

Printing Services Procurement Award

MHBE Board Meeting
April 15, 2024

Betsy Plunkett, Director of Marketing and Web Strategies
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Contract Details

The Maryland Health Benefit Exchange procures services to print marketing and outreach materials that inform and educate individuals and small businesses in Maryland about the health insurance coverage options available through the state-based health insurance marketplace.

Samples of work



UNDERSTAND PLAN COSTS AND TERMS

- ✗ **Deductible:** The amount you owe for covered health care services before your health insurance begins to pay.
- ✗ **Coinsurance:** The amount you pay for a covered health care service, calculated as a percent (for example, 20%) of the total cost of the service.
- ✗ **Network:** The doctors, health care providers, and hospitals that have agreed to provide medical care within a plan.
- ✗ **Copayment (copay):** A fixed amount (for example, \$15) you pay for a covered health care service, usually at the time of service.



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If you've had changes in your household or income, contact Maryland Health Connection so we can make sure you receive the right coverage and financial help.

-  Visit MarylandHealthConnection.gov
-  Call 1-855-642-8572 (Deaf and hard of hearing use Relay service)
-  Download our free mobile app, Enroll MHC
-  Find free, in-person help at MarylandHealthConnection.gov/find-help

Printing Award Recommendation

The evaluation committee recommends awarding the printing contract to **Art & Negative Graphics**.

Strong technical proposal detailed the timeline for work production, staffing plan, problem escalation plan and business capabilities.

- Impressive samples of work were provided.
- Financial and technical proposals demonstrated to the evaluation panel the ability to continue to provide the State the best value for the services outlined in the proposal.

Subcontractors

Minority Business Enterprise (MBE) Participation

- Required: 20%
- Proposed: 20%
 - 10% – Art & Negative Graphics
 - 10% – Britt Industries - some smaller print jobs, purchasing paper

Contract Terms

Not-to-exceed amount: \$120,000 for FY25, as allotted in approved FY25 budget

Total of \$600,000 for five years

Breakdown per year:

- State funds – \$67,200
- Federal funds – \$52,800

Term:

- Base term 3 years: July 1, 2024-June 30, 2027
- Option year 1: July 1, 2027-June 30, 2028
- Option year 2: July 1, 2028-June 30, 2029

Request for Approval

MOTION: Award the MHBE marketing printing contract to Art and Negative for a three-year not-to-exceed base amount of \$120,000 per year, with two one-year optional renewals for a total not-to-exceed amount of \$600,000.

Base term 3 years: July 1, 2024-June 30, 2027

Option year 1: July 1, 2027-June 30, 2028

Option year 2: July 1, 2028-June 30, 2029