

Get Covered Illinois

**Solicitation Coordinated by FleishmanHillard on Behalf of Illinois
Health Insurance Marketplace**

for

Letters of Commitment

For Insurance Producer Ambassadors

In an Innovative

Co-Marketing Program



The Official Health Marketplace

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Background

On September 30, 2014 Governor Pat Quinn announced that since the start of open enrollment on October 1, 2013, nearly a year ago, more than 685,000 people across Illinois now have access to quality healthcare through the Affordable Care Act (ACA). Approximately 217,000 individuals enrolled in private health plans through Get Covered Illinois, while another 468,000 people enrolled in the expanded Medicaid program under the ACA. The state's Marketplace enrollment during the first open enrollment period exceeded the federally established goal of 143,000 Marketplace enrollees by 52 percent. Get Covered Illinois attributes a significant part of the private enrollment success to the efforts of licensed producers who chose to become certified with the Marketplace in order to help Illinoisans enroll in a qualified health plan.

Insurance producers across the country successfully enrolled significant numbers of individuals and families in qualified health plans, and Get Covered Illinois seeks to more fully engage the producer community in the upcoming enrollment campaign to reach the uninsured. Additionally, states that utilized in-person enrollment centers enjoyed considerable success in meeting the public's desire for one-on-one assistance. By marrying these two concepts, Get Covered Illinois has developed a new opportunity for certified producers interested in participating in a unique co-marketing program with Get Covered Illinois.

Purpose

The primary objective of this solicitation is to invite producers to respond with a short and easy to complete proposal on new and innovative ways to work in close partnership with Get Covered Illinois as a highly effective sales force to boost QHP enrollment. Conceptually, Get Covered Illinois is interested in working closely with brokers who are willing to utilize their agency staff, location and office amenities as a "pop up enrollment center" for people interested in assistance in enrolling or renewing coverage in a qualified health plan. To complement the producer's commitment to act as a temporary enrollment center, Get Covered Illinois will provide marketing support for co-branded advertising at the local level. Selected Producer Ambassadors will receive marketing and financial support for outreach and educational campaigns directed at new consumers, re-enrollees and the uninsured, including development of creative materials and media planning and buying for the following:

1. **Get Covered Illinois signage** – High-impact signage designed to direct customers to Ambassador agencies for help with enrollment.
2. **Local print advertising** – Ambassador name and contact information will be prominently featured in a Get Covered Illinois print advertisement in local or community newspapers.
3. **Get Covered Illinois educational materials** – Ambassador can share co-branded educational materials about the Health Insurance Marketplace.
4. **Out-of-home advertising** – Ambassador may choose to invest in co-branded advertising such as billboards, bus shelters, etc.
5. **Direct Mail** – Ambassador can send direct mail to potential consumers.
6. **Events** – Ambassador may choose to have a presence at community events and meetings.

Value for Insurance Producer Ambassadors

Get Covered Illinois is confident that the co-marketing program will result in greater local presence - and increased enrollments - for both the participating producer and Get Covered Illinois, while maximizing the marketing funds of both parties.

The Marketplace represents an exceptional opportunity to grow your book of business, with many enrollees qualifying for subsidized coverage. While Illinois saw a significant drop in the uninsured during the last year, there are still thousands of people that need insurance; don't let your agency miss out on this commission rich opportunity. The requirement to enroll in coverage or pay a penalty is here to stay, and overall awareness of the individual mandate continues to grow.

Major Benefits for an Insurance Producer Ambassador

Program participation is selective; Get Covered Illinois is looking for good producers – be the one to stand out in your community as a Producer Ambassador

- For every marketing dollar you spend, Get Covered Illinois will match your commitment in a co-branded advertisement (or other marketing opportunity)
- Access to Get Covered Illinois' online scheduling tool that will connect you directly with individuals seeking to enroll in a QHP
- Increased visibility on Get Covered Illinois website, www.getcoveredillinois.gov, which received 2.8 million visitors last year
- Ambassadors will be prominently featured in select Get Covered Illinois local ads
- Your agency will benefit from the creative and design services of a professional advertising agency, with all creative and production costs borne by Get Covered Illinois

Healthcare.gov is working well and the enrollment process is expected to be easier this fall. There are strong indications that the November 15, 2014 - February 15, 2015 open enrollment season will again see very strong enrollment results, particularly as overall awareness of the ACA continues to grow.

Get Covered Illinois encourages all qualified producers to apply. ***The application process is designed to take less than one hour of your time.***

Key Participation Commitments

At a minimum, participating producers are strongly encouraged to meet or exceed the following needs:

- Successfully complete certification requirement as determined by the Federal Marketplace. Register or renew with the Federal Marketplace for the 2015 plan year. Visit the [Producer Tool Box](#) to learn more about the Federal registration process or get started directly [HERE](#)
- Successfully complete the **new** online training for producers developed by Get Covered Illinois
 - **Important:** Participation in this two hour training session will be required of all producers who want to partner with Get Covered Illinois during open enrollment for year two The GCI Producer training has been designed to provide agents and brokers with information about the implementation of the ACA specific to Illinois. This training will count as two hours of continuing education (CE) credits with the Illinois Department of Insurance. The training consists of two online modules, each estimated to take an hour to complete. The two modules will cover background information on GCI, the consumer assistance program, planning for 2015 and information on eligibility and Medicaid in Illinois.
 - Within a few days of your completion of the federal training you will automatically receive an email with an invitation to complete the Illinois specific GCI Producer training. This email will

include information on how to access the GCI Producer training as well as the GCI Search Tool contact form so we may feature you on our website. The GCI producer training will be available towards the end of October and your information will be featured on our website by November 15, 2014.

- Be appointed by all participating issuers with offerings in the proposer's requested service area to assist individuals to enroll through the Marketplace after issuers are announced November 15, 2014.
- Provide office hours in the early evening during the last week of open enrollment.
- Office(s) open at a minimum five (5) days a week throughout the three (3) month open enrollment period; office(s) open for weekend visits during the last two weekends of open enrollment.
- Host in-person assisters in your offices to help Illinoisans who may be eligible to enroll in Medicaid, particularly during the first and last weeks of open enrollment.
- In coordination with GCI Regional Outreach Coordinators, identify at least two monthly speaking engagements during open enrollment where you will meet with community groups in your area to educate and enroll individuals; provide appropriate follow up with these groups when needed.

Partnership Structure

Get Covered Illinois intends to fund co-marketing agreements in locations throughout Illinois for year two open enrollment. The expected GCI budget for the entire program is up to \$400,000 for contributions to multiple locations to promote local access to GCI for education and enrollment. The funding commitment to a given agency will be based on the agency's marketing proposal and budget. In general, commitments are expected to be \$5,000+ however smaller amounts will be considered with a minimum of \$1,000. Larger marketing co-funding commitments are encouraged and all proposals will be evaluated based on the agency's ability to develop and execute an appropriate marketing campaign for the co-funding amount requested. Respondents may choose to define their service region by city/town, county or other geographic region. Get Covered Illinois will select one (or more) health insurance producer agencies for any given area.

How to Apply

To help facilitate an easy-to-use application process, please use the attached template to complete the proposal. The questions below are also included in the template.

1. Name of Agency and Primary Contact (including telephone, email and mailing address)
2. Please provide a list of all carrier appointments in place for your agency
3. Please provide a description of available office space and associated amenities for the following functions: reception area, office or cubicle space for one-on-one private enrollee sessions, group meetings, parking, external signage, handicapped access and access to public transportation. Please see the chart located in the attached template.
4. Describe desired service area (respondents may focus on a city/town, county, group of counties or other geographically defined service area).
5. Estimate the number of individuals enrolled through the Marketplace through your agency through July 31, 2014. (If you can only provide the number of contracts, this is acceptable but you must clearly state that you are providing a contract count instead of a member count).
6. Please provide a short marketing proposal on how you plan to reach uninsured individuals in your community as well as your plans to work with consumers re-enrolling in plans. The marketing proposal

should include how you will promote your location as well as how many consumers you expect to serve. The following outline for the marketing proposal is recommended but not required:

- Target Market (who, where, how many)
- Advertising/Promotion/Publicity plans
 - Print media
 - Get Covered Illinois educational materials
 - Out-of-home advertising
 - Direct mail
 - Events
 - Social media
 - Other

Included in the marketing proposal should be a proposed budget by the lead enrollment agency for Co-Op Advertising or the individual producer. Get Covered Illinois expects the Agency or producer to contribute funding to the co-branded campaign. The Agency or producer will contribute 50% of the cost of print advertising/promotion/publicity plans from a minimum of \$1,000 up to \$25,000, per brokerage entity.

7. Using the chart provided, indicate both your current and proposed staffing commitment if selected as a Lead Agency. Please see chart located in the attached template.
8. Does any of your current (or proposed staff) have bi-lingual language abilities? Please be specific and explain the language capability, the role of the staff person, and if bi-lingual staff is current or proposed.
9. If selected as a Lead Enrollment Agency, are you willing to “host” interested producers who are willing to assist in “staffing” your enrollment site? This “hosting” arrangement assumes that commission splitting would not be required (Lead Enrollment Agency benefits from extra staffing at no fixed cost and willing producers benefit from opportunity to gain new business in a more heavily promoted/trafficked enrollment site). If yes, to what extent are you willing to accommodate interested producers? While “hosting” is not required, interested Lead Agencies can do so if they wish. Please be specific about your preferences.
10. During the initial open enrollment period (October 1, 2013 – March 31, 2014) did your agency closely interact with any Get Covered Illinois grantees or other in-person assisters? Please be specific and explain any relationships.
11. If your agency did not interact with in-person assisters during the initial open enrollment period, please indicate your willingness to do so during the next open enrollment period beginning November 15, 2014. If you have any reservations in working collaboratively with in-person assisters, please state so in your response.
12. Are you willing to provide service to any individual who visits your location for one-on-one assistance, including individuals who may be eligible for Medicaid assistance?
13. If you are not willing to provide service to individuals who may be eligible for Medicaid assistance, are you willing to make a referral to a qualified in-person assister? If so, please describe your plan to do so.
14. Please provide proposed hours of operation for the Open Enrollment period November 15, 2014 - February 15, 2014 using the chart below. If you are proposing to support enrollment for less than the full open enrollment period, please be specific in stating your desired commitment. Please also provide number of locations. Please see chart located in the attached template.
15. Is your agency willing to address community groups interested in hearing about Get Covered Illinois? Please indicate with as much specificity as possible your willingness to travel locally (i.e., distance) and the frequency of such group talks (i.e., number per week).
16. Are you interested in hosting media events and speaking with the media about Get Covered Illinois?

17. Successful candidates for Lead Agency designations will be expected to provide an enrollment report to Get Covered Illinois twice a month. This Excel-based report will likely include the following data elements: number of in-person encounters, number of enrollments, certain demographic data such as the prior coverage status of newly enrolled, and number of community presentations and attendees. Please confirm your agency's willingness to provide monthly reporting.

Ethics and Conduct, Privacy and Security

Successful agency principal(s) and producer staff will be required to (1) meet and maintain Federal and Illinois Marketplace Producer Certification requirements, (2) comply at all times with ethics and conduct standards, and (3) be in and remain in compliance with all applicable federal, state and local laws, as well as all established policies, rules and procedures of Get Covered Illinois and the Federal Marketplace.

Selection Criteria

Producers will be selected based on the following criteria:

Evaluation Criteria	Max Points
Sales and marketing plan – including agency commitment to match funds - Overall plan (proposed activities and enrollment forecast) - Commitment to funds: 50/50 match and dollar amount	20
Willingness to work with other enrollment assisters	20
Proposed hours of operation (week day, weekend commitment)	20
Number of certified agents in agency and support staff capability or willingness to host other producers	10
Physical location and space	10
Willingness to speak with community organizations	10
Bi-lingual staffing	5
Enrollment success in the initial open enrollment period	5

Key Dates, Milestones and Contract Information

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

Activity	Date
Solicitation for Letters of Commitment Issued	October 21, 2014
Proposal Due Date	October 30, 2014
Evaluation and phone interviews for finalists (if needed)	October 31 – November 2, 2014

The initial term of the marketing agreement shall be for four months, from the date specified in the agreement. A Co-Marketing Producer Ambassador Agreement (contract) will be forthcoming after a producer is selected for the program.

Preparation of Response to Solicitation

Please use the attached template for submission.

1. The Responder's proposal should consist of the following sections, in the order listed below:
 - a) Brief Cover Letter
 - b) Response to Questions 1-17 under "How to Apply"
2. The proposal should be formatted as follows:
 - 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
 - Proposal response not to exceed 10 double-spaced pages (not including cover letter)
3. The Responder is required to submit:
 - One (1) email copy of the proposal (only email copies will be accepted)

Rights of Get Covered Illinois in Evaluating Letters of Commitment

Issuance of this solicitation does not guarantee that Get Covered Illinois will award a marketing agreement to any Responder. Get Covered Illinois reserves the right to withdraw, revise, extend or otherwise modify the solicitation or the related schedule and process, in any manner, solely at its discretion.

Get Covered Illinois also reserves the right to:

- Consider any source of information in evaluating letters of commitment;
- Omit any planned evaluation step if, in Get Covered Illinois' view, the step is not needed; and
- At its sole discretion, reject any and all commitment proposals at any time.

Informational Attachments

To assist interested producers in responding to the RFP, Get Covered Illinois is providing the following links with additional information:

1. The [Get Covered Illinois Annual Report](#) provides an overview of GCI's key successes including its grassroots campaign, community partnerships and the advertising and media strategy used to reach residents statewide.
2. For a national perspective on who enrolled and who remains uninsured, please see: "[Voices from the Newly Enrolled and Still Uninsured](#)," A Survey about the Affordable Care Act's First Open Enrollment Period. Enroll America, Perry Udem Research/Communication, July 2014.

3. For additional national survey results on the remaining uninsured, please see: "[The ACA's First Enrollment Period](#): Why Did Some People Enroll...And Others Did Not," Enroll America, Perry Udem Research/Communication, May 21, 2014.

Solicitation Contact

The contact person for the purposes of this request for letters of commitment is: AJ Marin at Fleishman-Hillard.

Proposed Letters of Commitment are due no later than 4 p.m. on **October 30, 2014. Responses must be emailed to:**

Email: AJ.Marin@fleishman.com

Questions regarding this solicitation must be received by Get Covered Illinois no later than 12:00 p.m. CST on **October 24, 2014**. Questions must be emailed to AJ.Marin@fleishman.com. Responses to questions will be provided no later than **October 28, 2014** by return email to requestor. If you would like to receive a copy of all questions and answers please send an email to AJ.Marin@fleishman.com.



HOW TO APPLY: SUBMISSION TEMPLATE – Questions 1 – 17

You may use as many words as needed.

Question 1.	Agency Name and Primary Contact
Name	
Address	
Phone	
Email	

Question 2: Provide a list of all appointments in place for your agency

Question 3: Using the chart format below, please provide a description of available office space and associated amenities for the following functions: reception area, office or cubicle space for one-on-one private enrollee sessions, group meetings, parking, external signage and access to public transportation.

Physical Office Space and Amenities Located at: _____		
Functionality	Yes or No	Comments
Private offices or cubicles		# Available:
Group Meetings		Room accommodates:

Parking (free/meter street or paid nearby)		
External Signage		Describe opportunity for external signage, including approximate size(s) and placement considerations:
Access to Public Transportation		Describe accessibility
Handicapped Accessibility		Describe accessibility

Question 4. Describe the desired service area (respondents may focus on a city/town, county, group of counties or other geographically defined service area).

Question 5. Estimate the number of individuals enrolled through the Marketplace through your agency through July 31, 2014. (If you can only provide the number of contracts, this is acceptable but you must clearly state that you are providing a contract count instead of a member count).

Question 6. Please provide a short marketing proposal on how you plan to reach uninsured individuals in your community as well as your plans to work with consumers re-enrolling in plans. The marketing proposal should include how you will promote your location as well as how many consumers you expect to serve. The following outline for the marketing proposal is recommended but not required:

- Target Market (who, where, how many)
- Advertising/Promotion/Publicity plans
- Print media
- Get Covered Illinois educational materials
- Out-of-home advertising
- Direct mail
- Events
- Social media
- Other

Included in the marketing proposal should be a proposed budget by the lead enrollment agency for Co-Op Advertising or the individual producer. Get Covered Illinois expects the Agency or producer to contribute funding to the co-branded campaign. The agency or producer will contribute 50% of the cost of print advertising/promotion/publicity plans from a minimum of \$1,000 up to \$25,000, per brokerage entity.

Question 7. Using the chart below, indicate both your current and proposed staffing commitment if selected as a Lead Agency.

Type of Staff	Proposed: In Place by November 15, 2014			
	Part Timer (< 30 hrs. /wk.)		Full Time (=> 30 hrs. /wk.)	
	# PT Staff	How many of the PT	# FT Staff	How many of the FT staff positions

		staff positions are/will be permanent positions?		are/will be permanent positions?
Receptionist/Admin				
Licensed Producer				

Question 8. Does any of your current (or proposed staff) have bi-lingual language abilities? Please be specific and explain the language capability, the role of the staff person, and if bi-lingual staff is current or proposed.

Question 9. If selected as a Lead Enrollment Agency, are you willing to “host” interested producers who are willing to assist in “staffing” your enrollment site? This “hosting” arrangement assumes that commission splitting would not be required (Lead Enrollment Agency benefits from extra staffing at no fixed cost and willing producers benefit from opportunity to gain new business in a more heavily promoted/trafficked enrollment site). If yes, to what extent are you willing to accommodate interested producers? While “hosting” is not required, interested Lead Agencies can do so if they wish. Please be specific about your preferences.

Question 10. During the initial open enrollment period (October 1, 2013 – March 31, 2014) did your agency closely interact with any Get Covered Illinois grantees or other in-person assisters? Please be specific and explain any relationships.

Questions 11. If your agency did not interact with in-person assisters during the initial open enrollment period, please indicate your willingness to do so during the next open enrollment period beginning November 15, 2014. If you have any reservations in working collaboratively with in-person assisters, please state so in your response.

Question 12. Are you willing to provide service to any individual who visited your location for one-on-one assistance, including individuals who may be eligible for Medicaid assistance?

Question 13. If you are not willing to provide service to individuals who may be eligible for Medicaid assistance, are you willing to make a referral to a qualified in-person assister? If so, please describe your plan to do so.

Question 14. Please provide proposed hours of operation for the Open Enrollment period of 11/15/14-2/15/15 using the chart below. If you are proposing to support enrollment for less than the full open enrollment period, please be specific in stating your desired commitment. Please also provide number of locations if greater than one.

Proposed Hours of Operation During 11/15/14-2/15/15 Open Enrollment				
Day of the Week	November 2014	December 2014	January 2015	February 2015
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Question 15. Is your agency willing to address community groups interested in hearing about Get Covered Illinois? Please indicate with as much specificity as possible your willingness to travel locally (i.e., distance) and the frequency of such group talks (i.e., number per week).

Question 16. Are you interested in hosting media events and speaking with the media about Get Covered Illinois?

Question 17. Successful candidates for Lead Agency designations will be expected to provide a short enrollment report to Get Covered Illinois every two weeks. This Excel-based report will likely include the following data elements: number of in person encounters, number of enrollments, certain demographic data such as the prior coverage status of newly enrolled, and number of community presentations and attendees. Please confirm your agency’s willingness to provide reporting.