



ANNOUNCEMENT

Washington Health Benefit Exchange (WAHBE) Request for Quotes and Qualifications (RFQQ) HBE 18-002 Strategic Partner for Advertising, Marketing, and Communications

WAHBE is initiating this RFQQ to obtain one or more qualified Vendor(s) to assist WAHBE develop and implement advertising, marketing and communications strategies for both the Washington Healthplanfinder and WAPlanfinder.

The successful Vendor(s) shall provide marketing plan consultation, implement elements of WAHBE's strategic marketing plan, conduct market research and stakeholder analyses, and create an advertising and engagement strategy for WAHBE. The objective is to continue to build on WAHBE's existing brand, increase enrollment in the marketplace, and educate and motivate consumers to use WAHBE for their insurance enrollment needs.

Vendors must have strong empathetic relational skills in dealing with appellants with diverse cultural and socio-economic background and language skills. Vendors must be able to demonstrate a willingness to accommodate cultural, language, mental health, medical, and physical needs of appellants. Vendor must have a level of professional and technical competence about law, applying facts to law, and caseload management. Vendor must be available to adjudicate cases with little advance notice, meet deadlines, and meet or exceed performance expectations.

Contracts resulting from this RFQQ will begin on or around July 1, 2018 and will end on June 30, 2020. WAHBE, at its sole discretion, may extend the period of performance through June 30, 2023 in whatever time increments WAHBE deems appropriate.

The RFQQ is available for download on the WAHBE Website at <https://www.wahbexchange.org/about-the-exchange/what-is-the-exchange/vendor-procurements/> as well as on the Washington Enterprise Business Solutions (WEBS) website at <https://fortress.wa.gov/ga/webs/>. Additional materials or any addenda regarding this RFQQ, if needed, will be made available for download at these same websites. Vendors are encouraged to check often for addenda and other materials that may be posted.

Responses to this RFQQ are due to the RFQQ Coordinator no later than Thursday, March 22, 2018 at 3:00 p.m. PT.

For further information, please contact the RFQQ Coordinator:
Erin Hamilton, CPPB
WAHBE Procurement Manager
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