

BOARD MEETING DATE: 9/14/2020

SUBJECT: REQUEST FOR PROCUREMENT APPROVAL RECOMMENDATION – PLAN YEAR 2021
OPEN ENROLLMENT MEDIA BUY

PREPARED BY: EZRA WATLAND, MARKETING/COMMS STRATEGY DIRECTOR, BRIAN BRAUN,
CFO

Proposed Action:

Board Approval for purchase of media buys for Plan Year 2021 Open Enrollment.

Summary:

Requesting approval to proceed with the contracting for the Plan Year 2021 open enrollment media buy in an amount not to exceed \$925,000 for both English and Spanish paid media from Emico Media. These expenses are primarily pass-through expenses for the media purchases.

Staff Recommendation:

Staff recommends the approval to proceed with the contracting and funding of this media buy.

Procurement Compliance:

Procurement Exceeds \$250,000 threshold: Yes, the total expense for the media buy is expected to total \$925,000

Procurement/Business Initiative is necessary or advisable: Yes – we need statewide media coverage to support enrollment goals for PY 2021.

Type of procurement vehicle: C4HCO underwent an RFP procurement process to arrive at its recommendation. Steps in the RFP process included:

- Announcement of RFP – press release, website
- Receipt of proposals – 4 responses
- Review of proposals by internal team
- Proposal evaluations included reviewing company background, media buy experience, diversity, Colorado experience, Health Care/Insurance experience, pricing
- Emico Media is being recommended based on the following:
 - Comparatively low administrative fee
 - Demonstrated knowledge of individual health insurance market
 - Successful track record of campaigns that out-perform industry standards
 - Large overall marketing buying power, which contributes to very competitive negotiated rates

Need for RFP,RFI,RFS or similar: Although a agreement was in place with Emico Media, staff decided to go through a more formal RFP procurement process to evaluate other providers services. As the result of this procurement, C4HCO will enter into a new contract/master service agreement with Emico Media that will include the option to provide additional services beyond this current request. The future work will be documented through separate statements of work and approved by the Board if they exceed the approval financial threshold.

Funding Source:

Funding will be provided directly by Connect for Health Colorado and was included in the approved budget for fiscal year 2021. No Federal funds will be used for this procurement.