



Outreach and Marketing Contracts (VOTE)

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Director of Outreach and Communications

Board of Directors Meeting, July 14, 2022

Overview

The Health Connector is proposing two contracts to continue outreach and marketing to individuals and small groups.

- For the first time, the Health Connector procured outreach and communications for Health Connector for Business separately from the individual market
- As the Health Connector is currently conducting an internal broad review and re-evaluation of its entire suite of individual market outreach and marketing work, the recommendation was made to use a state blanket vendor for one year, with a full procurement in 2023 that could be informed by the outcome of the internal re-evaluation process

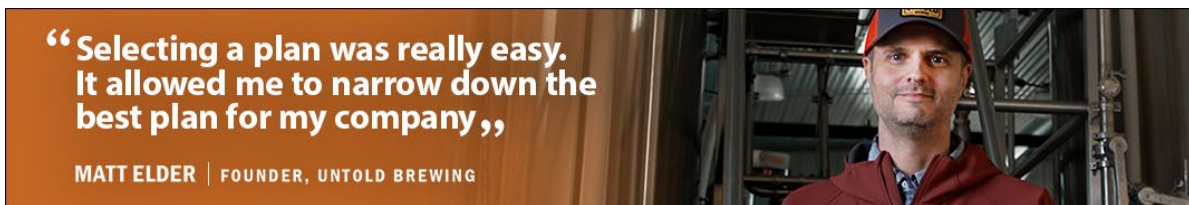


Health Connector for Business Outreach and Marketing

Small-group Outreach and Marketing Overview

Outreach targets small-business owners and brokers, highlighting affordability and choice benefits of Health Connector for Business.

- Small-group outreach re-started in 2017 with the launch of HCB, and has supported a doubling of enrollment to 11,000 members and certifying nearly 500 brokers
- Paid marketing currently uses radio, digital and streaming video to deliver messaging, with three, two-month cycles leading up to important quarterly enrollment deadlines (online search is on year-round)



2022 Health Connector for Business Outreach and Marketing Procurement

The Health Connector published a request for proposals for outreach and marketing services on March 7.

- The RFP sought support for a wide range of services developing creative material, designing and producing campaign elements, and creating and managing media buy
- The procurement team was principally focused on two areas:
 - Demonstrating an understanding of HCB, and small businesses and brokers in Massachusetts
 - Maintaining and expanding partnerships with small-business and broker organizations
- The Health Connector is seeking a three-year contract, with two one-year extensions at the agency's discretion, with an expected annual budget of approximately \$1.2 million

2022 Health Connector for Business Outreach and Marketing Procurement

The procurement team selected Weber Shandwick as the winning bidder.

	Maximum Points	Weber Shandwick	Bidder B	Bidder C	Bidder D	Bidder E	Bidder F
Outreach and Marketing Campaign	65	61	57	50	39	32	26
Understanding HCB	20	18	15	15	10	13	8
Knowledge of media	15	14	13	11	8	8	6
Develop creative	15	15	15	14	13	6	7
Audience research	5	5	5	5	4	2	2
Partnerships	5	4	4	2	1	1	1
Social media	5	5	5	3	3	2	2
Program Metrics	10	9	10	8	9	1	4
Team Composition	10	9	8	8	9	3	5
Ability to manage all project facets	5	4	5	4	4	2	3
Experience w/state agencies and in health care	5	5	3	4	5	1	2
Financial Proposal	5	3	2	0	4	3	3
Overall Value	10	9	8	7	5	1	2
Total Score	100	91	85	73	66	40	40

VOTE

The Health Connector recommends that the Board of Directors authorize the Acting Executive Director to enter into a new Memorandum of Understanding with Weber Shandwick to support Health Connector for Business outreach and marketing for three years beginning July 15, 2022, with two optional one-year extensions, on the terms described herein.



Health Connector Non-group Outreach and Marketing

Non-group Marketing and Outreach Overview

The Health Connector remains fully committed to reaching uninsured residents, and ensuring members are aware of available support.

- Since 2016, ASG has provided outreach and marketing services, with a strong focus on community-based activities
- Along with marketing through ethnic media outlets, ASG coordinates and support in-person activities, select media outreach, and visibility in priority neighborhoods
- Activities are year-round, with a focus on Open Enrollment. Closed enrollment includes Special Enrollment Period messaging, and other project-based work

Future of Non-group Outreach

The Health Connector is in the midst of an all-encompassing review of public outreach activities, including marketing and communications.

- With the review ongoing, staff recommends delaying a full procurement for non-group marketing and communications
- A full procurement for long-term services in early 2023 will take into account learnings and direction from the outcome of that review
- In the interim, staff recommended using a state blanket-awarded vendor for one year
- After reviewing PRF70, the state blanket for advertising, marketing and events planning, staff recommends engaging in a one-year contract through PRF70 with ASG
- The contract will cover from July 15, 2022, through June 30, 2023, and provide up to \$1.1 million for marketing and communications services through ASG

VOTE

The Health Connector recommends that the Board of Directors authorize the Acting Executive Director to enter into a work order with ASG for marketing and communications services through June 30, 2023, for an amount not to exceed \$1.1 million.