



OUTREACH AND EDUCATION ACTIVITIES REQUEST FOR INFORMATION

Release Date: August 19, 2013

Submission Deadline: August 26, 2013

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 NMHIX. The NMHIX is seeking applications from qualified organizations to ensure comprehensive outreach and education to reach all areas and all populations of the state of New Mexico. NMHIX is partnering with several larger organizations throughout the state to conduct outreach and education, but also recognizes that certain populations or geographic areas may require organizations with specific expertise and experience. This RFI is soliciting proposals for outreach and education services to hard-to-reach populations. Organizations responding to this RFI must have sufficient capacity and capability to implement outreach and education activities in a timely manner to begin on Friday, August 30 2013 and continue activities through March 31, 2014.

Organizations responding to this RFI should outline a proposed plan of activities for the period August 30 2013 through March 31, 2014. Upon review of the responses to this RFI, the NMHIX plans to contract with qualified organizations for outreach and education activities. It is anticipated that contract amounts will range from \$2,500-\$10,000.

Application Instructions:

All applications must be typed and must not exceed 5 pages double-spaced (not including attachments or cover sheet). Please submit your application as follows:

- 1) By email to lsteimel@nmhix.com in both Word and PDF format; and
- 2) Mail an original and 5 copies of the application to NMHIA P.O. Box 5095 Santa Fe, NM 87502 (Only one set of attachments is required).

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.

Deadline: Applications are due no later than August 26, 2013 5:00 pm

COVER SHEET

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:

Application Requirements:

- 1. Briefly describe the organization's history and mission.**
- 2. 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.**
- 3. Briefly describe any experience the organization has with outreach and education activities, particularly as they relate to access to health care services for your target population. Provide examples of collaborative efforts with other community organizations.**
- 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. Explain the barriers that may exist for the hard-to-reach population to access information on the NMHIX and how those barriers will be overcome. Project the number of NMHIX enrollments you expect your activities to result in and the rationale. Note: Enrollment services will be provided through many local clinics and hospitals, with additional enrollment services in Native American communities.**
- 5. Briefly describe how the organization would conduct outreach and education to raise awareness of the NMHIX and new opportunities for coverage. Include activities such as presentations, local events, or making print materials and available, or any other strategies you propose to implement. Explain dissemination strategies for NMHIX-produced materials.**
- 6. Provide any additional information you would like to submit for consideration. Please remember: if the total length of the application exceeds 5 pages (excluding attachments and cover sheet) the application will not be considered.**

Attachments:

Please provide samples of your brochures, educational materials, or other information that illustrates recent outreach and education activities by your organization.