

**California Health Benefit Exchange
(Exchange)
RFI 2016-06: Marketplace Research**

January 6, 2017
Addendum #1

Summary of Changes

1. RFI 2016-06 – #2 - Timeframe

Event	Date
Release of RFI	12/1/2016
Deadline For Questions	12/30/2016
RFI Response Submission Deadline	1/16/2017 January 23, 2017

2. Answers to Questions (Attached)

RFI 2016-06 Marketplace Research Questions/Answers

Data Privacy

Q: What data privacy constraints would apply to external collaborators sampling and collecting consumer personal information from current or former customers identified through the Covered California database as well as any other database outside Covered California that is identified as necessary for research?

A: Covered California maintains strict privacy standards. To allow access to consumer personal information, a signed contract with strict privacy provisions must be in place; fingerprinting and background checks will also be required for all who may have access to the data. The need for consumer personal information will be assessed on a case by case basis. Where possible, Covered California may be able to suggest alternatives such as using de-identified or aggregated data.

For any external, non-Covered California data deemed critical for research, Covered California may assist in obtaining access via inter-departmental contract.

Collaboration between Covered California and bidders

Q: Is there a preference with regard to how much of the recommended research be implemented in-house versus through an external collaborator? What internal staff and other resources are available to be dedicated to planning and implementing market/consumer research?

A: There is no preference at this time. Covered California internal staff may be available to assist in the various phases of research.

Cost estimate

Q: In what format and at what level of detail should the cost estimate be provided?

A: We are looking for a general idea of cost for each research project that will guide Covered California's decision making in the RFP process which will follow this RFI. Therefore, cost estimates may be approximate for now. It should include estimates for all the main work products associated with a proposed study, but not necessarily breakdowns on specific research activities. Please give your best estimate of the total cost of the project. No decisions will be made on specific vendors at this time.