



## RFP24003536 - EOHHS MEDICAID RENEWALS AND HEALTHY RHODE MOBILE APPLICATION

### SECTION A. BACKGROUND

Rhode Island resumed Medicaid renewals for the first time since before the pandemic in April 2023, which means the State is responsible for reviewing the eligibility of more than 350,000 Rhode Islanders enrolled in the health benefit program. Since renewals are staggered across 12 months, a new group of Rhode Islanders start their renewal process each month. Some Medicaid members will have their coverage renewed automatically; others will need to submit updated information about themselves and anyone else in their household in order for the State to determine if they're still eligible.

During the first phase of this effort, the State developed [staycovered.ri.gov](https://staycovered.ri.gov), a one-stop shop for all information related to Medicaid renewals in RI. Along with organic and earned media efforts, two paid media campaigns were launched to promote awareness of renewals and the necessary actions members should take to stay covered. In tandem, the State also launched a campaign to promote awareness and downloads of the [Healthy Rhode mobile app](#), which Rhode Islanders enrolled in benefit programs like Medicaid, as well as SNAP and RI Works, can use to manage their benefits in the palm of their hand.

Due to the ongoing nature of Medicaid renewals and continued improvements to the Healthy Rhode mobile app, an interagency team seeks vendor assistance implementing media buys for two multi-channels, targeted public awareness campaigns.

1. The first campaign is to promote awareness of ongoing Medicaid renewals within Rhode Island and the actions that Medicaid members need to take to prepare. The overarching goal of the campaign is to increase member knowledge of renewals and to drive action to prepare for their Medicaid renewal, particularly for families with children, whose renewal processes begin in December and continue into spring. The action requested is for members to update/confirm their contact information, and to be made aware that they will be contacted about their renewal sometime between now and April 2024.
2. The second campaign is to promote the enhanced Healthy Rhode Mobile App. The overarching goal of this campaign is to increase awareness of the app and encourage Rhode Islanders to download and use the mobile app to easily access their account information.

This request is for a vendor that will use existing creative to plan and manage advertising buys (television and radio spots, outdoor media including messaging on buses and bus shelters, videos, social media, digital media and print). The vendor will be provided data to inform a targeted media buy strategy. The vendor should also be able to provide some creative services as needed

(reformatting existing creative assets, writing and translating/trans creating copy, video editing, etc.). A vendor with multilingual staff who can monitor translated social media campaigns (Spanish and Portuguese) and assist the State team in responding appropriately to posted questions or comments in that language is preferred.

The vendor will be operating in a complex messaging and communications environment where national messages and localized ones may intersect. Medicaid members have not had to act or renew their account for more than two years, so messaging placements need to be creative and strategic to encourage members to take action.

Vendor will submit a proposal for the entire scope of work and indicate what, if any, of the work will be completed by sub-contractor as needed.

## **SECTION B: SCOPE OF WORK AND REQUIREMENTS**

### **Project 1**

Raise awareness that Medicaid renewals are back and encourage Medicaid members in Rhode Island to update their contact information.

### **Project 2**

Promote awareness of the Healthy Rhode mobile app and how it can help Rhode Islanders manage their benefits, and in turn, increase the number of downloads and overall usage of the app's features.

### **Scope of Work**

**Materials:** The vendor will adapt existing creative assets for a multi-channel marketing campaign. The vendor must also be available to provide supplemental creative services as needed.

This phase of the work must include:

- Ensuring that program materials align with best practices for culturally and linguistically appropriate services and will help promote awareness and understanding among under-served populations.
- Taking steps to ensure the accessibility of all content and materials developed to support the campaign. This will include that all materials are available in English, Spanish, and Portuguese.
- Using existing footage/voiceover to create Portuguese video tutorials on how to use the Healthy Rhode mobile app that align with existing [English](#) and [Spanish](#) video tutorials.

**Media buy:** The vendor will execute and manage the media buy associated with the two campaigns as outlined in Deliverables.

### **Deliverables**

- **Kick-off meeting and summary**  
The vendor should meet with the interagency communications team to discuss the scope of work for each campaign and the work plans. The timeline for the project and the roles of each team member will be discussed at that meeting. The vendor will take and circulate notes from the meeting.
- **Strategic planning**

The vendor will facilitate strategic planning meeting(s) with the interagency communications team and key stakeholders as needed and indicated by the interagency communications team to inform the development and implementation of the media buys.

- **Communication/campaign plan**

The vendor will develop and provide a campaign plan outlining recommended tactics for meeting the stated goals and objectives of the project. The plan will also include a strategy to address misinformation and an evaluation strategy to analyze and summarize campaign success.

- **Creative services**

The vendor will adapt, update, or translate existing creative assets as needed. The vendor will coordinate the translation of all content, as indicated above, and will review translated content. The vendor should also allow for rounds of edits/feedback from the interagency communications team and agency leadership.

- **Media buys**

The vendor will execute and manage two campaign media buys. This should consist of broadcast television and streaming, English and multi-lingual radio, RIPTA/transit, English and multi-lingual newspapers, paid search, social media, satellite and terrestrial radio, and related outlets. The vendor should also ensure added value opportunities wherever possible.

- **Product accessibility**

All materials that are developed as part of program outreach must be written in “plain language” English, Spanish, and Portuguese so that they are meaningful and can be easily understood by individuals of varying degrees of literacy.

Materials will need to be translated and produced in English, Spanish, and Portuguese. Any materials developed must align with national CLAS standards for culturally and linguistically appropriate services. Any materials developed must also meet the standards of the Americans with Disabilities Act. This includes remediating electronic materials, so they meet standards for document accessibility.

- **Campaign monitoring and analytics**

The vendor should collect all necessary data, as available, from all subcontractors and gather and compile data on engagement with the [staycovered.ri.gov](https://staycovered.ri.gov) landing page and all associated marketing channels. The vendor should report on data trends/analytics on a quarterly basis. Analytics should reflect performance of all strategies and tactics.

The vendor should elevate to the interagency communications team any trends or issues of concern indicated in the data and work with the state to pivot strategy as needed, and outside the required quarterly analysis. The vendor should be prepared to adjust the campaign implementation strategy, including media buys, to address any challenges or opportunities identified from campaign analytics or other external data sources.

- **Final files**

Final files and artwork will be transmitted to the interagency communications team in an editable format. Any files to be incorporated into the [staycovered.ri.gov](https://staycovered.ri.gov) webpage should

be in hypertext markup language (html). The interagency communications team and the vendor will discuss additional technical specifications during the planning phase of the project, as needed. Materials that are to be printed should be transferred as InDesign files (INDD), with applicable fonts included.

## SECTION C: PROPOSAL

### 1. Technical Proposal

Narrative and format: Vendors must submit a technical proposal which addresses each of the following elements and is limited to six (6) pages (this excludes any appendices and as appropriate, resumes of key staff that will provide services covered by this request):

- A. **Staff Qualifications** – Provide staff resumes/CV and describe qualifications and experience of key staff who will be involved in this project, including their experience in multi-channel public awareness campaigns.
- B. **Capability, Capacity, and Qualifications of the Vendor** - Please provide a detailed description of the Vendor’s experience as a multi-channel public awareness campaign manager. List a minimum of three (3) relevant client references, to include client names, addresses, contact names with emails and phone numbers, dates of service and type(s) of service(s) provided. Vendors should carefully consider their chosen references for potential conflict/involvement with this project; individuals named as references will be excluded from the evaluation of submissions to this RFP. Please describe approach to executing media buys and other similar campaigns. Please explain how the recommended channels and approaches will provide high-value impressions. Without providing specific dollar amounts or specific percentages, describe the vendor’s structure for administrative fees/commissions on media buys, including whether it varies by channel.
- C. **Work Plan** - Please describe in detail, the framework within which the requested multi-channel public awareness campaign will be performed. The following elements should be included: The proposed timeline for the campaign, the team’s approach to the campaign, campaign goals, and a list of proposed paid media outlets.
- D. **Approach/Methodology** – Define the methodology to be used for developing a targeted and comprehensive media buy to reach and inform Rhode Islanders about Medicaid renewals and the Healthy Rhode mobile app. Please detail the proposed best practices for reaching the target audience.

## 2. Cost Proposal

Detailed Budget and Budget Narrative: Provide the attached cost proposal Appendix B for the required services which includes the following information: Materials Development, Paid Media Plan, and applicable campaign management fees. Please also indicate to what degree the cost proposal is scalable to different budgetary limitations.

## 3. ISBE Proposal

See Appendix A on the “Overview” tab in Ocean State Procures™ for information and the MBE, WBE and/or Disability Business Enterprise Participation Plan form(s). Vendors are required to complete, sign and submit these forms with their overall proposal. Please complete separate forms for each MBE, WBE, and/or Disability Business Enterprise subcontractor to be utilized on the solicitation.

### SECTION D: EVALUATION AND SELECTION - SOLICITATION SPECIFIC

Technical proposals must receive a minimum of 60 (85.7%) out of a maximum of 70 points to advance to the cost evaluation phase. Technical proposals scoring less than 60 points shall not have the accompanying cost or ISBE participation proposals opened or evaluated; such proposals shall not receive further consideration.

Technical proposals scoring 60 points or higher shall have the cost proposals evaluated and assigned up to a maximum of 30 points bringing the total potential evaluation score to 100 points. As total possible evaluation points are determined, vendor ISBE proposals shall be evaluated and assigned up to 6 bonus points for ISBE participation.

Proposals shall be reviewed and scored based upon the following criteria:

<b>Criteria</b>	<b>Possible Points</b>
Staff Qualifications	10 Points
Capability, Capacity, and Qualifications of the Vendor	10 Points
Work Plan	30 Points
Approach/Methodology	20 Points
<b>Total Possible Technical Points</b>	<b>70 Points</b>
Cost proposal	30 Points
<b>Total Possible Evaluation Points</b>	<b>100 Points</b>
ISBE Participation	6 Bonus Points
<b>Total Possible Points</b>	<b>106 Points</b>

Additional evaluation criteria can be found at:

- For those with an OSP account, see the “Requirements” tab of this solicitation in OSP for additional information on the evaluation and selection process in the “RFP Standard Specification” section.
- For those without an OSP account, public access to the full bid can be found at <https://ridop.ri.gov/vendors/bidding-opportunities>. Search for this solicitation, open the record, click on the “Print/Download Solicitation Summary” button in the upper right corner for all the solicitation requirements and supporting documents are found at the bottom of the page in the “Solicitation Attachments” section.