

MHBE Board Meeting

April 20, 2020

Marketing Procurements

Presented by:

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GMMB Contract Renewal

Background

MHBE contracts with GMMB for full-service communications and marketing, including creative development for print, TV, radio, digital and out-of-home advertising and collateral materials, media buying, outreach, research, and public relations.

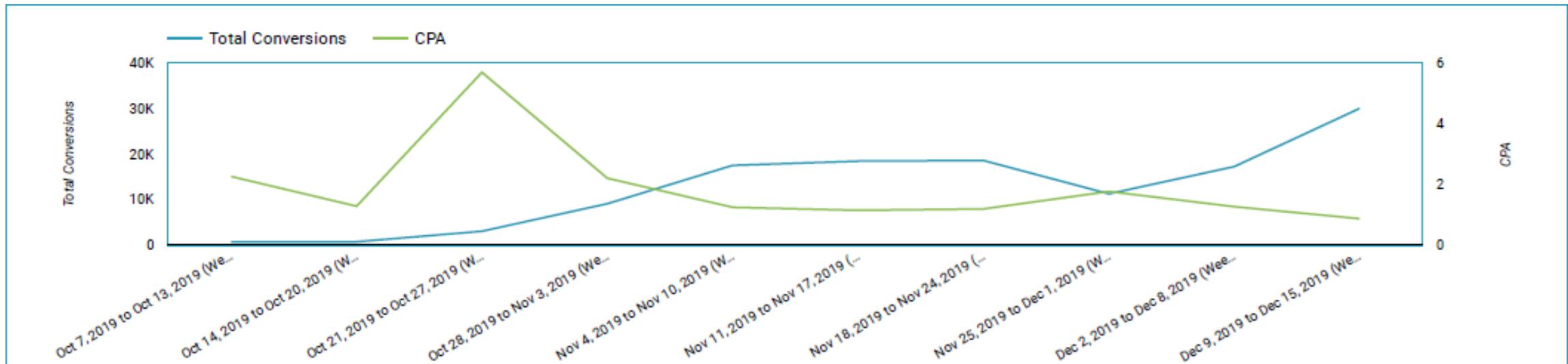
For the seventh open enrollment period (OE7), GMMB continued proven tactics and focused efforts on fresh and creative ways to reach the remaining uninsured.

What Was New for OE7?

- **Research:** Leading up to and during OE7, GMMB undertook research projects to ensure we are continually gaining insight into our target audiences. These findings allowed us to more effectively reach our audience and served as a foundation for our work.
- **Forums:** We held a Hispanic Community Forum and Faith Leader Forum to discuss priorities for OE7, further engage community leaders, and create a space for dialogue. The forums featured introductions by co-hosts, a presentation by MHBE, roundtable discussions, and group discussions. We also used these events as an opportunity to distribute brochures.
- **Digital and Print Media:**
 - Expansion of Univision Spanish TV partnership to include a 30-second ad
 - Statewide weather sponsorships and interviews that aired across 48 stations
 - Print inserts featuring in-person help locations
 - Gas station TV in targeted demographic regions to reach our audience via video
 - Digital ads on Hulu, Instagram Stories and local newspaper websites

Digital Highlights

The campaign resulted in **180,755** conversions (or clicks to the “Sign In, Create Account, and Browse” buttons). As the enrollment deadline approached, we saw a spike in total conversions, and an increasingly efficient cost per acquisition. The conversion portion of the campaign also performed at or above industry benchmarks for nearly all.



Enrollment Increased

According to recent data from CMS for 2020:

- Maryland tied for third in U.S. in enrollments of 18-34 year olds; tied AL, behind DC and UT)
- Maryland was 12th best in the country by percentage of new enrollments at 24 percent.

Coronavirus: Immediate Redirect of Focus

In response to the coronavirus pandemic and MHC's emergency special enrollment period beginning on March 16, GMMB quickly shifted marketing and outreach priorities to focus on uninsured Marylanders who may need health insurance during this time of increasing health concerns and job loss. Efforts include:

- **Targeted outreach** to partners across the state and sharing social content and written materials in English and Spanish (press release, talking points, newsletter copy) usage. In 30 days, 869 users and 1,115 page views; greater than during open enrollment.
- Partners include Mayor's Office of Immigrant Affairs, Latino Providers Network, Maryland Health Underwriters and faith institutions.
- **Digital advertising campaign** March 30-June 15 includes display and social ads, and search advertising in English and Spanish.
- **Earned media outreach** secured significant coverage including *Baltimore Sun*, *WBAL TV*, and *El Poder Ser Mujer* to specifically reach the Hispanic community. Earned media of 100+ hits valued at \$67,000.
- Outreach to **small business owners** through partnerships, earned media and advertising to share information with employees who may lose their jobs. Chamber of Commerce webinar presentation, coverage in *Baltimore Business Journal*, information in newsletters such as Maryland Business Incubation Association.

Procurement Summary

- MHBE awarded a full-service marketing contract to GMMB, with the Board's approval, on **May 14, 2018**, for the Base Period from **July 1, 2018, to June 30, 2019**, with two optional one-year renewals until **June 30, 2021**.
- Option Year 2 for the period commencing **July 1, 2020** and ending **June 30, 2021**, is recommended for renewal in the amount of \$3.37 million.

Request to Approve Second Option-Year Renewal

Motion:

MHBE requests the Board's approval to exercise the second option-year renewal of the marketing communications contract with GMMB from **July 1, 2020**, to **June 30, 2021**, for an amount of **\$3.37 million**.

Uptown Press Contract Renewal

Background

MHBE contracts with Uptown Press to provide printing services for the following:

- Letterheads
- Signage
- Brochures
- Envelopes
- Fliers (fact sheets, maps, etc.)
- Posters
- Bookmarks
- Table Tents

Complex Projects

Open Enrollment brochures

- 18 different versions with customized information about local help in English and Spanish
- 136,000 sent to 189 delivery sites

Special Enrollment brochures (English & Spanish)

- 184,000 sent to 156 delivery sites statewide

Located in Baltimore: Onsite press check for proof authorization

Easy Enrollment postcards

- Weekly distribution to consumers who checked a box on tax form for health information

Procurement Summary

MHBE awarded the contract, with the Board's approval, to Uptown Press, Inc. The base period of the contract is from **July 22, 2019**, to **June 30, 2020**, with **one** optional one year renewal until June 30, 2021. The total Not-to-Exceed amount is \$240,000.00 for the duration of the contract.

- Base year term, for the period commencing July 1, 2020, and ending June 30, 2021 is for the Not-to-Exceed amount of \$120,000.00.

Request to Approve Option-year Renewal

Motion:

MHBE requests the Board's approval to exercise the option-year renewal of the printing contract to Uptown Press, Inc., for one year from July 1, 2020, to June 30, 2021, for a Not-to-Exceed amount of \$120,000.