

Media Spend Analysis RFP Proposers' Conference



October 24, 2023

Agenda

Organizational Overview – Colleen Stevens

Marketing Overview – Yuliya Andreyeva

Media Overview – Monica Padilla

RFP Overview – Cassandra Cates

Q&A Session

Organizational Overview



Why we are here

To provide Covered California with detailed reports that **evaluate Covered California's historical media spend as well as current media spend** and strategy to determine if investment level is sufficient to achieve marketing goals, as well as analyze Covered California's current media mix by channel, by segment, and by designated market area (DMA) to determine if we are maximizing our return on investment (ROI).

Based on these findings and industry benchmarks, the **Contractor will formulate a budget recommendation designed to meet Marketing objectives** efficiently and effectively with suggested metrics to collect for measuring performance.

Realistic expectations

We understand this is a **BIG ASK**, however we do have realistic expectations. We understand that the level of analysis **will vary** by segment, by channel, by DMA, depending on the data we have available in addition to proposed methodology requirements.

Covered California's key goals

Increase the number of insured Californians

Improve healthcare quality

Lower costs

Reduce healthcare disparities

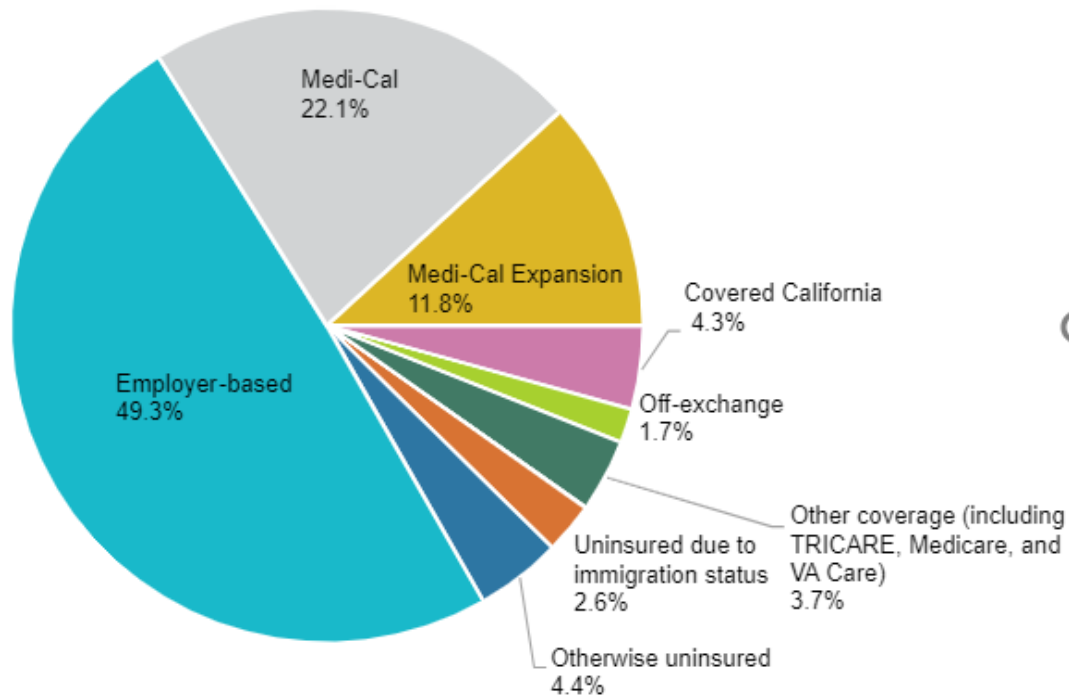
Maintain a competitive health insurance market

Covered California's strategic pillars



California 2021 sources of coverage (age 0-64)

The Affordable Care Act has dramatically changed the health insurance landscape in California with the expansion of Medicaid, Covered California and new protections for all Californians.



- As of December 2021, Covered California had approximately 1.6 million members who have active health insurance. California has also enrolled 4.4 million more into Medi-Cal due to ACA expansion.
- Consumers in the individual market (off-exchange) can get identical price and benefits as Covered California enrollees.
- From 2013 to 2021, the U.S. Census Bureau states California cut its uninsured rate by 58 percent. Accounting for those ineligible because of their immigration status, California's eligible uninsured population is approximately 1.6 million.

Total projected audience size YOY, including uninsured and those insured on the individual market (on and off-exchange)

Race/Ethnicity	CalSIM 2020 prospects	CalSIM 2020 prospects %	CalSIM 2021 prospects	CalSIM 2022 prospects	CalSIM 2022 prospects %	CalSIM 2023 prospects	CalSIM 2023 prospects %	CalSIM 2024 prospects	CalSIM 2024 prospects %
Multicultural (White)	1,765,516	52%	Missing data	1,821,230	52%	1,607,118	37%	1,336,000	36%
Hispanic	1,019,789	30%	Missing data	1,073,550	31%	1,966,295	45%	1,584,000	42%
Asian Market	460,316	14%	Missing data	457,313	13%	555,079	13%	653,000	18%
Black/AA	146,706	4%	Missing data	156,941	4%	228,074	5%	164,000	4%
Total	3,392,328	100%	-	3,509,034	100%	4,356,567	100%	3,737,000	100%

- The total CalSIM 2024 prospect volume total is 14% lower YoY (percent change).

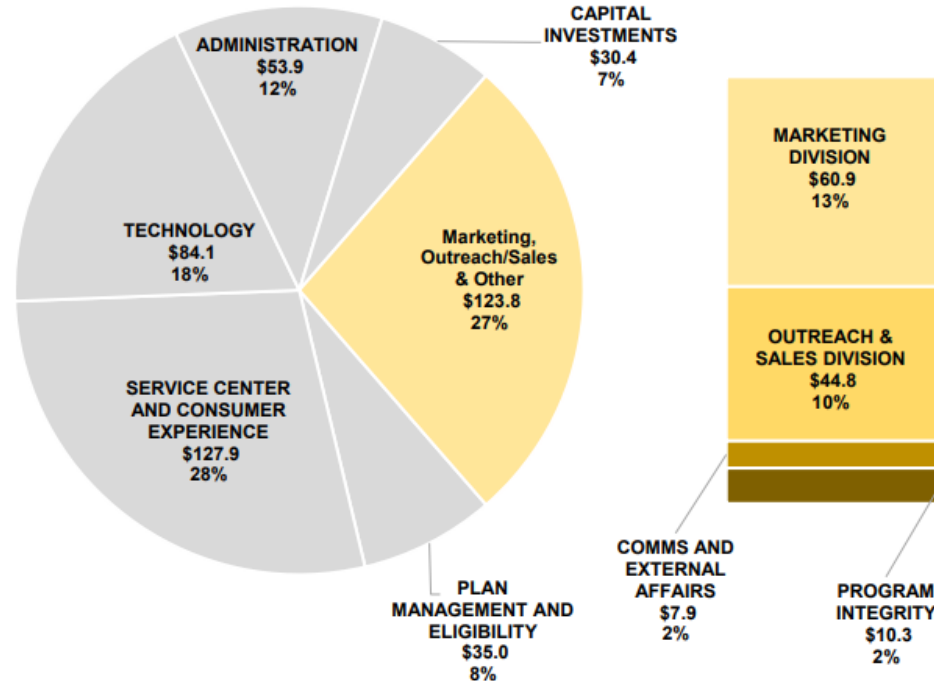
Note: CalSIM does not account for language preference, so the percentages here do not directly correlate to percent of budget.

Projected uninsured audience demographics

All	100%
Race and Ethnicity	
Hispanic	49%
Asian	14%
African American	5%
White	29%
Other	3%
Gender	
Male	55%
Female	45%
Age	
0-18 years	14%
19-29 years	32%
30-44 years	29%
45-64 years	25%
Income	
200% FPL or less	11%
201-400% FPL	38%
401-600% FPL	24%
600% FPL +	27%
Employment Status	
19+ Works full-time or part-time	74%
19+ Not working	12%
<19 years old	14%
Limited English Proficiency	
19+ Speaks English very well	80%
19+ Limited English proficiency	6%
<19 years old	14%

Extensive investment in marketing & outreach

Marketing, Outreach/Sales, and Other FY 2023-24
Approved Expenditures Budget: \$455.1
(Dollars in Millions)



Consumer outreach – holistic view

All the ways
a Covered
California
prospective
consumer is
receiving advertising



Covered California Marketing

- Paid Media
- Direct Communication (Mail, Email, Text Message)

Covered California Contracted Insurance Companies

Certified Enrollers: Agents/Brokers, Community Organizations

Covered California Sales Team – Lead Generation Campaign

Healthcare.gov – National Advertising Campaign

Marketing Overview



Marketing division goals

Increase the number of insured Californians

- Improving **brand awareness & understanding of Covered California's role**
- Understanding **consumer needs**
- Enhancing **consumer experiences**
- Improving consumer perception about the **value and affordability of health insurance**
- Maximizing **acquisition and retention of members**

Marketing campaigns

Covered California has 2 campaigns a year that align with the 2 enrollment periods consumers have, Open Enrollment and Special Enrollment.

Open Enrollment

November - January

Special Enrollment

February - October

Special enrollment most common qualifying life events



Losing your health coverage



Getting married



Permanently moving outside your plan's coverage area



Having a baby



You just turned 26

How to apply for coverage



www.CoveredCA.com

ONLINE



Service Center
(800) 300-1506

PHONE



Certified
Insurance
Agent

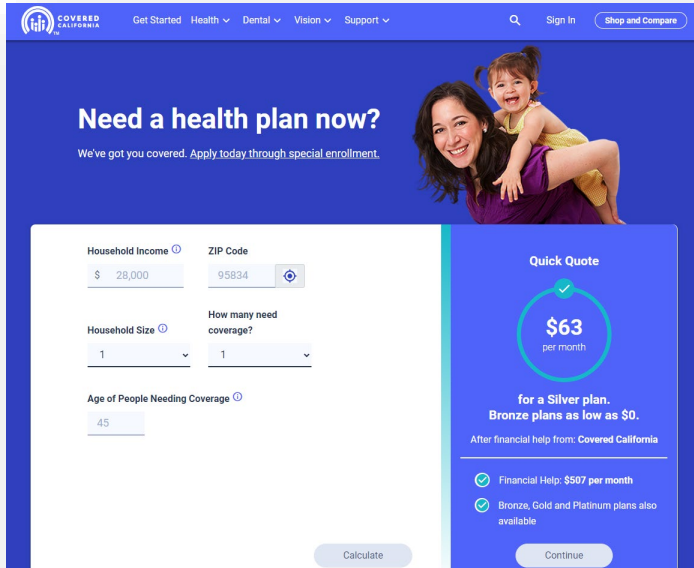
IN-PERSON



Certified
Enrollment
Counselor

IN-PERSON

CoveredCA.com



The screenshot shows the CoveredCA.com website interface. At the top, there is a navigation bar with the Covered California logo, links for 'Get Started', 'Health', 'Dental', 'Vision', and 'Support', a search icon, 'Sign In', and a 'Shop and Compare' button. The main header area features the text 'Need a health plan now?' and 'We've got you covered. Apply today through special enrollment.' with a background image of a smiling woman carrying a child. Below this is a form with the following fields: 'Household Income' (set to \$ 28,000), 'ZIP Code' (set to 95834), 'Household Size' (set to 1), 'How many need coverage?' (set to 1), and 'Age of People Needing Coverage' (set to 45). A 'Calculate' button is at the bottom left of the form. To the right of the form is a 'Quick Quote' section with a green checkmark icon and a large '\$63 per month' value. Below this, it says 'for a Silver plan. Bronze plans as low as \$0.' and 'After financial help from: Covered California'. At the bottom of the quote section, there are two bullet points: 'Financial Help: \$507 per month' and 'Bronze, Gold and Platinum plans also available', each with a green checkmark icon. A 'Continue' button is at the bottom right of the quote section.

- Find out if you qualify for financial help or Medi-Cal
- Compare plans
- Find enrollment help
- Create Account and Enroll

Mirror Spanish website, plus Asian landing pages

Media Overview



Media objectives

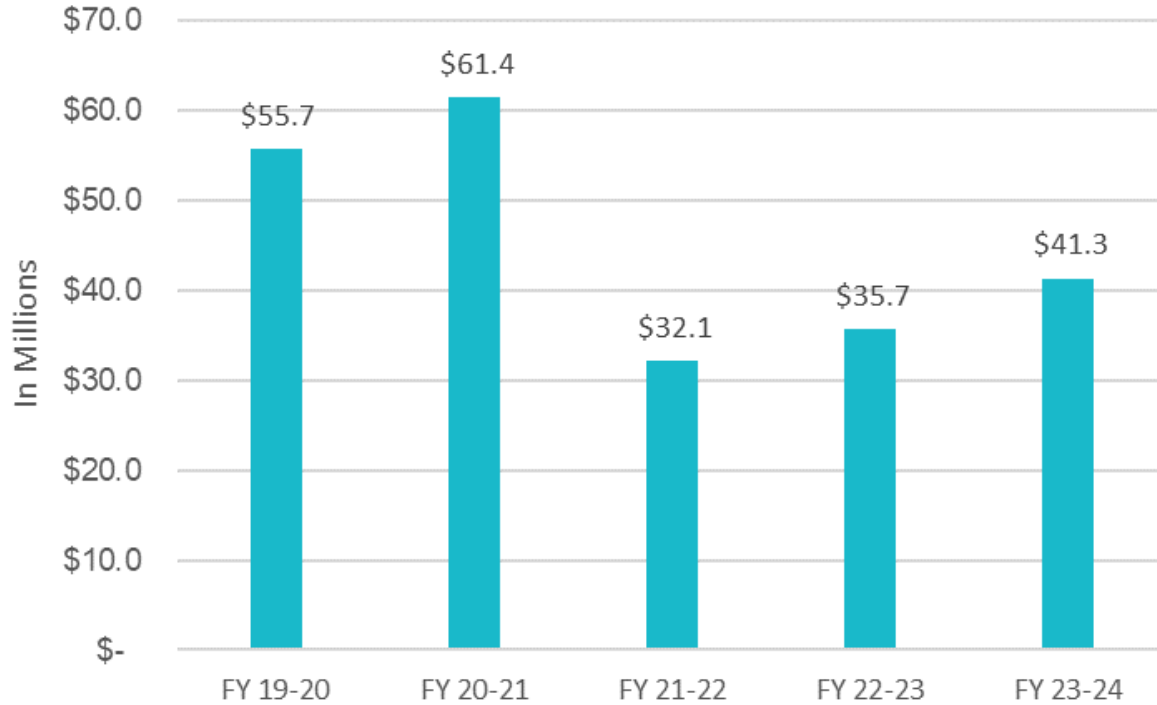
Primary

- Increase brand awareness, recognition and understanding of Covered California
- Maximize marketing impact and return on marketing investment
- Drive new enrollment

Secondary

- Be mindful of paid media's halo effect and impact on retaining current members

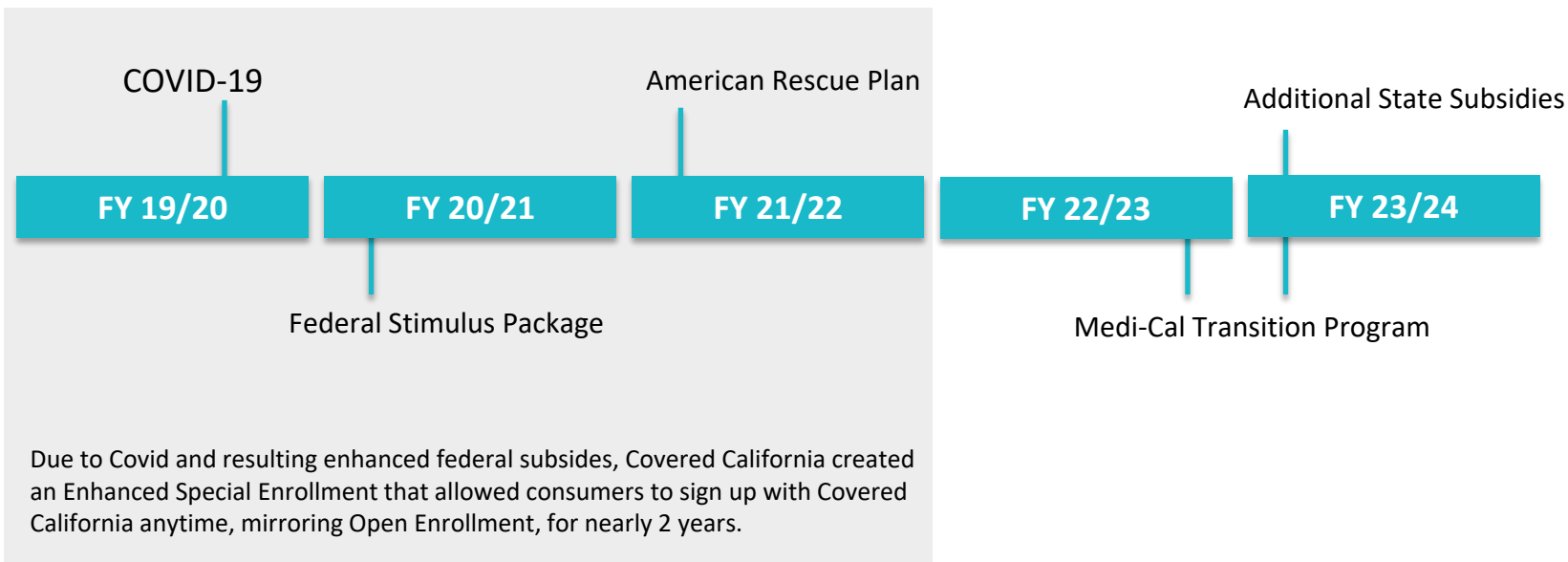
Fiscal YOY paid media budget



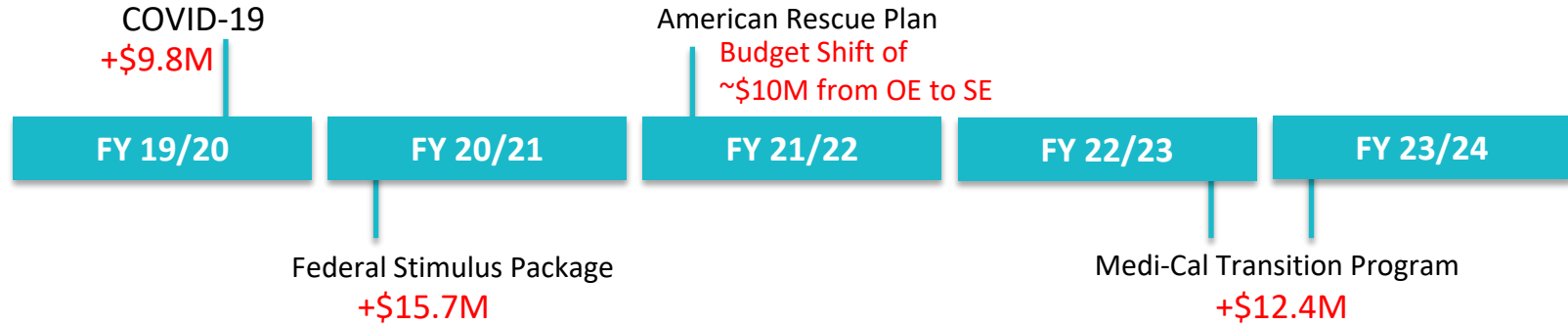
Complexities of media planning

The healthcare landscape in California is **constantly** changing due to unforeseen events like COVID-19 and State and Federal mandates. Due to these unprecedented events, our media planning process and buys have had to **quickly adjust** and adapt to the evolving audience size.

Healthcare landscape changes snapshot



Healthcare landscape changes impact media budget



Fiscal year media budget breakdown

Previous FY	FY22/23												
	Feb -June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Special Enrollment	Special Enrollment Extension					Open Enrollment			Special Enrollment				
Media Budget Breakdown	7%					85%			8%				
Enrollment Breakdown	22.8%					45.5%			31.7%				

Note: Special Enrollment campaign crosses Fiscal Years, so it appears as 2 campaigns in billings, but the campaign strategy is built for one campaign February through October.

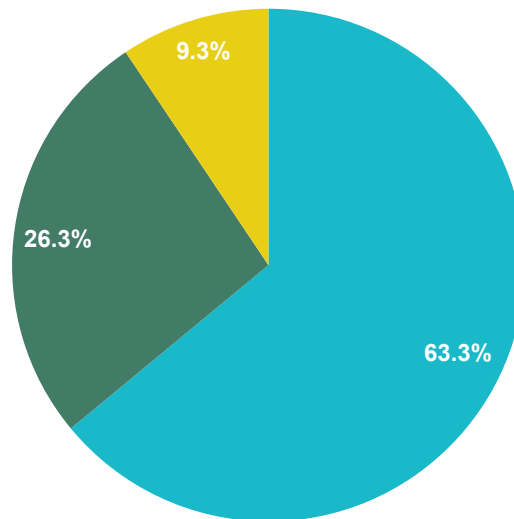
Media targeting parameters by campaign

	Open Enrollment	Special Enrollment
Enrollment Window	11/1 – 1/31	Year-round outside of OE Campaign
Geography	Statewide	Statewide
Target	CA 25-64 + HHI \$25K - \$150K Uninsured 26-64 Off-exchange 26-64	CA25-64 + HHI \$25K - \$150K + Qualifying Life Event
Segments	Multi-Segment (<i>English</i>) LGBTQ (<i>English</i>) Hispanic (<i>Spanish</i>) Asian (<i>Chinese – Mandarin, Cantonese, Korean, Vietnamese, Hmong, Laotian</i>) Black/African American (<i>English</i>)	Multi-Segment (<i>English</i>) Hispanic (<i>Spanish</i>) Asian (<i>Chinese – Mandarin, Cantonese, Korean, Vietnamese</i>) Black /African American (<i>English</i>)

Media budget segment split

Contributing Factors

- Audience Size by Segment
- Language Preference Data
- Media Mix Modeling

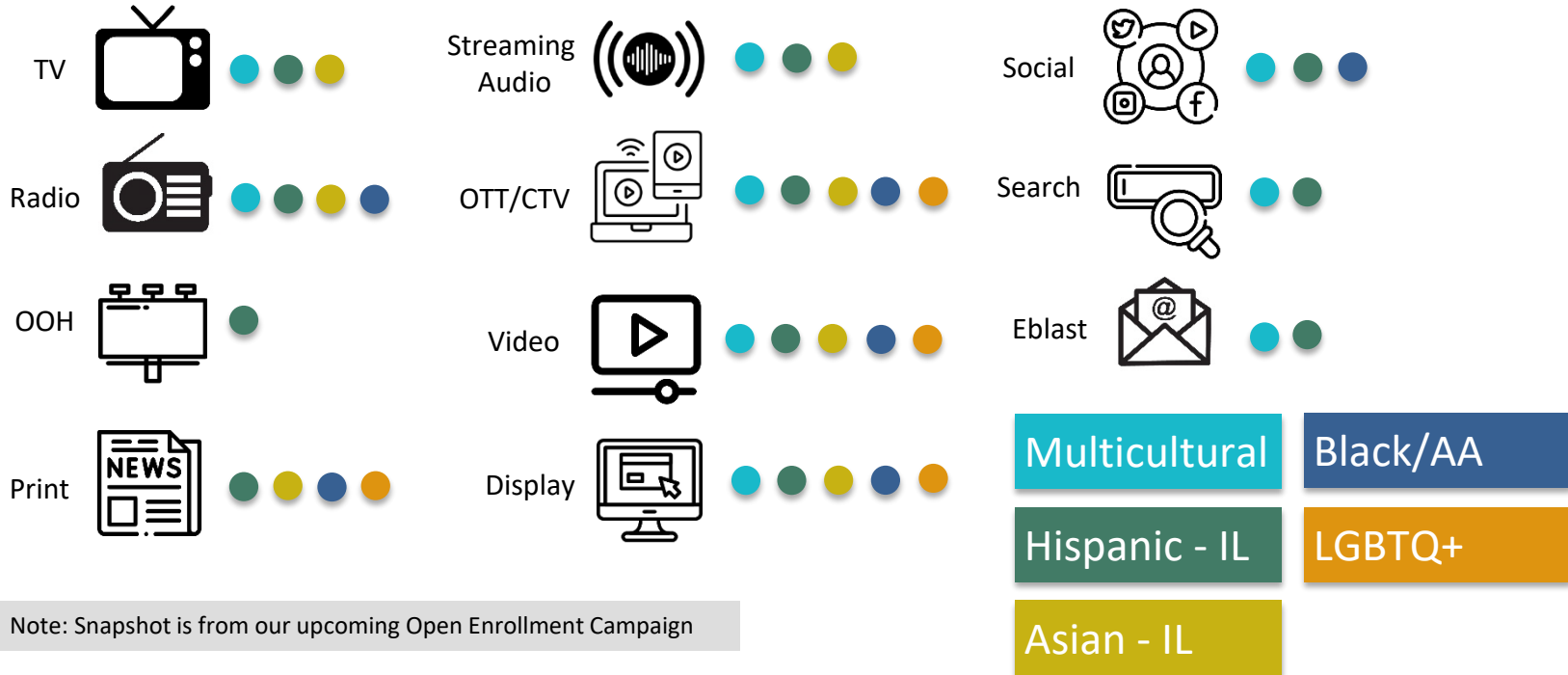


■ Multicultural ■ Hispanic In-Language ■ Asian In-Language

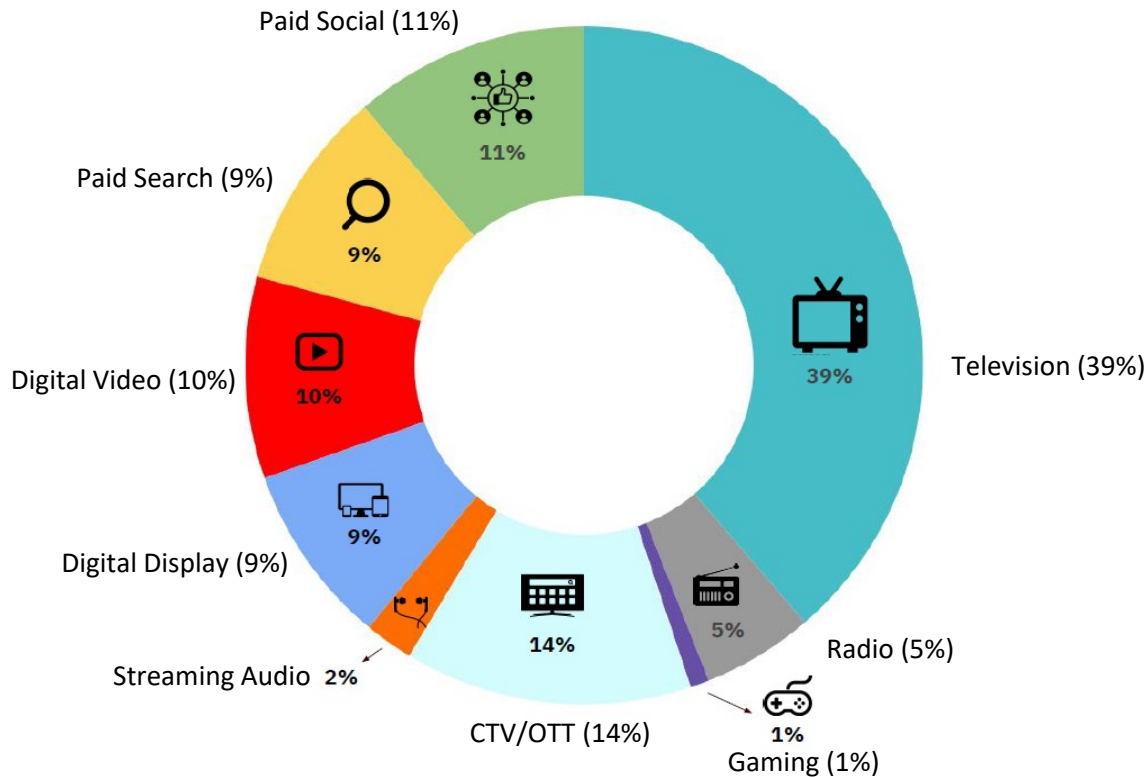
Note: Multicultural Media is inclusive of Black/AA and LGBTQ+ media buys

Media mix by segment snapshot – Open Enrollment

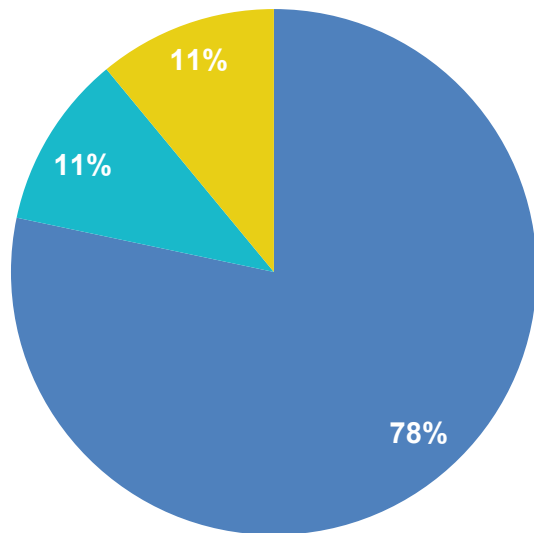
The below diagram is indicative of dedicated media buys in each segment, not the reach of each format into the segment



Open Enrollment 2024 Multicultural channel mix



Objective media split for Open Enrollment 2023



■ Awareness ■ Engagement ■ Conversion

- Objective split is inclusive of all media and all segments
- Engagement and conversion media are served via digital buys (social, search, video, display)

Open Enrollment 2024 broadcast TV budget breakdown by DMA - multicultural

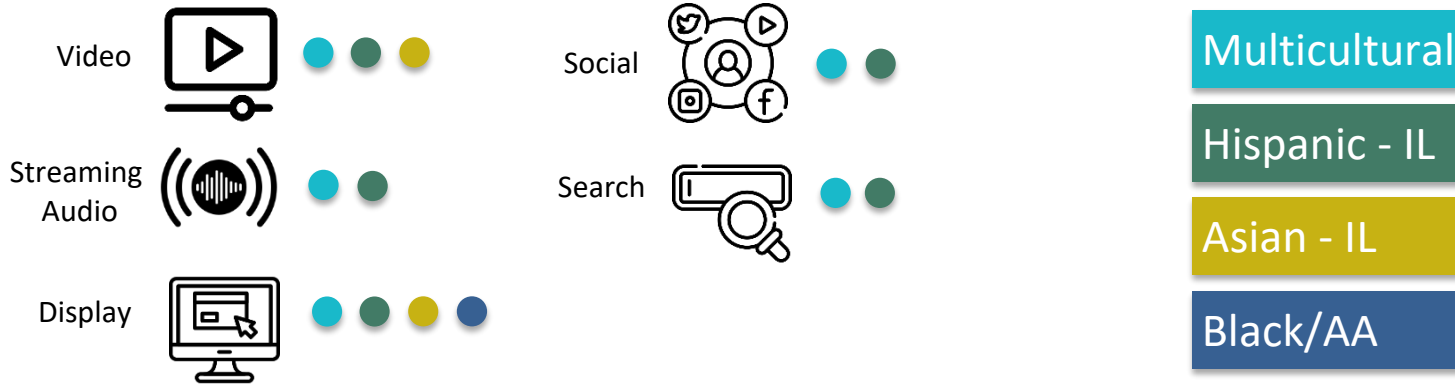
Chart shows budget split for the multicultural broadcast TV buy for our upcoming Open Enrollment campaign.

TRPs vary by week, but are consistent across markets in any given week.

Los Angeles	52%
SF/OAK/SJ	19%
San Diego	8%
Sac/Stockton/Modesto	6%
Fresno/Visalia	3%
Bakersfield	4%
SB/Santa Maria/SLO	1%
Chico/Redding	1%
Monterey/Salinas	2%
Eureka	1%
Palm Springs	2%
El Centro	1%

Media mix by segment snapshot – Special Enrollment

The below diagram is indicative of dedicated media buys in each segment, not the reach of each format into the segment

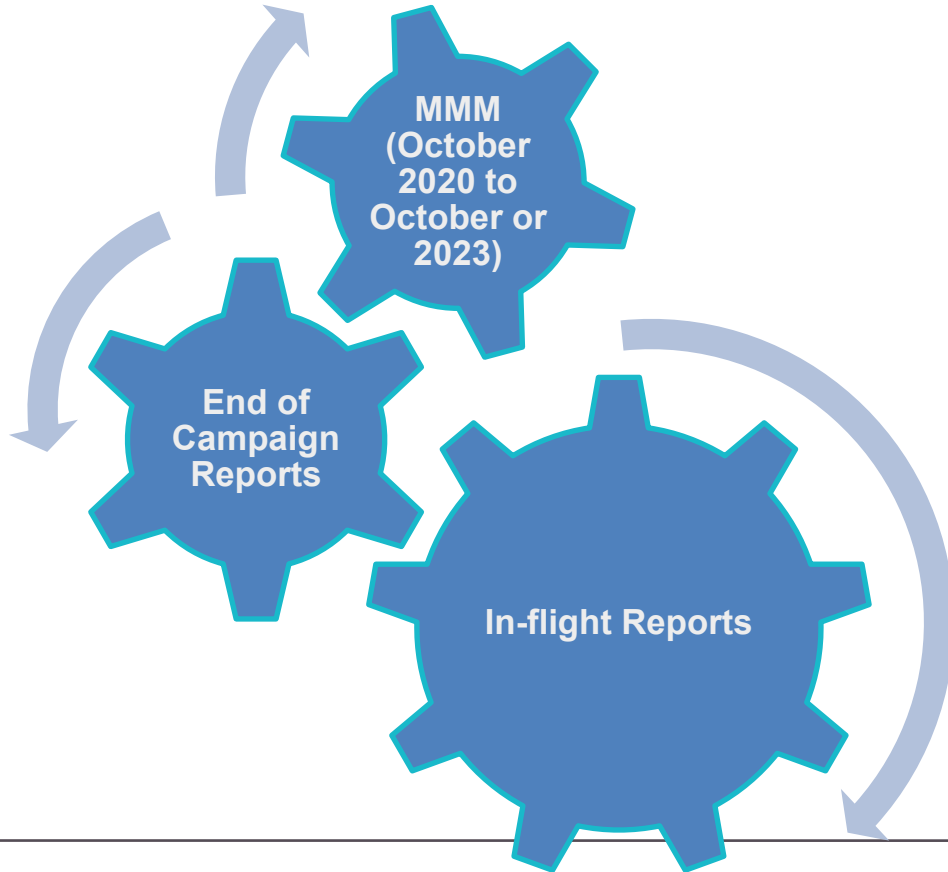


Note: Snapshot is of our current Special Enrollment Campaign

Cross segment KPI breakdown

Objective	Channel	Primary KPI
Awareness	Broadcast TV/Cable	Reach/Frequency/Impression Pacing
	Broadcast Radio	
	Out-of-Home	
	Print	
	Digital Video/CTV/OTT	
	Streaming Audio	
	Gaming	
	Paid Social	
Engagement	Digital Video	Landing Page Arrivals (cost per & rates), Site Engagement (cost per & rates)
	Programmatic Standard & Native Display	
	Paid Social	
	E-Blast	Clicks (cost per & rate), Open Rate
Convert	Paid Search	Account Creations (cost per & rate) Plan Selections (cost per & rate)
	Digital Video	
	Paid Social	
	Display/Native/Responsive Display	

Measurement tools Covered California used to date



1st party data availability – media buy

- TV – Spend, TRPs, Impressions, Post Buy Logs
- Radio – Spend, TRPs, Impressions, Post Buy Logs
- OOH – Spend, Impressions
- Digital Buys - Spend, Impressions, Site Traffic, Site Engagement, Conversion

This data is available as far back as FY16/17

1st party data availability – non-media buy

- Plan Selection Data
- Direct Outreach Data (email, direct mail, text messaging)
- Call Volume
- Site Traffic

This data is available as far back as FY16/17

RFP Overview



RFP housekeeping notes

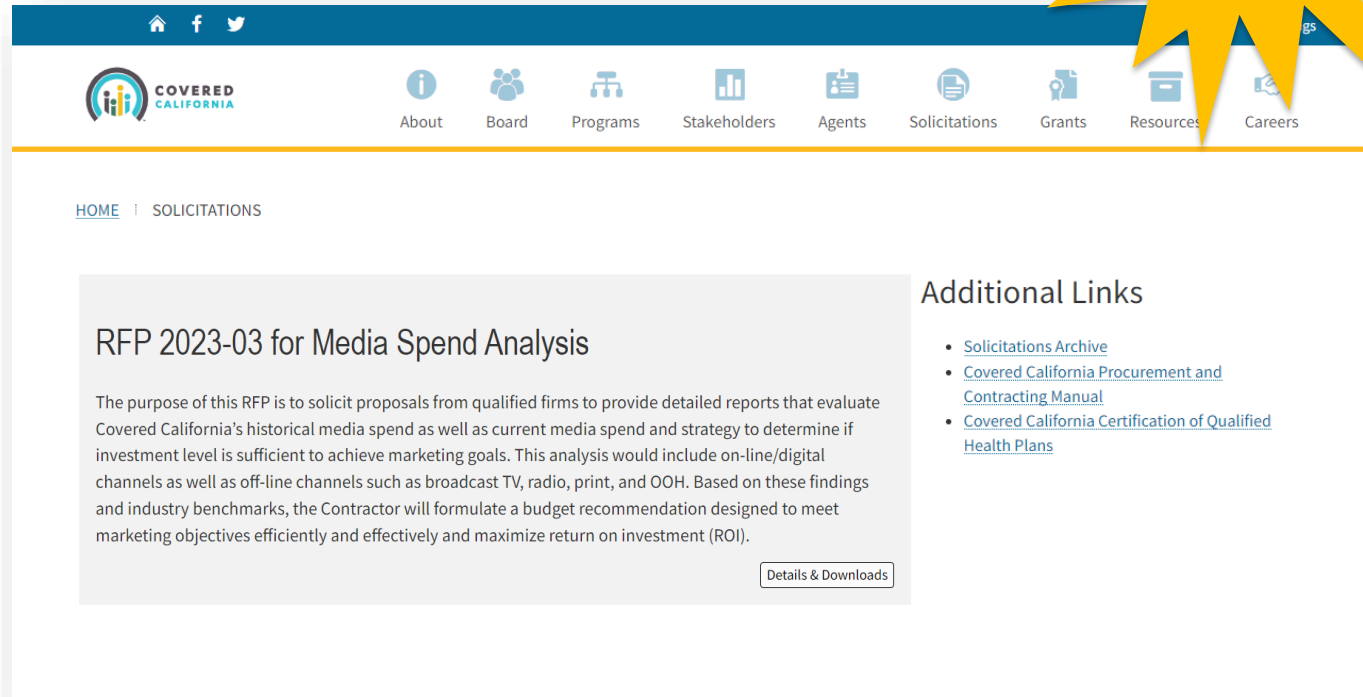
- Written RFP overrides verbal comments
- Open Procurement – open to all qualified & interested proposers
- Proposers must submit an electronic proposal package containing all required attachments, documents, narrative responses, and Model Contract exhibits
- Email package to HBEXSolicitation@covered.ca.gov with “RFP 2023-03” in the subject line
- Hard copy proposals will not be accepted

Covered California solicitation website

**Check
often for
updates!**

Proposers' Conference questions and answers will be posted to this page

<https://hbex.coveredca.com/solicitations/>



Minimum qualifications

- 5+ years of experience analyzing the efficacy of large-scale multi-channel media buys, strategies, and media's Return on Investment (ROI)
- 5+ years of experience evaluating the efficacy of non-English large-scale multi-channel media buys, strategies, and media's Return on Investment (ROI)
- Developed and produced a minimum of 3 reports for 3 different clients analyzing the efficacy of their media buy and the contribution of media to achieving their strategic goals
- 5+ years of experience analyzing the efficacy and ROI of broadcast (television and radio) buys
- Analyzed at least \$50 million in media spend annually for the last 3 years

Contract funding & length

\$500,000 available annually

Contract term is 1 year (December 15, 2023 to December 14, 2024)

1-year possible extension

Key RFP dates

- Responses to Questions Posted By: October 26, 2023
- Proposal Due Date and Time: November 7, 2023 by 3:00 PM PT
- Virtual Presentations: December 1st or 4th, 2023
- Notice of Intent to Award: Week of December 12, 2023
- Anticipated Contract Term: December 15, 2023 to December 14, 2024

Document requirements

Scoring:
Pass/Fail

Attachment 1	Proposal Cover Page
Attachment 2	Payee Data Record (STD. 204)
Attachment 3	Contractor Certification Form
Attachment 4	Statement of Economic Interest Certification (Form 700)
Attachment 5	Bidder Declaration (GSPD-05-105)
Attachment 6	Proposal Checklist
Attachment 7	Client References
Attachment 8	Proposer's Minimum Qualifications Certification
Optional Attachment 9	Target Area Contract Preference Act (TACPA) (STD. 830)
Optional Attachment 10	Bidder's Summary of Contract Activities & Labor Hours (DGS/PD 526)
Certificates of Insurance (required but NOT an RFP attachment)	Certificate of Liability Insurance; Workers' Compensation Liability Insurance; Automobile Liability Insurance

Stage 1: capabilities

- Understanding and Approach (15 pages max)
- Corporate Qualifications Summary (10 pages max)
- Project Team Qualifications (5 pages max)
- Resumes (2 pages each max)
- Past Projects Completed (10 pages max)
- Project Assumptions (not scored) (2 pages max)

Proposal requirements:

- ✓ Times New Roman, Arial, or Calibri 12pt font
- ✓ One-inch margins at the top, bottom, and sides
- ✓ Sequentially number pages of proposal
- ✓ Identify each section
- ✓ Organization name in header or footer on each page

Stage 2: virtual presentation

- Proposers with the highest scores proceed to this stage
 - Up to two hours to present (virtual)
 - Key staff expected to work on this account need to play a major role
 - Provide narrative and elaborate on submitted proposal
 - Further demonstrate comprehension of SOW, timeline and goals and how to accomplish those goals while providing optimal value

Stage 2 finalists will be notified via email with more details on the virtual presentation

Scoring:
Highest rank

Award of contract



- Notice of intent to award
 - Posted on solicitation website
 - All Stage 2 finalists notified by email
- Protest period
 - 5 business day protest period after notice of intent to award
- Estimated contract start date is December 15, 2023

Q&A Session



Break



Q&A Session Part 2



RFP Reminders



RFP reminders



- Read RFP thoroughly & follow instructions
- Do you meet the minimum qualifications?
- Check the Covered California solicitation page often for updates
- Fill out all forms completely and sign
- Meet page limitations and deadlines
- Avoid jargon and acronyms, don't assume
- Survey at end of RFP process for all participants & debriefing, if requested

Thank You!

