

MARKETING CONTRACT

MHBE BOARD MEETING
AUGUST 18, 2015

FOLLOWING PROCUREMENT PROCESS PRESENTED TO BOARD 4/21/15

1. PRE-RFP ISSUANCE	RFP DEVELOPMENT 3/20 TO 6/4/15
2. RFP ISSUANCE & POST RFP ISSUANCE	RFP ISSUED 6/5
3. BID & PROPOSAL EVALUATION PROCESS	BIDS RECEIVED 7/1 EVALUATION PROCESS 7/1-8/7
4. PRE-BOARD APPROVAL PROCESS	7/21 BOARD MEETING
4. APPROVAL PROCESS	8/18 BOARD MEETING

CHANGES IN SCOPE OE1/2 TO OE3

CATEGORIES IN ORIGINAL CONTRACT	CHANGES FOR NEW CONTRACT
ADVERTISING CREATIVE SERVICES	REUSE TV/RADIO/PRINT CREATIVE WITH SOME RETAGGING AS NEEDED
MEDIA PLANNING AND BUYING	SMALLER GENERAL MEDIA BUY TARGETED TO ALIGN WITH HARD-TO-REACH STRATEGY
PUBLIC RELATIONS	CUT; BROUGHT IN-HOUSE
SOCIAL MEDIA	LARGE REDUCTIONS; ADDED STAFF POSITION AND PRODUCTION CAPABILITIES IN-HOUSE
EDUCATION AND OUTREACH	WILL WORK CLOSELY WITH IN-HOUSE OUTREACH COORDINATOR TO FOCUS ON THE IMPLEMENTATION OF A STATEWIDE PLAN FOR CORPORATE AND COMMUNITY OUTREACH
COLLATERAL DEVELOPMENT	REUSE BASIC DESIGNS FROM OE1 AND OE2 WHEREVER POSSIBLE

OFFERORS REVIEWED



GMMB



SIQUIS



WEBER
SHANDWICK (INCUMBENT)



KETCHUM

break through

2 OTHER OFFEROR FIRMS DID NOT
SUBMIT REQUIRED MBE PLANS

REASONS FOR GMMB'S TOP TECHNICAL RANKING

1. BEST GRASP OF MARKETING NEEDS FOR YEAR 3 OF ACA IN MARYLAND

2. STRONGEST USE OF DATA -- ONLY FIRM TO IDENTIFY POTENTIAL OF EASTERN SHORE, LARGE AREA OF REMAINING ELIGIBLE UNINSURED

3. MOST IMAGINATIVE PRESENTATION AND TONE FOR REACHING YOUNG INVINCIBLES BOTH IN THEIR PAST WORK IN WASHINGTON STATE AND IN THEIR PROPOSAL FOR MARYLAND.

... WHY THAT'S IMPORTANT?

> GMMB'S WORK WITH OTHER STATE MARKETPLACES AND ROBERT WOOD JOHNSON FOUNDATION GAVE IT BROADEST PERSPECTIVE ON CHALLENGES FOR OPEN ENROLLMENT 3 FOR MHC.

> ACCORDING TO PRELIMINARY DATA FROM THE STATE HEALTH ACCESS DATA ASSISTANCE CENTER (SHADAC), AFTER CAPITAL REGION, QUEEN ANNE'S, TALBOT, CAROLINE, DORCHESTER & KENT COUNTIES HAVE THE NEXT LARGEST UNINSURED POPULATION.

> FOR 2015, MARYLAND'S ENROLLMENT OF 26-34 YR-OLDS WAS 19% OF TOTAL ENROLLMENT (**4TH BEST** OF 14 STATE MARKETPLACES*) AND 10.7% OF 18-25'S (**3RD BEST**). BUT CONTINUED GROWTH IN THAT RANGE IS VITAL TO LONG-TERM ECONOMIC SUSTAINABILITY FOR INSURERS.

**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES ASSISTANT SECRETARY FOR PLANNING AND EVALUATION (ASPE), ISSUE BRIEF, MARCH 2015*

REASONS FOR GMMB'S TOP TECHNICAL RANKING

4. OFFERED MOST SPECIFICITY FOR FALL SURVEY TO COLLECT ADDITIONAL CONSUMER DATA.

5. OFFERED MOST DETAILED MEDIA PLAN.

6. STRONGEST EMPHASIS AMONG OFFERORS ON RETENTION OF EXISTING CUSTOMERS.

... WHY THAT'S IMPORTANT?

> MHBE NEEDS TO STRENGTHEN ITS DATA ANALYSIS TO CONDUCT A MORE TARGETED APPROACH. MHBE IS CURRENTLY USING **JULY 2015 FOCUS GROUP DATA FROM OPINIONWORKS**, PROVIDED BY MARYLAND CITIZENS HEALTH INITIATIVE; **JULY 2015 SHADAC ANALYSIS**, AND **CONNECTOR ENTITY AND ENROLLMENT DATA FROM 2015**.

> 2016 MEDIA BUDGET IS **57% OF 2015 CAMPAIGN**. TARGETED USAGE EVER MORE IMPORTANT, ESPECIALLY IN HARDER-TO-REACH MARKETS.

> UNINSURED IN MARYLAND DROPPED FROM **10.3% OF POPULATION (2012) TO 4.9% (2015)**, CURRENTLY **8TH LOWEST** IN U.S.** HEALTH INSURANCE LITERACY IS INCREASINGLY IMPORTANT AS LARGE NUMBER OF NEW ENROLLEES LEARN HOW TO USE COVERAGE AND ASSESS ITS VALUE.

GMMB AND SUBCONTRACTORS

ALISON BETTY	GMMB
JULIE BATAILLE	GMMB
DAVID SMITH	GMMB
MELISSA MORALES	GMMB
SANDY HILLMAN	SANDY HILLMAN COMMUNICATIONS
SANDRA HANNON	THE HANNON GROUP
CATHERINE GONZALES	OLE ADVERTISING
MICHAEL PERRY	PERRYUNDEM RESEARCH