is attempting to quantify the extent of cancelled policies, but it appears that there will be between 50,000 and 100,000 cancelled policies across New Mexico.**

Operations -- Details

- **Enrollment and Customer Service:**
 - Individual enrollment remains unknown as we are entirely dependent upon the Federal system.
 - 294 employers have completed the SHOP (Small Business Health Options Program) enrollment process as of October 31, and a total of 925 businesses have created an account in the SHOP.
 - The call center has handled 4,304 calls as of October 31. The two informational websites, www.BeWellNM.com (English) and www.SeguroQueSiNM.com (Spanish) are live and had received a total of 77,781 unique visitors (English) and 817 (Spanish) as of October 31.

Other Activities

- **Outreach**

- Contracted with the New Mexico Primary Care Association (NMPCA), Native American Professional Parent Resources (NAPPR) and the University of New Mexico Health Sciences Center to provide enrollment through certified Health Care Guides. These organizations will offer approximately 200 enrollment sites statewide staffed with over 400 trained Health Care Guides.

- **Media The media campaign includes the following:**

- Radio—A consumer-focused radio spot began airing September 16. These are 60 second spots on English/Spanish radio.
- Billboards--Billboards have been placed in 36 locations throughout the state in 16 markets.
- TV—BVK partnered with a local film/production company FilmYard Productions of New Mexico and the footage for the TV ads was filmed throughout New Mexico. These will be 30: 60: 120 spots English/Spanish.
- Newspapers—The NMHIX is coordinating with outreach partners on newspaper ads with information on local events.
- Public Relations—The NMHIX is working with national and local media and press releases are being issued regularly. Regular press releases are planned throughout the rollout and ongoing implementation.
- Song--A “Be Well” song has been created and prominent local musicians performed the song at both kick-off events. The New Mexico Blues Society created a video of the song for use in social media and consumer outreach and placed it on You Tube. <http://www.youtube.com/watch?v=e4TqnTzhJWk&feature=youtu.be> There is also a Spanish version of the song that has been completed and both versions of the song are available on the website.
- Social Media—Facebook/YouTube/Twitter social platforms are now active. Social media is targeting the NMHIX demographics through paid support and publishing content on a consistent basis in order to create early momentum and move people to take action to enroll.
- Research—BVK and Cooney & Watson have implemented one-on-one research interviews (similar to focus groups) throughout the state to test the advertising materials. Results of research will be on a continuous feedback loop to BVK/NMHIX to modify messaging as appropriate.
- Poster/Flyers/Brochures-- The printing company is Captiva based in Albuquerque. The materials include posters, brochures, flyers, FAQs in both English and Spanish for both consumers and SHOP. An inventory of materials is managed at the NMHIX office in Albuquerque. Materials are distributed as necessary for events, to partners, etc. Shipments of materials have also been mailed from the printer directly to outreach and enrollment partners throughout the state.

Outreach Contracts

- **Major Outreach contracts have been executed as follows:**
 - ACI \$168,500
 - UNM/NMSU/Higher Education \$350,000
 - New Mexico Association of Counties \$150,000
 - Albuquerque Hispano Chamber of Commerce \$125,000
- **Examples of small contracts that have been executed for hard-to-reach populations:**
 - Delta Consulting Group (high medical needs individuals, women)
 - Disability Rights New Mexico (disabled individuals)
 - East Central Ministries (Spanish speaking immigrants)
 - Elevalle South Valley Health Communities Collaborative (Hispano/Latino population)
 - Embrace/Soy Mariachis (parents of school-age children, agricultural workers, Spanish speaking)
 - Equality NM Foundation (LGBT individuals)
 - New Mexico Blues Society (musicians and artists)
 - New Mexico Direct Caregivers (caregivers, their clients, families)
 - New Mexico Green Chamber of Commerce
 - Rio Arriba Health and Human Services Department (rural areas of Rio Arriba County)
 - Southwest Women’s Law Center (African American women and families)



NEW MEXICO HEALTH INSURANCE EXCHANGE

Disappointment with Feds

October 22, 2013

The Honorable Kathleen Sebelius
Secretary, U.S. Department of Health and Human Services
200 Independence Avenue SW
Washington, DC 20201

Dear Secretary Sebelius,

The Board of Directors of the New Mexico Health Insurance Exchange (NMHIX) wishes to formally express its great disappointment about the inability of New Mexicans to enroll into health insurance coverage through the federal technology platform. As you know, New Mexico has worked aggressively and effectively to develop its SHOP system in a very short time span of only 5 months. We are proud that our New Mexico SHOP system is fully functional as of Oct. 1 with enrollment exceeding our expectations.

New Mexico, with the 2nd highest uninsured rate in the nation (over 430,000 people), urgently needs to be able to enroll these New Mexican in coverage as soon as possible. We also have thousands of New Mexicans that are in the Federal High Risk Pool and the New Mexico Medical Insurance Pool (high risk) who have very serious health conditions. It is important that we enroll these folks quickly through the federal platform to ensure that they do not have gaps in coverage incurred this year.

New Mexico has been most cooperative and acted as an effective partner with the federal government in implementation of our hybrid state based exchange. We have implemented a creative and aggressive marketing campaign, an active call center and a comprehensive outreach and enrollment system. We are seriously frustrated and disappointed with our partner, the federal government, with its inability to produce a reasonably workable federal technology platform.

In New Mexico, we do not have the luxury of delaying the ability to obtain affordable health insurance coverage for our citizens. We request immediate assistance in developing alternative enrollment processes for New Mexicans until the federal technology platform issues are resolved. We request a phone meeting with HHS the week of October 28 to discuss alternative enrollment strategies that you can offer our state. We want to be provided a corrective action plan for the federal technology system with clearly delineated and reliable time frames for New Mexicans to obtain coverage prior to January 1, 2014.

We are grateful to HHS for the resources to develop the NMHIX, but urgently request that our partnership meet the expectations and promise to New Mexicans of affordable health insurance coverage by January 1, 2014.

Thank you and we appreciate your acute attention to this critical matter for New Mexico.

Sincerely,

J. R. Damron, MD, FACR
Chairman, New Mexico Health Insurance Exchange Board

- “The Board of Directors of the New Mexico Health Insurance Exchange (NMHIX) wishes to formally express its great disappointment about the inability of New Mexicans to enroll into health insurance coverage through the federal technology platform.”
- “New Mexico, with the 2nd highest uninsured rate in the nation (over 430,000 people), urgently needs to be able to enroll these New Mexican in coverage as soon as possible.”
- “We are seriously frustrated and disappointed with our partner, the federal government, with its inability to produce a reasonably workable federal technology platform.”
- “...we do not have the luxury of delaying the ability to obtain affordable health insurance coverage for our citizens. We request immediate assistance in developing alternative enrollment processes for New Mexicans until the federal technology platform issues are resolved.”

NM Successes

- **ABQ Business Journal**

- The New Mexico Health Insurance Exchange saved one Albuquerque small business owner \$1,000 a month in insurance premiums Tuesday.
- Michael Cadigan, president and owner of the Cadigan Law Firm P.C., said he signed up the firm's four employees Tuesday for an insurance policy and got a quote that was \$1,000 less a month than he's currently paying.
- "I was very pleasantly surprised. I thought it was going to be an administrative nightmare and it literally took me 15 minutes once I found everybody's birthdates, Social Security numbers and ZIP codes," Cadigan, a former Albuquerque city councilor, said. "They gave me a quote that would save me \$1,000 over what I was paying at Pres [Presbyterian Health Plan], so I'm psyched."

Board Meetings

- **Commitment to Regional and Open Board Meetings**
 - Generally meet the third Friday of each month
 - Thus far have met in Albuquerque, Las Cruces, and Farmington.
 - Next meeting is November 15 in Roswell
 - Board retreat in January in Taos
 - Coming to a community near you soon!

