

BROKER BEAT

SEPTEMBER 4, 2007

VISIT US ONLINE: WWW.NMHIA.COM
AGENT USER ID: NMHIA PASSWORD: HEALTH

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Marketing Committee Meets

The marketing committee of the NMHIA Board of Directors met on August 8th to realign our marketing priorities, target markets, and messages in light of our current goals. They recommended that our #1 target audience is our top selling health insurance brokers and agents. Right under that are small business owners and then the general public. Of course legislators and politicians need to know about our services as well. We are going to update our messaging and advertising. Stay tuned.

Marketing Update

We are working on updating your website. We want to keep the NMHIA website an up-to-date marketing and information tool that will be easy to navigate, updated regularly, and easy to use to sign up for certification classes. As you can see, you will receive the Broker Beat monthly in both hard copy and on-line. In the meantime, Gail Rae is attending Chamber of Commerce meetings around the state. She is also talking to our brokers to find and publish your success stories. Please send us your health insurance experiences. They make for great advertising and are meaningful to those in the business.

For Your Information

- **Lovelace Approved**

The Lovelace Health Plan changes are approved and the revised benefits will be in effect for all new business and renewing accounts effective 09/01/07.

- **Principal PPO Network Clarification**

Principal PPO plan will not be available September 1, 2007. We will let you know as soon as the new plan has been approved by the Department of Insurance.

- **Aetna Filing a New Plan**

Aetna will be filing an Alliance plan shortly. We will keep you posted on further developments.

- Please be sure to include a quote sheet with all group applications.

NMHIA agent Certification Classes

Get yourself and your assistants certified or trained, so you can write all those folks and small employers you thought you couldn't write. It is a great (2) hour CE certification. Just bring a copy of your agent license.

It is great to hear, "What? You can get me insured through the New Mexico Health Insurance Alliance?!"

Mary Richman has recently completed certification classes in these areas: Albuquerque, Clayton, Hobbs, Raton, and Taos.

- 17 Certified
- 23 Recertified
- 11 Carrier Reps Trained

In conjunction with various organizations, more certification classes will be held:

NAIFA September 5
Call (505) 888-6763 to register
NNMAHU September 6
Call (505) 992-1861 to register
Sign up for future classes with NMHIA at (505) 989-1600 x 16 or 17.

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[A Life Saved](#)

We have a story - written by none other than Tina Carson of Gilda Dorbandt's N. Compass Group in Las Cruces, edited by Gail Rae. This story is slated to be published by the Las Cruces Bulletin, but you will see it here, the NMHIA Broker Beat first. Here it is.

All too often, when people think about healthcare, the thought is accompanied with a wince of pain stemming from the lower regions of their inner being! Shortly thereafter, anger starts to surge with exasperating declarations of "the cost" and "how can I afford that!" Then, the personal horror stories start to flow and who doesn't have a frightening tale of how they were "done wrong" by a health insurance company? Well, I have a different type of story, a success story you might say, about how the client was more than happy to pay that insurance premium, because for them, it was a blessing in disguise.

When magazine and newspaper articles point to our neighbors up north suggesting that we too should adopt the "one system for all" health plan, I can't help but remember a very sweet lady who walked into our office and asked if there was any sort of health plan that we could find for her. She was a soft spoken, demure woman, very articulate, who expressed her dissatisfaction with the "one system for all" health care she had experienced in Canada. You see, she had a brain tumor and had searched the parameters of her province for help with her diagnosis. She was told by her doctors that the cost of brain surgery was exorbitant, in addition to having a very low rate of success, so she was declined healthcare for her brain tumor. This final decision to withhold the required brain surgery took several months to be decided, thus losing precious time for our client. It was at this time that she and her husband decided to move to the US and investigate the possibility of finding health insurance in the states. After being declined from a few carriers here in NM, she contacted our office and made an appointment. Here at the N. Compass Group, we pride ourselves on finding the "right fit" in health insurance for our clients. We knew that this gal was a good candidate for the New Mexico Health Insurance Alliance (NMHIA), and quickly enrolled her into one of their plans. Later, she received the necessary brain surgery, recovered fully and shortly thereafter, found employment helping others here in our own community. When it's time to renew her health insurance plan, she is more than happy to pay the renewal rate knowing that NMHIA (New Mexico Health Insurance Alliance) served as her life preserver at a time in troubled waters!

Written by Tina Carson, edited by Gail Rae

[Elizabeth, Membership Representative, joins NMHIA](#)

We are happy to welcome Elizabeth Quirante as the newest member to the NMHIA team. After attending high school in Nederland, TX, Elizabeth earned her culinary arts degree in Scottsdale, AZ and worked as a pastry chef for 10 years. In 1997 she moved to Santa Fe with her husband, Jason. In her role as Membership Representative, Elizabeth takes care of billing issues and helps with data entry. She is also a great cook, in case you didn't get that!

[Alliance Opening for Administrative Assistance](#)

The Alliance is still seeking and interviewing applications for an administrative assistant. The administrative assistant provides service to prospective clients, existing accounts, agents, and insurance companies and helps with office projects. If you know any qualified applicants, please let them know about our opening.