

New Mexico's Health Insurance Marketplace

Evolve Communications Update – May 2025









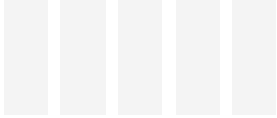
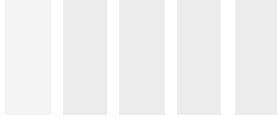
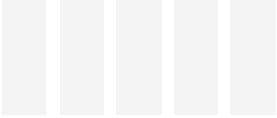

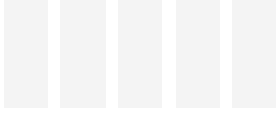
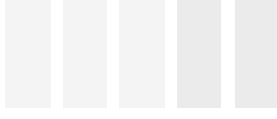

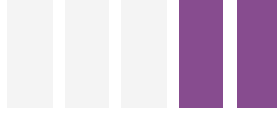






CONSUMERS/NEW CUSTOMERS

Defined as those in NM who have not used BeWell and are in search of insurance



*Marketing materials will focus on all the positives of the new system

Tactic	May	June	July	August
Traditional Marketing/Brand & SEP				
Sponsorships and Special Events				
New Things are Coming Website				
CMS OE Changes communication				
Native American Campaign				

CONSUMERS/NEW CUSTOMERS

Defined as those in NM who have not used BeWell and are in search of insurance



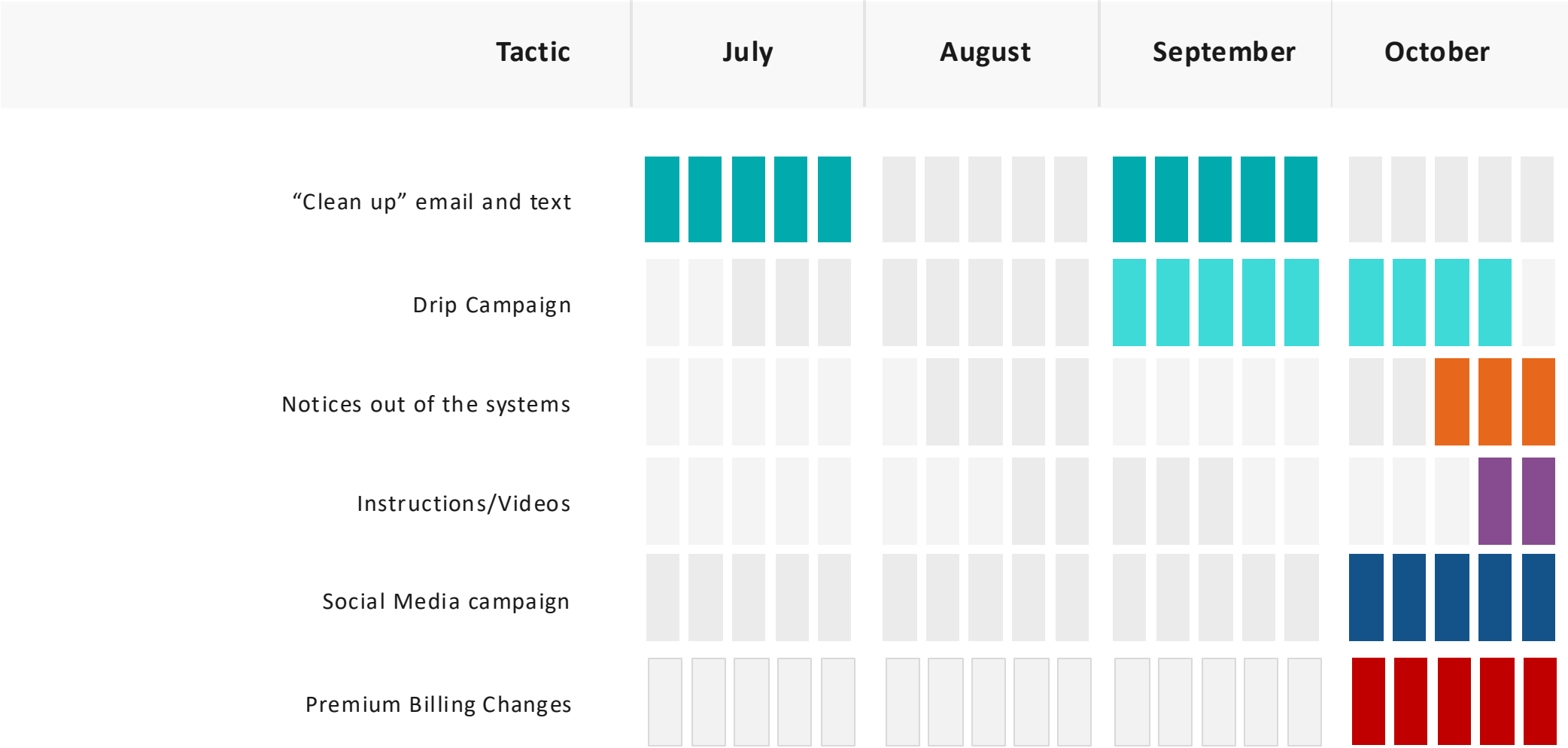
*Marketing materials will focus on all the positives of the new system



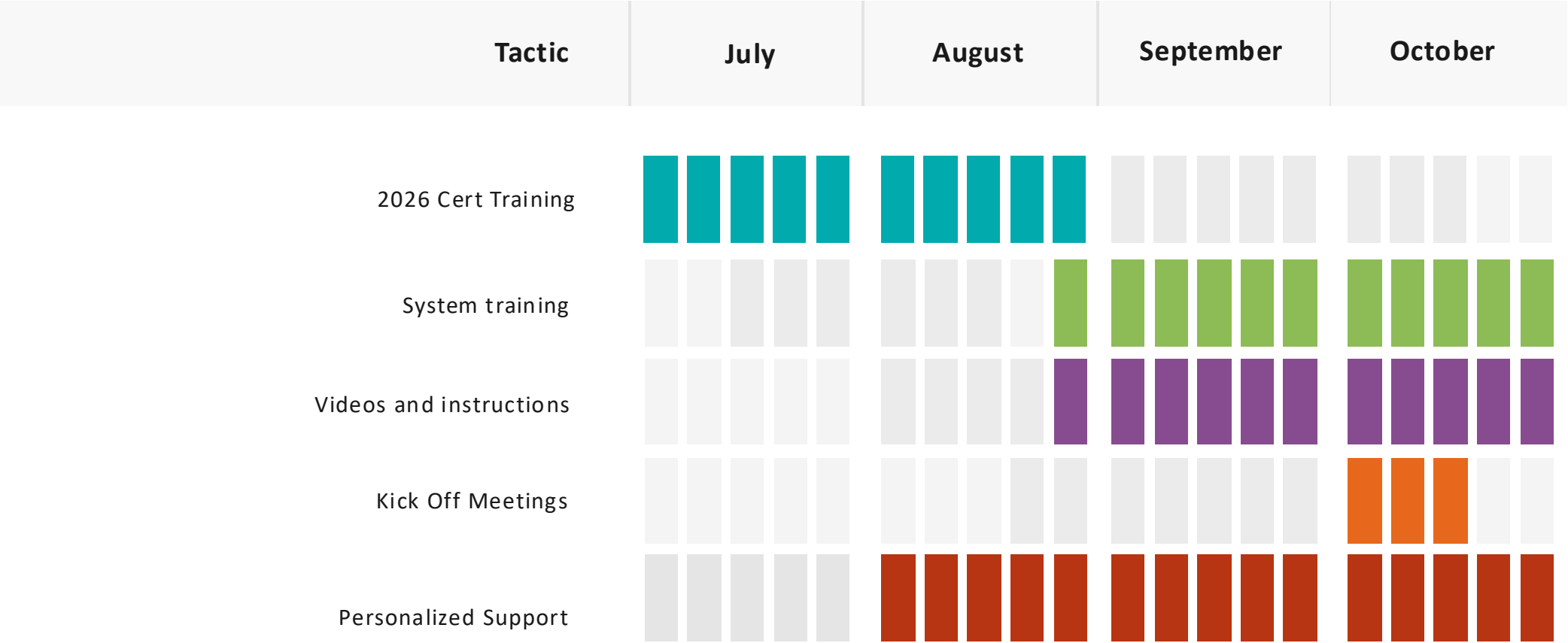
CURRENT CUSTOMERS

Currently enrolled in coverage and will be enrolled for

*Marketing materials will focus on the positives of the new system



BROKERS/ASSISTERS



Be Ready Campaign

Color coded for the audience.



CURRENT CUSTOMER

Be Ready
BeWell has a new enrollment process.

The enrollment process is changing this year, look out for sum dolor sit amet, consectetur anyer adipiscing elit, sed diam nonumy nibh

What's changing
Your payment process sum dolor sit amet, consectetur adipi scing elit, sed diamstry ryt nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutp. Tonum my nibh euismod tincidunt ut laoreet dolore mag.

QUICK STEPS

Staeoe ectetuer adipiscing elit, sed diamstry ryt nonu mmy nibh mod tincidunt ut laoreet dolore magn aliq.

- 1 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 2 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 3 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.

A better BeWell is coming.

Te enrollment process is changing this year, look out for sum dolor sit amet, consectetu anyer adipiscing elit, sed diam nonumy nibh euism. Tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim minim veniam, quis nostrud exerci tation ullamcorper susci.

Current Customer

What's Changing
Your payment process sum dolor sit amet, cons ectetuer adipiscing elit, sed diamstry ryt nonu mmy nibh euismod stincidunt put laoreet dolore.

Do you have a monthly payment?

- Lorem ipsum dolor sit a consectetur adipiscing elit, sed diam nvolulla.
- Lorem dolor sit amet, consectetur adipiscing elit, sed diam nvolulla.

Do you pay \$0 ?

- Lorem ipsum dolor sit a consectetur adipiscing elit, sed diam nvolulla.
- Lorem dolor sit amet, consectetue adipiscing elit, sed diam nvolulla.

New Customer

What's New
Your payment process sum dolor sit amet, cons ectetuer adipiscing elit, sed diamstry ryt nonu mmy nibh euismod tincidunt ut laoreet dolore.

Steps for Enrollment

- 1 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 2 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 3 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.

What you need to know to enroll.

The enrollment period is different this year.

What's Changing?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore etobire magna ipsum dolor sit amealiqua.

- 1 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 2 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.
- 3 Lorem ipsum dolor sit amet, constete adipiscing elit, sed diam nvolulla.

Dear BeWell Consumer,

The enrollment process is changing this year, look out for sum dolo. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat the nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur sectio adipiscing elit, sed do eiusmod tempory are the incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud is in the exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum sits dolore eu fugiat nulla pariatur.

BeWell Customer Care

Changes are coming. Stay informed.

BeWell has a new enrollment process.

We appreciate you being lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidid. Thank you.

Contact our Customer loren ipsum sit amet at bewellnm.com or 800-123-4567.

Teniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequ uis aute irure. Do reprehenderit in volupt trud exercitaate verarty wjiuys.

- Set up loeam owter aswert is to sawerta.
- View your quis nostrud exercitation ullamco.
- Opt in for electronic ipsum dolor sit amet, consectetuer adipiscing elit, sed do eiusmod tempor dolor.

Samples

Providing First Looks

As we continue to work through notices, text messages and other customer-focused content, we will provide samples so you all can see what we intend to share with customers.

Partnership Items

Warm Hand Off Messaging

To help customers with next steps after enrollment, we would love to encourage them to reach out/be on the lookout for items from their carriers. To do this we would love to get information on:

- When a customer receives your welcome packet
- What app or site do you want customers to use or go to
- Are there quick items to pass along?
 - Number to get a primary care appt?
 - Nurse hotline?
 - Even just a timeline so they know what to expect in the next 24-48hrs/week, etc.

Contact:
Alex Sanchez
505-504-5394
asanchez@nmhix.com



Bewell

New Mexico's
Health Insurance
Marketplace