

Question #1	Question	NMHIX Response
1	Is there an overall budget in mind for the media buy?	While beWellnm anticipates spending approximately \$1,000,000 for branding and advertising, vendors are encouraged to balance their proposal to accomplish stated goals.
2	Is the advertising to be year round or just around open enrollment?	BeWellnm primarily advertises during Open Enrollment (OE), but does more modest advertising throughout the year.
3	On page 22 it says that delivery needs to be one hard copy submitted to the physical address, is this correct given the pandemic?	Only a digital response is needed.
4	Are you open to a website rebuild?	This depends upon the vendor's response.
5	In item K on page 25 section 2, are you referring to a project management software of some form?	ShareFile is a secure content collaboration, file sharing and sync solution that supports all the document-centric tasks and workflow needs of small and large businesses.
6	Is Help on Demand related to the chat functions mentioned in item D of section 2 on page 25?	No, Help On Demand is a real-time consumer assistance referral system operated by BigWave Systems. The technology connects consumers seeking assistance with Marketplace-registered, state-licensed agents, brokers and enrollment counselors in their area who can provide immediate assistance with Marketplace plans and enrollment.
7	Is the current site ADA compliant?	The website meets ADA Requirements and the appropriate disclaimers and resources posted, support is driven to our Contact Center and or 711 for further ADA assistance. BeWellnm is always looking for opportunities to expand accessibility.
8	How is 'paid information booth' being defined?	A paid booth can be the cost related to a tabling event, in support of an outreach opportunity.
9	Implementation of community sponsorships is mentioned. Does this scope of work include identifying sponsorship opportunities, as well as managing the sponsorships? Also, is there a sponsorship budget identified?	The scope would also include identifying and managing sponsorships, though at times those activities may also come from staff. There is not a designated sponsorship budget, but vendors are encouraged to balance their proposal to accomplish all stated goals.
10	Auto-dial outreach is also mentioned. Is this an expected requirement of this scope of work?	Yes.
11	What is the historic volume of the contact center enrollments by phone versus face to face by the enrollment options bullet pointed below? --Navigators/Enrollment Counselors --Licensed Agents --Community Events --Website	According to Healthcare.gov 32-37% of NM Enrollments are completed with assistance, from either a Broker and or Enrollment Counselor. Regarding the local beWellnm office, we average close to 800 face-to-face enrollments with our onsite enrollment counselors and brokers. Historically, we do not have a large volume done over the phone. We hosted Enrollment Events historically, and would complete roughly 200-300 enrollments at our community focused enrollment events during the Open Enrollment season.
12	Which services are billable? Are services billed at hourly rates?	The majority of the professional services are billed at an hourly rate. The only exception is related to Advertising and Social Media commission cost.
13	May you share prior years advertisement history i.e. billboard, website, social media and expensed amounts?	2019 -Advertising OE \$960,203; Social Media/Digital \$330,000, Website \$50,500
14	Does New Mexico anticipate an extension / SEP for 2021?	Special Enrollment Periods (SEPs) can occur throughout the year. New Mexico anticipates its first Open Enrollment Period with the state-based solution to run from November 1 to mid-late January.
15	What resources will beWellnm make available for face to face interactions?	Resources are available in an evolving manner. While the COVID-19 Pandemic remains a widespread threat, face-to-face interactions are being mitigated with individuals strongly encouraged to utilize phone or digital enrollment assistance. However, considering the potential entire length of the contract, expanded face-to-face support is expected.
16	Referencing Section I C. 11 Request for face to face engagement; what are beWellnm expectation of conducting face to face engagements during COVID? when do you anticipate the project to fully launch?	Face-to-face interactions are being kept to a minimum, and beWellnm would communicate proactively as the landscape evolves to support the health of the public and the vendor's staff/partners. The project has a soft launch on 9/1/2021, and Open Enrollment begins on 11/1/2021.
17	May you share usual and customary fees for past awards?	We do not have usual and customary fees for past awards.
18	Do you have preferred Navigators?	No. Navigators should be able to reach New Mexico's diverse and geographically widespread population.
19	Who was the incumbent and what were the strengths and weaknesses of working with the incumbent?	The incumbent is The Waite Company. As a practice, beWellnm does not use procurements to communicate existing vendor performance.
20	What is the budget range?	Per the July 2020 beWellnm Board Meeting, the organization has an approved outreach budget of \$3,604,515. However, vendors are encouraged to balance their proposal to accomplish stated goals.
21	Why was this RFP released now?	The beWellnm Board of Directors voted on August 7th to direct staff to procure Outreach & Education Services for 2021.
22	By what metric do you measure success?	BeWellnm measures success by expanding coverage in New Mexico. This includes successfully retaining current enrollees and reaching the remaining uninsured.
23	What is the existing CRM?	Insightly
24	Does the budget include media buys? If it doesn't, what is the media buy budget?	It does.
25	Pg. 34 reference two successes and two failures; would you like one of each or two of each?	We asked for two of each.

26	Would NM HIX please clarify how long after contract award will the contractor(s) will have to start implementing the project?	Implementation should begin immediately after contract award. Some services are necessary to be active by January 1, 2021, specifically the website. BeWellnm understands that building capacity for other areas will take time, but must be prepared well in advance of Open Enrollment on November 1, 2021.
27	Would NM HIX please clarify how long the implementation period will be?	Please see answer above.
28	How many outbound calls were made on a monthly basis in 2018, 2019 and 2020 for the auto-dial outreach program?	Outbound outreach calls are done monthly, on average the Outreach vendor can make on average 3-6k calls in a 45-60 window to Small Business, about 300-500 calls per month to Prospective Brokers. For an auto dial campaign that can range depending on the overall scope of the calls, from 1,000-3,000 a month.
29	What are the monthly volumes for the direct mail in 2018, 2019 and 2020?	Direct mail, is determined by purpose, event DM may range from 3-6k , OE Direct mail, will be increased maybe upto 75-100k total for all events etc.
30	Does NM HIX plan for the vendor to leverage an existing telephony platform or would the vendor be expected to provide this functionality? If the vendor is to leverage an existing platform, which telephony platform does NM HIX use?	Yes the awarded contractor will need to provide the telephony platform. We don't have a contract today other than through the current outreach and education vendor.
31	Can NM HIX provide sample reports that are used today?	Many of beWellnm's reports include personally identifiable information and will not be shared at this time. However, for example, outreach reports typically are provided via the CRM , excel format and include information such as date/person/organization, contact, origin of connection, current status, and outcome. All outreach efforts are tracked, including tabling events, sponsorships, calls, email communications are all handled through the CRM. Once a month, a written report is provided to outline expenses, remaining budget and all outreach, media and social media campaigns and reports.
32	From which system are the reports currently pulled? How many reports are currently created? How often are they delivered to NM HIX?	Insightly. Reports are delivered as appropriate.
33	Would the full scope of digital and telephony functionality be able to integrate with the CRM if NM HIX is providing this?	We are not providing the CRM. Our prime vendor will have this responsibility. The awarded prime vendor will have this responsibility.
34	Which CRM system does the NM HIX currently use? What would the vendor need to develop in the CRM? What information does the vendor need to maintain?	Our prime vendor currently uses Insightly. Yes, the awarded prime vendor has this responsibility. Currently, the CRM maintains all outreach activity including events, scheduling, emails, communications on outreach efforts, all outreach activity, budget and spend for each event, and associated staffing. We want the CRM connect to newsletters.
35	Which CRM system does the NM Health Insurance Exchange currently use? What would the vendor need to develop in the CRM?	Insightly. Yes the awarded prime vendor need to provide this functionality.
36	Is the reporting tool integrated in the CRM system?	Yes.
37	How are Enrollment Counselor activities being tracked and collected? Do the Enrollment Counselors track their activities in the same system or a different system? If in a different system, how is the Enrollment Counselor information uploaded into the CRM system?	Currently, they are tracked and collected through a web-based submission process. Enroller.com created by the current prime vendor. This system tracks all activities. It would be ideal to have all activities tracked in the CRM.
38	Is the second language Spanish?	Yes. Advertising collateral should typically be in English and Spanish. However, there are times where certain key advertising items have been published in other languages to expand reach (such as a COVID-19 coverage flyer being translated into Mandarin and other languages).
39	Will any training materials be provided to Contractor?	Yes.
40	Regarding website traffic, is the NM HIX able to provide anticipated volume escalations or estimated ways to gauge increases?	Yes, beWellnm can monitor volume and escalations. For the most recent volume stats, please visit (slide 64): https://bewellnm.com/getmedia/9f196563-9269-4b97-871a-8b6e8ec44896/9-18-20-Board-Deck-FINAL-(002).pdf;aspx
41	Which platform does beWellnm use for its website? Is it expected that the vendor will manage the current website?	The technology programming is Kinteco and Winning Strategies is our website hosting company.
42	Who currently updates the website?	Combination of beWellnm staff and our current vendor depending upon the complexity.
43	Can beWellnm provide the web site usage by page and length of stay?	Information on beWellnm's website usage can be found on slide 64 of the most recent Board presentation, found at: https://bewellnm.com/getmedia/9f196563-9269-4b97-871a-8b6e8ec44896/9-18-20-Board-Deck-FINAL-(002).pdf;aspx
44	Which online chat platform do the two separate existing contact centers use?	Five 9. However, there will be a change in 2021. Five 9 for SHOP and salesforce will be used for individual and family.
45	Does the NM HIX expect two separate experiences for the consumer with chat? Does the NM HIX expect the chat to be on two different web pages?	We will be using several different technology vendors for SHOP and individual and family. We anticipate the experience for the consumer to be the same.
46	Can beWellnm share the existing advertising collateral?	Examples of collateral can often be found in Board presentations. Board presentations can be found at: https://bewellnm.com/about-us/nmhix-board-meeting-notes
47	How many and in which languages will be required for the advertising collateral?	Advertising collateral should typically be in English and Spanish. However, there are times where certain key advertising items have been published in other languages to expand reach (such as a COVID-19 coverage flyer being translated into Mandarin and other languages).
48	What is the current system that beWellnm uses to review, approve and finalize materials?	Share file
49	What kind of measurement tools has NM HIX used for the States earned, owned and paid media activities?	BeWellnm actively tracks and reports earned, owned, and paid media activities. Tracking varies depending on media type.

50	Are there website integration requirements for the online state-based application systems?	The website will need to connect and host an instance of the enrollment website.
51	Is NJ HIX expecting new creative for the campaign with this new contract?	BeWellnm assumes that the "NJ HIX" means "NM HIX." New creative materials will need to be generated to support the overall campaign, specifically the launch of the technology solution. Existing materials can be leveraged where appropriate.
52	Will the NJ HIX award New Mexico Preference points for a woman owned business, based in New Mexico, if that business is a sub-contractor to the prime?	For prime vendors NMHIX will follow the NM Procurement code section 13-1-21 Application of Preferences.
53	The prime contractor will be required to meet service level warranties and performance guarantees that are in development.	These requirements are currently being identified and will be negotiated with the finalist.
54	What does "are in development" mean?	See answer to Q 53.
55	Page 29 indicates what time the electronic version of the proposal is due to be received. What time and date does the hard copy of the proposal need to be received by?	The proposal must be received by October 12th at 3PM. We are not asking for a hard copy proposal.
56	On Page 29, what is the definition of "promotional material"? "Direct reference to pre-prepared or promotional material may be used if referenced and clearly marked. Promotional material must be minimal."	Any materials that promote the SHOP and individual and family exchanges. This is section is related to the proposal itself. We are not looking for a lot of materials as part of the submitted proposal. Keep these to a minimum.
57	Given that Open Enrollment runs from November 1 through December 15, would these activities be in preparation for 2021 Open Enrollment?	No, the contract start date would be January 1, 2021. The following Open Enrollment will run from November 1, 2021 to mid-late January 2022.
58	What is the anticipated budget available for the scope of work? Are media buys included in this budget and, if so, what is the anticipated proportion of the budget that should be dedicated to media buys?	Per the July 2020 beWellnm Board Meeting, the organization has an approved outreach budget of \$3,604,515. However, vendors are encouraged to balance their proposal to accomplish stated goals. This includes budget for media buys.
59	Page 20 indicates preference for New Mexico businesses. Is it required that all contractors are certified in New Mexico? How is this factored into the evaluation of proposals?	It is not required that all contractors be certified in New Mexico, but it is preferred. It's influence on evaluation can be found in the scoring rubric in the RFP.
60	Page 6 says "BeWellnm intend to award a single contract for one (1) year with three (3) optional one-year renewals. However, beWellnm reserves the right to award multiple contracts", does this mean that multiple vendors may be awarded different parts of the work outlined in the RFP?	This is a possible outcome if it fits beWellnm's strategic and budget goals.
61	The activities in the RFP are pretty comprehensive. Is there a single vendor or multiple vendors that have previously provided these services? If multiple vendors, why is this work being grouped into a single RFP? Is it due to the desire for coordination of the services?	A single vendor has not historically handled all of the services for beWellnm. For example, sub-contractors have managed the website services or media monitoring. Yes, the goal of grouping into a single RFP is to maximize coordination.
62	Page 23. What is the difference between a Navigator and Enrollment Counselor?	BeWellnm references most of its enrollment network as enrollment counselors. With that said, at least two organizations must satisfy all of the requirements in federal law, 45 CFR § 155.
63	Page 24. Under Outreach and Education, --Who has previously/currently provided outreach and education services for beWellnm? --"Provide a statewide network of Navigators and assisters" - does this mean the contractor will manage the enrollment of individuals? If not, what is the anticipated role of the contractor in relation to navigators? --What is the existing CMS platform and where is it hosted? Is it expected that the contractor will continue using the existing platform?	The current vendor is The Waite Company. The role of the contractor is to identify potential navigators in coordination with beWellnm and support their training and certification. The existing CMS platform is healthcare.gov and will be used to varying degrees through 2021.
64	10. Page 25. Marketing and Advertising --Who has previously/currently provided marketing and advertising services for beWellnm? --Has formative research with the priority populations been conducted previously by the state or others? If so, is this research available to inform development of outreach and marketing activities? --Who currently manages the beWellnm website? Will the vendor be responsible for developing web copy, or will the state provide content (new or repurposing existing content)?	The current vendor is The Waite Company. Yes, research exists to identify priority populations and shape the outreach activities. The website is hosted by Winning Strategies and Kinteco is the back end programming. Yes a web copy should be available.
65	Page 32, Section 2a "Manage beWellnm's website, including site administration, hosting, overall infrastructure, licensing, and all applicable fees" - Where is the website currently hosted? Does the state wish for the website to remain with the current hosting?	BeWellnm does not have a stated wish for a specific website vendor, only that the vendor be prepared to host on January 1, 2021.
66	Does the state currently have a Help On Demand subscription (with BigWave Systems)?	No.
67	What is the anticipated launch date for the marketing campaign(s)? How long is it anticipated that the campaign(s) will run for?	The marketing campaign can start, in earnest, on January 1, 2021. The majority of the marketing campaign will coincide with Pre- Open Enrollment and Open Enrollment, starting in Fall 2021.

68	11. Page 25 under Communications and Public Relations --What is included in the "Daily Clip"? --What is included in the "crisis management" activity?	The daily clip typically includes key local and national news articles relating to beWellnm, New Mexico's health system, health reform, and other areas of interest. Crisis management is being responsible for monitoring and response to any crisis that may impact beWellnm.
----	---	---