



Communications Consultant Procurement

(VOTE)

**Stephanie M. Nichols
Director of Marketing,
Communications and Outreach**

Board of Directors Meeting
December 13, 2012



Procurement Objectives

- Development and design of all print and electronic communications for individuals, families, employers, employees, navigators and brokers in these areas:
 - HIX/IES generated notices
 - Any state or federally required notice
 - Appeals communications
 - Other direct communications, *e.g.*, marketing collateral, social media messaging
- Development of style guides for the Health Connector and for MassHealth



RFP Guidelines

- RFP was posted on Comm-Pass on November 9, 2012
- RFP asked bidders to detail experience with subsidized and commercial insurance (group and non-group), state and federal health insurance law, creating culturally and linguistically appropriate communications materials, health literacy and privacy and security issues
- Responses included financial proposals, samples of related work and references were due by November 26, 2012
- Contract will begin on or about December 17, 2012, through December 31, 2013, pending contract negotiations



RFP Guidelines (cont'd)

- Contract value will not exceed \$463,000 (funded exclusively through pending federal grant monies)
- Connector will have sole discretion to extend up to three additional one-year terms



Review

- Proposals received from four vendors
- Review team evaluated finalists based on
 - Experience and qualifications
 - Capacity and approach
 - Competency of team
 - Ability to meet timeline
 - Overall value



Scoring results

Agency	Final Score (out of 90)	Experience	Programmatic Response	References	Financial	Overall Value
Recommended MAXIMUS Health Services, Inc.	81	21	20	5	30	5
Bidder 2	66	18	15	5	25	3
Bidder 3	49	20	18	5	5	1
Bidder 4	41	10	10	5	15	1



Recommendation: MAXIMUS Health Services, Inc.

- Highest quantitative score
- Depth and breadth of experience creating health care communications for diverse audiences
- Full-service team of writers, graphic designers, and research and translation experts
- Qualitative field testing approach
- Capacity to meet the Connector and MassHealth's timeline



Recommendation: MAXIMUS Health Services, Inc. (cont'd)

We recommend that the Health Connector enter into contract negotiations with MAXIMUS Health Services, Inc., for communications services.