
Memorandum

To: Health Connector Board of Directors

CC: Audrey Morse Gasteier, Executive Director

From: Andrew Egan, General Counsel, Massachusetts Health Connector

Date: August 7, 2026

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

LaVoie Strategic Communications, Inc.

The Health Connector seeks to enter into an agreement with LaVoie Strategic Communications, Inc. (LaVoie) to provide public and media relations services focused on awareness of the annual Open Enrollment period to increase enrollment, particularly among populations likely to face uninsurance, as well as to promote the Health Connector as a trusted source of information and insurance coverage. LaVoie will provide messaging and media material, engage media and distribute materials to them for placement, and plan and execute public events to raise awareness of enrollment opportunities and application support. LaVoie was selected through a Request for Quotes (RFQ) from vendors certified under state blanket contract PRF86: Advertising, Marketing & Event Planning Services. The RFQ sought a vendor for three Open Enrollment periods, with two additional one-year extension options. The Health Connector is planning to execute an agreement for only the period August 1, 2026 to June 30, 2027, the total amount of which is not to exceed \$225,000.

Programmatic Auditor

The Health Connector will enter into an amendment for the first of three extensions to the existing Statement of Work for programmatic auditing services from BerryDunn, LLC, under state blanket contract PRF78. BerryDunn will conduct a programmatic audit for Fiscal Year 2026, which will evaluate the Health Connector's compliance with four subparts of the Affordable Care Act (Subparts C, D, E, and K), as required by the federal regulations, and provide the Health Connector with a finalized audit report by April 12, 2027. The Statement of Work will be in effect through June 30, 2027 and has a not-to-exceed amount of \$69,130.

The Computer Merchant, Ltd

The Health Connector seeks to enter into a work order with The Computer Merchant, Ltd. for the services of a Quality Assurance Test Manager. The Quality Assurance Test Manager will create and maintain a master test strategy, release test plans, manage a team of Quality Analysts and ensure requirements are understood in order to develop a high-quality test suite. This includes managing work assignments, preparing and presenting testing and defect triage and risk monitoring, and ensuring the delivery of a product that meets user requirements. The Computer Merchant, Ltd is a staff augmentation vendor on state blanket contract ITS87 (StaffAugCat1). The term of the work will cover the period from October 1, 2026 to June 30, 2027. This is a time and materials contract and the cost for this work is not-to-exceed \$129,600.