



# **NMHIX OUTREACH AND EDUCATION ACTIVITIES REQUEST FOR INFORMATION**

**The New Mexico Health Exchange is extending the deadline for the RFI for Outreach and Education to January 20<sup>th</sup> with an implementation date of February 1, 2014. We want to ensure that we get the best proposals for outreach and education to support New Mexicans in every corner of the state.**

**Please make sure to include the population target and the number estimated to be reached as well as proposed budget for review.**

**Release Date: December 27, 2013**

**Submission Deadline: 12:00 p.m. - January 20, 2014**

## **Purpose of Request for Information (RFI):**

The New Mexico Health Insurance Exchange (NMHIX) is seeking organizations to perform education and outreach services for New Mexicans seeking health insurance through the NMHIX. The NMHIX is seeking applications from qualified organizations to ensure education on NMHIX options to reach all areas and all populations of the state of New Mexico with a goal of maximizing enrollment into the NMHIX.

Educational and outreach activities will be for the following purposes:

- Educational activities to explain the NMHIX calculator and plan comparison tool to individuals and groups so that they may understand their coverage options before making an appointment for enrollment with a Health Care Guide (HCG), Certified Application Counselor (CACs) or Broker/Agents;
- Creative outreach and/or education strategies to promote the availability of the NMHIX to stimulate interest and enrollment activity;
- Group enrollment events in partnership with Health Care Guide organizations and or Broker/Agents.
- Assessment of reasons why individuals or businesses are not choosing to enroll in the NMHIX and development of recommendations to address any barriers.

Organizations may respond to any or all of the outlined purposes. Organizations responding to this RFI must have sufficient capacity and capability to implement outreach and education activities in a timely manner to meet the following schedule:

January 20, 2014: Submission of community education plan to NMHIX

January 27, 2014: Start education activities and continue activities through March 31, 2014

Organizations responding to this RFI should outline a proposed plan of activities for the period January 27, 2014 through March 31, 2014. Upon review of the responses to this RFI, the NMHIX plans to contract with qualified organizations for education and outreach activities. Each organization will be expected to have dedicated employees or contractors who would undergo training on the NMHIX Calculator and Plan Comparison Tools and NMHIX basics.

The NMHIX envisions a variety of types of proposals and encourages creativity and cost-efficiency to maximize enrollments.

## **Application Instructions:**

All applications must be typed and must not exceed 5 pages double-spaced. Please submit your application as follows:

- 1) By email to 20in both Word and PDF format; and
- 2) Mail an original and 5 copies of the application to NMHIX at 6301 Indian School NE Suite 100 Albuquerque, NM 87110.

### **Eligibility:**

- Applications must be from an organization legally authorized to conduct business in the state of New Mexico;
- Applications from individuals will not be accepted; and
- Broker and agents receiving compensation directly or indirectly from insurance carrier are not permitted by federal regulation and should not apply.
- Health plans or subsidiaries of health plans should not apply.
- Applicants must propose to plan to reach and provide individual or group educational sessions to a minimum of 500 individuals.

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|-------------------|--------------------------------|---|
| <b>Deadlines:</b> | RFI Released:                  | December 27, 2013                                   |
|                   | Questions Due to NMHIX:        | January 15, 2014 12:00 pm (submit to RFI@nmhix.com) |
|                   | Responses to Questions Posted: | January 17, 2014                                    |
|                   | Applications Due:              | January 20, 2014 12:00 pm.                          |
|                   | Awards:                        | January 23, 2014                                    |

**Provide the following information in the application:**

**1. Fiscal Agent and Contact Information**

**Organization Name:**

**Organization Administrative Address:**

**City, County, State, Zip:**

**Phone Number:**

**Fax Number:**

**Web Address:**

**Primary Contact: Title:**

**Primary Contact Phone:**

**Primary Contact Email:**

**FEIN:**

**Is your organization a non-profit?  Yes  No**

**If not, describe your organization's tax status. Selected organizations will be asked to provide W9.**

**Current Organizational Budget:**

**Number of Employees:**

- 2. Briefly describe the organization's history and mission.**
- 3. Briefly describe the type of work your organization performs, the services provided, the number of individuals served, and the geographic areas served including a listing of counties served. Describe any experience the organization has working directly with consumers on health outreach and education activities.**
- 4. List the populations, specific number of individuals, and geographic areas you propose to serve with NMHIX outreach and education services and explain how your organization is qualified to serve those populations and areas.**
- 5. Briefly describe your proposal for how the organization would conduct outreach and education to raise awareness of the NMHIX and how the proposal would generate appointments with individuals and/or groups and maximize NMHIX enrollment.**
- 6. Explain how your organization would coordinate with Health Care Guides/CACs and brokers to ensure that individuals that receive education are then referred for enrollment completion.**
- 8. Provide any additional information you would like to submit for consideration. Please remember: if the total length of the application exceeds 5 pages the application will not be considered.**