



September 21, 2012

Marketing Committee

*9:00 am – 10:00 am
CNM WorkForce Training Center
5600 Eagle Rock Ave NE
Albuquerque NM 87113*

NEW MEXICO HEALTH INSURANCE ALLIANCE



Public Private Insurance Partnership

Agenda

Agenda Item	Description	Presenter / Facilitator	I = Inform A =Action	Board Action/ Suggested Motion
1	Call to Order/ Proxy Assignments Review of Agenda	Celia Ameline		
2	Approval of Jun 22, 2012 Minutes	Celia Ameline	A	Motion to Approve Minutes of Jun 22, 2012
3	Communications/ Marketing -Enrollment statistics -Customer inquiries -Google Analytics	Mike Nunez/	I	
4	Exchange Outreach Summary	Mike Nunez	I	
5	Next Meeting	Celia Ameline	I	2012 Marketing Committee Meeting Schedule - Board Retreat November 8-9
6	Adjournment	Celia Ameline	A	Motion to adjourn

2.0 Marketing Committee Minutes June 22, 2012

3.0 Enrollment Summary Sep 2012 vs. 2011

Total Covered Lives - Sep 2012										
Carriers	HMO	PPO	Hybrid HMO	HDHP	Total 2012	HMO	PPO	Hybrid HMO	Total 2011	Increase/ (Decrease)
BCBSNM	611	1068			1679	767	851		1618	4%
Lovelace	377	87	67	39	570	398			398	43%
Presbyterian	1049	152	565		1766	1164	39	450	1653	7%
Principal		0			0		19		19	-100%
UHC		237			237		125		125	90%
Total	2037	1544	632	39	4252	2329	1034	450	3813	12%
Primary Insured					2626				2436	8%
Dependents					1626				1377	18%
Total					4252				3813	12%

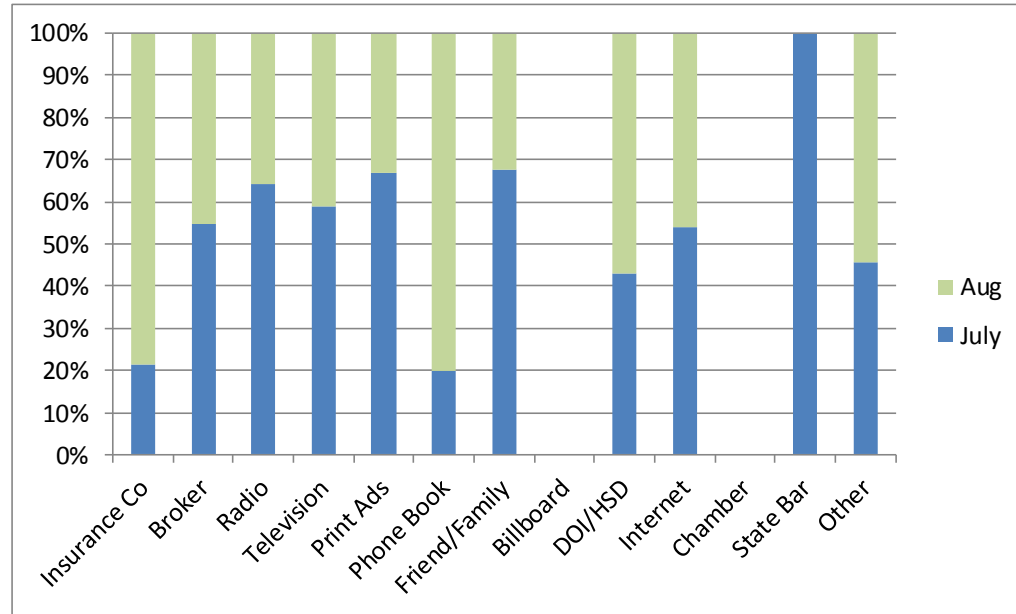
Year over Year Enrollment and YTD				
Year	Small Group	Individual	Total	% increase (decrease)
2006	3,670	2,161	5,831	30%
2007	3,245	2,375	5,620	-4%
2008	2,777	2,191	4,968	-12%
2009	2,205	1,854	4,059	-18%
2010	2,220	1,567	3,787	-7%
2011	2,221	1,563	3,784	0%
2012*	2,626	1,626	4,252	12%

* YTD Thru Sep 2012

3.1 July and August 2012 Marketing Results

July/August 2012 100% Comparison Chart

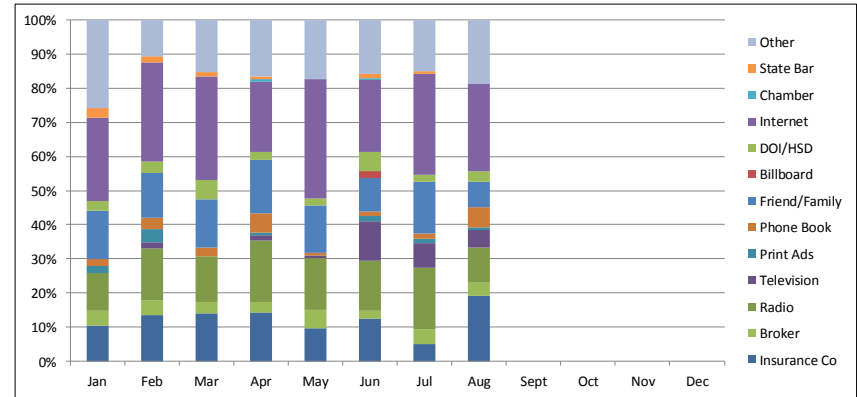
Chart Source	July	Aug
Insurance Co	7	26
Broker	6	5
Radio	25	14
Television	10	7
Print Ads	2	1
Phone Book	2	8
Friend/Family	21	10
Billboard	0	0
DOI/HSD	3	4
Internet	41	35
Chamber	0	0
State Bar	1	0
Other	21	25
Total	139	135



3.2 2012 Vs. 2011 Marketing Results

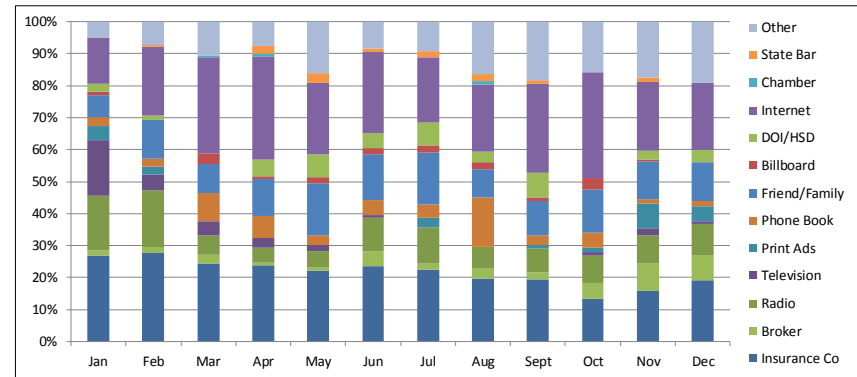
2012

Chart Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total #	Total %
Insurance Co	15	24	22	18	14	22	7	26					148	12%
Broker	6	8	5	4	8	4	6	5					46	4%
Radio	16	27	21	23	22	26	25	14					174	15%
Television	0	3	0	2	1	20	10	7					43	4%
Print Ads	3	7	0	1	0	3	2	1					17	1%
Phone Book	3	6	4	7	1	2	2	8					33	3%
Friend/Family	20	23	22	20	20	18	21	10					154	13%
Billboard	0	0	0	0	0	3	0	0					3	0%
DOI/HSD	4	6	9	3	3	10	3	4					42	4%
Internet	35	52	47	26	51	37	41	35					324	27%
Chamber	0	0	0	1	0	1	0	0					2	0%
State Bar	4	3	2	1	0	2	1	0					13	1%
Other	37	19	24	21	25	28	21	25					200	17%
													0	0%
Total	143	178	156	127	145	176	139	135					1,199	100%

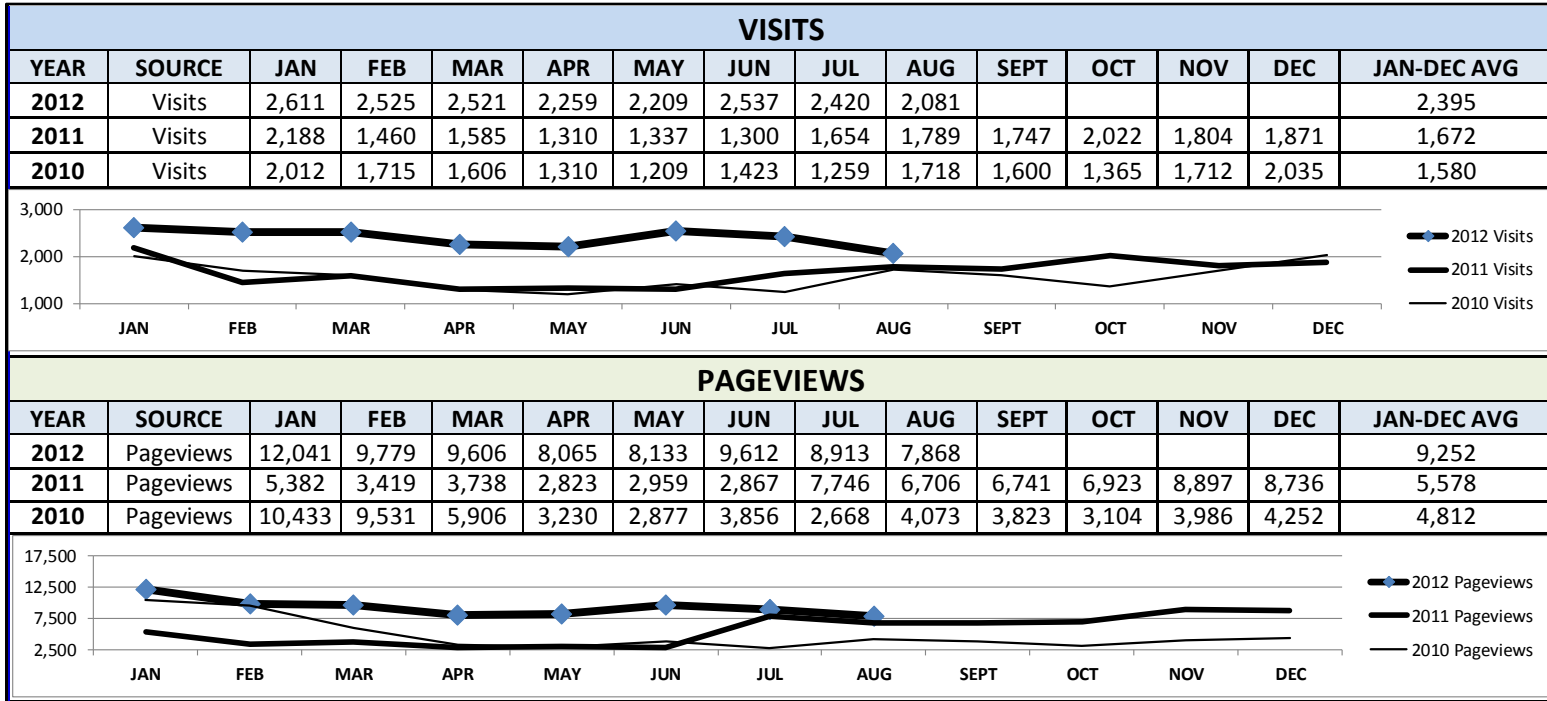


2011

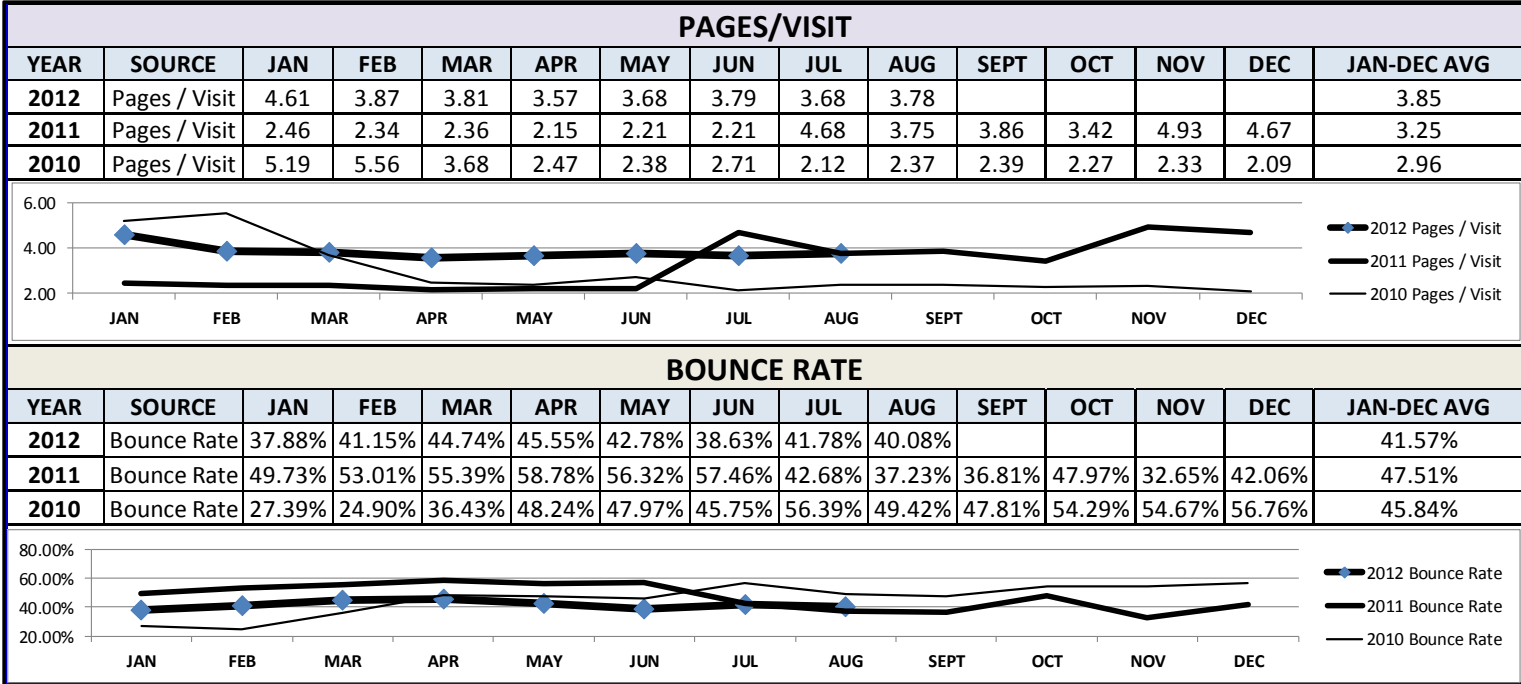
Chart Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total #	Total %
Insurance Co	77	45	37	31	22	25	22	18	18	11	23	25	354	22%
Broker	5	3	4	1	1	5	2	3	2	4	12	10	52	3%
Radio	49	29	9	6	5	11	11	6	7	7	13	13	166	11%
Television	50	8	7	4	2	1	0	0	0	1	3	1	77	5%
Print Ads	12	4	0	0	0	0	3	0	1	1	11	6	38	2%
Phone Book	8	4	13	9	3	5	4	14	3	4	2	2	71	5%
Friend/Family	20	20	14	15	16	15	16	8	10	11	17	16	178	11%
Billboard	3	0	5	1	2	2	2	2	1	3	1	0	22	1%
DOI/HSD	7	2	0	7	7	5	7	3	7	0	4	5	54	3%
Internet	41	35	45	42	22	27	20	19	26	27	31	27	362	23%
Chamber	0	0	1	1	0	0	0	1	0	0	0	0	3	0%
State Bar	0	1	0	3	3	1	2	2	1	0	2	0	15	1%
Other	15	12	16	10	16	9	9	15	17	13	25	25	182	12%
Total	287	163	151	130	99	106	98	91	93	82	144	130	1,574	100%



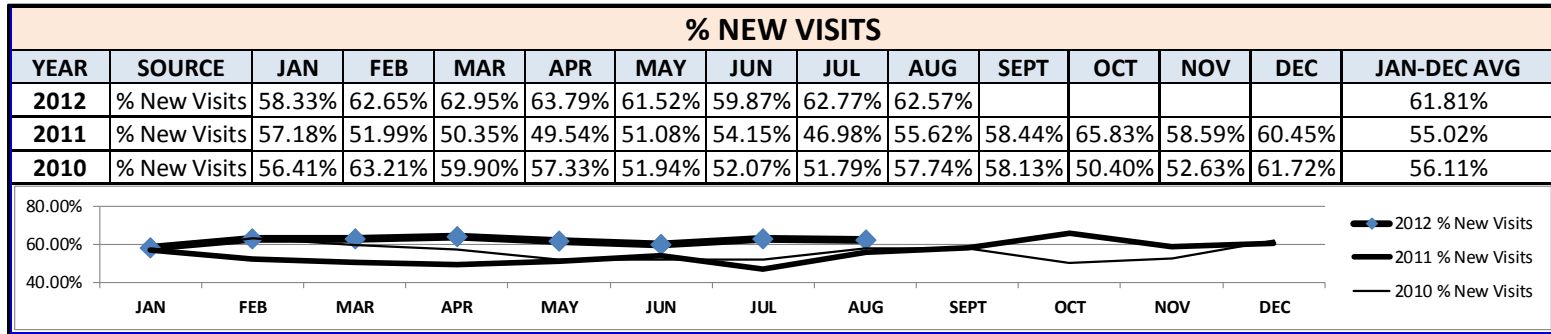
3.3 Web Stats 2012 vs. 2011 & 2010



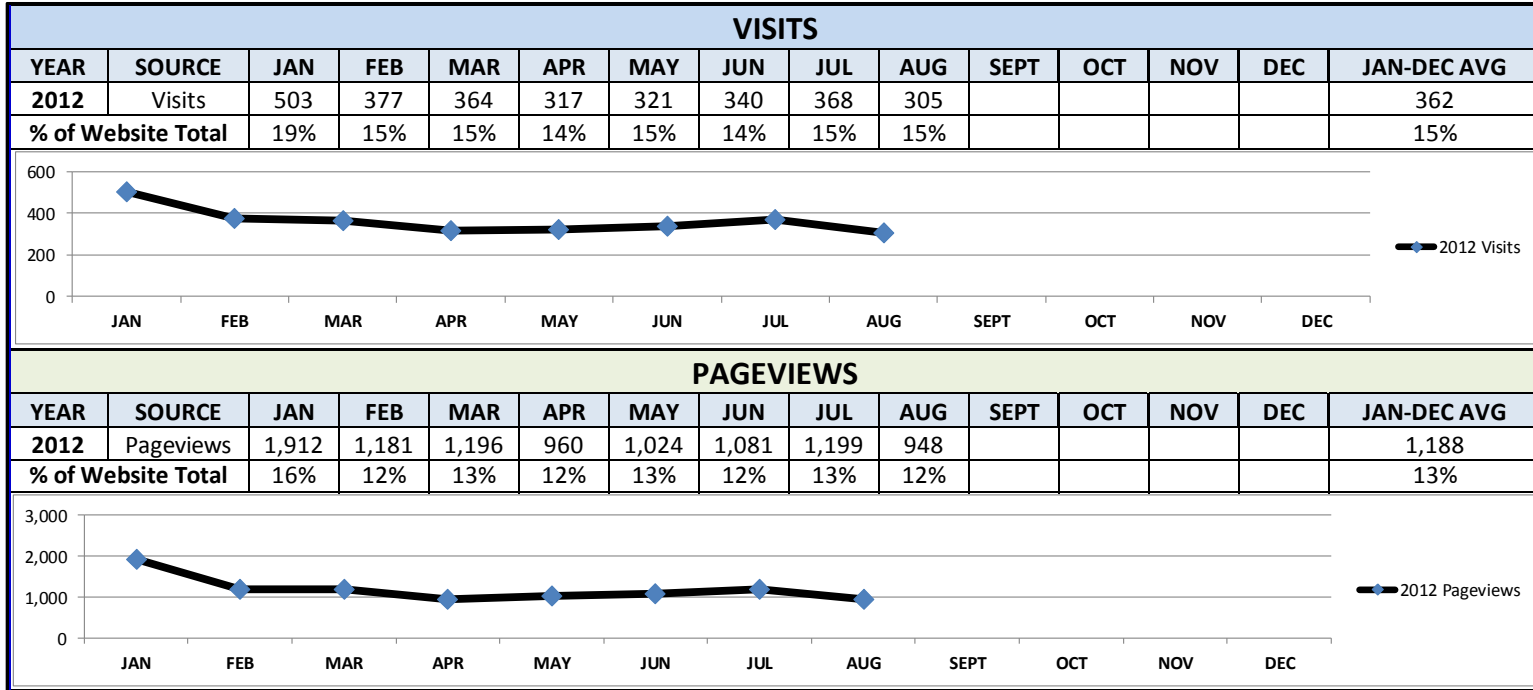
3.4 Web Stats 2012 vs. 2011 & 2010



3.5 Web Stats 2012 vs. 2011 & 2010



3.6 Web Stats 2012 – Broker % of Website Total



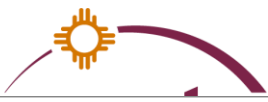
Social Media Monthly Exposure/ Cost

2012	Alliance Social Media			City/ FaceBook	
	Impressions	Clicks	Click % to total impressions	Total Cost	Cost / Click
January	1,773,523	730	0.04%	\$ 3,797	\$ 5.20
February	1,977,841	667	0.03%	\$ 3,797	\$ 5.69
March	1,746,925	695	0.04%	\$ 2,786	\$ 4.01
April	2,240,048	838	0.04%	\$ 2,786	\$ 3.32
May	2,119,502	545	0.03%	\$ 2,786	\$ 5.11
June	1,848,791	530	0.03%	\$ 2,786	\$ 5.26
July	1,910,095	622	0.03%	\$ 2,786	\$ 4.48
Total	13,616,725	4,627	0.03%	\$ 21,524	\$ 4.65

3.7 Social Media Click-Throughs

2012 Alliance Social Media City/ FaceBook	YTD Total Through July 2012					
	Impressions	%	Clicks	Click % to total impressions	Total Cost	Cost / Click
Alamogordo	166,835	1%	227	0.14%	\$ 2,440	\$ 10.75
Clovis	276,959	2%	250	0.09%	\$ 2,465	\$ 9.86
Farmington	141,641	1%	117	0.08%	\$ 1,729	\$ 14.78
Hobbs	142,548	1%	226	0.16%	\$ 540	\$ 2.39
Las Cruces	167,034	1%	179	0.11%	\$ 2,540	\$ 14.19
Roswell	371,692	3%	163	0.04%	\$ 2,005	\$ 12.30
Ruidoso	101,188	1%	298	0.29%	\$ 1,765	\$ 5.92
Taos	134,798	1%	161	0.12%	\$ 1,764	\$ 10.96
ABQ	163,693	1%	39	0.02%	\$ 1,076	\$ 27.59
Facebook	11,950,337	88%	2,967	0.02%	\$ 5,200	\$ 1.75
Grand Total	13,616,725	100%	4,627	0.03%	\$ 21,524	\$ 4.65

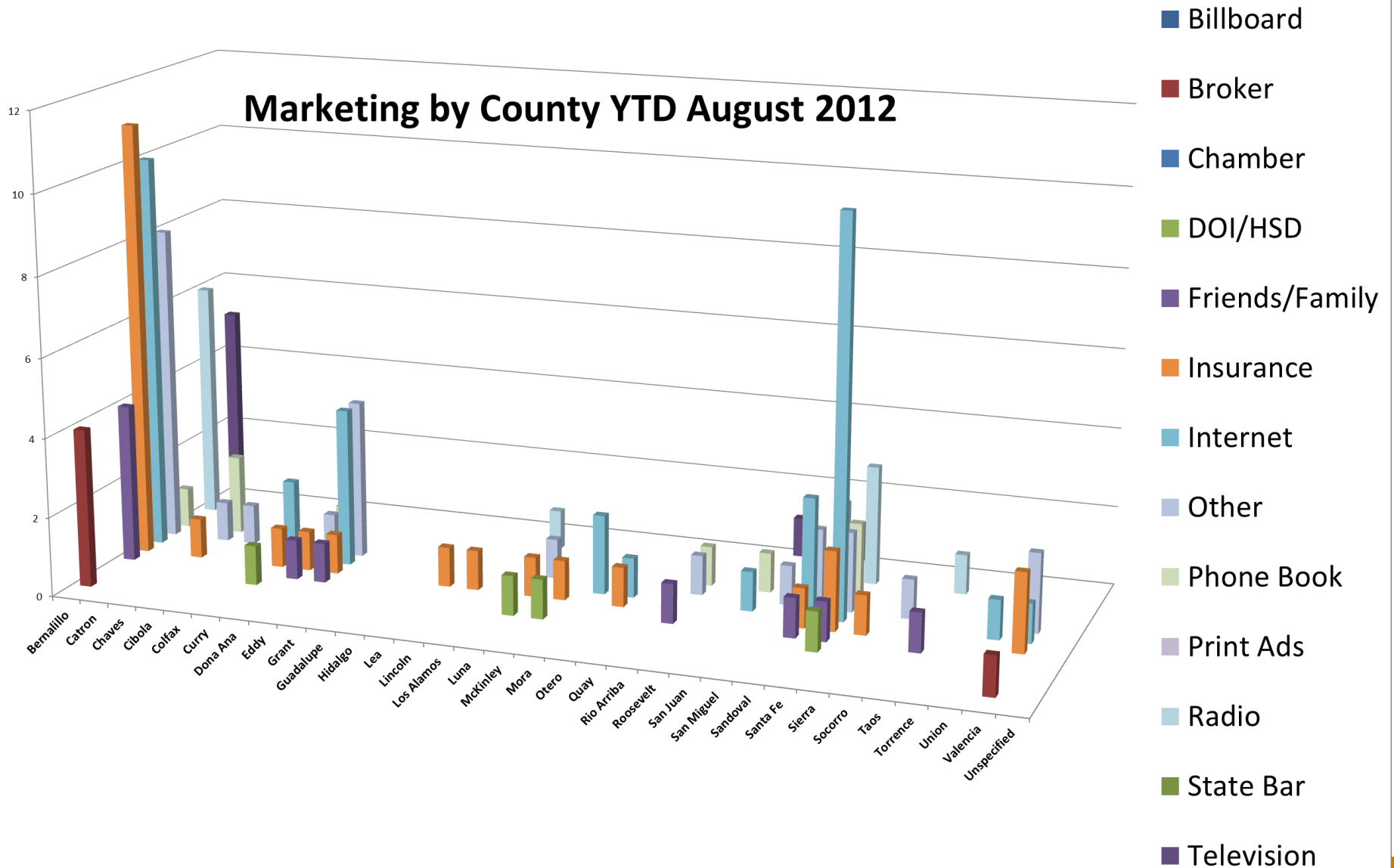
Note: ABQ and Taos social media sites were discontinued in Feb 2012



3.8 County by County Reporting

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Marketing by County YTD August 2012



3.9 Marketing by County

COUNTY	Billboard	Broker	Chamber	DOI/HSD	Friends/Family	Insurance	Internet	Other	Phone Book	Print Ads	Radio	State Bar	Television	Total # by County	Total % by County	YTD Total # by County	YTD Total % by County
Bernalillo		4			4	11	10	8	1		6		5	49	36%	497	41%
Catron														0	0%	0	0%
Chaves						1		1	2					4	3%	28	2%
Cibola								1						1	1%	7	1%
Colfax														0	0%	5	0%
Curry				1		1	2							4	3%	13	1%
Dona Ana					1	1		1	1					4	3%	56	5%
Eddy					1	1	4	4						10	7%	33	3%
Grant														0	0%	8	1%
Guadalupe														0	0%	1	0%
Hidalgo														0	0%	1	0%
Lea						1								1	1%	27	2%
Lincoln						1								1	1%	10	1%
Los Alamos											1			1	1%	16	1%
Luna				1		1		1						3	2%	10	1%
McKinley				1		1								2	1%	14	1%
Mora							2							2	1%	4	0%
Otero						1	1							2	1%	19	2%
Quay														0	0%	7	1%
Rio Arriba					1			1	1					3	2%	14	1%
Roosevelt														0	0%	5	0%
San Juan							1		1				1	3	2%	44	4%
San Miguel								1			1			2	1%	9	1%
Sandoval					1	1	3	2		1	2		1	11	8%	68	6%
Santa Fe				1	1	2	10	2	2		3			21	16%	220	18%
Sierra						1								1	1%	13	1%
Socorro								1						1	1%	5	0%
Taos					1						1			2	1%	23	2%
Torrence														0	0%	10	1%
Union							1							1	1%	1	0%
Valencia		1				2	1	2						6	4%	31	3%
Unspecified														0	0%	0	0%
TOTAL BY SOURCE	0	5	0	4	10	26	35	25	8	1	14	0	7	135	100%	1,199	100%

4.2 Exchange Update

- Task Force meeting – August 25th
 - ✓ Initial findings from Essential Health Benefits & Outreach Workgroups
 - ✓ Final report due September 26th
- Essential Health Benefits Committee
- Discovery/Opportunity Meetings
 - Community Health Workers - 9/7/12
 - Indian Affairs meeting - 9/10/12
 - Medicaid strategy meeting - 9/14/12
- Outreach Committee Meeting - 9/18/12
- 2012 Exchange Budget (Pending HSD approval)

Face to Face

- Jul 3, Jeff Newland
- Jul 10, Debbie Righter, HIA benefits
- Jul 10, Ranee Tafoya - AHCC, HIX out reach
- Jul 17, JR Damron
- Jul 25, NMHIX Task Force
- Jul 31. Outreach Workgroup
- Aug 1, NMHIA meeting with Sec Squire & Dan Schulyer
- Aug 7, Essential Health Benefits Workgroup
- Aug 7, Outreach Workgroup
- Aug 7, Milton Sanchez, OHCR
- Aug 14 Outreach Workgroup
- Aug 15, Diane Rael, Ranee Tafoya, AHCC, HIX Outreach
- Aug 17, Essential Health Benefits Workgroup
- Aug 17, Milton Sanchez, OHCR
- Aug 22, NMHIX Task Force
- Aug 24, Dan Schuyler, Sean Peterson, Milton Sanchez – NMHIX IT requirements
- Sep 4, EHB & Outreach Workgroups
- Sep 17, Fin & Ops committee meetings
- Sep 18, EHB & Outreach Workgroup
- Sep 21, NMHIA Board meeting
- Sep 26, NMHIX Task Force

General Meetings

- Jul 18, Albq Coalition of Quality
- Jul 11-13, CCIIO Exchange Grantee mtg Portland
- Jul 27, Risk Adjustment & reinsurance - NMMIP
- Jul 27, HSD, DOI, HIA mtg on HIX responsibilities
- Jul 27, NASHP – Exchange Sustainability
- Aug 25, Risk Adjustment & reinsurance – NMMIP
- Aug 28, NASHP – Exchange Sustainability
- Aug 29, Employer utilization of Exchanges Seminar
- Aug 31, Risk Adjustment & reinsurance – NMMIP
- Sep 10, Indian Affairs
- Sep 10, UNM – Hard to reach populations
- Sep 14, Medicaid strategies
- Sep 14, Risk Adjustment & reinsurance – NMMIP
- Sep 19, , Albq Coalition of Quality
- Sep 20, Consumer Advisory Board – Lvlc
- Sep 25, NASHP – Exchange Sustainability
- Sep 28, Risk Adjustment & reinsurance – NMMIP

Other Events

- Jul 2, Blue-Print (BP) Seminar – Navigators
- Jul 9, BP Enrollment and Eligibility
- Jul 9, SCOTUS Implications seminar
- Jul 10, BP Federally Facilitated Exchanges
- Jul 20, BP for Risk adjustment and reinsurance
- Jul 24, Accelerators for building State Exchanges
- Jul 26, BP Application data elements
- Jul 20, BP Exchange Oversight
- Aug 8, Staff Training on Exchange educational website

Other Issues/Takeaways

- _____
- _____
- _____
- _____

- Board Retreat November 8th & 9th