

MEMORANDUM

To: Health Connector Board of Directors
Cc: Louis Gutierrez, Executive Director
From: Andrew Egan, General Counsel
Date: October 8, 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

ACCENTURE OUTBOUND ELIGIBILITY CALL CAMPAIGN

The Health Connector will be amending its Master Services Agreement (MSA) with Accenture to provide outbound calling services from mid-October to mid-December to approximately 43,000 members who are expected to experience a change from subsidized to unsubsidized eligibility at renewal in January. The intent of the outbound calls is to encourage members to update their income via self-service and to assist with this process as needed, for the purpose of restoring subsidy eligibility.

In preparation for Open Enrollment and go-live, Accenture has hired a complement of staff over the needed headcount. Accenture will utilize this extra headcount to staff the outbound calling campaign and, if needed, to supplement the inbound lines.

The costs for this amendment are fixed at \$250,000, a discounted amount Accenture is willing to accept because Accenture believes that the subsidy outreach calls in October and November will benefit the contact center’s performance overall by alleviating inbound call volume in December and January.

Further, the initial outbound calling campaign will take place during business hours. The Health Connector has an option to request that outbound calling instead occur off-hours (i.e. during non-business hours), if the connect rate with members for the outbound campaign is less than our target. If Health Connector requests that the outbound calling be conducted in off hours, the Health Connector will pay for non-business hours at an amount not to exceed \$150,000.

MEMORANDUM OF UNDERSTANDING WITH DEPARTMENT OF REVENUE

The Health Connector is seeking to enter a Memorandum of Understanding with the Department of Revenue (DOR) for a mailing to taxpayers who self-reported being uninsured on their 2020 Massachusetts Personal Income Tax Return. The DOR will send an estimated total of 146,661 letters for a total cost of \$77,311. This letter is intended to inform uninsured individuals about the affordable health insurance options and enhanced subsidies available through the Health Connector due to the American Rescue Plan.