

Centennial Care Unreachable Member Campaign

September 2014 - June 2016

Figure 1. Progress Report: **248,513 Members Reached**

Sep-14

	Baseline - 7/17/14	10% Target	HRAs Compl'd	Percent Completed
BCBSNM	8,833	883	4,233	47.92%
UHC	23,159	2,316	2,602	11.24%
MHNM	44,323	4,432	7,063	15.94%
PHP	137,938	13,794	13,751	9.97%

▼ Marks a change in measurement

	Oct-14				Nov-14				Dec-14			
	Baseline	5% Target	HRAs Compl'd	Percent Completed	Baseline	5% Target	HRAs Compl'd	Percent Completed	Baseline	5% Target	HRAs Compl'd	Percent Completed
BCBSNM	9,705	485	524	5.40%	8,722	436	443	5.08%	8,321	416	141	1.69%
UHC	33,312	1,666	2,757	8.28%	44,040	2,202	11,722	26.62%	32,874	1,644	4,867	14.81%
MHNM	32,561	1,628	6,668	20.48%	35,618	1,781	2,032	5.70%	35,642	1,782	2,009	5.64%
PHP	129,009	6,450	6,072	4.71%	71,243	3,562	3,665	5.14%	66,719	3,336	8,899	13.34%
	16,021				17,862				15,916			

	Jan-15				Feb-15				Mar-15			
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached
BCBSNM	8,080	404	40	0.50%	9,101	455	324	3.56%	11,216	561	328	2.92%
UHC	27,625	1,381	7,149	25.88%	21,307	1,065	1,062	4.98%	20,642	1,032	1,434	6.95%
MHNM	35,910	1,796	2,700	7.52%	33,581	1,679	2,787	8.30%	32,080	1,604	1,620	5.05%
PHP	99,552	4,978	19,748	19.84%	82,975	4,149	16,197	19.52%	69,380	3,469	11,928	17.19%
	29,637				20,370				15,310			

	Apr-15				May-15				Jun-15			
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached
BCBSNM	13,223	661	905	6.84%	13,605	680	974	7.16%	12,455	623	1,097	8.81%
UHC	20,081	1,004	1,927	9.60%	18,438	922	1,304	7.07%	17,265	863	1,129	6.54%
MHNM	31,703	1,585	1,075	3.39%	31,842	1,592	2,866	9.00%	30,237	1,512	2,294	7.59%
PHP	52,579	2,629	7,102	13.51%	45,618	2,281	4,149	9.10%	43,309	2,165	4,877	11.26%
	11,009				9,293				9,397			

	Jul-15				Aug-15				Sep-15			
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached
BCBSNM	11,504	575	1,174	10.21%	11,194	560	939	8.39%	11,488	574	832	7.24%
UHC	17,327	866	1,322	7.63%	16,656	833	1,320	7.93%	15,893	795	1,255	7.90%
MHNM	30,143	1,507	3,361	11.15%	28,079	1,404	1,622	5.78%	28,171	1,409	1,769	6.28%
PHP	41,035	2,052	3,986	9.71%	38,565	1,928	3,021	7.83%	37,772	1,889	2,901	7.68%
	9,843				6,902				6,757			

	Oct-15				Nov-15				Dec-15			
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached
BCBSNM	11,564	578	768	6.64%	11,719	586	768	6.55%	10,717	536	750	7.00%
UHC	14,373	719	1,006	7.00%	15,594	780	1,536	9.85%	13,625	681	870	6.39%
MHNM	27,475	1,374	1,954	7.11%	26,422	1,321	1,989	7.53%	26,206	1,310	1,468	5.60%
PHP	36,268	1,813	1,964	5.42%	36,719	1,836	2,236	6.09%	36,027	1,801	2,384	6.62%
	5,692				6,529				5,472			

	Jan-16				Feb-16				Mar-16			
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached
BCBSNM	9,403	470	539	5.73%	8,870	444	576	6.49%	8,157	408	618	7.58%
UHC	13,273	664	1,073	8.08%	12,996	650	955	7.35%	12,346	617	900	7.29%
MHNM	25,423	1,271	1,741	6.85%	25,239	1,262	2,278	9.03%	24,798	1,240	1,420	5.73%
PHP	36,282	1,814	2,622	7.23%	48,897	2,445	3,918	8.01%	46,474	2,324	3,258	7.01%
	5,975				7,727				6,196			

	Apr-16				May-16				Jun-16				6/30/16 Baseline
	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	Baseline	5% Target	Members Reached	Percent Reached	
BCBSNM	7,317	366	511	6.98%	6,409	320	427	6.66%	5,888	294	471	8.00%	5,607
UHC	11,711	586	842	7.19%	11,702	585	842	7.20%	11,475	574	1,044	9.10%	11,076
MHNM	24,318	1,216	1,509	6.21%	22,825	1,141	1,296	5.68%	22,391	1,120	1,087	4.85%	21,766
PHP	44,281	2,214	2,491	5.63%	43,931	2,197	2,282	5.19%	42,612	2,131	2,154	5.05%	39,681
Source: MCO monthly reporting	5,353				4,847				4,756				78,130