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
• 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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Final Score (out of 90)</th>
<th>Experience</th>
<th>Programmatic Response</th>
<th>References</th>
<th>Financial</th>
<th>Overall Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recommended</strong> MAXIMUS Health Services, Inc.</td>
<td>81</td>
<td>21</td>
<td>20</td>
<td>5</td>
<td>30</td>
<td>5</td>
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<tr>
<td>Bidder 2</td>
<td>66</td>
<td>18</td>
<td>15</td>
<td>5</td>
<td>25</td>
<td>3</td>
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<tr>
<td>Bidder 3</td>
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<td>20</td>
<td>18</td>
<td>5</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Bidder 4</td>
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<td>10</td>
<td>10</td>
<td>5</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>
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.