

## MEMORANDUM

To: Health Connector Board of Directors  
Cc: Louis Gutierrez, Executive Director  
From: Andrew Egan, General Counsel  
Date: February 22, 2019  
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

#### HEALTH CONNECTOR FOR BUSINESS WEBSITE REVIEW AND SURVEY

The Health Connector will execute a work order with its existing vendor CommunicateHealth on a project to enhance the Employers section of our website. The purpose of the project is determine how to make it easier for business owners to sign up and choose health plan offerings for their employees. The scope of this project will include an audit of the Employers section the website, evaluating the pages based on established best practices in user experience and health literacy. The audit report will include recommendations for improvements ranked by importance and impact. In addition, CommunicateHealth will conduct individual interviews with potential users of the small business program to learn about their information needs and preferences. The research report will include findings and recommendations for site improvements or new features.

The Health Connector has had a contract with CommuicateHealth since 2017. The total cost for the project will not exceed \$20,000. Work will be conducted throughout the month of February, 2019.