New Mexico Health Insurance Exchange Partners with Voxiva to Launch a Text-Based Enrollment Campaign

Interactive service helps individuals and families take the first steps towards health coverage

The New Mexico Health Insurance Exchange (NMHIX) and Voxiva, Inc. launched an innovative texting campaign this week to help individuals and families enroll in affordable healthcare coverage prior to March 31, 2014. The interactive service provides individuals with personalized information about the enrollment process and connects them to coverage resources based on users' text responses.

To get started, New Mexicans can text BeWellNM to 311411*. Individuals will receive two messages back from NMHIX asking them their household size and income before taxes. Based on the user's response, NMHIX will then be able to quickly discern whether it's likely a Medicaid interaction or Exchange interaction, and connect families and individuals with appropriate resources to enroll. Users can also respond back that they would like to be contacted by a representative who can personally assist them through the process.

"Regardless of their situation, New Mexicans who sign-up for the texting campaign will get the help they need to enroll," said Debra Hammer, NMHIX Chief Communications Officer. "The goal is to make it as simple as possible on as many different platforms as possible, in this case starting with a few text messages."

The NMHIX texting campaign launched the first week of March, and is being promoted on social media, at college sporting events, and via weekly e-blasts to New Mexicans. The texting campaign is just one of several innovative initiatives developed by NMHIX to reach New Mexicans statewide to encourage enrollment.

New Mexicans must enroll by the March 31, 2014 deadline in order to be covered in 2014. After this deadline, individuals and families will need to wait until Oct. 1, 2014 for the chance to sign up for coverage that will not begin until 2015.

About New Mexico Health Insurance Exchange

New Mexico Health Insurance Exchange (NMHIX) was created to help individuals and small businesses get access to affordable health insurance plans. NMHIX helps consumers compare health insurance plans and choose the plan that works best for their health needs and budget. NMHIX also helps individuals determine whether they are eligible for premium assistance and if so, at what level. Through SHOP, small businesses are able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans. Health Care Guides and brokers/agents are available throughout the state to help with signing up for NMHIX coverage.

For more information on New Mexico Health Insurance Exchange, please visit www.BeWellNM.com www.NMHIX.com, or **text BeWellNM to 311411.**

About Voxiva

Founded in 2001, Voxiva is a global pioneer in delivering interactive mobile health services to help people live the healthiest life possible. The company's Care4life product portfolio combines evidence-based health guidelines, state-of-the-art behavior change expertise and digital technology to promote maternal & child health, adult health & wellness, smoking cessation and diabetes self-management. Personalized health information is sent via text messaging, mobile web and mobile applications. In 2011, Fast Company recognized Voxiva as one of the 50 Most Innovative Companies in the world. Learn more at www.voxiva.com or contact info@voxiva.com.

_____

* Standard message and data rates may apply. To cancel at any time, text STOP to 311411. For help, text HELP.

About New Mexico Health Insurance Exchange

New Mexico Health Insurance Exchange (NMHIX) was created to help individuals and small businesses get access to affordable health insurance plans. NMHIX helps consumers compare health insurance plans and choose the plan that works best for their health needs and budget. NMHIX also helps individuals determine whether they are eligible for premium assistance and if so, at what level. Through SHOP, small businesses are able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans. Health Care Guides and brokers/agents are available throughout the state to help with signing up for NMHIX coverage.

For more information on New Mexico Health Insurance Exchange, please visit www.BeWellNM.com www.NMHIX.com, or **text BeWellNM to 311411.**

_____