

# MARYLAND HEALTH BENEFIT EXCHANGE

**Pre-Proposal Conference  
MHBE Full-Services Communications and Marketing Services  
RFP # MDM0031037031**

**Maryland Health Benefit  
Exchange  
750 East Pratt Street  
Baltimore, MD 21202  
6<sup>th</sup> Floor, Training Room  
March 15, 2018 – 10:00 A.M.**

## Meeting Summary

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MHBE Full-Services Communications and Marketing Services  
Solicitation No. MDM003037031 Pre-Proposal Conference

**Date/Time:** 3/15/2018 @ 10:00 AM-10:20 AM

**Location:** 750 East Pratt Street, 6<sup>th</sup> Floor, Training Room, Baltimore, MD 21202

### MHBE Participants:

<b>State Participants</b>	<b>Org</b>	<b>Role</b>
Compton, Michelle	MHBE	Procurement Officer
Nicole Edge	MHBE	Health Policy Analyst, Lead
Laura Forrester	MHBE	Public Relations Officer
Aaron Jacobs	MHBE	Director, Organizational Effectiveness & Human Resources
Jenny Mancha	MHBE	Outreach Coordinator
Betsy Plunkett	MHBE	Director of Marketing and Web Strategies
<b>Vendor Participants</b>		<b>See Attachment</b>

## Agenda & Discussion Summary

### 1. Welcome – M. Compton

- a. Ms. Compton welcomed attendees and thanked them for participating in the Pre-Proposal Conference.
  - i. The State is sensitive to the consideration that vendors will be making bid/no bid decisions. The State scheduled both the Pre-Proposal Conference and the deadline to receive questions early to provide the vendor community with as much information as possible as vendors make their bid/no-bid decisions.
  - ii. A summary of the pre-proposal conference will be published on eMarylandMarketplace and the MHBE website and will serve as the primary location for procurement information and updates.

### 2. RFP Overview/General Comments – M. Compton

- a. Participants were instructed that answers to questions asked in this session are to be considered informal guidance. Formal response by the State will be provided to questions submitted in writing. Questions asked at this session should also be submitted in writing to the State.

### 3. General Procurement Information

#### a. Key Information Summary Sheet (Page 3) – M. Compton

- i. The deadline to submit questions is five (5) days prior to Proposal Due Date.
- ii. The Proposal Due Date is March 21, 2017 at 11:00 AM Local Time. Proposals must be received by that date and time due. If delivery of your proposal is late by one (1) minute, State law/regulations will prevent us from accepting it.

#### b. Communications and Questions – M. Compton

- i. All communications must be in writing for an official response.
- ii. Questions should be sent by email to the address listed in the Key Information Summary Sheet.

### 4. Scope of Work – B. Plunkett

- a. Ms. Plunkett went over a general overview of the scope of work described in the RFP.

### 5. MBE Goals – M. Compton

- a. This solicitation has a 10 % MBE Subcontracting Goal, excluding the media buy pass through. **Please ensure the required MBE forms are submitted with your proposal.**
- b. Ms. Compton reiterated that this event is a networking opportunity, and invited the MBE representatives to introduce themselves.

### 6. Proposal Submission Requirements – M. Compton

- a. Follow Section 5.2 and 5.3 to ensure completeness of your proposal and compliance to format requirements.
- b. Pay close attention to the submission instructions in RFP Section 5.4 Technical Proposal when creating your technical response. The submission should stay in the same order as listed in the RFP.
- c. The Technical Volume must contain all of the required information, forms, affidavits, etc. as spelled out in the RFP Section 5.4.3 **If all required forms are not included, the proposal may NOT be deemed susceptible for award.**

- d. The Financial Volume must be entirely filled out. Every blank in the price sheet needs to be filled in with relevant information.

**7. Questions and Answers – All – Please send your questions in writing so you will have a formal answer.**

- a. Attendees were encouraged to submit questions in writing to Michelle Compton at [hix.procurement@maryland.gov](mailto:hix.procurement@maryland.gov) so that the State could respond through a Question and Answer document.

**8. Closing Remarks**

- a. For an official response, all questions should be submitted to [hix.procurement@maryland.gov](mailto:hix.procurement@maryland.gov)
- b. Please follow the RFP instructions and include signed copies of all required documents.
- c. All offerors should be in good standing with the Department of Assessments and Taxation (SDAT).

**Vendor Participants:**

<b>Vendor</b>	<b>Attendee</b>
AICS - Asian Indians for Community Svcs Inc.	Sam Mukherjoe
Channel Communications	Eric Lent
Finn Partners	Danielle Jackson
GMMB	Melissa Morales
	Ally Flaherty
The Hatcher Group	Emily Smedley
Heart & Mind Strategies	Mike Hillegass
KG Capital Solutions	Kandra Grant
REJ	Elliott Wiley
Sensis Agency	Matteo Roberts
Tebo & Associates	Brian Siatkowski