



**Washington Health Benefit Exchange**

**RFQQ HBE 18-002 Addendum No. One (1)**

March 14, 2018

**TO:** Potential Bidders for RFQQ HBE 18-002 and Other Interested Parties  
**FROM:** Erin Hamilton, RFQQ Coordinator  
**SUBJECT:** Addendum No. One (1) to RFQQ HBE 18-002 for “*Strategic Partner for Advertising, Marketing, and Communications*”

**PURPOSE:** The purpose of this Addendum is to provide responses to questions submitted by potential bidders by the March 8, 2018 deadline.

**ATTACHMENTS:**  
 Exhibit A – Vendor Questions and WAHBE Responses

RFQQ HBE 18-002 is hereby amended as set forth below. Any material not specifically referenced below remains in full force and effect:

1. The second paragraph of Section 4.2.9 – Cost Response, is amended to read as follows:

Vendor shall identify all costs to be charged for performing the tasks necessary to accomplish the objectives of the initial 2-year Contract term. The cost response must:

- be priced by task/deliverable (including, but not limited to, travel and administrative expenses),
- exclude the direct cost of any media-buys, and
- not exceed the amount budgeted for this project.

The cost response must use the format below:

Task/ Deliverable Number	Description of Task/Deliverable	Cost allocated for Task/Deliverable	Admin Cost	Travel Expenses †	Total Task/ Deliverable Cost
1					
2					
3					
4					

Add additional rows as needed

2. WAHBE’s responses to bidder questions and clarifications submitted by the March 8, 2018 deadline are provided as Exhibit A to this Addendum.

Please contact the RFQQ Coordinator at [contracts@WAHBExchange.org](mailto:contracts@WAHBExchange.org) if there are any questions concerning this Addendum.

Respectfully,

A handwritten signature in blue ink that reads "Erin Hamilton".

Erin Hamilton, CPPB  
RFQQ Coordinator  
[contracts@wahbexchange.org](mailto:contracts@wahbexchange.org)

## Exhibit A Vendor Questions and WAHBE Responses

Question #	Document Name	Section # & Title	Page or Paragraph#	Question	WAHBE RESPONSE
1	RFQQ HBE 18-002	1. Introduction and Overview	1.5. Vendor Information and Eligibility	Whether companies from Outside USA can apply for this? (like, from India or Canada)	Vendors who are fully licensed to operate a business in the United States and Washington State specifically will be considered for this project.
2	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	Whether we need to come over there for meetings?	Yes. Per RFQQ Section 2.2, a limited number of on-site meetings and collaboration is required.
3	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	a) 2-3 in person meetings are noted. Is this within the time frame of one year?  b) Can we request more face time as our process is quite iterative and collaborative and involves the client at key touch points?	a) Yes, they are within the year.  b) Yes, more may be requested and, if necessary, held.
4	RFQQ HBE 18-002	1. Introduction and Overview	1.5. Vendor Information and Eligibility	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No.
5	RFQQ HBE 18-002	4. Instructions to Vendors	4.3. Delivery of Responses	Can we submit the proposals via email?	Per RFP Section 4.3 - Delivery of Responses, email is the sole method for submitting a proposal for this project.
6	N/A (general question)			Can you please let me know who the incumbent is for this solicitation?	Greer, Margolis, Mitchell, Burns and Associates (dba GMMB).
7	N/A (general question)			Is there an incumbent? Will they be defending?	Yes, there is an incumbent. WAHBE does not have control over or knowledge of the incumbent's intent to submit a response to this RFQQ.

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8	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	Can WAHBE provide the email contact lists for the online surveys?	No. WAHBE expects the vendor to identify non-WAHBE survey audiences and methods for which to reach them.
9	RFQQ HBE 18-002	2. Scope of Work and Deliverables		Can you confirm that this is the list of languages that we should include in the localization of the Messaging Constructs and advertising: Amharic, Arabic, Cambodian, Chinese (simplified), Farsi, French, German, Hindi, Japanese, Korean, Lao, Oromo, Punjabi, Romanian, Russian, Somali, Spanish, Tagalog, Ukrainian and Vietnamese.	The list of languages currently includes, but is not necessarily be limited to, the following 8 languages: 1. Cambodian; 2. Chinese (both Cantonese and Mandarin) 3. Korean; 4. Lao; 5. Russian; 6. Somali; 7. Spanish; and 8. Vietnamese
10	RFQQ HBE 18-002	2. Scope of Work and Deliverables		a) Will all advertising be localized for all languages listed above?  b) Is it expected that the vendor provides this?	(a) Yes, the advertising will be localized as necessary. Languages will be determined based on population and geographical area.  (b) Exchange will perform translation. The vendor will provide placement.
11	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	How will the “up to 6 videos” be used?	The six videos may be used in the following ways:  (a) Client testimonials (b) Education regarding terms, situations (c) Marketing and awareness (d) Other, as applicable  The mediums for video will be primarily social media and on web sites.

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12	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	Can you please explain expectations regarding securing partnerships, sponsorships, earned media and outreach events?	We anticipate the vendor will identify potential organizations for the Exchange to partner with to raise awareness and maximize enrollment. It is the Exchange's expectation that the vendor will use sponsorship activities to reach existing and new audiences; and to assess and employ the most effective method(s) to reach them.
13	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	For the Messaging Constructs for multi-segment and ultimately-language audiences, can you confirm what segments you have identified?	Three key segments for us are: <ul style="list-style-type: none"> <li>the uninsured population who is eligible to purchase insurance on the Exchange;</li> <li>populations that currently purchase off-Exchange that can be moved to the Exchange</li> <li>current Exchange customers (retention)</li> </ul>
14	N/A (general question)			Are you open to testing of the new campaign creative and including these costs in our proposal? We've done this successfully on many occasions and think it makes a positive difference in campaign outcomes.	We would be open to testing, including A/B message testing, if that is something that makes sense. All anticipated costs for this should be included in the Vendor's cost proposal response.
15	N/A (general question)			Can you please share what the budget for paid media has been for each of the last 2 years?	Approximately \$700,000.00 per year.
16	RFQQ HBE 18-002	1. Introduction and Overview	1.3. Project Information	Does WAHBE foresee any major updates to the website or to the app before the start of OE6?	No major new additions but improvements to the existing site.
17	RFQQ HBE 18-002	4.2. Response Contents	4.2.7. Qualifications of Vendor/Firm (Mandatory, Scored)	Can vendors include a link to an online portfolio with planning documents, creative, video links and more to fulfill this aspect of the response?	No. Anything you would like us to consider must be included with your RFQQ response.

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18	N/A (general question)			Can you please share the strategic plan as soon as possible?	<p>Information regarding WAHBE's strategic plan and past marketing plans and results are available via the following links:</p> <p>WAHBE Strategic Plan:  <a href="https://www.wahbexchange.org/wp-content/uploads/2013/05/WAHBE_EB_100617_2017-Strategic-Plan_Final.pdf">https://www.wahbexchange.org/wp-content/uploads/2013/05/WAHBE_EB_100617_2017-Strategic-Plan_Final.pdf</a></p> <p>Feb. 2018: <a href="https://www.wahbexchange.org/wp-content/uploads/2017/08/HBE_EB_171206_OE-Update.pdf">https://www.wahbexchange.org/wp-content/uploads/2017/08/HBE_EB_171206_OE-Update.pdf</a> (OE Update)</p> <p>Nov. 2017: <a href="https://www.wahbexchange.org/wp-content/uploads/2017/10/HBE_EB_171103_OE-Update.pdf">https://www.wahbexchange.org/wp-content/uploads/2017/10/HBE_EB_171103_OE-Update.pdf</a> (OE Update)</p> <p>Oct. 2017: <a href="https://www.wahbexchange.org/wp-content/uploads/2017/10/HBE_PC_OE5_Comms_Update.pdf">https://www.wahbexchange.org/wp-content/uploads/2017/10/HBE_PC_OE5_Comms_Update.pdf</a> (Messaging Framework Update)</p> <p>Aug. 2017: <a href="https://www.wahbexchange.org/wp-content/uploads/2017/08/HBE_EB_170815_OE5_Comms_Overview.pdf">https://www.wahbexchange.org/wp-content/uploads/2017/08/HBE_EB_170815_OE5_Comms_Overview.pdf</a> (Communications Overview for OE5)</p> <p>Jan. 2017: <a href="https://www.wahbexchange.org/wp-content/uploads/2016/12/HBE_EB_170126_OE_Update.pdf">https://www.wahbexchange.org/wp-content/uploads/2016/12/HBE_EB_170126_OE_Update.pdf</a> (Update)</p> <p>Jan 2017: <a href="https://www.wahbexchange.org/wp-content/uploads/2016/12/HBE_EB_170126_Navigator_Program_Update.pdf">https://www.wahbexchange.org/wp-content/uploads/2016/12/HBE_EB_170126_Navigator_Program_Update.pdf</a> (Navigator Program)</p>

					<p>Dec. 2016: <a href="http://www.wahbexchange.org/wp-content/uploads/2016/08/HBE_EB_161201_OE_Update.pdf">http://www.wahbexchange.org/wp-content/uploads/2016/08/HBE_EB_161201_OE_Update.pdf</a> (OE Update)</p> <p>Sept. 2016: <a href="http://www.wahbexchange.org/wp-content/uploads/2016/08/HBE_EB_160922_OE_Readiness.pdf">http://www.wahbexchange.org/wp-content/uploads/2016/08/HBE_EB_160922_OE_Readiness.pdf</a> (Readiness for OE4)</p> <p>July 2016: <a href="http://www.wahbexchange.org/wp-content/uploads/2016/07/HBE_EB_160721_Outreach_Update.pdf">http://www.wahbexchange.org/wp-content/uploads/2016/07/HBE_EB_160721_Outreach_Update.pdf</a> (Outreach &amp; Navigator Program update)</p>
19	RFQQ HBE 18-002	1. Introduction and Overview	1.3. Project Information	The RFQQ states: "The goal is to reach eligible individuals as well as currently insured individuals who may find better coverage options through WAHBE" - How would WAHBE weight/prioritize these goals?	Equal.
20	RFQQ HBE 18-002	4.2. Response Contents	4.2.9. Cost Response (Mandatory; Scored)	Should the Cost Response reflect a 1-year budget for the 2019 open enrollment period, or for the entirety of the initial contract period (through June 30, 2020)?	The entire initial 2-year contract period (July 1, 2018 – June 30, 2020).
21	RFQQ HBE 18-002	4.2. Response Contents	4.2.9. Cost Response (Mandatory; Scored)	Should the Cost Response reflect separate line items for radio creative and video creative?	Yes.
22	RFQQ HBE 18-002	1. Introduction and Overview	1.1. Purpose and Authority	Have you done any similar campaigns in the past? If so, can you share strategy and results from prior campaigns?	Yes. The strategy and results are reflected in our board presentations and, ultimately, the enrollment numbers.

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23	N/A (general question)			Can you share what your current creative has been? How tied to this work are you?	Current creative is available for viewing in presentations. We are looking to keep creative in-house.
24	RFQQ HBE 18-002	1. Introduction and Overview	1.2. Organization Background	What do existing enrollment numbers look like based on pre-determined segments?	Enrollment reports and performance dashboards are located at <a href="https://www.wahbexchange.org/about-the-exchange/reports-data/">https://www.wahbexchange.org/about-the-exchange/reports-data/</a> . You will see the breakouts there and in previous reports.
25	RFQQ HBE 18-002	1. Introduction and Overview	1.2. Organization Background	How do you currently measure brand awareness? What does this awareness look like in the marketplace currently?	We have measured brand awareness with focus groups. It is fairly strong in the state.
26	RFQQ HBE 18-002	1. Introduction and Overview	1.2. Organization Background	Are your navigators, agents, brokers, and tribal assisters on site or contracted?	Navigator Lead Organizations are contracted with many unpaid partner organizations. Tribal Assisters are certified, but not contracted. Brokers and agents are registered with the Exchange but not Contracted.
27	RFQQ HBE 18-002	1. Introduction and Overview	1.3. Project Information	What have been your geographic priorities across the three key media markets?	Priorities are digital, radio, and print in that order. No TV for the last three years.
28	RFQQ HBE 18-002	1. Introduction and Overview	1.3. Project Information	Are you using any CRM systems or other tools for distributing dynamic content (DCO) to target audiences and stakeholders?	No.
29	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	Will the Vendor be involved in messaging and media support only? Or is there opportunity to handle creative as well?	Yes, we expect the vendor to handle creative for radio and provide feedback for creative.
30	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	In terms of reporting requirements, at what frequency would you like to review data? Weekly, biweekly, monthly? How granular should we get in reporting?	This may depend on the time of year and what is in the works. Weekly is a good start and then we can see if that is necessary outside of Open Enrollment. Granularity will be determined after the relationship starts.



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31	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	What is your preference on compensation for media placement? (retainer vs commission)	Media buys are expected to be included in the proposal and paid from compensation awarded under the contract.
32	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	How do you define "existing customer?"	Current enrollees.
33	RFQQ HBE 18-002	2. Scope of Work and Deliverables		Can you describe the scope of your internal creative capabilities and identify which creative deliverables you'd complete in-house and which creative deliverables you'd want the successful bidder to execute?	Our current in-house has the capabilities to create, design and augment creative for digital and print mediums. The vendor would develop radio as well as be able to place advertising across all mediums.
34	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	Is 2.2. Task 2 strictly an evaluation of existing plans or is the contractor required to also develop a new plan?	As worded, it is to help with the development of a new plan not necessarily build a plan from scratch.
35	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	In 2.2 you highlight multi-lingual. Can you specify which languages the contractor is required to translate materials?	See answer above related to 8 standard languages.
36	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	What segments should the contractor focus on for the market research and stakeholder analysis?	<ul style="list-style-type: none"> <li>a) Uninsured</li> <li>b) Vulnerable populations</li> <li>c) Current enrollees on Exchange</li> <li>d) Potential insured enrollees off Exchange</li> </ul>
37	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	What languages should the contractor focus on for the market research and stakeholder analysis?	English and Spanish
38	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	What languages will the contractor need to incorporate into the campaign and materials?	See above

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39	RFQQ HBE 18-002	4.2. Response Contents	4.2.4. Project Understand and Approach (Mandatory, Scored)	RFQQ states “vendor shall demonstrate, in less than 5 pages...”. • Please confirm our understanding that the total maximum page count for this section is 5 complete pages.	Yes.
40	RFQQ HBE 18-002	4.2. Response Contents	4.2.9. Cost Response (Mandatory; Scored)	Should the cost response (4.2.9) be provided as part of the same volume as the technical items (4.2.1 – 4.2.8)?	Yes.
41	RFQQ HBE 18-002	1. Introduction and Overview	1.6. Period of Performance	Is the contractor to budget for only the 2-year period of performance (\$2,000,000), or should an optional period of performance for 3 more years (\$1,000,000) also be budgeted?	For the RFQQ response, Vendors must provide a budget for the first contract period (2-years) beginning 7/1/18 and ending 6/30/20. Budgets for years 3, 4, and 5 will be determined at the time of Contract extension, if offered.
42	RFQQ HBE 18-002	1. Introduction and Overview	1.8. Funding	What type of contract will this be (e.g., firm fixed, time & materials, etc.)?	Firm Fixed (deliverables-based)
43	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	Is there a dollar amount out of the \$2,000,000 that should be included for a media buy? If so, What is this dollar amount?	No.
44	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	For budgeting purposes: a) What is the estimated number of focus groups, survey responses, and/or interviews that should be included? b) Can funds be used to provide an honorarium for each participant?	a) 1-2 focus groups. Usually east and west side of state. Enough to provide a representative sample of our population. b) Yes. We have done that in the past.

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45	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.2. Task 2	Will the ad campaign require the contractor to submit campaign materials through any clearance processes? If so, <ul style="list-style-type: none"> <li>• What is the anticipated amount of time that will be needed by WA HBE in order to complete any and all clearance processes?</li> </ul>	<ul style="list-style-type: none"> <li>a) The clearance process is only that of approval of the client.</li> <li>b) Approval process is quick and never more than 3 business days. This does not include time if revisions are necessary.</li> </ul>
46	RFQQ HBE 18-002	4.2. Response Contents	4.2.9. Cost Response (Mandatory; Scored)	<p>Please define what is to be included in “Cost allocated for Task/Deliverable” and “Admin Costs”:</p> <ul style="list-style-type: none"> <li>a) Is “Cost allocated for Task/Deliverable” defined as labor only?</li> <li>b) Are “Admin Costs” defined as other direct costs not including travel?</li> </ul>	<ul style="list-style-type: none"> <li>a) Task/Deliverable cost includes all direct labor and any raw materials associated with completing the task/deliverable.</li> <li>b) Admin costs consist of indirect expenses including, but not limited to: contract administration; taxes; overhead and profit. Travel costs are to be broken out separately in the form provided.</li> </ul>
47	N/A (general question)			What are the creative development requirements?	Requirements will be predominately related to radio production of spots. Other creative requirements (digital, print) will be done in-house.
48	RFQQ HBE 18-002	4.2. Response Contents	4.2.9. Cost Response (Mandatory, Scored)	Does WAHBE want the Vendors to incorporate creative radio design into our budget?	Yes.
49	RFQQ HBE 18-002	2. Scope of Work and Deliverables	2.1. Task 1	Is the market research to be done every year of the contract or just the first year?	First year, and then as necessary. It is frequently the case that we will not know if market research is required until a later date. This is due to changes in federal or state regulation that impacts market environment.

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50	RFQQ HBE 18-002	1. Introduction and Overview	1.1. Purpose and Authority	Is there a preference for a single Vendor to complete this work or multiple Vendors to complete different sections of the work?	Our preference is for a single Vendor to complete the work.
51	RFQQ HBE 18-002	5.2. Evaluation Process	5.2.3. Oral Presentations	If WAHBE did oral presentations can you provide an idea of what that would consist of?	If WAHBE elects to conduct oral presentations, WAHBE will reach out to each Vendor selected to participate in oral presentations and provide them with the details on what WAHBE would like the Vendors to present. WAHBE will ensure the participating Vendors have sufficient time to put together their presentation.
52	RFQQ HBE 18-002	5.2. Evaluation Process	5.2.2. Response Scoring	Would the cost not include the media buy? Would it be everything else?	Correct. Costs/Pricing provided in response to Section 4.2.9 – Cost Response, must include all Vendor costs associated with the first term of the project (7/1/18 – 6/30/20) EXCEPT for the media buy.