# Voice of the Assister

July 28, 2026

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Passcode: BeWellVOA26!

BeWell
New Mexico's Health Insurance Marketplace

# Agenda

- **PY27 Certification**
- **Agency Relationships** (HCA & BeWell)
- **Ongoing Reminders**

# PY27 Certification Overview

- **Important dates:**
  - Certification ends on August 31.
  - New User Portal Access effective October 1.
  - Current certification expires October 31.

- **Requirements:**
  - Brokers/Agency: Must hold an active resident license or be domiciled in an approved bordering state (AZ, CO, NM, OK, TX, and UT) with an active license in that state.
  - Enrollment counselors: Need to be associated with an approved organization.
  - View complete requirement details here.

**Note: Certification is required to assist consumers and conduct BeWell business for Plan Year 2027.**

BeWell New Mexico's Health Insurance Marketplace

# BeWell & HCA: How We Work Together

- BeWell and HCA work together to route consumers to the right coverage program.
- The goal is a smoother consumer experience across programs.

| **BeWell** | **HCA** |
| --- | --- |
| Supports marketplace eligibility, plan shopping, enrollment, and financial assistance. | Administers Medicaid and other public assistance programs. |

BeWell New Mexico's Health Insurance Marketplace

# What BeWell Does

- Provides a place for consumers to compare and enroll in health plans.
- Determines eligibility for Marketplace financial assistance, including APTC and CSR.
- Connects consumers to Medicaid when they appear eligible.
- Trains and certifies brokers and enrollment counselors annually.
- Issues 1095-A tax forms for Marketplace coverage.

# What BeWell Does **Not** Do

- Does not:
  - Administer or oversee Medicaid.
  - Set plan prices or provider networks.
  - Pay claims or process premium payments.
  - Regulate carriers, brokers, or commissions.
  - Decide Medicaid eligibility.
  - Provide access to the Medicaid portal.

# What HCA Does

- Administers Medicaid and related public assistance programs.
- Uses ASPEN to determine Medicaid eligibility.
- Confirms Medicaid eligibility when applications are referred from BeWell.
- Manages Medicaid program rules and notices.

# How Consumers Move Between Programs

- Consumer completes one application.
- The BeWell system reviews Marketplace and Medicaid eligibility.
- Marketplace eligible consumers can shop and enroll through BeWell.
- Medicaid eligible consumers are referred to HCA for final Medicaid review.
- HCA confirms Medicaid eligibility.

# What's on the Horizon

- **Family Planning updates:** Recent system enhancements improve the account transfer process between BeWell and HCA.
- **Medicaid work requirements:** BeWell and HCA are working together on application and system changes to support upcoming federal requirements.
- **Eligibility changes:** New federal eligibility rules may affect some consumers beginning in late 2026 and early 2027.

# Partner Takeaways

- BeWell and HCA are connected but separate responsibilities.
- BeWell supports Marketplace coverage.
- HCA administers Medicaid.
- The Assister Line *(866-224-9153)* is available to support partners with questions involving BeWell, HCA, and consumer eligibility.

**Our commitment: We will continue providing updates through the Voice of the Assister, partner communications, and training resources as changes become available.**


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# Ongoing Reminders

- Consumers impacted by **Innovative Partners or American Collective** coverage may qualify for an SEP until August 10.
- **Support Requests** remain the primary method for submitting issues, escalations, and requests for review.
- **TimeTap** requests can be submitted during the certification period, and the request form can be found here.
- **ICHRA survey** is still open until August 1 – we want to hear from you! Take the survey.

BeWell

New Mexico's
Health Insurance
Marketplace