

MEMORANDUM

To: Health Connector Board of Directors
Cc: Louis Gutierrez, Executive Director
From: Edward DeAngelo, General Counsel
Date: September 12, 2018
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

COMMUNICATEHEALTH

Each year the Health Connector send a letter through the Massachusetts Department of Revenue (DOR), to Massachusetts residents who have reported not having health insurance in the prior tax year. This letter is intended to encourage uninsured residents to seek health coverage through the Health Connector.

In an effort to confirm that the letter is clear, easy to understand, and actionable, the Health Connector will have its existing contractor, CommunicateHealth, recruit and conduct one-on-one interviews with uninsured Massachusetts residents. These interviews will be conducted with up to 10 participants, and will be held in both English and Spanish. After the interviews, CommunicateHealth will recommend revisions based on interview results and health literacy best practices.

The Health Connector has had a contract with CommunicateHealth since 2017 to provide services facilitating member communications. The cost of this project is not to exceed \$16,250 and will be completed over the month of September 2018.

SENIOR BUSINESS ANALYST (BA) AND SENIOR SOFTWARE DEVELOPER

The Health Connector will obtain the services of two technology contractors under an existing contract with Boston Data Group, a staffing agency. First, the Health Connector will extend an existing agreement to provide the services of a Senior Business Analyst (BA) for an additional three months beginning October 1, 2018. These services will be paid for on a time and materials basis at a cost of approximately \$64,800. The BA will continue to capture Health Connector desired future state processes associated with a technology vendor RFR; translate business requirements into technical language needed for RFR documentation; and assist with the reconciliation of RFR responses compared to drafted expected requirements. Second, the Health Connector will obtain the services of a Senior Software Developer for approximately 12 weeks starting in late September 2018. The Senior Software Developer will develop an internal Health Connector Wellness application, which will replace an existing service contract with an external vendor. The work order will be executed through Boston Data Group and shall not exceed \$60,000.

HEALTH CONNECTOR FOR BUSINESS CONSULTING

Staff is recommending a one month agreement with Commonwealth Enterprises, a staffing agency, to provide the services of a business consultant for the month of October 2018. This consultant, Wendy Karle, previously worked as a contractor with the Health Connector developing a marketing strategy for Health Connector for Business. Under the new agreement, she will perform a year-end review of Health Connector for Business's sales and marketing strategy. She will provide her recommendations for any changes to the strategies. Additionally, she will assist in development of a forecasting methodology, broker engagement, and grassroots outreach. The one-month engagement will be paid on a time and material basis for an amount not to exceed \$17,600