

## MEMORANDUM

To: Health Connector Board of Directors  
Cc: Louis Gutierrez, Executive Director  
From: Andrew Egan, General Counsel  
Date: June 7, 2020  
Re: Notification of Upcoming Contracts

### OVERVIEW

This memorandum provides the Board of Directors with an update regarding contracts not subject to formal vote.

### SUMMARY OF CONTRACTS

#### SMARTRONIX

In July 2017 the Health Connector entered into a work order with Smartronix, Inc., under an existing contract that Smartronix has with the state's IT division, for use of cloud services through Amazon Web Services ("AWS"). The Health Connector is seeking to renew its work order with Smartronix for one additional year. Changes include additional costs for AWS services, billed through Smartronix, of approximately \$600.00/month, to support in-house management of the Wellness Program, multi-factor authentication, as well as increases related to the Health Connector's internal Enterprise Data Warehouse and internal network backups. A certified reseller of AWS services, Smartronix offers a 4% discount off list cost for all Massachusetts state agencies, which is taken into consideration with the amount proposed. The total cost for the period from July 1, 2020 – June 30, 2021 is not to exceed \$155,000.

#### SYSTEMS ANALYST

The Health Connector seeks to execute a work order with McInnis Consulting, for the services of a systems analyst/developer ("developer"). The developer provides technical and systems analysis, design and development work for the Health Connector, which includes the analysis and development of system requirements, systems analysis, program specifications, program design, system development, production support, testing and implementation. The developer also participates in coordinated testing and validation with end users, as necessary. Services were previously provided through Tekizma and will now be provided via the ITS63 Staff Augmentation contract. This work order will cover the period from July 1, 2020 through June 30, 2021. The cost of this work has a not-to-exceed amount of \$218,400.

#### CONSUMER'S CHECKBOOK MSA

Starting July 1, the Health Connector will extend its Master Services Agreement (MSA) with Consumer's Checkbook to provide Decision Support Services. Under the existing MSA, Consumer's Checkbook provides the capacity for non-group Provider and Facility search, for non-group Prescription Drug formulary search, and for Provider Search on the Health Connector for Business (HCB) platform. The current MSA is set to expire on June 30, 2020. The total amount for the period of July 1, 2020 through June 30, 2020 will be \$300,400.

### **MAXIMUS HEALTH SERVICES, INC.**

The Health Connector is renewing its Master Services Agreement and work order with Maximus Health Services, Inc. (Maximus) for one year. Maximus was procured in 2017 to perform various member communications services, including translation of written materials into different languages spoken by our current or prospective members; plain language review and editing for written content; graphic design services with an emphasis on high readability; field testing of materials; best practices of web user experience; and remediating documents to meet online accessibility standards. For these services, Maximus will be paid no more than \$70,000 for the period of July 1, 2020 through June 30, 2021. The Master Services Agreement and work order may be extended for one additional one-year term before re-procurement.

### **MARKET DECISIONS, LLC**

The Health Connector is renewing its Master Services Agreement with Market Decisions Research, LLC for one year, and seeks to execute a work order to conduct its 2020 Health Connector for Business (HCB) employer satisfaction survey and create a report on key findings regarding current and former small employer members. Survey topics include employer satisfaction, choice model uptake, broker use, affordability of coverage and care, and areas for improvement, among others. The Health Connector has worked with Market Decisions, LLC, to conduct the non-group member satisfaction survey since 2014 and plans to survey small employers on an annual basis moving forward. Work for the 2020 annual HCB satisfaction survey will begin in June 2020 and is expected to conclude by October 2020. The work order has a not-to-exceed amount of \$37,707.00.

### **ARCHIPELAGO STRATEGIES GROUP FOR INDIVIDUAL MARKET OUTREACH AND AWARENESS**

The Health Connector is entering a new Work Order for Fiscal Year 2021 with Archipelago Strategies Group (ASG) for outreach and visibility services focused on the individual market. ASG has been a partner with the Health Connector for the last four years, creating innovative and effective strategies for reaching the state's uninsured population – particularly those in ethnic communities. ASG uses direct, community-based outreach, social media, paid and earned media, programming with Navigators and other tools to reach uninsured residents across Massachusetts. The FY21 plan will include new methods to reflect the need to maintain social distancing and smaller group activities, and will also highlight the upcoming Spanish language website. The original contract with ASG called for a two-year arrangement, with up to four one-year extensions. FY21 is the third of those four one-year extensions. The total amount of the contract is \$1.1 million, consistent with FY20.

### **WEBER SHANDWICK ENGAGEMENT FOR SMALL-GROUP OUTREACH AND AWARENESS**

The Health Connector is entering a new Work Order for Fiscal Year 2021 with Weber Shandwick for outreach and visibility services focused on the small-group market. Weber has been a partner with the Health Connector for over a decade, and has focused on the small-group market since 2018. In that time, Health Connector for Business has seen increased new enrollment supported by Weber's efforts, which include radio and digital advertising throughout Eastern Massachusetts, and additional messaging directly to the broker community. The FY21 plan includes similar activities starting in the Fall of 2020, with two-month cycles in the Winter and Spring of 2021, along with year-round paid search functionality. The original contract with Weber Shandwick called for a two-year arrangement, with up to four one-year

extensions. FY21 is the third of those four one-year extensions. The total amount of the contract is \$1.26 million, consistent with FY20.

#### **MARKETPLACE AWARENESS WITH HEALTH CARE FOR ALL**

The Health Connector is continuing its Marketplace Awareness engagement in FY21 with Health Care For All (HCFA). Through this engagement, HCFA maintains a consumer hotline that works with consumers on the most pressing issues facing the health care marketplace, conducts enrollment events to build on Open Enrollment activities, and provides support with the public and stakeholder communities on important issues. In recent years, this has included highlighting the state individual mandate, providing consumer support around the federal public charge changes, and the Commonwealth's response to COVID-19 and providing coverage to newly uninsured residents. The FY21 engagement will continue to focus on enrolling uninsured residents, particularly those who recently lost employer-sponsored coverage. The total amount of the contract is \$130,000, consistent with FY20 funding.

#### **CERTIFIED ASSISTER TRAINING PROGRAM**

The Health Connector is extending its agreement with the University of Massachusetts Medical School (UMMS) for their support with the development, revision and evaluation of certification training for assister audiences (Navigators and Certified Application Counselors).

The Health Connector's assister training program educates all Massachusetts certified assisters about the health insurance coverage options available through the Health Connector, including updates to policies or procedures for applying and maintaining coverage in Health Connector Qualified Health Plans through the online application at [MAhealthconnector.org](http://MAhealthconnector.org). The cost of this contract will not exceed \$75,000 for work over the next fiscal year, ending June 30, 2021.