

**MEMORANDUM**

To: Health Connector Board of Directors  
Cc: Louis Gutierrez, Executive Director  
From: Andrew Egan, General Counsel  
Date: April 14, 2020  
Re: Notification of Upcoming Contracts

**OVERVIEW**

This memorandum provides the Board of Directors with an update regarding contracts not subject to formal vote. This memorandum also informs the Board of Directors of updates to existing Health Connector contracts necessary in order to carry out its contact tracing center responsibilities.

**SUMMARY OF HEALTH CONNECTOR CONTRACTS**

**IDEACREW, INC. HEALTH REIMBURSEMENT ACCOUNT TOOL**

Recently, the Health Connector entered an initial, no-cost agreement with IdeaCrew, Inc. for the provision, hosting, and applications operations, maintenance and support of a software application (the “HRA Tool” or “Tool”) designed to provide information to Health Connector customers about the impact of their employer’s offer of certain health reimbursement accounts on their eligibility for subsidies through the Health Connector.

The Health Connector now intends to enter a long-term, for-cost agreement for the same services as those made available under the initial, no-cost agreement. The term of the long-term agreement will end on March 31, 2021, with options to renew for three additional one-year terms. The cost of the contract will be \$25,000 annually, in advance. IdeaCrew will also provide 40 free hours of professional services work during this time period and has provided rates for the cost of additional professional services. “Not to exceed” language has not been included in the budget for the first contract year for professional services due to the availability of the initial 40 free hours of labor. There is no licensing or subscription cost for the tool, which was developed using funding from the Robert Wood Johnson Foundation and is available under a free open source license.

**WEBER SHANDWICK**

The Health Connector is amending its contract with Weber Shandwick in order to reflect a shift in emphasis on the contractor’s marketing efforts. To date, Weber had been focused on the small-group market, driving new enrollments to the Health Connector for Business platform. The Health Connector decided to halt marketing small employers due to the current economic environment. Instead, Weber Shandwick will focus on the individual market – particularly the newly unemployed and uninsured – through radio, and digital and social platforms. No new Health Connector funding is dedicated to this change, Weber will use remaining budget. Additionally, in reviewing the account, Weber identified approximately \$77,000 in marketing buy credits from the FY19 campaign. That credit will be added to the ongoing campaign through June 30, 2020.

## **SUMMARY OF HEALTH CONNECTOR CONTACT TRACING CONTRACTS**

The below contract(s) have obtained approvals from the Commonwealth's COVID Command Center operating on behalf of Secretary Sudders, as well as state Administration and Finance, as part of the flexibility granted by the Board's vote on April 2.

### **ARCHIPELAGO STRATEGIES GROUP OUTREACH AND VISIBILITY**

The Health Connector is expanding its engagement with Archipelago Strategies Group to include outreach and visibility efforts for the ongoing COVID Tracing Collaborative. The goal is to increase awareness and build trust in the collaborative, leading to higher pick-up rates when Collaborative members call and better information sharing to help flatten and reduce the curve in Massachusetts. Working with the Commonwealth and Partners In Health, Archipelago will lead efforts in creative development and production, a media buy including paid social media promotion, paid search, digital display, radio, music streaming and other platforms. Archipelago will also support earned-media outreach, and will conduct community-based and influencer-based outreach. The total contract is \$372,290. The contract was approved by the Commonwealth's COVID Command Center as part of the flexibility granted by the Board's vote on April 2.