African American Enrollment Initiative
Request for Proposals 2015

BIDDERS’ CONFERENCE WEBINAR
July 14, 2015
Overview of Agenda

2:00 p.m. – Agenda Overview
Dana Howard

2:05 p.m. – Welcome
Dana Howard

2:10 p.m. – Organization & Initiative Overview
Dana Howard

2:25 p.m. – RFP Overview
Dana Howard and Angie Blanchette

2:40 p.m. – Q&A Session
WELCOME

Dana Howard
Deputy Director, Communications and Public Relations
Welcome to
Covered California’s Vision and Mission

Vision
The vision of Covered California is to improve the health of all Californians by assuring their access to affordable, high quality care.

Mission
The mission of the Covered California is to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.
Covered California’s Strategic Pillars: What We Do

Affordable Plans
Consumers purchase and keep Covered California products based on their perception that this is a good value for them.

Needed Care
Consumers receive the right care at the right time.

Effective Outreach & Education
Consumers (and a broad state/national audience) understand what we offer and have a positive attitude about Covered California.

Positive Consumer Experience
Consumers have a positive experience from initial enrollment to keeping their coverage.

Organizational Excellence
Covered California has the right tools, processes, and resources to support our team to deliver on our mission.

PR Outcome
Increase in PR & Outreach to Key Target Populations

- Subsidy-eligible Latino, Asian and Pacific Islander and African American populations
- Young adults
- Find help locally
## Race/Ethnicity of Individuals Selected a Health Plan

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>First Open Enrollment</th>
<th>Second Open Enrollment</th>
<th>CalSIM 1.91 Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>208,357</td>
<td>23%</td>
<td>53,076</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>2,237</td>
<td>&lt;1%</td>
<td>895</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>26,038</td>
<td>3%</td>
<td>10,359</td>
</tr>
<tr>
<td>Latino</td>
<td>280,025</td>
<td>31%</td>
<td>105,553</td>
</tr>
<tr>
<td>White</td>
<td>317,311</td>
<td>35%</td>
<td>99,512</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>2,496</td>
<td>&lt;1%</td>
<td>1,289</td>
</tr>
<tr>
<td>Other</td>
<td>26,305</td>
<td>3%</td>
<td>9,708</td>
</tr>
<tr>
<td>Multiple Races</td>
<td>50,101</td>
<td>5%</td>
<td>9,163</td>
</tr>
</tbody>
</table>

* Excludes individuals who did not respond to the race or ethnicity questions: 195,144 (23%) for 2014 and 147,415 (34%) for 2015.
Who We Serve
Lessons Learned

• Increase our outreach efforts in targeted African-American communities

• Create storefronts enabling enrollment after work and on the weekends
Improvements Made

• New grants to support outreach and enrollment activities in African American and other ethnic communities

• Intensified outreach through ethnic media

• Added more than 500 storefront locations throughout the state

• Increased paid advertising aimed at African-Americans from 7% in 2013-2014 to 9.9% in 2015
African American Outreach Efforts during OE2

- Conducted outreach and education at local business, shopping centers, malls and other targeted community centers
- Increased current paid and earned media in targeted ethnic markets
- Formed partnerships with community colleges, trade schools and faith-based organizations
- Identified outreach and education events throughout the state to help educate and enroll African-American consumers
ORGANIZATION
OVERVIEW

Dana Howard
Deputy Director, Communications & Public Relations
## Income Levels of Target Enrollment Population

<table>
<thead>
<tr>
<th>INCOME LEVEL</th>
<th>100% FPL</th>
<th>400% FPL</th>
</tr>
</thead>
<tbody>
<tr>
<td>single adult</td>
<td>$11,670</td>
<td>$46,680</td>
</tr>
<tr>
<td>family of 4</td>
<td>$23,850</td>
<td>$95,400</td>
</tr>
</tbody>
</table>
The Affordable Care Act is working in California, and Covered California is creating a model for the future of health care in America:
- We provide affordable options
- We are working for consumers
- We provide access to quality care
- We provide active purchasing and negotiate on behalf of consumers

Health insurance is more affordable than ever before.

You can no longer be denied health insurance due to a pre-existing health condition.

There is free, confidential help available for those seeking to enroll.

After they get insurance, many consumers benefit from cost-sharing reductions and annual limits that cap their out-of-pocket costs for care.

Those who can afford health insurance but don’t buy it face tax penalties.
Statewide Bus Tours
Grassroots Efforts
Grassroots Efforts
Large Enrollment
Event Preparation
Earned Media

African-American Doctors Join Efforts to Enroll Californians in Health Insurance

Published on Thursday, 01 January 2015 17:18
Written by Sentinel News Service

From left to right: Dr. Patrick Dowling, Dr. Raven Copeland, Kimiko Campbell and Dr. Michelle Bhatia support Covered California health insurance for those who may seek assistance financially. (courtesy photo)

The nation’s largest organization of African-American physicians has joined forces with Covered California to promote health care being delivered to traditionally underserved communities as a result of the Patient Protection and Affordable Care Act.

The 16,000-member-strong National Medical Association is encouraging families, friends and patients to sign up for affordable health insurance during open enrollment, which began Nov. 15 and continues through Feb. 15, 2015.

Had he lived to see this day, Martin Luther King Jr. would have been 85 years old.

Thousands of people paraded through L.A.’s Crenshaw District today in the hopes of keeping his dream of racial equality alive.

The theme for the 29th annual King Day Parade was “Ain’t Gonna Let Nobody Turn Us ‘Round,” from the Gospel hymn that became a civil rights anthem.
Digital / Social Media

Covered California

1 million are in. Are you?

Covered California
Government Organization

Here’s a tip to receive full coverage for prescriptions, check to make sure your pharmacy is in-network: http://bit.ly/1Oa5Qj0

Covered California
February 24 at 3:07pm · 4h

Make it easy for your employees to maintain their health all year long. Get them covered through CoveredCAHDP by myCoveredCAHDP

Covered California
February 23 at 11:39am · 4h

We’d like to thank and acknowledge the support of our certified agents, agents and partners who made Open Enrollment a success.
Amplification of “Real People” Stories
Partnerships with Physician Groups, Provider Associations
Multi-lingual, Multi-Cultural Outreach
Website

Need help applying?
Click on the GREEN button to find someone who can help you sign up for health coverage, including Medi-Cal.

¿Necesitas ayuda con tu solicitud?
Haz clic en el botón VERDE para encontrar ayuda local con tu solicitud, incluyendo Medi-Cal.
Website Design
“I’m In” Campaign
Changing Social Norms

From a culture of coping to a culture of coverage
Supporting the ‘Sales Force’
Continuing to Growing the ‘Brand’

- Establishing awareness
- Still finding our voice
- Strengthening our brand identity
- Continuing to inform
- Explain new processes (taxes, etc)
Telling Our Story in New Ways
RFP OVERVIEW

Dana Howard and Angie Blanchette
Communications and Public Relations Office
RFP Key Elements

- Open procurement
- Contract length
- Funding and contract amount
- Potential multiple awards
- Success based on:
  - Plan of Action
  - Value
  - Team experience and qualifications
Purpose of RFP for African American Enrollment Initiative

Procure proposals from qualified vendors for conducting outreach and supporting enrollment of the 130,000 subsidy-eligible African Americans in California.
RFP Housekeeping Notes

- Email HBEXsolicitation@covered.ca.gov questions
  - include “RFP 2015-05” in the subject line
- No phone calls, please
- Written RFP trumps verbal comments
Minimum Qualifications

• Familiarity with Covered California and its mission
• Professional recommendations and services specific to the under-serviced communities, particularly in California’s African American communities
• Familiarity and demonstrated success in implementing outreach strategies and tactics in California’s African American communities
• Familiarity and success in marketing health services and/or health insurance products
Minimum Qualifications

CONFLICTS?

• Please identify if you think you have a conflict of interest
  ▪ Through the Solicitation email

• Conflicts can be managed if there is no communication or shared resources with other offices that have conflicts
  ▪ Conflicts are managed on a case-by-case basis
Health Benefit Exchange Solicitation Website

Check often for updates

RFP 2015-05 African American Enrollment Initiative

The purpose of this solicitation is to procure a qualified vendor to conduct outreach and support for enrollment of the 130,000+ subsidy eligible African Americans in the state of California. The vendor will assist in identifying target rich communities for outreach, education and enrollment carried out by navigators and certified enrollment agents.

Downloads:
- RFP 2015-05 African American Enrollment Initiative (PDF)
- Attachments 1
- Attachments 2
Contract Funding & Length

- **Up to $500,000 available**
  - Includes all costs and fees
  - Includes funding for subcontractors

- **Contract length is from:**
Scope of Work (SOW) –

• The SOW will become part of the resulting contract

• SOW is purposefully broad

• Covered California will maintain control over the priority and weight given to each item in the SOW

• Spending, projects and activities confirmed by signed estimates and work orders
Scope of Work (SOW)

• Create and present integrated strategy for African American enrollment including marketing, communications, Navigators, community partners, sponsorships, and events.

• Complement enrollment opportunities/events/strategies for Covered California’s Navigator program and augment and coordinate with existing Navigator strategies, such as but not limited to:
  o Media buys with local print and broadcast advertising
  o Community presentations (town halls, community health fairs, etc.)
  o Education and enrollment events targeting small businesses such as hair salons/barbershops, restaurants, entertainment venues, etc.
Scope of Work (SOW)

- Provide advice, counsel and recommendations to Covered California regarding maximizing enrollment, enhancing outreach, and education of the African American segment of consumers with special emphasis on the following geographic regions:
  - Alameda County
  - Contra Costa Country
  - Inland Empire (San Bernardino, Riverside, and Rialto communities)
  - Los Angeles County (west of Los Angeles River and south of Sunset Blvd).
  - Los Angeles County (Antelope Valley and Pasadena communities)
  - Sacramento County
  - Santa Clara County
  - San Diego County
Scope of Work (SOW)

- Understanding Covered California’s perception and reputation in African American communities, sharing feedback from targeted communities, and developing tactics and partnerships that result in outcomes promoting to African American enrollment such as, but not limited to:
  - Storefronts and regular hours for new enrollment
  - Leveraging of community centers and schools as enrollment sites within target rich communities
  - Publicity and signage for enrollment sites
  - Promotion of health coverage utilization in coordination with health plans

- Identify and develop enrollment opportunities for African Americans
Scope of Work (SOW)

• Create and develop value proposition targeting African American enrollment

• Enlist celebrities and community influencers to assist with outreach, promotional and enrollment efforts

• Foster and forge partnerships with groups known for African American outreach and education

• Identify, recruit applicants for sponsorship RFP, and coordinate Covered California’s participation in selected sponsorship events

• Present strategies for education and enrollment to the California legislature, stakeholder boards, advisory committees, and community organizations.
Subcontractors

- Required to include if needed to fulfill SOW
- **Focused Primarily on the Prime Contractor for Review**
  We will also rate subcontractors for capacity
- **Successful bidder has sole responsibility for payment of all subcontractors and invoices**
  - There will be NO contractual relationship between subs and Covered California
Key RFP Dates

- Bidder’s Conference Webinar: July 14, 2015
- Proposals Due: July 23, 2015 by 3 p.m.
- Oral interviews: July 29-30, 2015
- Notice of Intent to Award: August 5, 2015
Oral Interviews

- Interviews may be conducted with the highest-rated bidders to clarify specifics in submitted proposals

- To be held: July 29-30, 2015
Award of Contract

• **Notice of intent to award**
  - Post on solicitation website and at the entrance to Covered California for 5 days prior to protest deadline
  - All finalists notified by email

• **Protest period**
  - 5-day protest period after notice of intent to award

• **Estimated start date is August 17, 2015**
RFP Reminders

• Did You Read RFP thoroughly?
• Do you meet the minimum qualifications?
• Did You Check the HBEX solicitation page often for updates
• Did You Fill out All forms completely and have it signed (BE SURE TO USE BLUE INK)
• Did You Meet page limitations, copy requirements and deadlines?
RFP Reminders

- Did You Avoid proprietary information?
- Is Your Proposal Void of Jargon and Acronyms (JAA)?
- Have You Identified Any Conflicts?
- Have You Told Us Why We Should Hire Your California Office?
Reminders About Us

• Collaborative (*and fun!* ) client

*We hope you’ll want to join us!*
Q&A SESSION