

1. Do you expect the media agency to conduct multi-cultural outreach or is there a separate outreach agency?

We expect our media agency make media recommendations to support our year-round outreach efforts to reach culturally diverse populations. This is an integrated plan among all partners – including media, outreach and PR.

2. What are the expectations of the media agency in terms of target insights? Do you feel you do not have a strong grasp on your members and prospects? Is one segment more important than the other?

We have a firm grasp on our customers are and work closely with the analytics team and external research partners to understand them as well as acquisition targets. We expect the media agency to identify opportunities to reach both. Mass media efforts will focus on plan utilization and value of having health care coverage to connect with our current customers.

3. Is retention part of objective or is goal to capture remaining 4% of state uninsured?

The goal is to retain current customers and educate them about the value of having health insurance coverage. Likewise, media efforts also support outreach to target populations of the uninsured.

4. Are you partnering with an outside research group to conduct further target insights or are you relying on the media agency to recommend if this is necessary given Access Health already has.

The marketing team works closely with our internal analytics team and external research partners to identify opportunities to better connect with customers, the uninsured and the underinsured. We expect the media agency to offer additional insights specific to advertising opportunities to ensure we reach these targets with the right message using the right medium.

5. Can you please clarify what you mean by...."If your firm offers specialty service specific to one medium (i.e., TV, Radio, Print, etc.) provide a detailed description of the competitive advantage and cost efficiencies it would provide to structure services this way.

We encourage agencies with specific buying expertise (Ex: digital, radio, experiential) to respond this is Request for Information if there is a cost-benefit to working with them as opposed to a traditional full service media agency. Access Health CT continually assesses partnerships to ensure that we find innovative ways to reach target populations.

6. Are you considering selecting multiple media agencies specific to one tactic? Are there capabilities you are looking for in a media agency that your previous agency did not handle/execute well?

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7. If a respondent is providing non-media related services for a Connecticut based insurance provider (for example Aetna, Cigna, or Connecticare), would that be considered a conflict and grounds for ineligibility?'

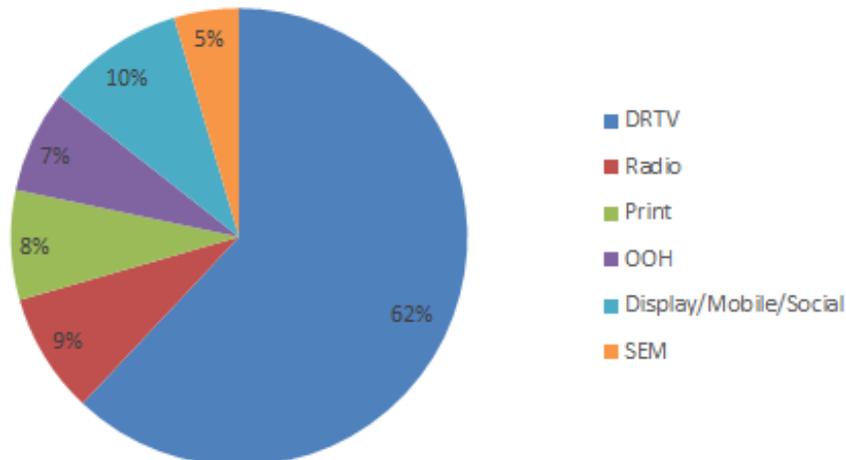
We require all partners to sign a Non-disclosure agreement and do not see this scenario as grounds for ineligibility. Partners also are subject to confidentiality provisions as per standard contracts.

8. What is the anticipated media budget?

We anticipate the advertising budget to remain flat between 1.5-1.75M

9. Please provide past media expenditures, broken out by medium, duration and performance.

| Media | October '15 | | | | November '15 | | | | December '15 | | | | January '16 | | | | | |
|---|-------------|------|-------|-------|--------------|------|------|-------|--------------|-------|------|-------|-------------|-------|-----|------|------|------|
| | 9/28 | 10/5 | 10/12 | 10/19 | 10/26 | 11/2 | 11/9 | 11/16 | 11/23 | 11/30 | 12/7 | 12/14 | 12/21 | 12/28 | 1/4 | 1/11 | 1/18 | 1/25 |
| DRTV (Broadcast & Cable) UConn | | | | | | | | | | | | | | | | | | |
| RADIO (English & Hispanic) | | | | | | | | | | | | | | | | | | |
| PRINT SSIs On-Page Newspapers | | | | | | | | | | | | | | | | | | |
| OOH Door Hangers Cinema Screens Mobile Billboard | | | | | | | | | | | | | | | | | | |
| DIGITAL Display/Mobile Paid Search Ad Serving | | | | | | | | | | | | | | | | | | |



10. What type of information will be provided to the contracted supplier for them to complete the internal/external research review?

The media agency will have access to all previous research including additional 2016 member census expected ahead of OE4. Additionally, reports and insights from our internal analytics team will be made available.

11. Can we have access to past open-enrollment reporting? If no, can we review qualitative insights as to which mediums have performed well vs. which performed poorly.

All previous performance reporting will be made available to select media agency.

12. Describe the media assets/specs that your creative agency will provide. For example, please consider sharing details tied to: landing pages, TV spots, online advertisements, radio, social media assets, etc..and any Spanish language related assets.

Access Health CT works with a full services creative agency that manages development of TV, digital, print, OOH and radio. Whenever possible assets are transcoded to reach diverse populations.

13. What level of access will we have to campaign performance (e.g. we want to tag all media, but need the ability to optimize against it based on actual campaign performance)?

a. What types of analytic platforms do you currently use?

Currently we use Google analytics to measure activity on the website. The media agency will have access to and report weekly on campaign performance.