

NMFAM Legislative Guide for HB99

Medical Malpractice Changes

Included:

- Simplified Breakdown of the Billpg. 2
 - *A plain-language explanation of what the bill does, section by section, written to quickly clarify intent, scope, and real-world impact without legal jargon.*
 - **Update on Adopted Amendments & Why Further Correction is Needed** (pg. 2)
 - *Original HB99 Language – Simplified Breakdown* (pg. 6)
- Messaging & Fact Tool (*Helpful to Legislators*).....pg. 10
 - *Key talking points paired with supporting facts and data to help legislators clearly and confidently explain their position in committee, on the floor, or with constituents.*
 - **Messaging & Facts for Amendment Fix Needed** (pg. 10)
 - *Original Bill Messaging & Facts* (pg. 14)
- Likely Opposition Arguments—& How to Respond (*for Legislators*).....pg. 17
 - *A brief overview of the most common arguments in opposition of the bill, along with concise, factual rebuttals legislators can use in debate or media interviews.*
 - **Updated After Amendments** (pg. 17)
 - *For Original Bill Language* (pg. 21)
- Messaging for Action Items & Socials.....pg. 24
 - *Ready-to-use language for action alerts, social media, and constituent outreach that clearly communicates the issue and drives timely engagement.*
 - **Updated After Amendments** (pg. 24)
 - *For Original Bill Language* (pg. 27)

HB 99 – Simplified Breakdown

(For Breakdown prior to Amendments see page 6)

Update on Adopted Amendments & Why Further Correction Is Needed

Why This Matters

HB 99 was introduced to address a real and urgent problem in New Mexico:

Doctors are leaving our state because the medical malpractice system is unpredictable, unstable, and costly — especially for independent and rural providers.

While HB 99 largely moves New Mexico in the right direction, **one adopted amendment undermines the bill's ability to stabilize the system** and should be corrected in House Judiciary to ensure the bill accomplishes its original purpose.

Amendments Adopted – What Changed

Amendment 1: Clarifying “Occurrence”

What it does:

Clarifies that when **separate, independent medical acts** cause **separate injuries**, each injury may qualify for its own statutory recovery.

Why it matters:

This was intended to prevent courts from combining distinct injuries into a single capped claim.

Impact on stability:

- Adds clarity for patients
- Slightly increases uncertainty for providers in complex cases
- Does **not** undo the bill's core reforms

Assessment:

⚠️ Acceptable, but should be applied carefully to avoid reopening unpredictable liability exposure.

Amendment 2: Punitive Damages Carve-Out Based on Ownership Structure

This amendment is the most concerning.

What it does:

- Allows punitive damages primarily against:
 - Individual providers, or
 - Hospitals owned and operated by NM residents and **not** part of a hospital system
 - Effectively shields large hospital systems from punitive exposure
 - Retains prohibition on paying punitive damages from the Patient Compensation Fund
-

Why This Amendment Is a Problem

This amendment **does not fix the malpractice crisis driving doctors out of New Mexico**. In fact, it risks making it worse.

1. It Targets the Wrong Providers

Independent doctors — especially rural and specialty providers — already face the greatest malpractice risk and highest insurance pressure.

This amendment **leaves them exposed**, while insulating large hospital systems.

Result:

- ✓ Large systems gain protection
 - ✗ Independent doctors continue to face uncertainty
-

2. It Undermines Fairness and Predictability

HB 99 was meant to create **clear, evidence-based standards** for accountability.

This amendment:

- Creates **different liability rules based on ownership structure**
- Reintroduces legal uncertainty
- Encourages uneven enforcement rather than stability

Predictability is essential to keeping doctors in New Mexico.

3. It Weakens the Bill's Central Message

HB 99 was designed to say:

“New Mexico has fair rules, real accountability, and a stable system.”

This amendment instead says:

“Rules depend on who owns your hospital.”

That message **does not reassure providers** deciding whether to stay, leave, or practice here.

Amendment 3: Strengthening Patient Compensation Fund Surcharges

What it does:

- Requires hospital and outpatient facility surcharges to fully reflect actuarial risk
- Prevents underpayment into the Patient Compensation Fund
- Protects long-term solvency

Impact:

- Strengthens the fund
- Prevents cost-shifting
- Supports provider confidence

Assessment:

- ✓ Strong amendment that supports HB 99’s goals.
-

Why House Judiciary Must Fix HB 99

The Medical Malpractice Crisis Will Not Be Solved If:

- Independent doctors remain the most exposed
- Liability rules vary by ownership structure
- Predictability is replaced with carve-outs and exceptions

Doctors do not leave because accountability exists — they leave because rules are unclear, uneven, and unstable.

What House Judiciary Should Do

To ensure HB 99 truly stabilizes New Mexico's medical malpractice system, House Judiciary should:

- **✗ Remove the punitive damages carve-out based on hospital ownership**
 - ✓ Restore uniform, evidence-based standards that apply fairly
 - ✓ Maintain protections for the Patient Compensation Fund
 - ✓ Preserve full coverage of medical care related to malpractice injuries
 - ✓ Ensure the bill actually addresses provider flight
-

Bottom Line for Legislators

HB 99 is close to being the right solution — but it must be fixed.

Removing the punitive damages carve-out will:

- Restore fairness
- Increase predictability
- Support independent and rural doctors
- Protect patient access to care
- Help keep healthcare providers in New Mexico

House Judiciary has the opportunity — and responsibility — to correct this amendment and ensure HB 99 fulfills its original purpose.

HB 99 Simplified Breakdown *(Prior to Amendments)*

The Problem: Why Doctors Are Leaving New Mexico

New Mexico is facing a growing healthcare crisis — and it's not because doctors don't want to care for patients.

It's because our current medical malpractice system is **unstable, unpredictable, and risky** for providers.

Across the state, doctors — especially specialists and rural providers — are leaving or choosing not to practice in New Mexico. One major reason is the **high cost and uncertainty of medical liability**.

Under the current system:

- Lawsuits can escalate quickly, even when care was appropriate
- The threat of excessive damages pushes doctors to settle out of fear
- Malpractice insurance costs are rising
- Doctors practice “defensive medicine” instead of patient-centered care
- Rural hospitals and clinics struggle to recruit and retain providers

When doctors leave, **patients pay the price** — longer wait times, fewer specialists, and reduced access to care, especially outside major cities.

Understanding the Patient Compensation Fund

To understand HB 99, it helps to understand how New Mexico's medical malpractice system is supposed to work.

New Mexico has something called the **Patient Compensation Fund**.

The Patient Compensation Fund is a safety net — paid for by doctors and medical facilities, not taxpayers.

Here's how it works:

1. Doctors are required to carry malpractice insurance and are personally responsible for claims up to a set amount.
2. Doctors and medical facilities also pay annual surcharges into the Patient Compensation Fund.

3. When a malpractice case involves catastrophic injury or long-term medical needs, the fund helps cover those costs after the provider's required coverage is used.

The goal of the fund is simple:

- Make sure **patients receive ongoing medical care**
- Protect doctors from being financially ruined by one case
- Keep healthcare providers practicing in New Mexico

When the fund is unstable or misused, insurance costs rise — and doctors leave.

What's Broken in the Current System

While the fund was created with good intentions, problems have developed:

- **Punitive damages** can be threatened early in lawsuits, even before evidence is fully established
- Large, lump-sum payouts can drain the fund quickly
- Rules about who is responsible — doctors, hospitals, outpatient facilities — are confusing
- The system encourages lawsuits driven by fear rather than fairness

This uncertainty makes New Mexico a risky place to practice medicine.

How HB 99 Fixes the System

HB 99 doesn't take away patient rights.

Instead, it strengthens the system so it works as intended — protecting patients *and* keeping doctors here.

1. It protects patients' access to medical care

- There is **no cap on past or future medical expenses**
- Patients continue to receive full compensation for the care they need

Care always comes first.

2. It strengthens the Patient Compensation Fund

HB 99 requires the fund to:

- Pay medical expenses **as they are incurred**, instead of all at once
- Avoid being used for punitive damages
- Operate more predictably and responsibly

This keeps the fund healthy long-term — which protects patients and stabilizes insurance costs.

3. It sets fair, common-sense limits on punitive damages

Punitive damages are meant for truly extreme cases.

HB 99:

- Raises the legal standard so punitive damages require **clear and convincing evidence**
- Prevents punitive damages from being added automatically at the start of a lawsuit
- Ensures punitive damages are paid by the provider — not the patient fund

This discourages abusive litigation while preserving accountability.

4. It gives doctors clear rules and predictable liability

HB 99 clarifies:

- Who qualifies as a hospital
- Who is an independent provider
- Who is responsible for what in a malpractice claim

Clear rules reduce fear, confusion, and unnecessary lawsuits.

Why HB 99 Matters for New Mexico Families

When doctors feel supported and protected by a fair system:

- More doctors stay in New Mexico

- Rural and underserved areas retain access to care
- Insurance costs stabilize
- Patients get timely, quality medical treatment

HB 99 is about protecting healthcare access — not just for today, but for the future of New Mexico.

Bottom Line

HB 99 is a critical step toward fixing a broken system.

It:

- Protects patients' medical care
- Strengthens the Patient Compensation Fund
- Brings fairness and predictability to malpractice law
- Helps keep doctors practicing in New Mexico

A stable medical liability system means a healthier New Mexico — for doctors, patients, and families alike.

HB 99 – Messaging & Fact Tool

(Messaging & Facts for Amendment Fix Needed)

Core Message for House Judiciary

HB 99 was designed to stabilize New Mexico’s medical malpractice system so doctors stop leaving the state. One adopted amendment undermines that goal and should be removed to restore fairness, predictability, and provider confidence.

Key Message #1: HB 99 Only Works If Rules Apply Fairly to All Providers

Message:

Stability in medical malpractice law depends on **clear, uniform rules** — not carve-outs based on ownership structure.

Facts to Support:

- Doctors leave states where liability rules are unpredictable or uneven
- Independent and rural providers already face the highest malpractice pressure
- The adopted amendment creates **different punitive-damage rules** based on whether a provider is part of a hospital system

Why It Matters:

A system that treats providers differently based on ownership **does not create confidence** — it creates uncertainty.

Key Message #2: The Punitive Damages Carve-Out Does Not Fix the Crisis

Message:

The amendment limiting punitive damages primarily to individual providers **does not address the factors driving doctors out of New Mexico.**

Facts to Support:

- Provider flight is driven by **risk, insurance cost, and unpredictability**
- Independent doctors remain fully exposed under the amendment
- Large hospital systems receive additional insulation from liability

Why It Matters:

Doctors deciding whether to stay or leave New Mexico are looking for **predictability and fairness**, not carve-outs.

Key Message #3: Accountability Should Be Evidence-Based — Not Selective**Message:**

HB 99 originally set a clear, high standard for punitive damages based on **clear and convincing evidence of extreme misconduct**.

Facts to Support:

- Punitive damages are still allowed under HB 99
- They are never paid from the Patient Compensation Fund
- The amendment shifts accountability based on ownership, not behavior

Why It Matters:

Punishment should be based on **conduct**, not corporate structure.

Key Message #4: Independent Doctors Are the Most at Risk — and the Most Essential**Message:**

Independent and rural doctors are critical to healthcare access — and they are the most affected by malpractice instability.

Facts to Support:

- Many rural communities rely on independent providers
- Independent doctors lack the legal buffers of large systems
- Continued exposure increases the likelihood they leave the state

Why It Matters:

If independent doctors leave, entire communities lose access to care.

Key Message #5: House Judiciary Can Fix This Without Weakening Patient Protections**Message:**

Removing the punitive damages carve-out **does not reduce patient protections**.

Facts to Support:

- Patients retain full access to courts
- There is no cap on medical care related to malpractice injuries
- Punitive damages remain available with proper evidence
- The Patient Compensation Fund remains protected

Why It Matters:

Fixing the amendment restores balance — it does not weaken accountability.

Fast Facts for Legislators

-  HB 99 protects full medical care related to malpractice injuries
 -  The Patient Compensation Fund is paid for by doctors, not taxpayers
 -  The punitive damages carve-out creates uneven liability rules
 -  Independent doctors remain exposed while systems are shielded
 -  Removing the carve-out restores fairness and predictability
-

Myth vs. Fact (Amendment Focused)

MYTH: The amendment is needed to protect hospitals

FACT: Hospitals already benefit from the Patient Compensation Fund structure and actuarial safeguards.

MYTH: Removing the amendment weakens accountability

FACT: Accountability remains strong and evidence-based under the original HB 99 language.

MYTH: This change doesn't affect doctor retention

FACT: Liability predictability is a major factor in where doctors choose to practice.

One-Sentence Legislative Ask (Use Verbatim)

To truly stabilize New Mexico's medical malpractice system and keep doctors from leaving, House Judiciary should remove the punitive damages carve-out and restore fair, uniform standards under HB 99.

Bottom Line

HB 99 is close to the right solution — but it must be fixed.

Removing the punitive damages carve-out restores fairness, strengthens provider confidence, and ensures the bill actually addresses the medical malpractice instability driving doctors out of New Mexico.

Messaging & Facts for Original HB99

Core Message

HB 99 strengthens New Mexico’s medical malpractice system by protecting patient care, stabilizing the Patient Compensation Fund, and creating fair, predictable rules that help keep doctors practicing in New Mexico.

Key Talking Points

1. New Mexico is losing doctors — and patients are paying the price

- Doctors are leaving NM due to high liability risk and rising malpractice costs.
- Rural communities and specialty care are especially affected.
- Fewer doctors means longer wait times and reduced access to care.

HB 99 addresses one of the biggest drivers of this problem: an unstable malpractice system.

2. HB 99 protects patients’ medical care

- There is **no cap on past or future medical expenses**.
- Patients continue to receive full compensation for needed care.
- Long-term and catastrophic care remains fully covered.

This bill does not limit medical treatment — it protects it.

3. The Patient Compensation Fund is NOT taxpayer-funded

- The fund is paid for by **doctors and medical facilities**, not taxpayers.
- Doctors must carry malpractice insurance and pay annual surcharges into the fund.
- The fund exists to ensure patients are cared for in serious cases.

HB 99 strengthens the fund so it can keep doing its job.

4. HB 99 fixes how the fund pays claims

- Medical expenses are paid **as they are incurred**, not in large lump sums.
- This protects the fund from being drained unpredictably.
- A stable fund helps control insurance costs.

A healthier fund means more doctors can afford to practice in NM.

5. HB 99 creates fair limits on punitive damages

- Punitive damages are only allowed with **clear and convincing evidence** of extreme misconduct.
- They cannot be claimed automatically at the start of a lawsuit.
- Punitive damages are **never paid from the patient fund**.

This discourages abusive lawsuits while preserving accountability.

6. HB 99 brings clarity and predictability

- Clearly defines who qualifies as a hospital, outpatient facility, or independent provider.
- Reduces confusion and unnecessary litigation.
- Gives doctors clear expectations before they treat patients.

Clear rules help doctors focus on care — not courtrooms.

Fast Facts (Quick Reference)

-  No cap on medical care costs
 -  Funded by doctors and facilities — not taxpayers
 -  Punitive damages require strong evidence
 -  Patient Compensation Fund protected from misuse
 -  Helps retain doctors, especially in rural NM
-

Myths vs. Facts

MYTH: HB 99 protects bad doctors

FACT: HB 99 still allows lawsuits and punitive damages — it simply requires real evidence and prevents abuse.

MYTH: HB 99 limits what injured patients can receive

FACT: There is **no limit** on medical care, now or in the future.

MYTH: Taxpayers pay for malpractice claims

FACT: The Patient Compensation Fund is paid for by doctors and medical facilities, not taxpayers.

MYTH: This bill only helps hospitals

FACT: HB 99 helps patients by keeping doctors practicing and protecting access to care statewide.

Short Quotes / Soundbites (Media-Ready)

- “HB 99 protects patients while creating fair rules that keep doctors in New Mexico.”
 - “This bill strengthens the Patient Compensation Fund so it can do what it was meant to do — care for patients.”
 - “You can’t have access to healthcare if doctors can’t afford to practice here.”
 - “HB 99 is about stability, fairness, and protecting care for New Mexico families.”
-

Bottom-Line Message

HB 99 is a critical step toward stabilizing New Mexico’s healthcare system — protecting patients today and ensuring doctors are still here tomorrow.

HB 99 – Likely Opposition Arguments & How to Respond

(Updated After Amendments)

Opposition Claim #1: “HB 99 already passed amendments — the concerns have been addressed.”

Response:

Not fully.

While some amendments improved clarity and strengthened the Patient Compensation Fund, **one amendment undermines the bill’s core purpose**: stabilizing the malpractice system so doctors stop leaving New Mexico.

The punitive-damages carve-out creates **uneven liability rules** that continue to expose independent and rural doctors to uncertainty — the very issue HB 99 was meant to fix.

Bottom line:

HB 99 is close, but House Judiciary still needs to correct this flaw.

Opposition Claim #2: “The punitive damages amendment protects hospitals — that helps healthcare access.”

Response:

Healthcare access depends most on **independent and rural doctors**, not just hospital systems.

This amendment:

- Shields large hospital systems
- Leaves independent providers fully exposed
- Creates different liability rules based on ownership structure

That does **not** stabilize the provider environment — it destabilizes it.

Bottom line:

Protecting systems while exposing independent doctors does not keep care accessible statewide.

Opposition Claim #3: “Punitive damages are still allowed — what’s the problem?”

Response:

The problem is **selective accountability**.

HB 99 originally set a **uniform, evidence-based standard** for punitive damages. The amendment shifts that standard based on **who owns the hospital**, not on provider conduct.

Punishment should be based on behavior — not business structure.

Bottom line:

Fair accountability requires fair rules for everyone.

Opposition Claim #4: “This amendment doesn’t affect whether doctors leave New Mexico.”

Response:

It absolutely does.

Doctors deciding where to practice look for:

- Predictability
- Fairness
- Stable liability exposure

This amendment:

- Preserves uncertainty for independent providers
- Signals that rules can change based on political carve-outs
- Fails to reassure the doctors most likely to leave

Bottom line:

Unpredictable liability rules are a key reason doctors leave.

Opposition Claim #5: “Removing the amendment would weaken patient protections.”

Response:

Removing the carve-out **does not reduce patient protections**.

Even without the amendment:

- Patients can still sue for malpractice
- There is **no cap on medical care related to a malpractice injury**
- Punitive damages are still available with clear evidence
- The Patient Compensation Fund remains protected

Fixing the amendment restores balance — it does not eliminate accountability.

Bottom line:

Patients are protected under the original HB 99 language.

Opposition Claim #6: “The Patient Compensation Fund already protects providers — this amendment is needed.”

Response:

The Patient Compensation Fund protects patients first — and HB 99 already strengthens it.

Additional carve-outs:

- Do not improve fund solvency
- Do not reduce uncertainty for independent doctors
- Do not address why providers are leaving

The fund works best when paired with **clear, uniform liability standards**.

Bottom line:

Stability comes from fairness, not exceptions.

Key Reframing Message for House Judiciary

HB 99 was designed to fix instability — not replace it with carve-outs. If independent doctors remain exposed, the medical malpractice crisis remains unsolved.

Closing Guidance for Advocates

- Support HB 99’s intent

- Acknowledge the positive amendments
 - Clearly and respectfully urge House Judiciary to:
 - ✗ Remove the punitive-damages carve-out
 - ✓ Restore uniform, evidence-based standards
 - ✓ Ensure the bill actually keeps doctors in New Mexico
-

One-Sentence Ask

To truly stabilize New Mexico's medical malpractice system and protect access to care, House Judiciary must remove the punitive damages carve-out and restore fair, uniform rules under HB 99.

Messaging & Facts For Original HB99 – *Prior to Amendments*

Opposition Claim #1: “HB 99 protects bad doctors.”

Response:

HB 99 does **not** protect bad doctors. It preserves full accountability.

- Patients can still sue for malpractice.
- There is **no cap on medical care costs** — patients receive all necessary treatment.
- Punitive damages are still allowed when there is **clear evidence of truly reckless or malicious behavior**.

What HB 99 prevents is the **automatic threat of punitive damages** before evidence is established. This ensures punishment is based on facts — not fear.

Bottom line:

HB 99 promotes accountability **with fairness**, not immunity.

Opposition Claim #2: “This bill takes away patients’ rights.”

Response:

HB 99 does not take away patients’ rights — it protects their access to care.

- Patients retain the right to sue.
- Medical expenses are **fully recoverable with no limit**.
- Long-term and catastrophic care remains protected through the Patient Compensation Fund.

When doctors leave New Mexico, patients lose access to care. HB 99 helps keep doctors here so patients can actually receive treatment.

Bottom line:

You can’t protect patient rights if patients can’t find a doctor.

Opposition Claim #3: “Punitive damages are necessary to hold doctors accountable.”

Response:

Punitive damages are meant for **extreme misconduct**, not medical mistakes.

HB 99:

- Raises the standard to require **clear and convincing evidence**
- Prevents punitive damages from being used as a pressure tactic early in lawsuits
- Ensures punitive damages are paid by the provider — not the patient fund

This preserves accountability while discouraging abuse of the legal system.

Bottom line:

HB 99 ensures punishment fits proven misconduct — not allegations.

Opposition Claim #4: “This is about saving money for hospitals, not helping patients.”

Response:

HB 99 is about **system stability**, not profit.

- The Patient Compensation Fund exists to ensure patients receive care in serious cases.
- The fund is **not taxpayer-funded** — doctors and facilities pay into it.
- HB 99 strengthens the fund so it can continue paying for patient care long-term.

An unstable fund leads to higher insurance costs, fewer doctors, and reduced access to care.

Bottom line:

A stable system benefits patients first.

Opposition Claim #5: “The Patient Compensation Fund is a bailout.”

Response:

The Patient Compensation Fund is **not a bailout**.

- It is funded by **doctors and medical facilities**, not taxpayers.
- Doctors must still carry malpractice insurance and pay personally up to their required limits.
- The fund only applies to large, catastrophic cases to ensure patients receive ongoing care.

HB 99 protects the fund from misuse so it remains available for patients who truly need it.

Bottom line:

The fund is a patient safety net — not a free pass.

Opposition Claim #6: “Doctors leaving NM is exaggerated.”**Response:**

Healthcare workforce shortages are real — especially in rural and specialty care.

- Malpractice risk and insurance costs are major factors in where doctors choose to practice.
- States with unstable liability systems struggle to recruit and retain providers.
- When doctors leave, communities lose access to care — sometimes entirely.

HB 99 addresses one of the most cited reasons doctors avoid or leave New Mexico.

Bottom line:

Keeping doctors here is essential to protecting healthcare access statewide.

Key Reframing Message (Use When Debates Get Heated)

HB 99 is not about choosing doctors over patients — it’s about creating a system where patients can actually see a doctor.

Closing Thought for Advocates

HB 99 strengthens accountability, protects patient care, and stabilizes a system that is pushing doctors out of New Mexico.

This bill is a necessary step toward a healthier healthcare system — for today and for future generations.

HB 99 – Messaging for Action Alerts & Social Media

HB 99 – Updated Messaging for Calls to Action & Social Media

Core CTA Message

HB 99 can help stop doctors from leaving New Mexico — but only if House Judiciary fixes a harmful amendment. Legislators must restore fair, uniform rules so this bill actually stabilizes our medical malpractice system and protects patient access to care.

Action Alert Messaging (Website / Email)

Headline Options

- **Support HB 99 — Fix the Amendment. Keep Doctors in New Mexico.**
 - **HB 99 Is Close — House Judiciary Must Fix It**
 - **Protect Patient Access to Care: Fix HB 99**
-

Primary Action Alert Copy

New Mexico is facing a healthcare access crisis. Doctors are leaving our state — especially independent and rural providers — because our medical malpractice system is unpredictable and risky.

HB 99 was introduced to fix this problem.

The bill protects patients by ensuring there is no cap on medical care related to a medical malpractice injury, strengthens the Patient Compensation Fund (paid for by doctors, not taxpayers), and promotes fair, evidence-based accountability.

However, a recent amendment creates uneven liability rules by shielding large hospital systems while leaving independent doctors exposed. **That amendment does not fix the malpractice crisis — it preserves it.**

House Judiciary has the opportunity to correct this.

 **Contact your legislator and urge them to support HB 99 AND remove the punitive-damages carve-out so the bill actually keeps doctors in New Mexico.**

Short Action Alert (Text / Push Notification)

HB 99 can help keep doctors in NM — but only if House Judiciary fixes a harmful amendment.

📌 Urge legislators to restore fair rules and stabilize our malpractice system.

Social Media Messaging

Short Captions (Facebook / Instagram / X)

Option 1 – Clear & Direct

HB 99 is close — but a bad amendment undermines its purpose.

Doctors won't stay if liability rules aren't fair.

House Judiciary must fix HB 99.

Option 2 – Patient-Focused

Patients can't get care if doctors can't afford to practice here.

HB 99 protects patient care — but only if House Judiciary fixes the amendment.

Option 3 – Rural Emphasis

Rural communities lose access to care when independent doctors leave.

Fix HB 99 so it actually keeps doctors in New Mexico.

Option 4 – Accountability Framing

Accountability should be based on conduct — not ownership structure.

Fix the amendment. Support HB 99.

Reel / Short Video Script (30–45 seconds)

Hook:

“Doctors are leaving New Mexico — and families are feeling it.”

Middle:

“HB 99 was designed to stabilize our medical malpractice system by protecting patients and creating fair, predictable rules for doctors. But a recent amendment shields large hospital systems while leaving independent doctors exposed. That doesn't fix the problem.”

Close / CTA:

“House Judiciary can correct this.

Fix the amendment. Restore fair rules.

Support HB 99 so doctors stay and patients have access to care.”

Carousel / Graphic Slide Copy**Slide 1:**

Doctors are leaving New Mexico

Slide 2:

An unstable malpractice system is a major reason

Slide 3:

HB 99 protects patient care and strengthens the Patient Compensation Fund

Slide 4:

But one amendment creates unfair liability rules

Slide 5:

Independent doctors remain exposed — systems are shielded

Slide 6:

🚩 House Judiciary must fix HB 99

Slide 7:

Fair rules = doctors stay = patients win

Hashtags / Tags

- #HB99
 - #FixHB99
 - #KeepDoctorsInNM
 - #ProtectPatientCare
 - #NMHealthcare
-

One-Line CTAs (Use Anywhere)

- **Support HB 99 — Fix the Amendment.**
 - **HB 99 is close. House Judiciary must finish the job.**
 - **Fair rules keep doctors here. Fix HB 99.**
 - **Patients need doctors. Doctors need predictable rules.**
-

Tone Reminder for Advocates

- Support the **intent** of HB 99
- Acknowledge what the bill gets right
- Be clear and firm that **House Judiciary must remove the punitive-damages carve-out**
- Always connect the fix back to **doctor retention and patient access**

For Original HB 99

Action Alert Messaging (Website / Email / Text)

Headline Options

- **Protect Patient Care. Keep Doctors in New Mexico. Support HB 99.**
 - **HB 99: A Critical Step to Stabilize New Mexico Healthcare**
 - **Patients Need Doctors. Doctors Need Fair Rules. Support HB 99.**
-

Action Alert Body Copy (Primary Version)

New Mexico is facing a growing healthcare crisis. Doctors are leaving our state — especially in rural communities — because our medical malpractice system is unpredictable, costly, and unstable.

HB 99 is a critical step toward fixing that.

This bill:

- Protects patients by making sure medical care **related to a malpractice injury is fully covered.**
- Strengthens the **Patient Compensation Fund**, which is paid for by doctors — not taxpayers
- Sets fair, common-sense standards for punitive damages
- Brings clarity and stability to a system that is driving doctors away

When doctors leave, patients lose access to care.

HB 99 helps keep doctors practicing in New Mexico so families can get the care they need.

👉 **Take action today. Contact your legislator and urge them to support HB 99.**

Ultra-Short Action Alert Version (for text or tight spaces)

Doctors are leaving NM because our malpractice system is unstable.

HB 99 protects patient care, strengthens the Patient Compensation Fund, and helps keep doctors here.

👉 Contact your legislator and support HB 99 today.

Social Media Messaging

Short Social Captions (Facebook / Instagram / X)

Option 1 – Patient-Focused

Patients can't get care if doctors can't afford to practice here.

HB 99 protects patient care and helps keep doctors in New Mexico.

Take action today. 👉

Option 2 – Fund Education

Did you know NM's Patient Compensation Fund is paid for by doctors — not taxpayers?

HB 99 strengthens the fund so patients get care and doctors can stay.

Support HB 99.

Option 3 – Simple & Strong

Healthcare access depends on doctors staying in New Mexico.

HB 99 brings fairness, stability, and patient protection to our malpractice system.

Reel / Short Video Script (30–45 seconds)

Hook:

“New Mexico is losing doctors — and that affects every family.”

Middle:

“Our medical malpractice system is unstable. Lawsuits are unpredictable, insurance costs are high, and doctors are choosing to leave — especially in rural areas.

HB 99 fixes this by protecting patient care, strengthening the Patient Compensation Fund — which is paid for by doctors, not taxpayers — and creating fair rules so accountability is based on evidence, not fear.”

Close / CTA:

“When doctors stay, patients win.

Support HB 99 and help protect healthcare access in New Mexico.”

Hashtags / Tags

- #HB99
 - #ProtectPatientCare
 - #KeepDoctorsInNM
 - #NMHealthcare
 - #PatientsAndProviders
-

One-Line CTA Options (Use Anywhere)

- **Support HB 99 — because patients need doctors, and doctors need fair rules.**
- **HB 99 protects care today and access tomorrow.**
- **Strong healthcare systems keep doctors here. Support HB 99.**