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True Health New Mexico Producer Update

August 7, 2019

New Sales Channel Manager on our staff

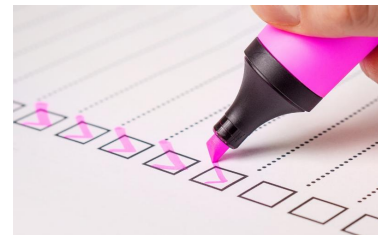
We are pleased to introduce you to our new Channel Manager, **Jesse Vela**. Jesse, who speaks Spanish fluently, is a Texas native who has lived in Albuquerque for more than 15 years. He comes to us from Molina Healthcare and has a wealth of experience and knowledge in the New Mexico insurance landscape. At Molina, he helped grow Medicare membership for over 12 years.



Prior to Molina, Jesse was Vice President of Operations for ZC Sterling, leading a call-center-oriented insurance agency. Jesse is an ideal sales professional to help us grow our large-group and small-group business and continue our trend of high group retention.

Top five things to tell your clients about True Health New Mexico

We have a new rack card to share with you: [The Top Five Things to Tell Your Clients About True Health New Mexico](#). Can you name the top five things off the top of your head? They are:



1. Our approach to medical management.
2. A focus on mental health.
3. Our \$0 drug list.
4. Access to more than 10,000 providers.
5. We offer a good value for New Mexicans because we know that keeping people healthy is good business. (Watch our commercial below.)

If you would like a small quantity of these rack cards, please contact your Account Manager. Note: the turnaround time will be seven to 10 business days.



We need your input: a brief survey for you

Please take a couple of minutes to take [this five-question survey](#) about our Fitbit promotion. Your input will help us work with you better in promoting our Fitbit True Wellness Program to your clients, our members. Thank you very much.

Updated underwriting guidelines now online

We have updated our underwriting guidelines for small and large groups. You can find them on our [Forms and Other Resources for Producers page](#), under *Underwriting Guidelines*.

We support our local community

In July, we sponsored two major City of Albuquerque events: Freedom 4th on July 4 and [Route 66 Summerfest](#) on July 20. At each event, True Health employees volunteered part of their holiday or weekend to cheerfully offer water, fans, cooling towels, and other True Health New Mexico giveaways to visitors.

The sponsorships gave us a valuable opportunity to educate Burqueños about what True Health New Mexico is, who we serve, and what we do.



Choose the best level of care for your needs

This helpful infographic is featured in the summer issue of our member newsletter, [True to Your Health](#).

The cost of care

GET THE CARE YOU NEED—
AT THE BEST PRICE



Bill

Age 58

Problem: Crushing pain in chest for over 2 hours

Wait to see ER doctor: 10 minutes

Alternative: None—this is a true emergency



Linda

Age 22

Problem: Sore throat for 1 day
Wait to see ER doctor: 4 hours

Alternatives: Call to nurse advice line/possible virtual clinic visit; urgent care

\$500: Member cost-share for ER visit

\$0: Member cost-share for nurse advice line; possible copay if prescription given via virtual clinic visit

\$50: Member cost-share for urgent care visit



Jill

Age 32

Problem: Rolled ankle while running today; mild to moderate pain

Wait to see ER doctor: 3 hours

Alternatives: Over-the-counter pain medications and rest/ice/compression; primary care physician

\$350: Member cost-share for ER visit

Less than \$10: Member cost-share for over-the-counter acetaminophen or ibuprofen and compression wrap

\$10: Member cost-share for primary care visit



Jose

Age 63

Problem: Painful callus on foot

Wait to see ER doctor: 6 hours

Alternative: primary care physician

\$750: Member cost-share for ER visit

\$35: Member cost-share for primary care visit



Jim

Age 28

Problem: Dry cough for 2 days

Wait to see ER doctor: 4 hours

Alternative: Over-the-counter cough syrup

50%: Member cost-share for ER visit after deductible is met

\$2 to \$12: Member cost-share for over-the-counter cough syrup

Past editions of True Health New Mexico Producer Update

- [July 2, 2019](#)
- [June 6, 2019](#)
- [June 3, 2019](#)

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