

New Mexico Health Insurance Exchange Work Group Minutes

Work Group	Outreach, Education, Adoption, Enrollment	Date	8/14/2012
Facilitator	Mike Nuñez	Time	11:00 a.m. MT
Location	Conference Call/ In-Person	Scribe	Cicero Group

Agenda Item

Discussion Item

Conclusion

Action Item

Attendees			
No.	Name	No.	Name
1.	Mike Nuñez (<i>Team Lead</i>)	9.	J.R. Damron
2.	Dan Case (<i>Cicero Group</i>)	10.	Paul Romero
3.	Mike Wallace	11.	Craig Dunbar
4.	Kathy Armijo Etre	12.	Terrence Linton
5.	Mike Brochu	13.	David Quintana (<i>Office of Health Care Reform</i>)
6.	Kathryn Toone (<i>Leavitt Partners</i>)	14.	Jeff Newland
7.	Jonni Pool (<i>Human Services Department</i>)	15.	Lisa Reid (<i>Office of Health Care Reform</i>)
8.	Roxane Bly		

Agenda Item 1: Introduction

Name: Mike Nuñez

DISCUSSION ITEM 1

Roll Call

Mike Nuñez initiated the Work Group meeting by conducting a roll call.

Agenda Item 2: Committee Responses to Focused Questions

Name: Mike Nuñez

DISCUSSION ITEM 1

Review Work Group Member Responses

Mike Nuñez presented members with an overview of the Work Group's responses thus far. The following outlines the general contents of Mike Nuñez' report:

What should the training and certification process be for Navigators?

- Formal certification process
- Completion of a one-time background check
- Completion of an initial navigator training program covering both Exchange and insurance affordability programs
- Passage of an initial training exam
- Completion of retraining every 12 months
- Passage of a recertification program

- Solid understanding of resources in the Navigator's local community

The Work Group noted that training and certification requirements of Navigators would depend largely on the capabilities of the ASPEN system. Furthermore, the Work Group stated that it would like to add training in cultural competency to the list of training requirements.

What type of oversight should be required?

The Work Group stated that Navigators would need to work with Medicaid and the Exchange. It was indicated that oversight would likely evolve based on:

- Completion of outreach assignments
- Accuracy and timeliness of completed applications
- Number/percentage of IAP and Exchange enrollments versus total population seen
- Rigorous productivity standards (a study needs to be conducted to better define standards)
- Member satisfaction surveys
- Complaints
- On-going analysis of performance metrics to ensure long-term quality

Who should be charged with oversight?

The Work Group presented two options:

- The DOI
- A non-profit organization

Suggested points of contact & marketing channels to raise awareness of Exchange & consumer options:

- Print, radio, TV, billboards, social media/ Facebook, web, health fairs, other events (materials should distributed in different languages)
- Chambers of Commerce, nonprofits (charities), FQHCs, rural clinics, hospitals & emergency rooms, schools, churches, SBA and Medicaid offices
- Shopping malls
- State notification mailers (e.g. voting information packets)

The following marketing channels were presented for Native Americans:

- Print, radio, TV, billboards, social media/ Facebook, web, health fairs, other events (in appropriate languages)
- Website hotlinks targeted towards Native Americans
- Face to face opportunities, larger and frequent group meetings in public venues (e.g., Chapter Houses, senior centers, health fairs, powwows, etc.)
- Native American radio: Singing Wire & Native American Calling, PSAs
- Social organization and alumni group newsletters

- Advertising on buses and bus stops

What elements should be included in public relations and advertising campaigns to drive enrollment among specific groups in the Exchange?

The Work Group addressed the question by outlining what the Exchange should say to specific population segments.

Individuals

What we tell them:

- Benefits of having coverage
- Increased access and choice
- Who can participate and how it will work
- Advanced Premium Tax Credits & Cost Sharing Reductions
- Navigator & Agent/ Broker Application Assistance
- Premium Calculator

Small Employers

What we tell them:

- Increased access and choice
- Who can participate, how it will work
- Small Business Tax Credits
- Comparison tools

Native Americans

What we tell them:

- Increased access on a monthly basis
- Increased choice of providers & facilities
- Co-pay and deductible reimbursement based on FPL
- Strengthens Native American health system

Brokers & Navigators

What we tell them:

- How we help get their clients covered
- Who can participate and how it will work
- How they get compensated

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J.R. Damron inquired if there were a national association of Navigators that the Work Group could look to for guidance. Mike Nuñez and Kathryn Toone indicated that they were unaware of such an association. However, Lisa Reid did state that the Federal Government would be putting together a course for Navigators participating in the Federal Health Insurance Exchange.

J.R. Damron stated there should be legal measures in place that enforce HIPAA compliance among Navigators.

Mike Nuñez reviewed the role of a Navigator and Broker with the Work Group. Upon further discussion, the group concluded that Navigators should only undergo certification and not licensure.

The Work Group inquired if there were a state budget for Exchange marketing. Mike Nuñez indicated that a discussion regarding a marketing budget has not yet taken place.

The Work Group pointed out that to receive Native American benefits one needs to be a member of a federally recognized tribe. Therefore, the Exchange should be careful in publicizing Native American benefits, as these could easily be misunderstood.

DISCUSSION ITEM 3

Open Navigator Issues

Mike Nuñez outlined the following Navigator issues as outstanding topics for the Work Group to address:

- Oversight – DOI position vs. Exchange vs. non-profit
- Non-profit certification vs. enhanced Exchange certification
- Medicaid training requirements
- Native American outreach – identification of population by geography

Some Work Group members showed apprehension toward the idea of a non-profit overseeing the Navigator program. It was suggested that the Work Group gather a comprehensive list of non-profit organizations in the state to get a better handle on the issue, but it was pointed out that this could be a very large list.

The Work Group asked how many Navigators would be required to handle the New Mexico population. Mike Nuñez indicated he would mark this question as a discussion point for the group's next meeting.

CONCLUSIONS

The Work Group spent the majority of the discussion summarizing and refining their initial findings. The purpose of this meeting was to ensure all members were on the same page and to tweak any preliminary findings for the upcoming Task Force meeting.

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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Find out who does PE-MOSAA training	HSD	Prior to next meeting
Discover if there is a National Association of Navigators	HSD	Prior to next meeting
Research Native American reimbursement (e.g. co- pay, deductible, etc.)	HSD	Prior to next meeting
Research how many Navigators are required for New Mexico's population	HSD	Prior to next meeting
Research states that have Navigator RFPs	Mike B.	Prior to next meeting