

REQUEST FOR PROPOSAL

RFP Number: O E 0001	Buyer: Amanda Spicer
Service: Arkansas Health Connector Outreach and Education Campaign	Date: March 01, 2013
Agency: Arkansas Insurance Department	Proposal Opening Date: April 1, 2013
Service Location: Little Rock, AR	Proposal Opening Time: 2:00 pm CT

PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE PROPOSAL ENVELOPE INCLUDING THE OUTSIDE OF OVERNIGHT PACKAGES **MUST** BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE PROPOSAL NUMBER, DATE AND HOUR OF PROPOSAL OPENING AND VENDOR'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS INSURANCE DEPARTMENT. **Vendors are responsible for delivery of their proposal documents to the Arkansas Insurance Department prior to the scheduled time for opening of the particular proposal. When appropriate, vendors should consult with delivery providers to determine whether the proposal documents will be delivered to the Arkansas Insurance Department office street address prior to the scheduled time for proposal opening. Delivery providers, USPS, UPS, and FedEx deliver mail to our street address, 1200 West Third Street, Suite 201, Little Rock, AR 72201-1904, on a schedule determined by each individual provider. These providers will deliver to our offices based solely on our street address.**

PROPOSAL DELIVERY ADDRESS: Arkansas Insurance Department ATTN: Amanda Spicer 1200 West 3 rd Street, Suite 201 Little Rock, AR 72201-1904	PROPOSAL OPENING LOCATION: Arkansas Insurance Department 1200 West 3 rd Street, Suite 201 Little Rock, AR 72201-1904
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Company Name: _____

Name of Authorized Company Official: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

E-Mail Address: _____

Signature: _____
 USE INK ONLY; UNSIGNED PROPOSALS WILL NOT BE CONSIDERED

Identification: _____

Federal Employer ID Number _____ Social Security Number _____

FAILURE TO PROVIDE TAXPAYER IDENTIFICATION NUMBER MAY RESULT IN PROPOSAL REJECTION

Business Designation
 (check one): Individual Sole Proprietorship Public Service Corp
 Partnership Corporation Government/ Nonprofit

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General Description	Outreach and Education Campaign Design, Development and Implementation
Type of Contract:	Term
Buyer:	Amanda Spicer

MINORITY BUSINESS POLICY: Minority participation is encouraged in this and in all other procurements by state agencies. "Minority" is defined by Arkansas Code Annotated § 15-4-303 as a lawful permanent resident of this state who is: African American, Hispanic American, American Indian or Native American, Asian American, Pacific Islander American or a Service Disabled Veteran as designated by the United States Department of Veterans Affairs. The Arkansas Economic Development Commission conducts a certification process for minority businesses. Bidders unable to include minority-owned business as subcontractors "may explain the circumstances preventing minority inclusion".

Check minority type:

- African American
- Hispanic American
- Pacific Islander American
- American Indian
- Asian American
- Service Disabled Veteran

Arkansas Minority Certification Number _____

EQUAL EMPLOYMENT OPPORTUNITY POLICY: In compliance with Act 2157 of 2005, the Arkansas Insurance Department is required to have a copy of the vendor's Equal Opportunity Policy prior to issuing a contract award. EO Policies may be submitted in electronic format to the following email address: amanda.spicer@arkansas.gov, or as a hard copy accompanying the solicitation response. The Arkansas Insurance Department will maintain a file of all vendor EO policies submitted in response to solicitations issued by this office. The submission is a one-time requirement, but vendors are responsible for providing updates or changes to their respective policies, and for supplying EO policies upon request to other state agencies that must also comply with this statute. Vendors that do not have an established EO policy will not be prohibited from receiving a contract award, but are required to submit a written statement to that effect.

ACT 157 of 2007 EMPLOYMENT OF ILLEGAL IMMIGRANTS: Pursuant to Act 157 of 2007, all bidders must certify prior to award of the contract that they do not employ or contract with any illegal immigrants in its contract with the State. Bidders shall certify online at: <https://www.ark.org/dfa/immigrant/index.php/disclosure/submit/new>.

ALTERATION OF ORIGINAL RFP DOCUMENTS: The original written or electronic language of the RFP documents shall not be changed or altered except by approved written addendum issued by the Arkansas Insurance Department. This does not eliminate a Vendor from taking exception(s) to non-mandatory terms and conditions, but does clarify that the Vendor cannot change the original document's written or electronic language. If the Vendor wishes to make exception(s) to any of the original language, it must be submitted by the Vendor in separate written or electronic language in a manner that clearly explains the exception(s). If Vendor's/Respondent's submittal is discovered to contain alterations/changes to the original written or electronic documents, the Vendor's response may be declared as "non-responsive" and the response may not be considered.

REQUIREMENT OF ADDENDUM: THIS REQUEST FOR PROPOSAL MAY BE MODIFIED ONLY BY ADDENDA WRITTEN AND AUTHORIZED BY THE ARKANSAS INSURANCE DEPARTMENT. Vendors are cautioned to ensure they have received or obtained and responded to any and all addenda to the proposal prior to submission. There will be no addenda to a proposal 72 hours prior to the proposal opening. It is the responsibility of the vendor to check the Arkansas Insurance Department website at <http://hbe.arkansas.gov> and the Office of State Procurement website at <http://www.arkansas.gov/dfa/procurement/bids/index.php> for any and all addenda up to that time.

DELIVERY OF RESPONSE DOCUMENTS: In accordance with the Arkansas Procurement Law and Regulations, it is the responsibility of vendors to submit proposals at the place, and on or before the date and time, set in the solicitation documents. Proposal documents received at the Arkansas Insurance Department after the date and time designated for proposal opening are considered late proposals and shall not be considered. Proposal documents

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arriving late, which are to be returned and are not clearly marked, may be opened to determine for which RFP the submission is intended.

ADDITIONAL TERMS AND CONDITIONS: The Arkansas Insurance Department objects to, and shall not consider, any additional terms or conditions submitted by a Vendor, including any appearing in documents attached as part of an Vendor's response. In signing and submitting a proposal, the respondent agrees that any additional terms or conditions, whether submitted intentionally or inadvertently, shall have no force or effect. Failure to comply with terms and conditions, including those specifying information that must be submitted with a proposal, shall be grounds for rejecting a proposal.

ANTICIPATION TO AWARD: After complete evaluation of the proposal, the anticipated award will be posted on the Arkansas Insurance Department website at <http://hbe.arkansas.gov/> and the Office of State Procurement website at <http://www.dfa.arkansas.gov/offices/procurement/Pages/default.aspx> and/or the legal section of a newspaper of statewide circulation. The purpose of the posting is to establish a specific timeframe in which vendors and agencies are aware of the anticipated award. The RFP results will be posted for a period of fourteen (14) days prior to the issuance of any award. Vendors and agencies are cautioned that these are preliminary results only, and no official award will be issued prior to the end of the fourteen day posting period. Accordingly, any reliance on these preliminary results is at the agency's/vendor's own risk.

The Office of State Procurement reserves the right to waive the policy of Anticipation to Award when it is in the best interest of the State. Vendors are responsible for viewing the Anticipation to Award section of the OSP web site at: http://www.arkansas.gov/dfa/procurement/pro_intent.php.

PAST PERFORMANCE: In accordance with provisions of The State Procurement Law, R7: 19-11-229 Competitive Sealed Bidding - Bid Evaluation paragraph (E)(i) & (ii): a vendor's past performance with the state may be used in the evaluation of any offer made in response to this solicitation. The past performance should not be greater than three (3) years old and must be supported by written documentation on file in the Office of State Procurement at the time of the RFP opening. Documentation may be in the form of a written or electronic report, video press release (VPR), memo, file or any other appropriate authenticated notation of performance to the vendor files.

VISA ACCEPTANCE: Awarded Respondents should have the capability of accepting the State's authorized VISA Procurement Card (p-card) as a method of payment. Price changes or additional fees may not be assessed when accepting the p-card as a form of payment. The successful respondent may receive payment from the State by p-card in the same manner as other VISA purchases. VISA acceptance is preferred, but is not the exclusive method of payment.

EO-98-04 GOVERNOR'S EXECUTIVE ORDER: Bidders should complete the Disclosure Forms posted with this proposal.

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SECTION 1 GENERAL INFORMATION

1.0 INTRODUCTION

The Arkansas Insurance Department's (AID) Health Benefits Exchange Planning Division (HBEPD) issues this Request for Proposal (RFP) for the purpose of obtaining a qualified vendor to design, develop and implement a comprehensive outreach and education program that will inform and instruct uninsured Arkansans on how to access affordable health insurance through the federal Health Insurance Marketplace. The program is a vital element in the State's overall effort to motivate uninsured Arkansans to enroll in a health insurance plan. This Outreach and Education contract will be a part of the Arkansas Health Connector program.

1.1 ISSUING OFFICE

The issuing officer is the sole point of contact for this RFP. Any vendor questions or clarifications regarding matters related to this RFP must be directed to AID/HBEPD's Finance Manager, Amanda Spicer at Amanda.Spicer@arkansas.gov. Written questions must be submitted to the issuing officer by the date listed in this solicitation. All questions should be marked "Questions" and the RFP number should be indicated. The questions will be answered and posted on the AID and OSP website. Accordingly, reliance on information received other than from the issuing office is at the Vendor's own risk. For technical information related matters, vendors may email the buyer as well.

Amanda Spicer
Arkansas Insurance Department
1200 West 3rd, Suite 201
Little Rock, Arkansas 72201-1904
E-mail: Amanda.Spicer@arkansas.gov

1.2 TERM OF THE CONTRACT

Winning vendor will be awarded a one-year term contract.

By mutual agreement, AID/HBEPD and the contractor may elect to extend the contract six times for a one (1) year period or a portion thereof, not to exceed a maximum of six (6) additional years or any portion thereof.

In the event the State no longer needs the service or commodity specified in the contract or purchase order due to program changes, changes in laws, rules, or regulations, relocation of offices, or lack of appropriated funding, the State may cancel the contract or purchase order by giving the contractor written notice of such cancellation 30 days prior to the date of cancellation.

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1.3 DEFINITION OF TERMS

This section of the RFP provides detailed definitions of appropriate acronyms and terms relative to this RFP.

ACA	Affordable Care Act	The Patient Protection and Affordable Care Act (PPACA) – also known as the Affordable Care Act is the landmark health reform legislation passed by the 111th Congress and signed into law by President Barack Obama in March 2010. The legislation includes a long list of health-related provisions that began taking effect in 2010 and will “continue to be rolled out over the next four years.” Key provisions are intended to extend coverage to millions of uninsured Americans, to implement measures that will lower health care costs and improve system efficiency, and to eliminate industry practices that include rescission and denial of coverage due to pre-existing conditions.
AID	Arkansas Insurance Department	The purpose of the State Insurance Department is to serve and protect the public interest by the equitable enforcement of the state’s laws and regulations affecting the insurance industry.
AHC	Arkansas Health Connector	The Arkansas Health Benefits Exchange Partnership Division’s Outreach and Education program to connect consumers, providers, issuers and businesses with the resources they need to answer questions, schedule speakers or get access to guides who can assist them with insurance.
CCIIO	Center for Consumer Information and Insurance Oversight	The Centers for Medicare & Medicaid Services’ Center for Consumer Information and Insurance Oversight (CCIIO), part of the U.S. Department of Health & Human Services (DHHS), provides national leadership in setting and enforcing standards for health insurance that promote fair and reasonable practices to ensure that affordable, quality health coverage is available to all Americans. The center also provides consumers with comprehensive information on coverage options currently available so they may make informed choices on the best health insurance for their family.
CMS	Center for Medicare and Medicaid Services	The Center for Medicare and Medicaid Services is the federal agency that runs the Medicare program. In addition, CMS works with the States to run the Medicaid program. CMS works to make sure that the beneficiaries in these programs are able to get high quality health care.
DHHS	U. S. Department of Health and Human Services	DHHS administers many of the "social" programs at the Federal level dealing with the health and welfare of the citizens of the United States. (It is the "parent" of CMS.)
FFE	Federally-facilitated Exchange	The Affordable Care Act allows each State the opportunity to establish an Affordable Insurance Exchange (“Exchange”) to help individuals and small employers purchase affordable health insurance coverage. Exchanges will allow individuals and eligible employers to compare and select from qualified health plans (QHPs) for their families and their employees that meet benefit design, consumer protection, and other standards. The Affordable Care Act directs the Secretary of HHS to establish and operate a Federally-facilitated Exchange to serve the consumers of any State that does not elect to create a State Based Exchange on their own.

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HBEPD	Health Benefits Exchange Partnership Division	The Health Benefits Exchange Partnership Division is a division within the Arkansas Insurance Department responsible for performing, monitoring and collaboration of the activities under the State Partnership Exchange model. This includes the activities within the federal core areas of Plan Management and Consumer and Stakeholder Engagement and Support functions of the exchange while the federal exchange provides eligibility and enrollment functions.
HIM	Health Insurance Marketplace	The name branded for the federal web portal that will be used by eligible consumers and employers for searching and enrolling in Qualified Health Plans.
IPA	In Person Assister	In Person Assisters assist consumers in understanding Exchange insurance options, determining eligibility, and facilitating enrollment.
OSP	Office of State Procurement	The Office of State Procurement (OSP) has primary responsibility and oversight for State government procurement of commodities, technical and professional services for all state agencies, boards and commissions and colleges and universities.
SPE	State Partnership Exchange	Under the Affordable Care Act, states have the option to enter into a Partnership with a Federally Facilitated Exchange. Under a State Partnership model, a State may administer plan management functions, in-person consumer assistance functions, or both. In non-Partnership FFE States, FFEs will perform these functions.

The terms “respondent, proposer, vendor, offeror, bidder” are used synonymously in this document.

1.4 RFP FORMAT

Any statement in this document that contains the word “must” or “shall” or “will” means that compliance with the intent of the statement is mandatory, and failure by the respondent to satisfy that intent will cause the proposal to be rejected. It is recommended that offerors respond to each item or paragraph of the RFP in sequence. Items not needing a specific vendor statement may be responded to by concurrence or acknowledgement; no response will be interpreted as an affirmative response or agreement to the State conditions. Reference to handbooks or other technical materials as part of a response must not constitute the entire response and respondent must identify the specific page and paragraph being referenced. The terms “respondent, proposer, vendor, offeror, bidder” are used synonymously in this document.

1.5 CAUTION TO VENDORS

- A. During the time between the proposal opening and contract award, any contact concerning this RFP will be initiated by the issuing office or requesting entity and not the vendor. Specifically, the person(s) named herein will initiate all contact.
- B. Vendors **must** submit **one (1) signed original technical proposal**, on or before the date specified on page one of this RFP. Vendors **must** also submit **three (3) original “Official Proposal Price Sheet”**. **Do not include any pricing from the Official Proposal Price Sheet on the technical proposal or electronic copies. Pricing from the Official Price Sheet(s) must be separately sealed from the technical proposal response and clearly marked as pricing information.** The vendor should submit one (1) complete **electronic** copy (marked copy) of the signed RFP technical proposal response preferably in MS Word/Excel format, on CD or flash drive. **Do not include any pricing from the Official Proposal Price Sheet on the technical proposal electronic copies. Pricing from the Official Proposal Price Sheet must be separately sealed from the technical proposal response and clearly marked as pricing.** Failure to submit the required number of

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electronic copies of the proposal may be cause for rejection. If the AID/HBEPD or the Office of State Procurement requests additional copies of the proposal, they **must** be delivered within twenty-four (24) hours of request.

- C. For a proposal to be considered, an official authorized to bind the vendor to a resultant contract **must** have signed the proposal in ink.
- D. All official documents and correspondence shall be included as part of the resultant contract.
- E. The agency reserves the right to award a contract or reject a proposal for any or all line items of a proposal received as a result of this RFP, if it is in the best interest of the State to do so. Proposals will be rejected for one or more reasons not limited to the following:
 - 1. Failure of the vendor to submit his proposal(s) on or before the deadline established by the issuing office.
 - 2. Failure of the vendor to respond to a requirement for oral/written clarification, presentation, or demonstration.
 - 3. Failure to sign the Official RFP Document.
 - 4. Failure to complete the Official Proposal Price Sheet and include it sealed separately from the rest of the proposal.
 - 5. Any wording by the Vendor in their response to this RFP, or in subsequent correspondence, which conflicts with or takes exception to a requirement in the RFP.
 - 6. Failure of any proposed service to meet or exceed specifications.

1.6 CONTRACT INFORMATION

The State of Arkansas may not contract with another party:

- A. To indemnify and defend that party for any liability and damages. However, the agency may agree to hold the other party harmless from any loss or claim resulting directly from and attributable to the State's use or possession of equipment or software and reimburse that party for the loss caused solely by the State's uses or possession.
- B. Upon default, to pay all sums to become due under a contract.
- C. To pay damages, legal expenses or other costs and expenses of any party.
- D. To continue a contract once the equipment has been repossessed. To conduct litigation in a place other than Pulaski County, Arkansas.
- F. To agree to any provision of a contract which violates the laws or constitution of the State of Arkansas.

A party wishing to contract with the State of Arkansas should:

- A. Remove any language from its contract which grants to it any remedies other than:
 - 1. The right to possession.
 - 2. The right to accrued payments.
 - 3. The right to expenses of de-installation.
 - 4. The right to expenses of repair to return the equipment to normal working order, normal wear and tear excluded.
 - 5. The right to recover only amounts due at the time of repossession and any unamortized nonrecurring cost as allowed by Arkansas Law.

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- B. Include in its contract that the laws of the State of Arkansas govern the contract.
- C. Acknowledge that contracts become effective when awarded by the agency.

1.7 RESERVATION

This RFP does not commit the agency to award a contract, to pay costs incurred in the preparation of a proposal in response to this request, or to procure or contract for any service. The State reserves the right to accept or reject, in part or in its entirety, any or all proposals received as a result of the RFP, if it is in the best interest of the State to do so.

1.8 COST OF PROPOSALS

Costs incurred in preparation of proposals are solely the responsibility of the Vendors. AID will provide no reimbursements for such costs. Costs associated with any oral presentations to AID will be the responsibility of the Vendor and may not be billed to the AID. Oral presentations may only be made at the request of the AID.

1.9 TERMS AND CONDITIONS OF PROPOSAL

To be considered, Vendors must include as part of their proposal all of the provisions of the RFP.

- A. The Contractor shall at all times observe and comply with federal and State laws, local laws, ordinances, orders, and regulations existing at the time of or enacted subsequent to the execution of this contract which in any manner affect the completion of the work. The Contractor and surety shall indemnify and save harmless the Agency and all its officers, representatives, agents, and employees against any claim or liability arising from or based upon the violation of any such law, ordinance, regulation, order or decree by an employee, representative, or subcontractor of the Contractor.

The Contractor shall comply with the nondiscrimination clause contained in Federal Executive Order 11246, as amended by Federal Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the implementing rules and regulations prescribed by the Secretary of Labor and with Title 41, Code of Federal Regulations, Chapter 60. The contractor and subcontractor shall comply with Arkansas Act 954 of 1977.

The Contractor shall comply with regulations issued by the Secretary of Labor of the United States in Title 20, Code of Federal Regulations, Part 741, pursuant to the provisions of Executive Order 11753 and the Federal

Rehabilitation Act of 1973. The Contractor shall be responsible for insuring that all subcontractors comply with the above mentioned regulations.

The Contractor and its subcontractors shall comply with the Civil Rights Act of 1964, and any amendments thereto, and the rules and regulations there under, and Section 504 of Title V of the Vocational Rehabilitation Act of 1973 as amended.

The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of the clause.

The Contractor shall, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliation,

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or handicap, except where it relates to a bona fide occupational qualification.

- B. In accordance with federal regulation, the contractor agrees to retain all pertinent records for five (5) years after final payment is made under this contract or any related subcontract. In the event any audit, litigation or other action involving these records is initiated before the end of the five (5) year period, the contractor agrees to retain these records until all issues arising out of the action are resolved or until the end of the five (5) year period, whichever is later.
- C. The Contractor will grant access to its records upon request by state or federal government entities or any of their duly authorized representatives. Access will be given to any books, documents, papers or record of the Contractor which are related to any services performed under the contract. The Contractor additionally consents that all subcontracts will contain adequate language to allow the same guaranteed access to the record of subcontractors.
- D. **Order of Precedence.** In the event of any conflict or inconsistency in the definition or interpretation of any word, responsibility, service, time schedule, requirements, specifications or tasks in this agreement, said conflict or inconsistency shall be resolved according to the following priority:
 - Contract Award including any negotiated points
 - RFP
 - Vendor proposal

1.10 PROPRIETARY INFORMATION

Proprietary information submitted in response to this RFP will be processed in accordance with applicable State of Arkansas procurement procedures. Proposals and documents pertaining to the RFP become the property of the State and shall be open to public inspection subsequent to proposal opening. It is the responsibility of the vendor to identify all proprietary information. **The vendor should submit one complete electronic copy of the proposal, preferably in PDF format, from which any proprietary information has been removed, i.e. a redacted copy.** The redacted copy should reflect the same pagination as the original and show the empty space from which information was redacted. Except for the redacted information, the redacted electronic copy must be identical to the original hard copy. The redacted electronic copy will be open to public inspection under the Freedom of Information Act (FOIA) without further notice to the vendor. If you do not send a redacted electronic copy your entire proposal will be open to public inspection with the exception of financial data (other than pricing). If the State of Arkansas deems redacted information to be subject to the FOIA, the vendor will be contacted prior to the release of this information.

1.11 STATEMENT OF LIABILITY

The State will demonstrate reasonable care, but at no time will the State be responsible for or accept liability for any vendor-owned items.

1.12 AWARD RESPONSIBILITY

The agency will be responsible for award and for administration of any resulting contract.

1.13 PUBLICITY

News releases, or any release of information in a public manner including but not limited to social media, pertaining to the RFP or the services, study, data or project to which it relates will not be made without prior written approval of the agency, and then only in accordance with the explicit written instructions from agency. No results of the program are to be released publicly without prior written approval from the agency, and then only to persons

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designated.

1.14 INDEPENDENT PRICE DETERMINATION

By submission of his/her proposal, the vendor certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal: the prices in the proposal have been arrived at independently, without collusion and that no prior information concerning these prices has been received from or given to a competitive company. If there is sufficient evidence of collusion to warrant consideration of this proposal by the Office of the Attorney General, all vendors should understand that this paragraph might be used as a basis for litigation.

1.15 WARRANTY

The vendor must warrant that all services and any other items provided by the vendor in conjunction with this RFP will be performed:

- At the level specified herein.

Vendor shall, at his/her expense remedy all such defects in performance.

1.16 CONFIDENTIALITY

The vendor shall be bound to confidentiality of any information of which its employees may become aware during the course of performance for the contracted task. Consistent and/or uncorrected breaches of confidentiality may constitute grounds for cancellation of the contract.

1.17 TERMINATION OF CONTRACT

In the event the State no longer needs the service or commodity specified in the contract or purchase order due to program changes; changes in laws, rules, or regulations; relocation of offices; or lack of appropriated funding, the State may cancel the contract or purchase order by giving the contractor written notice of such cancellation thirty (30) days prior to the date of cancellation. Upon receipt of notice of termination, the contractor shall be paid the following:

- At the contract price(s) for completed service to and acceptance by the State.
- At a price mutually agreed by the contractor and State for partially completed services.

1.18 NEGOTIATIONS

As provided in this request for proposal and under regulations, discussions may be conducted with responsible vendor(s) who submit proposal(s) determined to be reasonably susceptible of being selected for award for the purpose of obtaining clarification of proposal response and negotiation for best and final offers.

1.19 INTELLECTUAL PROPERTY

All records and data pertaining to the contract will remain the property of the AID. Upon expiration or termination of contract, in order to ensure orderly turnover in the event another provider is selected or AID takes over preparation, the contractor shall turn over the complete operation within sixty (60) days.

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1.20 ANTICIPATED PROCUREMENT TIMETABLE

The following timetable is anticipated for the procurement process. All times refer to local time in Little Rock, Arkansas.

RFP Issued	March 1, 2013
Deadline Date for Receipt of Written Questions	March 14, 2013
Answers Posted on AID and OSP Websites	March 18, 2013
Opening Date and Time/Receipt of Proposals 2:00 pm	April 1, 2013
Selected Vendors Notification for Presentation	April 8, 2013
Presentation of Campaign by Selected Vendors	April 17, 2013
Notice of Anticipation to Award	April 22, 2013

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SECTION 2 OVERVIEW

2.0 OVERVIEW

The Arkansas Insurance Department's (AID) Health Benefits Exchange Partnership Division (HBEPD) is seeking a qualified vendor to support its efforts in complying with the Patient Protection and Affordable Care Act (ACA) by developing and implementing a targeted outreach and education campaign to the state's uninsured citizens, including those who may be employed in a small business (50 employees or fewer). The goal of the campaign is to increase opportunities for new, affordable health insurance coverage among Arkansas's citizens regardless of their geographic, linguistic or health literacy competencies.

Arkansas has a large and growing number of uninsured individuals and ranks among the bottom ten states in terms of the number of insured residents (Kaiser Family Foundation (KFF) State Health Facts (SHF) for 2009-2010). The Arkansas Center for Health Improvement (ACHI) estimates that about 17% of Arkansans, or approximately one half million of our State's residents, are currently uninsured. This includes 25% of 18 – 64 year olds. Research completed by HBEPD in 2011 estimates that 587,000 Arkansans, or 20% of our population, will be uninsured in 2013, the year before Exchanges become operational. Of that number 80,000 will be small group eligible and 507,000 will be uninsured individuals.

Open enrollment in the Federally facilitated Exchange (FFE) Health Insurance Marketplace begins October 1, 2013 and extends through March 31, 2014. During that time, Arkansans will have an opportunity to enroll in affordable health insurance plans and determine their qualification for available subsidies. An organized, aggressive outreach and education effort is needed to assure that all eligible citizens are aware of this opportunity and fully prepared to take advantage of it. By this Request for Proposals (RFP), AID/HBEPD is seeking a vendor that can develop and implement such a targeted campaign..

2.1 BACKGROUND

In December 2011, Arkansas's Governor directed the Insurance Commissioner to conduct planning for the Federally facilitated State Partnership Exchange (SPE) model as the preferred method for Arkansas to comply with the Health Insurance Exchange provisions of the ACA. Governor Beebe submitted Arkansas's formal declaration letter to Health and Human Services (HHS) Center for Medicare and Medicaid Services (CMS) on December 13, 2012 for a State Partnership Exchange. The AID Health Benefits Exchange Partnership Division submitted the required BluePrint Application to CMS on December 17, 2012 and CMS awarded Arkansas conditional approval of the planned Partnership model on December 31, 2012. AID's Health Benefits Exchange Partnership Division (HBEPD) is responsible for the planning and implementation of the Arkansas operated services and support associated with a State Partnership Exchange. Arkansas will be responsible for activities in the following two core areas: Plan Management and Consumer & Stakeholder Engagement & Support. Arkansas chose to implement the State Partnership Exchange model because it allows local development and oversight of the Exchange activities that most directly interact with Arkansans and the insurance carriers who do business in our state. HBEPD has devoted much energy and resources to interaction with a wide range of stakeholders and consumer groups. This strong interaction and support by stakeholders and consumer groups will be the foundation for ongoing outreach and education efforts. All Outreach and Education vendors must work closely within the established Stakeholder Engagement Model (for further information go to the HBEPD web page <http://hbe.arkansas.gov/>)

HBEPD has divided its outreach and education efforts into two phases. The first phase (Phase One) is currently being implemented via a Memorandum of Understanding (MOU) with the University of Arkansas for Medical Sciences' Arkansas Center for Health Improvement (ACHI). ACHI has teamed with the Creative Services department of the University of Arkansas for Medical Services for the campaign development and implementation. Phase One focuses on a statewide media campaign aimed as general awareness and combating misconceptions and fears of the ACA that have been voiced by many consumers. Part of this first phase included the development of a brand identity for the Arkansas State Partnership Exchange and consistent general messaging about the State Partnership Exchange. The second phase of outreach and

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education will be implemented based on the awarding of this RFP. It is HBEPD's intent that Phase Two compliment the Phase One activities but use a much more specific, targeted approach aimed at communicating with each uninsured Arkansan and each of the state's small businesses (50 employees or fewer).

2.2 ELIGIBILITY

- A. The vendor must have demonstrated comparable work in the state of Arkansas.
- B. The vendor must have at least statewide if not broader experience with this type outreach and education effort.
- C. To be considered, vendors must include as part of their response all of the provisions of the solicitation.
- D. An official authorized to bind the vendor to the resultant contract must sign the solicitation response.
- E. The successful vendor shall at all times observe and comply with federal and State laws, local laws, ordinances, orders, and regulations existing at the time of or enacted subsequent to the execution of this contract which in any manner affect the completion of the work.
- F. The successful vendor and surety shall indemnify and hold harmless the agency and all its officers, representatives, agents, and employees against any claim or liability arising from or based upon the violation of any such law, ordinance, regulation, order or decree by an employee, representative, or subcontractor of the successful vendor.
- G. The vendor shall be required to maintain all pertinent financial and accounting records and evidence pertaining to the contract in accordance with generally accepted principles of accounting and other procedures specified by the State of Arkansas. Access will be granted upon request to State or Federal Government entities or any of their duly authorized representatives.
- H. Financial and accounting records shall be made available, upon request, to the State of Arkansas's designee(s) at any time during the contract period and any extension thereof, and for three (3) years from expiration date and final payment on the contract or extension thereof.

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SECTION 3 REQUIREMENTS

3.0 PROJECT SCOPE

The following section provides the bidder with an understanding of the specific needs and expectations as well as requirements a bidder must address in their proposal. In that this is a proposal for professional services, the RFP Requirements section emphasizes the importance of the vendor's ability to understand the environment, audience, stakeholders and have the demonstrated ability to research, develop, plan and implement a successful targeted outreach and education effort. Vendors must validate that they have appropriate resources to successfully execute and sustain the scope of work outlined in this RFP. Proposals that do not comply with the conditions or requirements stated herein will be rejected.

3.1 Project Overview

The Outreach and Education (O&E) vendor will work under the supervision of HBEPD's Public Information Manager to develop and implement the second phase of the State Partnership Exchange O&E effort; the phase that is specifically targeted to reach the state's uninsured citizens and small businesses (50 employees or fewer). The vendor awarded this contract must work with UAMS Creative Services to evolve outreach and education efforts from phase one to phase two, The vendor must also work closely with the HBEPD website contractor to assure compatibility of all materials produced.

HBEPD has secured federal funds for this effort up to the amount of \$4.3 million. When seeking those funds, HBEPD specified that they would be used to launch and implement a robust, organized, systematic, statewide outreach campaign to reach uninsured Arkansans with meaningful, understandable and helpful information regarding the Health Insurance Marketplace through media saturation. Funds will be used to contract with a qualified entity for services including but not limited to Consumer research, message development, public relations, media relations, graphic design, photography, videography, audio visuals, collateral materials and production, marketing, media planning and placement, advertising, direct mail, website and social media. The funding request described this phase as a combination of media saturation and direct mailing to those identified as uninsured with specific emphasis on reaching those citizens who live in remote, rural areas of the state. HBEPD is open to considering changes to its approach that are presented in a logical, creative and evolutionary manner.

The chosen vendor will coordinate efforts and work closely with the HBEPD Public Information, Communications and In-Person Assister (IPA) Leads and the Consumer Assistance Advisory Committee (CAAC).

- Arkansas is designing a multi-level IPA Program which includes
 - HBEPD staff/vendor for oversight/training/certification,
 - IPA entities who will contract with AID/HBEPD to provide IPA services,
 - Individual IPA Guides who work for these entities and will work one-on-one with Arkansans to assist them in taking full advantage of the Health Insurance Marketplace, and
 - Local Community Specialists in each of the state's health department regions who will promote community education through the Arkansas Department of Health Home Town Health program.
- Arkansas has established a Consumer Assistance Advisory Committee, comprised of a broad range of consumer, business, health care and insurance industry stakeholders, to assist AID/HBEPD in planning and implementing the consumer assistance functions of the Arkansas Partnership Exchange. The Committee has been heavily engaged in identifying the IPA Program goals and objectives and has already begun the process of policy decision-making to guide the program's outcomes. The ultimate goal of these efforts is to make high quality, affordable healthcare coverage a reality for the half-million Arkansans who currently cannot obtain or afford coverage and are therefore without access to quality healthcare—something all Arkansans deserve.

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The O&E vendor will use these resources to generate effective communication avenues, assist in disseminating information and soliciting feedback on the effectiveness of O&E efforts. More information about the Consumer Assistance Advisory Committee can be found at the following link <http://hbe.arkansas.gov/FFE/Consumer.html>.

The vendor's efforts when developing and implementing this O&E effort will include the following considerations:

- Target uninsured Arkansans where they live, work and play.
- Target the "opinion leaders" of the uninsured, those they will listen to, such as healthcare providers, faith-based organizations, state agencies and community leaders.
- A plan for developing consumer-focused content that clearly explains all consumer eligibility and enrollment options, program information, benefits and services available.
- Content written in plain language, free of jargon and using direct active task-based labels whenever possible. Consumers who will use the Health Insurance Marketplace are likely to be unfamiliar with insurance terms and processes, and will need information conveyed as simply as possible. No assumption of knowledge or familiarity with the subject matter should be made in planning, drafting and delivering key messages.
- According to the 2010 U.S. Census Bureau report, there are 186,050 Spanish-speaking Arkansans, with pockets of other ethnicities increasing across the state, such as the 4,000 Marshallese, living in Northwest Arkansas. Consumer materials should be available in English and Spanish, at a minimum. However, it is preferable to provide all materials and communications in as many languages as needed, to reach populations that may be most in need of assistance with the federal Health Insurance Marketplace.
- The different cultural backgrounds, ages and educational levels of the various target audiences will require a variety of message presentations and delivery channels to appeal to their distinctly different priorities and life stages.
- All materials and messaging targeting consumers, as well as wording on the web portal itself, must be presented at the sixth-grade level or lower. (Specific secondary audiences may require slightly higher reading grade levels depending on the complexity of the subject matter.)
- Content must meet 508 compliance standards.
- Brochures, fliers, fact sheets and Q&As should be developed to support the O&E efforts. All should have a unified look and feel of the Arkansas Health Connector program. These materials should be part of an outreach tool kit made available by downloading from the website. The website is being designed to be accessed by people with hearing and visual disabilities.
- The campaign will require a diverse, yet integrated media mix to reach the specific targeted populations. Both traditional advertising (radio, print, newspaper, billboards) along with digital advertising (Google Ad Words, Facebook and Google+ brand pages) are recommended.
- Quick response codes should be included on all print advertising (when possible within size and format constraints) that takes a smart phone user to a designated page designed for mobile phone viewing on the Arkansas Health Connector website.
- Other non-traditional media to be considered are vehicle wraps, gas pump audio-visual messaging and text messages to the 18- to 30-year-old age market.
- Traditional public service announcements and media relations (editorials, guest opinion pieces, feature stories) are also critical to the success of this campaign.
- Increasing health literacy – the ability to find, access, understand and apply health-related information and needed services – has become a national priority, as it has been shown to improve health and health care outcomes, and to reduce health care costs. The Arkansas Health Connector presents both an opportunity and an increased need for health literacy and effective health-related communications. Consider opportunities to build in an awareness of health literacy into every aspect and component of the O&E efforts.
- Small business owners will have different priorities than individual consumers seeking coverage.

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Employers will seek a resource for adding or continuing insurance coverage for their employees and may expect specially designed programs that offer value, minimize costs and contain features that benefit employees and perhaps their families, while resulting in wellness, reduced absenteeism and a healthy, productive work force. Messages to small business owners must highlight a “return on investment” and a focus on benefits to their employees, as well as their bottom line.

3.2 Staffing Experience Requirements

The vendor must assure that sufficient personnel resources will be available to work within the specified time constraints and to maintain necessary performance levels. The response must detail the number and qualifications of personnel required to perform the work requested. The response must include resumes specifying the qualifications and duties of the management personnel. The resumes must include the education, position in the firm/company, number of years with the firm/company, types of experience and the duties that each will perform under this contract.

3.3 Hardware/System Requirements

The vendor will be responsible for supplying their own computers to complete the effort.

3.4 Staff Working Space

The vendor will be responsible for providing for their staff’s work space for the duration of the project. Temporary drop-in space will available at AID for onsite visits.

3.5 Management Requirements

Project Management Approach

The development and management of the overall Project Management Plan is the responsibility of the HBEPD. The vendor will be responsible to adhere to the HBEPD-approved Project Management Plan which describes in detail the approach as well as the plan for organizing work, staffing the project, managing project tasks, managing project quality, communications, issues, risks, and change control.

Detailed Project Schedule

During the project, the vendor will provide updates to the detailed Project Schedule that depict all major project tasks, task start and completion dates, task dependencies, and resources applied to each task. It is expected that tasks will be detailed to a two-week duration level.

Quality Management

The vendor will adhere to the Quality Management Plan developed and maintained by the HBEPD Project Team; a plan that measures and controls methods that are used to better ensure the delivery of quality products.

The Quality Management Plan will include the following component sections:

Configuration Management

The Vendor will utilize a Configuration Management process and procedures for technical and administrative oversight. The Configuration Management process will include identification of all artifacts, such as software units, computer files, documents, and other software products, to be controlled during the O&E effort.

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Change Control Management

The vendor will utilize a Change Control Management process to manage change requests. The Change Control process will include the method for documenting and tracking Change Control Requests and for recording the approvals that are needed to authorize Change Control Requests to change the program scope, schedule, and/or cost.

Communications Management

During the project, the vendor will utilize the Communication Plan to gather, store, and distribute project information to stakeholders. This must include, at a minimum, the following:

Bi-Weekly Status Report

The Vendor will produce a Bi-Weekly Project Status Report, which will provide the status of the vendor's performance as a means to compare the vendor's activities and progress with HBEPD's expectations set forth in the Detailed Project plan. The report will include, but not be limited to, such topics as schedule and description of project costs to-date, risks, issues, and action items.

The vendor will provide/present a status report during a Bi-Weekly Project Status meeting (in person or by phone).

Deliverables Acceptance and Closure

The vendor must verify and document that project deliverables have been completed according to the project's requirements and specifications, and present formal acceptance memoranda to the HBEPD Director for approval. Formal HBEPD approval of deliverables is required for the release of payments.

Emergency Communication

The vendor will communicate critical issues on an immediate basis. The vendor will withhold no issue that could jeopardize the quality or timeliness of the project.

Risk Management

During the project, the Vendor will contribute, as necessary, to the risk management plan. The plan's intent is to identify, analyze, record, and prioritize potential risks; risks that have the potential to negatively impact technical solutions, escalate costs or/and jeopardize the project schedule. The Risk Management Plan will include strategies for monitoring, mitigating and managing identified risks.

At a minimum, the vendor must provide updates to the Risk Report that is provided to the HBEPD Project Director on a monthly basis. The HBEPD Project Director may request an updated Risk Report from the vendor at any time throughout the project.

Issue Management

During the project, the vendor will utilize the Issue Management Plan to identify, record, prioritize, escalate, and track issues for resolution. At a minimum, the vendor must include all issues on their bi-weekly status report.

3.6 RFP Response Requirements

Respondents must submit sufficient information to prove that they have done this type work before in the State of Arkansas and have the resources to accomplish the work as explained above. All responses must include a Technical Proposal and a Cost Proposal as described below, no cost information shall be contained in the Technical Proposal. If any cost information is included in the Technical Proposal, the Vendor's entire proposal shall be rejected.

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Technical Proposal

A. Cover Page

B. Table of Contents

C. Proposal Transmittal Letter

A cover letter indicating your firm/company's ability and willingness to work with HBEPD to implement the O&E project outlined in this RFP.

D. Introduction to the Company & Understanding of Project

Provide a brief introduction to your company. Provide a high level overview of your understanding of this project and your approach to fulfilling the requirements.

E. Outreach & Educations Campaigns

Provide an overview of previous O&E campaigns provided on a statewide basis including results, giving particular emphasis to those in Arkansas and in the healthcare/insurance arena.

F. Work Approach

Describe your approach for accomplishing the work as explained in Section 3.1, Project Overview, above. AID/HBEPD is not wedded to any one approach and welcomes innovative ideas to reach the state's uninsured citizens within the time period available with maximum media saturation.

- a. Describe your experience with working with a diverse group of stakeholders to develop and implement an O&E effort of this type and scope within the timeframes indicated.
- b. Include a draft O&E Plan with specified timelines and identified deliverables that includes goals, objectives, target audiences, key messages, strategies, tactics and measurement. (If the vender is chosen, the draft O&E Plan must be revised and submitted to HBEPD for approval within two (2) weeks of contract signing.)
- c. The approach and plan must identify O&E targeted to consumers, agents/brokers, small business and their employees, employer groups, healthcare providers, community-based organizations, advocates for hard-to-reach populations and other relevant populations as outlined in 45 CFR 155.130.
- d. The plan will address the time period from contract signing through September 30, 2013. The contract has the potential to be extended through March 31
- e. , 2014, to develop and implement additional education and outreach campaigns. Vendor would be notified of extension in June 2013. through March 31, 2014. In the event the State no longer needs the service or commodity specified in the contract or purchase order due to program changes, changes in laws, rules, or regulations, relocation of offices, or lack of appropriated funding, the State may cancel the contract or purchase order by giving the contractor written notice of such cancellation 30 days prior to the date of cancellation.

G. Staffing

Provide a response to the requirements identified in section 3.2, Staffing Experience Requirements, of the RFP including providing a brief bio for each of the staff that you are proposing to work on this effort including the level of effort they are estimated to contribute to the overall effort. Include the resume for each of these staff as attachments to your response.

H. Performance Metrics

Describe the performance metrics you will employ to track the results and effectiveness of the O&E efforts described in your plan.

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I. References

Provide at least three professional references from clients for who you have done similar work within the last five years. Include the company name, address, reference contact name, reference contact telephone number and reference contact email address.

J. Work Product Samples

Provide examples of printed and electronic messaging that you have created and distributed for the three referenced clients. These samples may be provided in the body of your response or as attachments as appropriate.

K. Logistical Requirements

Vendors must acknowledge their understanding and acceptance of the information provided in sections 3.3 through 3.5 of this RFP.

L. Management Requirements

Provide your understanding and acceptance of the HBEPD management operations as described in section 3.5, Management Requirements, of this response.

M. Future Recommendations

There may be an opportunity to expand the scope of this project at some later date. As part of your response, clearly label any additional activities/deliverables you would recommend if the scope of the project were expanded.

Cost Proposal

The Cost Proposal shall be submitted in a separate, sealed package. No cost information shall be contained in the Technical Proposal. If any cost information is included in the Technical Proposal, the Vendor's entire proposal shall be rejected. In the format provided and must contain:

A. Budget Costs

- o Net Media and Placement Costs
- o Personnel Costs
- o Collateral Material Production Costs
- o Travel Expenses
- o Operational Expenses
- o Miscellaneous Expenses

1. Net Media and Placement Costs

- a. The Vendor is to identify the net paid media cost necessary to implement the proposed Technical Proposal.
- b. The Vendor is to identify the cost of placing paid media, which must be expressed as a flat percentage of the above net paid media cost, and which should account for the following functions:
 - i. Developing media plans.
 - ii. Market price and ratings research.
 - iii. Evaluating media vehicles.
 - iv. Price negotiations including bonus spots and/or public service placements.
 - v. Scheduling buys.
 - vi. Client notifications.
 - vii. Securing proof of advertising.
 - viii. Scheduling make-goods.
 - ix. Negotiating and managing value-added partnerships.

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2. Personnel Costs

The Vendor is to submit hourly rates for services by function; distinguish between in-house and subcontracted personnel and calculate the total costs required to execute the proposed program. Functions to be performed should include, but not be limited to, the following categories:

- a. Production of paid media including creative.
- b. Account management.
- c. Media relations including generation of earned media.
- d. Event management.
- e. Research including focus group testing of ads.

3. Collateral Material Production Costs

The Vendor is to identify all costs related to production of collateral materials.

4. Travel Expenses

The Vendor is to submit its expense reimbursement policy for travel incurred on behalf of and at the direction of AID/HBEPD. A travel expense is defined as other than that required for normal account service. Identify all reimbursable travel expenses and detail how the expenses will be verified.

5. Operational Expenses

The Vendor is to identify all operational expenses that will be incurred in the performance of this contract, such as packaging, postage, express photocopying, telephone, shipping, and delivery. Identify and submit rates for operation related expenses. Detail how the expenses will be verified.

6. Miscellaneous Expenses

The Vendor is to identify all miscellaneous expenses that will be incurred in performance of this contract, not previously covered in Items 1-5, listed above. Submit rates for each miscellaneous expense identified. Detail how the expenses will be verified.

B. In addition to the above Budget Vendors must complete the form included in this RFP titled "OFFICIAL PROPOSAL COST STATEMENT – DELIVERABLES BASED PROJECT".

All Cost Proposals shall be signed in ink, as follows:

- o As an individual – Sign with full name and business address.
- o As a partnership – Partners shall sign with full names and business address.
- o As a corporation – An officer of the corporation shall sign with full name and title and shall include the name and address of the corporation.

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SECTION 4 EVALUATION CRITERIA

The Selection Criteria focuses on the vendor's response and approach described within the Project Scope Overview as well as the previous professional experiences and the candidate(s)' communication skills. The following key considerations will demonstrate the vendor's capabilities to successfully deliver the activities described in Section 3.1 of this RFP –

- The vendor's understanding of this initiative and its importance to the implementation of the State Partnership Exchange in Arkansas;
- The vendor's approach to accomplishing the critical activities described within Section 3.1 of this RFP;
- The vendor's prior experience and performance on similar comprehensive, multifaceted projects;
- The qualifications of staff to be assigned
- The vendor's experience in collaboration with diverse stakeholder entities.

4.0 PROPOSAL EVALUATION

Following the RFP opening, proposals will be evaluated in four phases.

The first phase will determine if the mandatory requirements of the RFP have been agreed to and/or met. Failure to comply will deem the proposal non-responsive. Any proposal that is incomplete may be rejected by the State. However, the State may waive minor irregularities. This phase will be completed by the AID.

The second phase is the evaluation of the technical responses provided to the criteria and expectations referenced in this RFP. This phase will be completed by an impartial evaluation committee established by the AID.

The third phase will be awarding of Price Proposal points to be determined by the following formula:
 $a/b \times c = d$ (dividing lowest price bid by the next lowest price bid and multiplying by the number of points available for the price proposed equals the number of points awarded). The effect of the formula is to insure that the lowest proposal receives the maximum number of points and each of the other proposals receive proportionately fewer points based on proposed RFP price.

The fourth phase will be awarding of Presentation points supporting the findings of the second phase evaluation including ability to effectively communicate. Selection of candidates for the Presentation phase is based upon the technical evaluation and price proposal. AID will interview the top three (3) candidates based upon the combined score (technical evaluation + price proposal). This phase will be completed by an impartial committee established by the AID. The AID reserves the right to revise the number of candidates, or range of candidates, interviewed based on technical and price proposal scoring results.

The contract will be awarded to the respondent whose proposal receives the highest number of cumulative points. The proposals will be evaluated and awarded points based on a comparative formula of relative weighting as detailed below:

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Criteria	Total Weight
TECHNICAL RESPONSE EVALUATION	65
PRICE/COST	20
INDIVIDUAL INTERVIEWS	15
OVERALL SCORE	100

THERE SHALL BE NO DEVIATION FROM THE OUTLINED PRICING STRUCTURE DETAILED ON THE PROPOSAL PRICING SHEET. PROPOSAL COST SHALL BE PRESENTED AS DETAILED IN THIS RFP; FAILURE TO DO SO MAY DISQUALIFY A PROPOSAL FROM CONSIDERATION.

PRICE PROPOSAL MUST BE SUBMITTED UNDER SEPARATE COVER. ANY REFERENCE TO COST(S) INCLUDED WITH THE TECHNICAL/BUSINESS PROPOSAL WILL RESULT IN VENDOR'S PROPOSAL BEING REJECTED. THE TECHNICAL/BUSINESS PROPOSAL WILL BE EVALUATED PRIOR TO THE COST PROPOSAL CONTENTS BEING REVIEWED.

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SECTION 5 PROPOSAL SUBMISSION

5.0 Proposal Submission

5.1 The Vendor's Technical Proposal for the RFP will be composed and presented in the format and order shown below. Descriptions for each section are included in section 3.6 of the RFP

5.1.1 Technical Proposal

- A. Cover Page (Provided as Appendix K)
- B. Table of Contents
- C. Proposal Transmittal Letter
- D. Introduction to the Company
- E. Outreach & Educations Campaigns
- F. Work Approach
- G. Staffing
- H. Performance Metrics
- I. References
- J. Work Product Samples
- K. Logistical Requirements
- L. Management Requirements
- M. Future Recommendations

Attachments for Technical Proposal:

- Contract and Grant Disclosure and Certification Form (Provided as link for Appendix C)
- Resumes
- Work Product Samples (if not included within Section H)

5.2 The Vendor's Cost Proposal for the RFP will be composed according to the instructions included below:

5.2.1 Cost Proposal

This Cost Response Proposal must be sealed and submitted separately from the Technical Response.

- A. Budget Costs as described in section 3.6 Cost Proposal (Budget Cost Sheet provided as Appendix B)
- B. Vendors must complete the form included in this RFP titled "OFFICIAL PROPOSAL COST STATEMENT – DELIVERABLES BASED PROJECT". (Provided as Appendix A)

5.3 Additional Proposal Submission Notes:

- Vendor may submit invoices at acceptance of each deliverable.
- Rates bid include all auxiliary costs, such as printing, secretarial, program entry, and costs for travel, meals and lodging.
- Any cost not included but subsequently incurred will be the responsibility of the vendor.

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- Contractors as employers of any Consultant(s) assigned to AID are required by Federal Law to verify that all of their employees are legally entitled to work in the United States. By submitting a bid, the Contractor is representing and warranting that it has complied with these legal requirements and that anyone assigned to work at AID is legally entitled to work in the U.S.

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Appendices

Appendix A: Cover Page (separate attachment)

Appendix B: Official Proposal Cost Statement (separate attachment)

Appendix C: Budget Cost Sheet (separate attachment)

Appendix D: AHBEP Web Site Home Page and Interior Page (separate attachment)

Appendix E: Health Connector Logo (separate attachment)

Appendix F: Contract and Grant Disclosure Certification Form (separate attachment)

Appendix G: Helpful Websites

- **Expanding Health Care Coverage for Arkansans: Facts**

<http://www.achi.net/HCR%20Docs/130130%20State%20All%20Co%20Fact%20Sheet%20-%20UPDATED%202013.pdf>

- **Arkansas County Facts**

<http://www.achi.net/Med%20Ex%20Factsheets.asp>

- **Arkansas Center for Health Improvements**

<http://www.achi.net/index.asp>

- **Link to healthcare.gov**

<http://www.healthcare.gov/>

- **Enroll America Research and Message Findings**

<http://www.enrollamerica.org/best-practices-institute/webinar-archives/enroll-americas-research-and-message-findings>