

Letter of Direction #76

Date: July 30, 2026

To: Turquoise Care Managed Care Organizations

From: Alanna Dancis, Acting Director, Medical Assistance Division 

Subject: HCA requiring MCOs to support implementation of Vive Bien program and application

Title: MCO required support of Vive Bien program launch.

This Letter of Direction is being issued to the Turquoise Care Managed Care Organizations to share HCA's requirements of the MCO's regarding the implementation of the Vive Bien program. The expectations shared in this Letter of Direction will be effective as of August 1, 2026.

- Since 2024, the New Mexico Health Care Authority (NM-HCA) has been sponsoring the development of a state-wide program called Vive Bien / Live Well to support the 45,000+ seniors (aged 65 and older) covered by our dual-eligible programs.
- HCA is requiring your organization's support in the statewide implementation of the Vive Bien / Live Well program for healthy aging beginning in July 2026.
- Vive Bien / Live Well is part of New Mexico's implementation of the World Health Organization's Integrated Care for Older People (ICOPE) framework and is intended to support preventive, person-centered care for older adults across the state. The program includes a bilingual (English/Spanish) mobile application designed to help older adults monitor key domains related to healthy aging, including cognition, mobility, nutrition, emotional well-being, vision, hearing, and continence.
- The initiative aligns with NM-HCA priorities related to preventive care, health equity, member engagement, care coordination, and reduction of avoidable healthcare utilization among Medicare and Medicaid beneficiaries.

HCA requires that Managed Care Organizations support implementation efforts by:

- Promoting awareness of the Vive Bien / Live Well program among eligible Medicare and Medicaid members aged 65 and older.
- Requiring your care coordinators, case managers, community health workers, and provider networks to inform eligible members about the mobile application.
- Assisting members with navigation to the Vive Bien / Live Well website, mobile app download, and sign-up.

- Sharing program information through member outreach channels, newsletters, websites, member portals, and community engagement activities.
- Supporting outreach efforts targeting rural and underserved populations.
- Incorporating the App itself, or the questions in the App, in your annual risk assessments of all Medicaid members 65 and older, and others as you deem appropriate.

The application is designed for independent or caregiver-assisted use and provides personalized recommendations, preventive guidance, and information regarding community and healthcare resources. The program is intended to support early identification of health concerns and encourage proactive engagement in care. HCA believes that widespread use of the App will help to define impending losses in intrinsic capacity at earlier stages, allowing for early intervention, reduction in ED visits and hospital admissions, and therefore will be cost effective.

This LOD will sunset upon its incorporation into a contract amendment of the Turquoise Care Managed Care Services agreement or as part of an update to the managed care policy and procedure manual.