

Bidder Questions and Answers
Posted November 14th, 2014

Q1. Will the Exchange share progress reports from the three firms hired to handle enrollment marketing?

- The Garrity Group Public Relations
- K2MD Health
- BlueSpire Marketing

A1. The Vendor will have full access to all data from the enrollment and marketing firms. NMHIX will work with the successful vendor in ensuring the availability of the data.

Q2. Does the Exchange have a comprehensive report on findings from previous outreach and enrollment efforts done to date that they would share with bidders?

A2. NMHIX has access to a report conducted by Research and Polling, Inc. that includes details on previous outreach education surveys. This report will be shared upon request and signing of a Non-Disclosure Agreement (NDA). Please email rfp@nmhix.com to receive an NDA for completion.

Q3. Has the Exchange implemented recommendations made from their previously contracted Outreach and Enrollment, and Research and Polling awardees? If yes, what specifically have they done? How successful was this in increasing enrollment numbers?

A3. Recommendations are being incorporated into existing enrollment campaigns. Reports on the success are not yet available.

Q4. What has the Exchange done with the postcards mailed to them from individuals interested in possibly enrolling in the Exchange? Can we access that data to match with individuals who did enroll and so we can contact those who didn't eventually enroll?

A4. No. The exchange will work with selected vendor within the extent allowable by law to provide information about and potential access to individuals enrolled through the exchange. The exchange's priority is to protect the privacy of all individuals.

Q5. Will the exchange share demographic information on individuals from different cohorts who have enrolled in the Exchange?

A5. There is currently no such additional demographic data available for use in responding to this RFP.

Q6. Are there other reports that the Exchange could recommend us reviewing?

A6. No additional reports are currently available.

Q7. Can you give us a more detailed picture of what you want for “Total Agency Billings” in the case where the lead is a sub-division of a larger organization?

A7. Please list the total agency billings of the larger organization.

Q8. Will we have rights to the data we collect and will we be able to create a data sharing agreement...will we be able to publish using the data we collect?

A8. The vendor will be allowed to publish results with approval from the exchange. Data sharing agreements will be further defined in the contracting period.

Q9. Is it possible to extend the timeline by 2 months to ensure scientific rigor and a full coverage of targeted populations?

A9. NMHIX is not open to extending the timeline. In order to be able to incorporate the findings into the marketing and outreach plan, NMHIX is requesting the final report to be available for use on July 15th, 2015. The RFP is being amended to change the end date from July 31st to July 15th.

Q10. To assure inclusion of Native American consumers and stakeholders, will the Exchange board members write letters of support and testify and travel to the IRB board meetings? This is to support the application of UNM (potential Northern Pueblo, Navajo...urban Indian off reservation in Albuquerque metro - would be exempt for the tribal IRB but included in UNM IRB).

A10. NMHIX will assist the successful bidder when reasonable in assuring the inclusions of Native American consumers and stakeholders. NMHIX board members will be able to assist but may not be able to provide the full support requested. NMHIX will facilitate introductions to Native American partners and encourage participation.

Q11. On page 6 “January 10, 2014 – July 31, 2015” Please confirm that this contract period is January 10, 2015 – July 31, 2015.

A11. Correct. The anticipated contract period is January 10, 2015 – June 30th, 2015. The year 2014 was included in error and additionally the RFP is being amended from July 31st, 2015 to July 15th, 2015.

Q12. On page 8 “*The NMHIX has capped the financial Administrative Costs of oversight administration and/or sponsorship for completing scope of work at 8%. Administrative Costs of the successful offeror may not exceed 8% of the total award contracts.*”

Please provide further clarification on the definition of “Administrative Fees” for this requirement.

A12. The “Administrative Fees” are any additional fees a parent or lead origination may place on any awarded grant monies. These fees will be limited at 8%.

Q13. Page 17 – *“NMHIX in conjunction with the Research Committee desires to work with the selected vendor in designing the overall study approach.”*

Please provide further information on the Research Committee and their role in designing the study approach.

Should vendors assume a specific number of meetings with NMHIX and Research Committee to address the overall design of the study approach (e.g., weekly meetings during design phase, monthly thereafter)?

A13. Vendors should assume a regularly occurring meeting with the Research Committee, the frequency of which has not been determined. Additionally vendors should assume the Research Committee requests final approval of the study approach and for feedback to be incorporated in a timely manner.

Q14. We are unable to open the cost worksheet attachment in the RFP. Can this be reposted? At this time we are unclear regarding the level of pricing detail required.

A14. An updated Cost Proposal has been included at <http://www.nmhix.com/vendor-employment-opportunities/vendor-opportunities/> for potential bidders to utilize. A separate hyperlink has been included directly next to the hyperlink for RFP.

Q15. What is the anticipated range of funding?

A15. NMHIX is requesting vendors to price their proposal to fulfill the requested scope of work detailed in the RFP. A range of funding is not available.

Q16. Can you please provide further details on what is meant by “ability to conduct scientific inquiries in determining causality not association” on page 24 of the RFP?

A16. NMHIX is requesting vendors to use a sample size and power of analysis that is capable of yielding statistically significant results in order to prove causality and not association.

Q17. Does NMHIX intend on only issuing a single award or are multiple awards possible?

A17. NMHIX desires to select the most qualified vendor with the strongest attributes for completing the study. If this means that multiple vendors would be selected, NMHIX is open to the idea.