

MHBE Board Meeting

February 16, 2020

Marketing Procurements

Presented by:

Andrew Ratner, Chief of Staff

Raelene Glasgow, Procurement Manager

Full-Service Communications and Marketing Services RFP

Background

MHBE is seeking a full-service communications and marketing firm to provide services including creative development for print, TV, radio, digital and out-of-home advertising and collateral materials, media buying, outreach, research, and public relations.

The agency will lead marketing efforts to meet our goals of increasing and maintaining marketplace enrollment by:

1. Reviewing and analyzing existing information and data and conducting new research
2. Providing and implementing strategies to promote Maryland Health Connection
3. Creating strategies to strengthen outreach to address health insurance disparities among communities of color, working-class residents and individuals with disabilities.

Full-Service Communications and Marketing Services RFP

Procurement Timeline - 2021

February 2	RFP sent to the legal team for review
March 8	Issue date
March 24	Pre-proposal conference
April 19	Closing date/Proposal Opening
April 22	Evaluation Committee meets to review proposals

Full-Service Communications and Marketing Services RFP

Procurement Timeline - 2021

May 12	Notice of award is sent to recommended vendor
May 17	Award is presented to the Board for approval
July 1	Contract begins

Printing Services RFP

Background

MHBE is seeking a printer to print and deliver items to support outreach and enrollment, which may include:

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

Printing Services RFP

Procurement Timeline - 2021

February 10	RFP sent to the legal team for review
February 24	Issue date
March 11	Pre-proposal conference
April 9	Closing date/Opening date
April 12	Evaluation Committee meets to review proposals

Printing Services RFP

Procurement Timeline - 2021

May 12	Notice of award is sent to recommended vendor
May 17	Award is presented to the Board for approval
July 1	Contract begins