**Connecticut Health Insurance Exchange**

**D/B/A Access Health CT**

**Marketing & Research: Enrollee Census**

**Request for Proposal (RFP)**

**(4/28/12)**

**1.0 Summary**

Since the passage of the People’s Protection and Affordable Care Act (PPACA) in March of 2010, and Governor Malloy’s signing of Public Act 11-53 in July of 2011, Connecticut has aggressively built a state-based marketplace for health care coverage. The primary mission of the Connecticut Health Insurance Exchange, D/B/A Access Health CT, is to increase the number of insured residents in Connecticut, promote health, lower costs and eliminate health disparities. To accomplish this mission, the organization has developed a simple online shopping and enrollment experience for state residents and small businesses, as well as an extensive marketing, communication and enrollment infrastructure to raise awareness of new health insurance options and facilitate enrollment in coverage.

Throughout the planning and building phases of the organization, several initial assessments were made regarding the location and composition of both the general population of Connecticut, as well as those uninsured residents in the state. Gathered data included information such as household income, race/ethnicity, age, gender and geographic location, and was instrumental in enabling the organization to effectively target and reach uninsured residents. These assessments also helped the organization establish a baseline against which the success of the organization in fulfilling its mission could be measured.

With the launch of Access Health CT as the official state-based health insurance marketplace in Connecticut, more than 200,000 state residents signed up for health care coverage during the open enrollment period that officially ended on March 31, 2014. As the organization evaluates all aspects of its operational effectiveness during this initial launch period, one key area of focus is gathering a detailed understanding of the individuals who have enrolled in coverage during this first open enrollment period, and estimating the impact that the organization’s first year efforts had on the uninsured population.

Access Health CT intends to contract with a vendor that can conduct a full survey and assessment of the demographic makeup of its enrollees, as well as their experience signing up for coverage. While much data has already been captured through the enrollment process, substantial gaps still exist, with this research effort looking to round out our understanding of those unknown areas. Access Health CT will use the information gathered to better serve the current enrollees, maintain current enrollee membership, and develop effective strategies for reaching the remaining uninsured population in Connecticut.

**2.0 Scope of Work**

There are currently more than 200,000 Access Health CT enrollees, all of whom have a user account on the organization’s website which provides basic contact information, as well as more detailed information gathered through the application process (e.g. product selection, income, family size, age, gender, etc.). The research conducted should enable Access Health CT to define its enrollee population in greater detail by gathering additional data not collected through the enrollment process, with the end goal of better understanding who was engaged and enrolled in the first open enrollment period, as well as their motivations and their attitudes toward the Access Health CT enrollment process.

Primary areas of questioning will include (but not be limited to):

* What is their race/ethnicity?
* What is their level of education?
* What was their prior coverage status?
* How did they enroll in their plan? Where did they enroll in their plan?
* Did they receive any assistance while applying? If so, from whom?
* How well do they understand their current coverage?
* How do they plan to use their coverage?
* How did they hear about Access Health CT?
* Did they utilize Access Health CT resources available? Were those resources helpful?

In order to gather this information, the proposal submitted will need to address the challenge of reaching this population and provide a thorough explanation to satisfy the three categories below:

1. Methodology

Provide a detailed explanation of the recommended methodology for completing the goals of the project, including but not limited to:

1. Establishing a sample size that provides sufficient data to answer key questions, and allow for projection of findings to the 200,000 enrollees.
2. Development of quotas and oversampling to ensure findings can be projected to relevant sub groups
3. Detailed overview of data gathering process (e.g. phone survey, online, intercept, etc.)
4. Development of questions to be asked in survey
5. Analytic approach, inclusive of cross-tabulations, data modeling, and projection methodology
6. Timing

Provide a detailed and realistic timeline for the project, including time required to:

1. Develop a final research approach and methodology.
2. Gather and organize a sample file from the enrollee population.
3. Recruit/contact subjects and field research.
4. Analyze data gathered.
5. Deliver final analysis to Access Health CT.
6. Cost

Provide detailed accounting of cost for completing the work. This should be broken into two categories:

1. Cost for professional services to design the survey, oversee field work, and analyze results
2. Cost for actual field work
3. **Background and Qualifications**

Provide a summary of any past projects that would enable you to successfully perform this work. Specifically address experiences you have working in the areas of healthcare and health insurance research, as well as any experience evaluating large populations.

Provide an anticipated staffing plan for this engagement, including biographical sketches of staff who will be engaged, their proposed role, and the amount of time (as a %) they would devote to Access Health CT account activity.

Lastly, please provide three references for relevant prior work, including name, title, phone, email, and a description of the engagement performed.

**4.0 Data Management Process**

Given the sensitivity of using member contact information for conducting this research, Access Health CT wants to ensure that information provided for sampling as well as that gathered during field work is kept secure via stringent privacy and security standards. Please provide a description of your firm’s data handling process, inclusive of:

1. How data provided by Access Health CT will be stored and secured upon receipt
2. Who will have access to the data
3. How will survey responses be linked to the original member record (if at all)
4. What security policies and procedures are in place to ensure collected survey data is securely stored.

**5.0 Cost Proposal**

Provide a cost summary using the basic template format below. Please provide a detailed narrative that supports these total costs. We recognize there are significant unknowns and that findings from the initial review of existing enrollee data may impact decisions for this engagement and subsequent activity. To that extent, please assume that contact information exists for all enrollee’s (e.g. phone and postal address) and that accurate demographic data exists related to age, gender, geographic location, income, and product selection.

Additionally, please provide a rate card or approximate hourly rates for reference, should other work or services arise that was not detailed or anticipated in the current project scope.

|  |  |
| --- | --- |
| **Estimated Costs by Engagement Area** | **($)** |
| Professional services to design survey, oversee field work, and analyze results |  |
| Field activity (corresponding to proposed data gathering recommendation) |  |
| **Total Cost** |  | $ |

1. **RFP Processes**

Below please find a schedule of key dates and milestones for this RFP process.

|  |  |
| --- | --- |
| Activity | Date |
| RFP Issued (open for 14 days) | April 29, 2014 |
| Proposal Due Date | May 13, 2014 |
| Oral Presentations for RFP finalists | May 19-21, 2014 |
| Vendor Award | May 23, 2014 |

The initial term of the contract shall be from the date specified in the executed contract up until completion of the project.

When preparing your response to this RFP, please adhere to the following list of requirements and guidelines below.

1. The Responder’s proposal should consist of the following sections, in the order listed below:
2. Cover Letter
3. Table of Contents
4. Executive Summary
5. Organizational Qualifications
6. Approach and Methodology To Address Items Detailed In Scope of Work
7. Data management process
8. Proposed Project Timeline to Meet Key Dates
9. Cost/Pricing Proposal
10. Biographical Sketches for Key Personnel
11. 3 References
12. The proposal should be formatted as follows:

* Paper size: 8.5 x 11 inches
* Minimum font size: 11 point (except for footnotes, headers, or footers)
* Ready for printing: All electronic files submitted will be pre-formatted for printing
* Software: All electronic files submitted should be created (or fully compatible) with any of the following software suites or packages: Microsoft Office 2010, Adobe PDF.

1. The Responder is required to submit:

* One (1) digital copy of the proposal

1. **RFP Contact**

The contact person for the purposes of this request is:

Kecia Stauffer

The Connecticut Health Insurance Exchange D/B/A Access Health CT

280 Trumbull Street, 15th floor

Hartford, CT 06103

860-757-5315 (Phone)

[kecia.stauffer@](mailto:kecia.stauffer@)ct.gov (Email)

If you are interested in submitting a proposal, it should be sent to the contact above by the deadline of Tuesday, May 2, 2014 by 4:00pm.