

## NMAHU Strategic Planning Fiscal Year 2009-2010

| <b>Today's Status</b> |  |
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|                       | <ul style="list-style-type: none"><li>➤ The Legislative Committee consists of 18 members and represents both RGAHU and NMAHU.</li><li>➤ LC has a lobbyist team to support legislative education initiatives.</li><li>➤ LC will be hosting Day on the Hill on February 4, 2010.</li><li>➤ LC is responsible for making appointments with legislators for Capitol Conference. NMAHU and RGAHU send 4-10 people to Capitol Conference each year.</li><li>➤ LC meets with the NM DOI each year for the purpose of maintaining communication on matters including law interpretation and continuing education.</li><li>➤ LC provides NMAHU legislative information for publication on its web site.</li><li>➤ LC Chairs attend Regional meetings to obtain/share information.</li><li>➤ LC coordinates with NMAHU Education Chair to incorporate legislative issues local and national into CE courses.</li><li>➤ LC members are responsible for keeping informed about upcoming state meetings including: <i>Finance, Legislative Health &amp; Human Services Sub-committee hearings, Health Action NM meetings, Governor's Task Force on Healthcare meetings, and Citizens' Healthcare Working Group meetings.</i></li><li>➤ LC is responsible for fund raising initiatives to support the legislative/lobby defense fund for the purpose of defending and aiding in the enactment of Healthcare legislation consistent with the views of NMSAHU, RGAHU, and NAHU as a whole.</li><li>➤ LC is responsible for maintaining a good working relationship with local media.</li><li>➤ LC is responsible for maintaining a good working relationship with NAIFA NM and IIANM for legislative communication/support and teaching opportunities.</li></ul> |

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| <b>Future Objectives<br/>(Education &amp; Legislation)</b> | <ul style="list-style-type: none"> <li>➤ Further educate NM legislators, employers, and citizens on the value of competition within the healthcare financing and delivery system.</li> <li>➤ Host Day on the Hill <ul style="list-style-type: none"> <li>○ <i>(Secure a table in the Rotunda to answer questions from legislators?)</i></li> </ul> </li> <li>➤ Further the credibility of NAHU members as authorities on health insurance related topics, with emphasis on the view of the media.</li> <li>➤ Further educate NM legislators, employers, and citizens on existing healthcare options, well as public and private healthcare systems in general.</li> <li>➤ Explain the value of the broker as an expert and advocate in the navigation of the healthcare system to law makers.</li> </ul>   |
| <b>End Results</b>   | <ul style="list-style-type: none"> <li>➤ Increased understanding of the healthcare system by NM legislators and employers. <ul style="list-style-type: none"> <li>○ Positively affecting the success of a healthcare system that is not government controlled, but that has an emphasis on early diagnoses and prevention.</li> </ul> </li> <li>➤ Increased usage of healthcare options by employers and citizens. <ul style="list-style-type: none"> <li>○ Decrease in the uninsured population.</li> <li>○ Better perception of the insurance industry by consumers, press, and legislators.</li> </ul> </li> <li>➤ If an Exchange is created in New Mexico, include representation from knowledgeable members of industry. <ul style="list-style-type: none"> <li>○ Brokers and Carrier Representatives</li> <li>○ Maintain a competitive role for all within any new design</li> </ul> </li> </ul> |
| <b>Action Steps</b>  | <ul style="list-style-type: none"> <li>➤ Include legislative updates at board meetings, on NMSAHU website and in underwriter newsletters.</li> </ul>   |

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|  | <ul style="list-style-type: none"> <li>➤ Continue to provide feedback at Healthcare Exchange Task Force meetings in order to help create the best recommendation possible.</li> <li>➤ Research previous media campaigns and get feedback on quality and quantity of exposure in order to formulate a plan for future media publicity.</li> </ul>   |
| <b>Who/What Group?</b>                                 | <ul style="list-style-type: none"> <li>➤ <i>NAHU, NAIFA NM, IANM, Chambers of Commerce, ACI, AHIP, Legislative Council (as well as individual legislators), Local Insurance Carriers, NMNAHU Members, Coalition Members.</i></li> </ul>  |
| <b>By When?</b>  | <ul style="list-style-type: none"> <li>➤ Educational initiatives ongoing.</li> <li>➤ Day on the Hill discussion at September Legislative Committee Meeting</li> <li>➤ Comment deadline for new Task Force draft is October 1, 2009</li> </ul>  |
| <b>Obstacles</b>                                       | <ul style="list-style-type: none"> <li>➤ Political opposition</li> <li>➤ Time</li> <li>➤ Responsiveness</li> <li>➤ Resources</li> <li>➤ Ignorance</li> </ul>   |
| <b>Cost</b>  | <ul style="list-style-type: none"> <li>➤ <i>Healthcare Options brochures?</i></li> <li>➤ Day on the Hill – cost neutral.</li> <li>➤ Lobbyist - \$30,000 (\$10,000 provided by NAIFA), \$250 p/day additional for special session. Also, additional \$1,259.28 for NM Legislative Reports.</li> <li>➤ Capital Conference &amp; Regional reimbursable expenses – joint payment by RGAHU and NMAHU</li> </ul> |
| <b>Future Objectives (Sponsorship and Fundraising)</b> | <ul style="list-style-type: none"> <li>➤ Raise money to continue legislative and media education initiatives.</li> </ul>   |

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| <b>End Results</b>     | <ul style="list-style-type: none"> <li>➤ A well financed legislative fund that maximizes opportunities for education to ensure continued solvency/protection of New Mexico's healthcare system.</li> </ul>   |
| <b>Action Steps</b>    | <ul style="list-style-type: none"> <li>➤ Coordinate a Captain's Table Luncheon in the Summer of 2010</li> <li>➤ Continue fund raising letter campaign <ul style="list-style-type: none"> <li>○ Create incentives for specific dollar amount donations <ul style="list-style-type: none"> <li>▪ Certificates of appreciate, lapel pins, etc.</li> </ul> </li> </ul> </li> </ul> |
| <b>Who/What Group?</b> | LC, RGAHU & NMAHU members  |
| <b>By When?</b>        | ➤ Fundraising efforts will begin immediately.  |
| <b>Obstacles</b>       | <ul style="list-style-type: none"> <li>➤ Apathy</li> <li>➤ Economical Strain</li> </ul>  |
| <b>Cost</b>            | <ul style="list-style-type: none"> <li>➤ Captain's Table - start up costs only, revenue generating initiatives.</li> <li>➤ Fund raising mailers <ul style="list-style-type: none"> <li>○ postage 4 mailings p/yr 700 each mailing = 2,800 @ \$.44 = \$1,232.00</li> <li>○ paper/envelopes \$100</li> </ul> </li> </ul>   |