

New Mexico Health Insurance Exchange Work Group Minutes

| | | | |
|--------------------|--|---------------|------------------|
| Work Group | Outreach, Education, Adoption, Enrollment | Date | 7/31/2012 |
| 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>) | 8. | Roz Begay |
| 2. | Dan Case (<i>Cicero Group</i>) | 9. | J.R. Damron |
| 3. | Mike Wallace | 10. | Paul Romero |
| 4. | Kathy Armoijo Etre | 11. | Milton Sanchez (<i>Human Services Department</i>) |
| 5. | Mike Brochu | 12. | Craig Dunbar |
| 6. | Kathryn Toone (<i>Leavitt Partners</i>) | 13. | Steve Krist |
| 7. | Jonni Pool (<i>Human Services Department</i>) | | |

Agenda Item 1: Introduction

Name: Mike Nuñez

DISCUSSION ITEM 1 Welcome

Mike Nuñez called the Work Group together by welcoming each member. All members provided a brief introduction of themselves and their professional background.

DISCUSSION ITEM 2 Work Group Task

Mike Nuñez provided members with a brief overview of the group's required tasks. It was stated that the overall goal of the Subcommittee is to address outreach and education and provide the Task Force with their overall findings and recommendations.

Agenda Item 2: Navigators

Name: Mike Nuñez

DISCUSSION ITEM 1 Introduction to Navigators

Mike Nuñez presented the Work Group with an overview of the Navigator role within the Exchange. It was stated that the role of a Navigator is to help individuals work their way through the general Exchange process. In addition to providing the group with information on Navigators, Mike Nuñez presented the Work Group with a summary on what other states are doing with respect to the Navigator program.

DISCUSSION ITEM 2 Work Group Questions and Comments

Throughout the Work Group meeting, there was confusion about the definition and scope of Navigator responsibilities. The conclusion among the group is that the definition of “Navigator” needs to be clarified, in order to ensure future consistency among Work Group members and discussions. It was recommended that the question “What is a Navigator?” be added to the lists of questions to answer.

The group indicated that there are many people in the State of New Mexico that function as a type of Navigator today, both as Patient Navigators and Medicaid Navigators. It was stated that many of these Navigators are volunteers that work with Indian Health Services, hospitals, and private practices.

DISCUSSION ITEM 3

Discussion of Assigned Questions

Mike Nuñez presented each of the Work Group’s assigned questions followed by a brief, open discussion. The following notes outline the question and answer discussion that followed:

What type of oversight should exist for Navigator programs and who should be charged with this oversight?

It was stated that DOI currently has experience in this respect and is a likely candidate for Exchange oversight.

What is the role of Navigators vs. agents/brokers?

Mike Nuñez indicated that there would be a lot of churn between Medicaid and the Exchange. The role of the Navigator would likely be to help provide direction and support for those individuals entering the Exchange. Navigator duties would vary between education, outreach, and enrollment. The role of the agent and broker would likely surround the commercial market, helping small groups enroll in the SHOP Exchange.

Mike Wallace noted that the Work Group should be conscious of current licensing requirements in the state for selling insurance. Furthermore, Mike Wallace stated that compensation would play a large role in broker participation. It was stated that if brokers are not to be compensated by the Exchange, small group enrollment would likely lag, as brokers would seek compensation for their efforts outside of the Exchange.

What should the training and certification requirements be for the Navigators?

It was stated that there should be a formal certification process. The following elements were listed as requirements:

- Completion of a one-time background check
- Completion of an initial Navigator training program covering both Exchange and insurance affordability (e.g. cultural sensitivity, Exchange processes, privacy standards, handling personal information, etc.)

- Passage of an initial training exam
- Completion of retraining annually
- Passage of recertification program
- Cultural and linguistic competency

What marketing channels should the state engage in to raise awareness of consumer options within the Exchange?

It was stated that the Exchange should support a diverse set of marketing channels to reach the unique demographic and socioeconomic populations within the state. The need for outreach messaging in several languages, including Spanish, Navajo, and possibly pueblo languages, was discussed as well.

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

The following elements were listed as questions that need to be answered by messaging campaigns:

- What is an Exchange?
- How will implementation of the Exchange impact me?
- How do I stay informed about Exchange developments?
- How do I get involved?
- When/how do I enroll?

What points of contact should be made when promoting Exchange implementation?

The following points of contact were listed:

- Schools
- Faith organizations
- Community centers
- Non-profits
- FQHCs
- Casinos & liquor stores
- Professional associations

DISCUSSION ITEM 4

Concluding Comments

Mike Nuñez stated that he would look further into Patient Navigators and Medicaid Navigators to determine how deep the Work Group is supposed to dive into the issue.

Roz Begay indicated that she would continue to provide the Work Group with information on Native American populations, including how the evolving ACA requirements relate to these groups.

CONCLUSIONS

New Mexico Health Insurance Exchange Work Group Minutes

The Work Group briefly discussed their assigned questions and potential recommendations. Members agreed that they would review the questions individually and send their response to Mike Nuñez prior to the next meeting.

The next Work Group meeting will take place on Tue, Aug 7, 2012 at 11:00am.

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
|---|--------------------|-----------------------|
| Members are to send their initial response to the designated questions to Mike Nuñez prior to the next meeting. | Everyone | Prior to next meeting |