
YOUR HEALTH IDAHO REQUEST FOR APPLICATIONS

AGENT AND BROKER CO-OP MARKETING PROGRAM

**FOR ANY AND ALL NOTIFICATIONS, RELEASES AND AMENDMENTS ASSOCIATED
WITH THE RFA:**

Contact:

Nichol Lapierre
Director, Marketing, Communications, and Outreach
Your Health Idaho
RFA@yourhealthidaho.org

RFA Response Checklist: These items **MUST** be included in your response to this RFA:

- _____ 1. One electronic copy of your completed Application submitted as set forth in this RFA. Please **DO NOT** include a copy of the RFA.

- _____ 2. Application Transmittal Letter including the following required information:
 - a. Company Name
 - b. Name and title of person who would sign the contract
 - c. Name and title of the company contact person (if different)
 - d. Contact person: direct telephone number, fax number & email address

SECTION 1: INTRODUCTION

PURPOSE OF REQUEST FOR APPLICATION

The Idaho Health Insurance Exchange dba Your Health Idaho (“YHI”) is seeking applications (each an “Application”) from licensed and YHI-certified agents, brokers, and agencies (each an “Applicant” and collectively, “Applicants”) desiring to participate in YHI’s Agent and Broker Co-op Marketing Program (the “Program”). Each Applicant selected to participate in the Program is eligible to receive a matching funds (dollar for dollar) reimbursement from YHI not to exceed \$3,000 in total for qualified marketing efforts undertaken by the Applicant to increase YHI brand recognition and awareness of YHI offerings during the 2024 Open Enrollment period (October 15, 2023 – December 15, 2023). To be eligible for reimbursement, Applicant marketing efforts must occur between October 1, 2023 and December 15, 2023. YHI is targeting approximately \$120,000 in total matching funds to support the Program. At YHI’s discretion, the Program may be extended for an additional year with similar funding.

The purpose of the Program is to increase YHI brand recognition and awareness of YHI offerings during the 2024 Open Enrollment period by encouraging creative outreach and innovative sales and marketing strategies by Applicants, utilizing materials provided by YHI, to reach consumers. To this end, Applicant marketing efforts should be undertaken with the goal of increasing enrollment on the Exchange with a particular focus on Hispanic and other underserved communities.

In order to maintain consistency with YHI’s brand and image, YHI will provide marketing, communications and outreach material. YHI will work with selected Applicants to personalize material for the participating agents. Materials to be provided include, but are not necessarily limited to:

- Print ads for use in local print media;
- Live script reads for use with local radio stations;
- Social media posts; and
- Collateral pieces.

Other types of advertising will be considered on a case-by-case basis and YHI will provide Spanish translated materials where possible.

This RFA process is intended to solicit proposals from Applicants who seek to participate in the Program.

General Terms

Each selected Applicant will be required to enter into an agreement with YHI with respect to Applicant's participation in the Program. YHI expressly reserves the right, in its discretion, to not enter into an agreement with a selected Applicant pursuant to this RFA. YHI is not obligated to pay any costs incurred in the preparation of an Application or in subsequent negotiations.

The issuance of this RFA does not constitute an assurance by YHI that any agreement will be entered into by YHI, and YHI expressly reserves the right to:

- Waive any immaterial defect or informality in any response procedure.
- Reject any and all Applications.
- Request additional information and data from any or all Applicants.
- Supplement, amend, or otherwise modify the RFA or cancel this request with or without the substitution of another RFA.
- Disqualify any Applicant who fails to provide information or data requested herein or who provides inaccurate or misleading information or data.
- Disqualify any Applicant on the basis of any real or apparent conflict of interest.
- Disqualify any Applicant on the basis of past performance on other projects.
- Prior to the response time, YHI may meet with and consult with some or all of the potential Applicants to this request.
- YHI may negotiate with any Applicant to this RFA and shall have the sole discretion to choose the best combination of qualifications for the Program.
- YHI shall have the sole discretion to select any number of Applicants to participate in the Program as described in this RFA.
- By responding to this request, each Applicant agrees that any finding by YHI regarding any fact in dispute as to Applicant's Application shall be final and conclusive.

Agreements awarded pursuant to this RFA will not include minimum guarantees of funding and will provide for reimbursement on a matching funds (dollar for dollar) basis for actual qualifying marketing expenditures incurred by Applicant, up to the limit of \$3,000. By way of example only, a selected Applicant who spends \$6,000 or more on qualifying marketing efforts under the Program will be entitled to receive the maximum \$3,000 in marketing reimbursements from YHI. A selected Applicant who spends \$5,000 on qualifying marketing efforts under the Program will be entitled to receive \$2,500 in marketing reimbursements from YHI. Under no circumstance will total reimbursement to any Applicant exceed \$3,000. The determination of whether a particular expenditure is qualifying under the Program will be made by YHI in its sole discretion. A selected Applicant may seek a determination from YHI of whether a particular expenditure is qualifying (eligible for matching funds reimbursement) prior to incurring the same and YHI highly encourages selected Applicants to do so.

To receive reimbursement under the Program, selected Applicants will be required to submit evidence of qualifying marketing expenditures for YHI's review no later than January 31, 2024. Reimbursement requests received after such date will be considered untimely and will not be paid. Upon receipt of a reimbursement request, YHI shall have thirty (30) days to review the same. Following its review, YHI shall (1) approve the request, (2) request additional information, or (3) deny the request. Once approved, reimbursement will occur within fifteen (15) days.

BACKGROUND

Signed into law by President Obama on March 23, 2010, the ACA required States to begin operating a Health Insurance Exchange by January 1, 2014 or to allow the federal government to operate an Exchange on their behalf. In legislation adopted in March of 2013, the State of Idaho established its own Exchange, the Idaho Health Insurance Exchange, now known as Your Health Idaho. YHI provides Idaho residents with the opportunity to compare health plans based on rates, benefits, and quality and to enroll in the product that best suits their needs.

A critical element of the on-going success of YHI is establishing and enhancing partnerships with Agents willing and prepared to provide enrollment assistance as Idahoans shop, compare and choose health plans that fit their needs and budgets.

SECTION 2: RFA GUIDELINES

A. ADMINISTRATION OF THE RFA

This RFA is issued by Your Health Idaho. All Applications should be submitted electronically to:

Nichol Lapierre
Director, Marketing, Communications, and Outreach
RFA@yourhealthidaho.org

B. APPLICATION TIMETABLE (5:00 P.M. Mountain Daylight Time)

Request for Application issued: May 1, 2023
Deadline for submission of questions: May 26, 2023
Responses to questions posted: June 9, 2023
Closing date for receipt of Applications: June 23, 2023
Target date for selection notification: July 28, 2023
Target award date: August 3, 2023

C. COMMUNICATIONS

From the issue date of this RFA until successful Applicants are selected and announced, Applicants may communicate only with the Director of Marketing, Communications, and Outreach for questions, information and clarification surrounding this RFA.

D. APPLICATIONS

1. General Guidelines and Additional Information

- Costs for the development of Applications are the sole responsibility of the Applicant. All Applications become the property of the YHI.

- APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY to the e-mail address set forth in Subsection A above.

2. Information Required

Each Applicant should provide: (i) an Applicant Information Sheet, and (2) Applicant's experience and qualifications; as further set forth below.

Applicant Information Sheet

1. Name of Applicant individual, entity or organization
2. Mailing address
3. Street Address (if different)
4. Name and title of person who would sign the contract
5. Name and title of the company contact person (if different)
6. Contact person: direct telephone number & email address

Experience and Qualifications

Along with completion of the Applicant Information Sheet, YHI is seeking Applicants who have certain experience and qualifications. Applicants should describe the following: (Attach answers on separate sheet.)

- Previous experience in Idaho or other state(s) working with a health insurance exchange(s).
- Previous experience working with public insurance programs (e.g., Medicaid, Medicare).
- Previous experience working with under-served or vulnerable populations.
- Proficiency, verbal and written, in languages other than English (please name each language and level of fluency).
- Discussion of why you believe your organization is uniquely suited to maximize the potential of the Program.
- Provide your marketing strategy for the Program including, specifically, (i) your plan for reaching underserved or vulnerable populations, and (ii) your anticipated marketing spend.

3. Discussions

Discussions may be conducted with Applicants who submit Applications determined to be reasonably susceptible to being selected. The discussions shall be for the purpose of clarification to assure full understanding of, and responsiveness to, the request requirements.

4. Evaluation Criteria

The evaluation team will determine which Applications satisfy the requirements of this RFA by considering the experience, expertise and suitability of the Applicants, as submitted. It is the responsibility of the Applicant to ensure that their Application complies with this RFA,

demonstrates qualifications, and provides the information requested. If the Applicant fails to provide any information requested in this RFA, such failure may result in rejection of the Application. Specific areas of focus and their respective weighting in the overall score are shown below:

Description	Weighting
1. Application Completeness/Adherence to RFA Requirements	10%
2. Relevant Skills and Experience	20%
3. Applicant’s Plan and Ability to Reach Underserved Communities	40%
4. Anticipated Marketing Spend in furtherance of Program Goals (higher spend is preferred)	30%

5. Award

Award shall be made to the responsible Applicants whose Applications are determined to be the most advantageous to YHI taking into consideration evaluation factors set forth in this RFA.

The selected Applicants will work directly with the YHI Marketing, Communications, and Outreach Department in performing the tasks for the Program. Specific project oversight and direction will be provided by the Director of Marketing, Communications, and Outreach.

6. Proprietary Material

YHI assumes no liability for disclosure of proprietary material submitted by Applicants. Application submittals may be considered public documents under applicable Idaho law except to the extent portions of the submittals are otherwise protected under applicable Idaho law. Any specific items of information that constitute trade secrets and which are included in a response to this RFA shall be segregated by Applicant from the other portions of the RFP response and labeled as such. Applicant shall not label an entire document as a “trade secret,” merely because a portion of that document is or may be a trade secret. If any trade secret information becomes the subject of a public records or other such request for production, YHI will notify the Applicant and, upon the execution of an agreement to defend and indemnify YHI, will allow the Applicant to address the public records or other request on behalf of YHI in the appropriate forum