

MEMORANDUM

To: Health Connector Board of Directors
Cc: Louis Gutierrez, Executive Director
From: Andrew Egan, General Counsel
Date: March 13, 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

HEWLETT-PACKARD FINANCIAL SERVICES AGENCY

The Health Connector will be entering into an asset lease with Hewlett-Packard Financial Services Agency under statewide contract ITC70 for desktops and laptops for Health Connector Personnel to be provided through Custom Computer Specialists. This three-year agreement has an aggregate cost of \$179,978.01 and will begin once the equipment has been delivered and accepted, expected in late March or early April.

HEALTH CONNECTOR FOR BUSINESS OUTREACH

The Health Connector is entering into an additional work order with Weber Shandwick, which provides outreach and education services for Health Connector for Business. As part of an effort to expand visibility of the platform, the Health Connector is engaging Weber Shandwick in the creation and placement of billboard marketing pieces in strategic locations in Eastern Massachusetts. The pieces will highlight the cost benefit to small businesses of using Health Connector for Business to provide health insurance to employees. Weber Shandwick will provide creative elements for staff consideration, and deliver the final pieces to the appropriate outlets for display. The work order related to the project to expand HCB visibility is \$140,000, above and beyond the Weber Shandwick contract for \$1,050,000, which supports digital and radio marketing in the Eastern Massachusetts market. Funding for the additional work order is contained in the previously-approved outreach and education budget for Fiscal Year 2019.