Agenda

• Leadership Update
• Outreach and Enrollment
• Native American Advisory Committee
• Marketing
• Media
• Social Media
• Partnerships
Leadership Updates

Maureen Manring
Director of Communication and Outreach
Outreach and Enrollment
Outreach and Enrollment

<table>
<thead>
<tr>
<th>Dates</th>
<th>Events Attended</th>
<th>Counties</th>
<th>Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1 – Mar. 3</td>
<td>11</td>
<td>6</td>
<td>400+</td>
</tr>
</tbody>
</table>

• Due to the COVID 19 Public health emergency order, all in-person events have been canceled, postponed or re-scheduled to future dates.

• All beWellnm certified enrollment assisters have been provided information on how to complete enrollments remotely.

• All events available on [www.beWellnm.com](http://www.beWellnm.com)
Outreach and Enrollment

• BeWellnm for Native Americans Newsletter
  – Sent out quarterly
  – Upcoming outreach and enrollment events
  – Providing enrollment assistance
  – How to become an assister
Outreach and Enrollment

• **Native American Small Business Outreach**
  – Approximately 150
  – Outbound calls began December 2019
  – Working to set up a presentation/meeting to discuss benefits for employees at each location
  – Follow up with letters and information packets will be ongoing
Native American Advisory Committee
Native American Advisory Committee meets quarterly
2020 NAAC calendar developed and included with recruitment letters
Next NAAC meeting is scheduled for Tues. June 9, 2020
Marketing
Marketing

Rack Card

Front and back piece. Includes key facts and ways beWellnm can be contacted
Marketing

Leadership Brochure

Full page 6 panel brochure. Includes Fact sheet with 10 EHB’s and info on beWellnm for Native Americans

Why is health insurance important for Native Americans?

Here are just a few reasons why it makes sense for you, your family, and your community:

- Expanded access to care: You can get services such as doctor visits, prescription drugs, lab tests, and treatments for conditions that can be serious or life-threatening.
- Improved health outcomes: Health insurance can help you access the care you need to manage chronic conditions and prevent complications.
- Financial protection: If you have health insurance, you can reduce your out-of-pocket costs for medical care.
- Native American Health Care: The law now requires that Native American health care plans cover a variety of services at no additional cost.

Improving the health of our Native American communities.

Even with the uncertainty about healthcare, health insurance coverage is still a smart choice for every Native American, your family, and their community.

Even in a time of uncertainty, beWellnm is committed to providing the best care possible. We understand that every Native American has different needs and we're here to help you navigate those needs.

We offer a wide range of health insurance plans designed to meet the unique needs of Native American communities. From basic coverage to comprehensive plans, we have options for everyone. Whether you're looking for coverage for yourself or for your family, we have a plan that will work for you.

Contact us today to learn more about how we can help improve the health of your community.
Marketing

Leadership Brochure Cont.

FAQ’s, Zero cost sharing plan example, and side by side IHS vs QHP covered services comparison chart.
Fact Sheet

Full Page front and back. Key facts, 10 EHB’s, pre-enrollment checklist, contact info and IHS vs QHP covered services comparison chart.

Why is Health Insurance important for Native Americans?

Health insurance coverage is a smart choice.

Here are just a few reasons why it makes sense for you, your family and your community:

- Native Americans can enroll now. The sooner you enroll, the sooner you can have peace of mind knowing you and your family have expanded access to care.
- Expanded access to care. You can get services such as doctor visits, preventative care, emergency room care and prescriptions.
- Health insurance covers emergency and specialty care outside of Indian health care systems.
- Native Americans may qualify for no-cost or low-cost health insurance. Native Americans may not have to pay certain out-of-pocket costs.
- It supports Indian Health Service systems because health insurance can pay for care received at an IHS facility.

Everyone who enrolls in a Qualified Health Plan (QHP) has access to a core set of benefits, called Essential Health Benefits (EHBs):

1. Ambulatory patient services
2. Emergency services
3. Inpatient hospital services
4. Maternity and newborn care
5. Mental health and substance use disorder services, including behavioral health emergency services
   - Prescription drugs
   - Rehabilitative and habilitative services and devices
   - Laboratory services
   - Prevention and wellness services and chronic disease management
   - Pediatric services, including oral and vision care

Need help getting started? We’re here for you.

Call us at 833-TellBeWell (833-835-5335) to talk to a Native American Enrollment Counselor or visit us online to locate a Certified Enrollment Counselor near you. We’ll take you through the process step-by-step, and our services are completely free.

Follow us on Facebook: https://www.facebook.com/BeWellNM/
Marketing

Full Page front and back. COVID 19 response flyer. Information on beWellnm and NM Medicaid. FPL income chart provides visual to help consumers identify what health coverage option they may qualify for.

Will be translated into Diné.
Media
Media

✓ Radio
• 15 Radio Interviews completed state wide as of April 30th
• Ongoing effort

✓ Print Ad
• OPED to be released
  Teresa Gomez, beWellnm Board of Directors and Native American Committee Chair
• LTE’s to be sent to various newspapers and Tribal newsletters
Social Media
BeWellNm has partnered with social media influencer Tatanka Means (Diné, Oglala Lakota) to help get the word out and share the importance of health insurance during this difficult time.
Social Media

Instagram @beWellnm_official
Social Media

Twitter @NMHIX
Partnerships
Partnerships

- **beWellnm Native American Partnership Locations**
  - Farmington, NM - San Juan Center for Independence
  - Gallup, NM - Gallup McKinley County Chamber of Commerce
  - Dulce, NM - Jicarilla Apache Nation – As Needed
  - Laguna, NM – Laguna Benefits Office – As Needed
  - Mescalero Apache Tribe – Village of Ruidoso Community Center
  - Santa Fe I.H.S. – Santa Fe Indian Hospital – As Needed

*All Enrollment Days available on [www.beWellnm.com](http://www.beWellnm.com)*
Partnerships

Indian Health Service Certified CHR/PBC
- Taos-Picuris Indian Health Center
  1090 Goat Springs Rd, Taos, NM 87571
- Santa Fe Indian Hospital
  1700 Cerrillos Rd, Santa Fe, NM 87505
- Albuquerque Indian Health Center
  801 Vassar Dr NE, Albuquerque, NM 87106
- Acoma-Canoeno-Laguna Hospital
  80 Veterans Blvd, Acoma Pueblo, NM 87034

Partner Locations - beWellnm
- Dulce, NM (As needed)
  Jicarilla Apache Nation Tribal Building
  Hawks Dr, Dulce, NM 87528
- Farmington, NM
  San Juan Center for Independence
  1204 San Juan Blvd, Farmington, NM 87401
- Gallup, NM
  Gallup McKinley County Chamber of Commerce
  106 Rte 66, Gallup, NM 87301
- Ruidoso, NM
  Ruidoso Senior Center
  501 Sudderth Dr # A, Ruidoso, NM 88345
Thank you!

**Juliet Yazzie**  
Native American Liaison Manager  
[jyazzie@nmhix.com](mailto:jyazzie@nmhix.com)  
Office: (505) 314-5261  
Mobile: (505) 252-7299

**Maureen Manring**  
Director of Communication and Outreach  
[mmanring@nmhix.com](mailto:mmanring@nmhix.com)  
Office: (505) 314-5223  
Mobile: (505) 414-5947