

**Dirigo Health Agency Response to Questions
Marketing Services
November 3, 2009**

Note to Bidders: in cases where the Agency received essentially the same question from multiple parties, the Agency has selected one version of the question or provided a consolidated question and response, rather than providing redundant information.

1. Is there an incumbent marketing firm?

No.

2. Budget:

a. Printing

Bidders should assume that 5% of the \$820,000 marketing budget will be allocated to printing costs. The State is required to bid printing services separately, so bidders for the marketing services contract should exclude this amount from their proposal budgets.

b. Consumer Health Organization

Bidders should assume that consumer services efforts under the marketing contract will cost approximately \$100,000. These services are meant to be part of the bid, so bidders should account for them in their proposal budgets.

c. Account Management / Consultation (cost presentation) and “business arrangements, including commitments to fixed prices for key outcomes”

Bidders may break out their budgets in whatever fashion they deem most appropriate (incorporating expectations on printing costs and the Consumer Health Organization above).

However, the Agency requires that bidders provide:

- a. Hourly / Item rates for services/items where appropriate (e.g., personnel, air time, etc.)
- b. Estimates of volume for services / items
- c. Fixed costs for other elements of the budget.
- d. A fixed price for the total contract (i.e., a “not to exceed” amount)

Thus: $(a \times b) + c = d$.

These proposal budget elements will allow the Agency to determine the best value proposal.

3. Updated timeline

The Agency anticipates making a vendor selection and executing a contract by December 11, 2009. There may be oral presentations, at the Agency’s discretion, based on the results of evaluating the submitted bids.

The Agency anticipates that the bulk of the marketing plan development will take place in January and February 2010, with execution of the plan starting in March or April 2010.

4. Do you have a clearly defined role for insurance producers in selling the new insurance options? Please specify if possible.

The Agency's expectation is that producers will maintain their existing roles as the function of the Agency's initial offering is to subsidize existing insurance plans.

5. Are you doing an RFP because it is mandated or are you looking for new ideas to execute this plan?

As described in the HRSA Grant application, the Agency is looking to market an offering to a new uninsured population.

6. On page 6, item 9, could you please give examples of "technical requirements" we need to define?

Technical requirements refer to software packages and/or media tools/equipment that the vendor would need to purchase in order to fulfill the requirements described in the RFP. For example, a toolset that allowed the vendor to work with social networking sites.

7. Are you looking for a firm based in Maine? / Would you prefer to work with a firm based in Maine?

The Agency has no requirement that the firm be based in Maine.

8. Non-profit consumer health organization:

- a. **Is there a particular non-profit consumer health organization that will partner with the selected firm for the marketing project?**
- b. **Is the selected firm expected to identify a non-profit consumer health organization with which to partner?**
- c. **Please clarify that the contract with a "non-profit consumer health organization" includes Harvard Pilgrim Health Care. Is there any reason why HPHC could not participate in the new marketing service program?**

The Agency will work with the successful bidder to identify an appropriate consumer health organization.

The Agency does not consider HPHC a non-profit consumer health organization. HPHC is a health insurance company. The role of the non-profit consumer health organization in the marketing effort is to focus on consumer outreach and education, especially to historically underserved markets (i.e., the uninsured).

9. What is the approval process for products to be provided under the contract?

As described in the HRSA Grant application, activities under the grant are guided by a Business Advisory Group, managed by Agency and GOHPF staff, and governed by the Agency Board of Trustees. Products produced under this contract, therefore, will require review by the Advisory Group, approval by Agency/GOHPF staff, and (in some cases) approval by the Agency Board.

10. Has the Dirigo Health Agency identified companies in Maine with 50 or more employees who would be best served by the initiative?

The Agency has identified specific employer segments and some employers within those segments who would be best served. The Agency plans to continue work identifying employers within the appropriate segments.

11. What is the significance of the September, 14, 2010 enrollment completion date for the 3,500 Maine workers?

The September 14, 2010 date represents one year from the announcement of the HRSA Grant award. The Agency plans to enroll 3,500 members by that date.

12. Under "Scope of Work" (page 4) the RFP states that "Focus Groups" are a required element of the marketing plan. Are you open to considering other types of research in addition to or in place of focus groups?

Yes.

13. Is it your expectation that "Focus Groups" (Scope of Work, page 4) will be conducted only with "uninsured low-income part-time/seasonal workers who cannot afford their employer's sponsored insurance or are not offered coverage", or should our research recommendations include other audiences (employers, health care providers, etc.)?

The Agency's expectation is that the research will include other audiences.

14. Are there samples of Dirigo Health's past marketing plans and/or marketing efforts (i.e. TV/radio/print/direct mail pieces) available to bidders for review prior to the RFP due date? Where/how can we access these?

Yes. The Agency will make these available on the RFP page of its web site.

15. Is there a detailed judging score sheet that will be used to evaluate the responses to this RFP that you can share with the bidders? How much weight will social marketing experience carry compared to general marketing experience?

30% of the score is cost based. 70% of the score is response based. Within the 70% response based portion, the questions are weighted as follows:

Question #	Weight
1	7
2	7
3	7
4	7
5	8
6	10
7	7
8	7
9	10

- 16. Has Dirigo Health conducted any market research with consumers or other audiences in the past 5 years? If so, what type(s) of research were conducted? Are the reports accessible to bidders?**

The Agency has performed a member survey. Results of the survey are available on the Agency's web site.

- 17. Under "Proposal Requirements" (p. 5 of RFP) item 4 indicates that resumes of team personnel should be included. Do you require formal resumes, or is a narrative summary for each team member acceptable?**

A narrative summary is acceptable.

- 18. If the bidder has an appropriate marketing partner, will it be considered as an eligible party for submitting a response to the RFP?**

Bidders may present proposals that include a major subcontractor.