

SBE-03: Illinois State-Based Exchange Marketing & Communications Request for Proposals

Responses to Questions

This document supplies responses to the questions provided by interested Offerors.

Accessibility / Translation

#	Question	State Response
1	RFP documentation mentions 15 mandated target languages in Section 8.2.6. but 8 languages in Section 1.2.7. Can it please be clarified how many target languages are mandated and/or expected?	We will need complete translation services for the top eight languages and will need links to static taglines for the top 15 languages.
2	The top languages spoken in Illinois are listed below. Please confirm whether these languages are in line with the required target languages, and please identify any anticipated languages not included in this list. Spanish, Polish, Chinese Simplified, Chinese Traditional, Tagalog, Arabic, Urdu & similar Indo-European dialects, Korean, Gujarati, Hindi, Russian, German, French (including Cajun French), Ukrainian, Italian.	Language data available here: https://data.census.gov/table/ACSDT1Y2022.B16002?q=illinois&t=Language%20Spoken%20at%20Home
3	In addition to translated materials meeting ADA accessibility standards, is it expected that some written documentation (English or translated) will require conversion into alternate formats, such as braille and large print? If so, can such alternate formats be clarified?	We expect that all printed collateral material meet ADA accessibility standards found here: federal regulation 45 CFR 155.205 (c)
4	Can you confirm the eight primary languages spoken in Illinois for translation? Are there top/priority languages as it relates to the volume of assets and research validation?	Language data available here: https://data.census.gov/table/ACSDT1Y2022.B16002?q=illinois&t=Language%20Spoken%20at%20Home

Budget

#	Question	State Response
5	Are there any restrictions on how funds should be distributed among the various media channels, or is there flexibility in how we allocate resources?	There are no restrictions on how the funds are allocated across traditional and digital media channels. Offerors should review how the Total Media Buy fee is calculated when considering their proposed commission fees as well as their distribution of spending across traditional and digital media.
6	Are there mandatory percentage of the total budget that needs to be dedicated to the paid media campaign?	Offerors are not asked to propose media campaign budgets. They are asked to produce commission fees for traditional and digital media buys at various budget levels. This results in a total Media Buy fee that is used for the sole purpose of scoring the Media Buy commission fees. As explained in the Cost Response Instructions, the Offeror with the lowest "Total Media Buy Fee" will receive 100 points and the remaining Offerors' points will be prorated. The Selected Offeror will work with the State to set the annual advertising budget which will be subject to the availability of funding.
7	In reviewing the evaluation criteria, 7.1.3.1 and acknowledging that the lowest bidder receives the maximum number of points regarding the cost proposal, what is the budget for this contract?	The budget is not available to be shared with Offerors. An explanation of how the cost response points will be allocated can be found in the "Cost Response Instructions" tab of the Cost Response Template is pasted below. "Total potential points associated with the cost proposal is 500. Based on the results in Tab 1: Summary, the lowest cost bid for 'Total Marketing and Communications' will receive 400 points and the lowest bid for 'Total Media Buy Fee' will receive 100 points. The State will prorate remaining proposals by the percent higher than the lowest total cost."
8	Are there expectations regarding how the total budget will be allocated between awareness and enrollment messages or counties?	The budget is not available to be shared with Offerors.
9	Are there expectations that the offeror would execute direct mail drops and if so is there a designated budget for that?	See answer to question #8.

#	Question	State Response
		The State is open and interested in all ideas and suggestions Offerors have for achieving the requirements of this RFP as well as the broader goals of Get Covered Illinois.
10	Is there a separate budget allocated specifically for public relations activities, or should these costs be integrated into the overall marketing budget?	See answer to question #8. Offerors should review the Cost Response Template instructions carefully when developing their cost proposals.
11	Does the state designate a separate budget for message testing or is that expected to come out of the advertising budget?	Offerors should review the Cost Response Template instructions carefully when developing their cost proposals.
12	Regarding the distribution of printed assets, is there a dedicated budget for distribution separate from the all-in budget?	Offerors should show how the printing and distribution of assets will fit within their overall budget. The State estimates that there will be 6,000 prints for each piece of collateral per year for each of the six navigator groups.* The State is open to using either in-house print distribution or a preferred vendor of the Offeror's choice. *subject to change based on the availability of funding and / or printing or distribution needs
13	Should our budget detailed in the Cost Proposal Template, Advertising Plan section, include outside or material production costs such as printing or stock photography/videography needs?	Any costs the Offeror seeks to be paid for should be included in their cost proposal. Costs that would be covered by the commission fee on media buys do not need to be separately itemized in the proposal. Costs not covered by the commission should be separately listed in the Offeror's cost proposal. The determination of the most appropriate section of the Cost Response Template for listing these costs is the Offeror's responsibility.
14	Can you please provide an overall project budget and (%) allocation by the requirement (Marketing & Communications, Advertising, Public Relations etc.)?	See answer to question #8.
15	Is there a mandatory percentage of the total budget that needs to be dedicated to the paid media campaign?	See answer to question #6.
16	Can you confirm a budget for this initiative? Do you have an associated / pro-forma budget as well?	See answer to question #8.

#	Question	State Response
17	Have you identified if a commission will be allowed on the media buy?	Yes. Information about media buy commissions can be found in the Cost Response Template.
18	For Question 5.1 in the Offeror Response Template, what budget should we assume for the paid media plan?	See answers to questions #8 and #15.
19	The "Direct Costs" tab of the Cost Proposal Template requests hours and rates, information which is not applicable for our direct costs on this project, such as software subscription costs or tolls. Can we present our direct costs in another format? If so, should we leave the cells empty on the Direct Costs tab?	The "Direct Costs" tab in the Cost Response Template has been updated to remove the requirement to submit direct costs in a hours/rate style.
20	Could you share insights into how budget allocation has been optimized in the past? Are there any specific channels or tactics you would like to prioritize?	Illinois is transitioning from HealthCare.gov to a State-Based Marketplace (SBM) in the fall of 2025. The State is soliciting proposals to select an Offeror to provide comprehensive marketing and communication services to drive awareness to this transition and to promote and facilitate enrollment through the new SBM. Illinois does not currently have an SBM and as a result there is no previous budget for this work. While the Department of Insurance has conducted marketing campaigns in the past, they were for the purposes of driving consumers to Healthcare.gov and are not the same scope of services. The State is soliciting proposals from qualified Offerors with knowledge and expertise in marketing and communications. The State expects Offerors to draw on this expertise to propose a strategy and approach, including advertising channels and tactics, that will meet the requirements of this procurement and enable and achieve Get Covered Illinois' goals.
21	To optimize media mix recommendations, could you please provide an estimated budget range? This will help us align our media analysis, strategy and recommendation to best meet your goals within available resources.	A budget range is not available to be shared with Offerors. However, Offerors are asked to produce commission fees for traditional and digital media buys at various budget levels, as detailed in the Cost Response Template. Offerors can use these hypothetical budget ranges to demonstrate how they will approach media mix strategy and recommendations as the budget changes. Please include narrative explanations and justifications in

#	Question	State Response
		the Offeror Response Template and not the Cost Response Template.
22	What was the previous budget for this work and acknowledging that the lowest bidder receives the maximum number of points regarding the cost proposal, what is the budget for this contract?	See answers to questions #8 and #20
23	Can you confirm the budget range is \$10M over three years?	See answer to question #8.
24	Do you have a full budget that will be available to run this campaign? Do you have a mandatory breakdown of how that money should be spent across the three years (i.e. should more be spent in one year vs. year three)?	See answers to questions #8 and #20
25	Recognizing that the State controls budgets and can change them at any time, what is the planned first-year budget for this scope of work, second year?	See answer to question #8.
26	Is there a total budget limit?	See answer to question #8.
27	What was the previous budget for this work and acknowledging that the lowest bidder receives the maximum number of points regarding the cost proposal, what is the budget for this contract?	See answers to questions #8 and #20.
28	What is the budget?	See answer to question #8.
29	Is the budget for the RFP contract period expected to increase, decrease, or stay the same as the last contract period?	See answer to question #20.
30	Do you have a budget in mind on what you would like to spend on this contract, including the firm's fees and the separate media spend you have such as budget on tabs?	See answer to question #8.
31	Has a total budget limit been established? If yes, can that be shared?	See answer to question #8.
32	What was the previous budget for this work?	Illinois is transitioning from HealthCare.gov to a State-Based Marketplace (SBM) in the fall of 2025. Illinois does not currently have an SBM and as a result there is no previous budget for this work.
33	What was the previous budget for this work?	See answer to question #32

Contract

#	Question	State Response
34	Could you please confirm whether the BEP goal is 4% or 6% of the contract value to be performed by BEP-certified vendors? The "State of IL ACA-BEP Plan" document mentions 4%, whereas the "State of IL ACA - Main RFP" document references 6%.	The BEP goal is 6% of the value of the contract. An amended BEP Utilization Plan document has been uploaded to the procurement website.
35	From our understanding of the evaluation criteria, BEP participation is a mandatory requirement, but there are no points awarded for subcontracting. Can you confirm this is correct?	That is correct.
36	While Section 5.15 of the RFP lists the BEP participation goal at 6%, page one of the BEP Utilization Plan lists a participation goal of 4%. Please confirm the participation goal.	See answer to question #34.
37	If partnering with an agency, should each party submit an individual cost proposal, or should it be one combined proposal?	The state requests that only one cost proposal be supplied by the potential offerors.
38	The Cost Proposal Template requests that we delineate subcontractor labor and hours from the prime contractor. How should we show this delineation in the "Marketing and Communications" and "Advertising Plan" tabs of the document?	Please indicate in column A (Title) whether it is prime or sub.
39	The second sentence on the "Cost Response Instruction" tab made reference to "time and material" as the anticipated required entry for costs. However, the spreadsheet only allows for time (hours x rate). We assume the "Material" section of the response template is either missing and will be provided prior to response to questions.	The cost response template has been updated to correct this error. An amended document has been uploaded to the procurement website.
40	We anticipate that our costs/response scenarios may not be tied to a time and material, but an offering that is a more project based. How do we respond to these scenarios in the "Cost Response Template"?	Review the cost response template and subsequent instructions and develop an appropriate response.
41	For creative services, we typically develop solutions after the discovery phase, starting with market research, analysis, and discussions with the client's marketing team to assess their needs. Given this, how in-depth would you like the solution approach to be in the proposal? Additionally, would it be acceptable to provide FTE rates for each job function, as the volumes (e.g., number of campaigns or assets to be developed) would be determined post planning and strategy development phase?	The State will need enough detail to understand the Offeror's general approach to the work as described in the scope of services.

#	Question	State Response
42	What are the contract's start and end dates?	The contract start date will be the date the contract is fully executed. The contract will have an initial term of three years. DOI has the option to renew for an additional four years.
43	Will it be the same for the work start date?	Yes. The State expects that work will commence upon execution of the contract.
44	What are the official contract start and end dates?	See answer to question #42.
45	Will it be the same for the work start date?	See answer to question #43.
46	Please confirm there are no formatting requirements (font, margins, spacing, etc.) or page limitations in our responses to the Offeror Response Template, or the proposal as a whole.	Yes, that is correct. DOI requires that separate files for the technical and cost proposal are electronically sent as a zip file attachment to DOI.SBMProcurement@illinois.gov .
47	Who is the incumbent agency/firm?	Flowers Communications Group
48	Will the offeror be required to develop media/press materials?	Yes.
49	Will the offeror be required to develop media/press materials?	Yes.
50	The response template states that the Offeror must be in operation for at least 5 to 7 years. Our agency was started in 2023. However, both of the owners have 5 years of experience working together with 1.5 of those years as co-owners of our agency doing work of similar scope, scale, and specialization as this bid. Does this suffice as years in "operation"?	No.
51	On page 3, item number 4.1 in the "sbe-03-marcom-offeror-response-template" states: "4.1. Concisely list the names of all Key Staff with their role(s), corresponding phase(s), project(s), and overall budget.". Can the State of Illinois confirm our assumption that we shall list task areas the key staff will work on for "corresponding phase(s)", and clarify what is meant by "project(s)" and "overall budget"?	Yes.
52	Under section 7 Offeror selection in Exhibit 3: Scoring Approach, what is meant by "Qualifications Showcase"?	This refers to Section 10 in the Offeror Response Template where the offeror will provide three examples of three different marketing and communications client projects completed in the past five years that showcase the Offeror's ability to provide similar services outlined in this RFP's scope of work for private- or public-sector clients.
53	Section 4.6 mentions a firm-fixed price RFP, yet no specific volumes have been provided which makes it challenging to provide exact # of hours	The contract type for this RFP is time and materials. An amended RFP has been uploaded to the procurement website to reflect this change.

#	Question	State Response
	and resources. Please confirm or clarify if we can provide rates per function without estimating total # of resources.	
54	Please confirm we can have additional roles in our pricing that are not identified as key and do not have a corresponding resume in our submission.	Yes.
55	Will the project have Pre-Enrollment, Open Enrollment, and Special Enrollment phases?	Yes, the State expects that there will be specific activities required for each of these phases, in addition to the phases listed in Section 9.1 of the RFP.
56	Will the project have Pre-Enrollment, Open Enrollment, and Special Enrollment phases?	See answer to question #55.
57	What is your preferred format for the technical proposal-Word or PowerPoint? Would it be acceptable if we included the RFP questions and our responses in a Word document and share supplemental information in a PowerPoint?	Please respond to the technical proposal questions in Word format and the cost proposal in Excel. Supplemental materials should be submitted in PDF format.
58	Will the vendor be allowed to redact certain information from being openly published? If so, what can be redacted?	Please refer to Section 5.8 (Public Records and Requests for Confidential Treatment) of the RFP. In addition, it is recommended that a redaction table is included that mentions any confidential or proprietary information contained within the proposal materials. We also recommend that redacted versions as well as non-redacted versions of documents be included as applicable.
59	In Section 2 of the RFP, the calendar of events states the deadline to submit questions is due on November 5. The Submission Instructions document, section 1.4 Offeror Questions and State Response states the deadline to submit questions is due on November 4. Please confirm the correct date to submit questions.	The deadline for submitting questions was November 5, 2024.
60	In Section 2 of the RFP, the calendar of events states the deadline to submit the proposal is due on November 19. The Submission Instructions document, section 1.5 Submission Offer Due Date and Time states the deadline to submit the proposal is due on November 18. Please confirm the correct date to submit the proposal.	The deadline for submitting proposals is November 26, 2024.
61	The description of work under "Marketing and Communications Strategy" (Section 8.2.1, page 22) reads as encompassing a large portion of the implementation work of the "Advertising Plan" (Section 8.2.4,	Section 8.2.1 is meant to showcase the overarching strategy for this entire project. Section 8.2.4 is specific to the advertising plan (a component of the larger strategy).

#	Question	State Response
	page 24). What is the differentiation between these two tasks? Is 8.2.1. primarily about planning, while 8.2.4. is more focused on implementation? We want to ensure we allocate hours appropriately based on the scope of each task.	
62	Due to the proprietary nature of our financial information, would the State of Illinois accept our completed "sbe-03-marcom-financial-disclosures-and-conflicts-of-interest-form" as a separate email submission to DOI.SBMProcurement@illinois.gov?	Please submit all documentation together and refer to Section 5.8 of the RFP for information regarding confidential/proprietary information.
63	For translation services where we don't have volume information, we typically provide fees based on hourly rates, per page, and per word in line with industry standards. Could you please confirm if we can modify the pricing template to reflect this approach?	Per the cost response template instructions, please use estimated hours and hourly rate to calculate total cost.
64	Do both the prime contractor and all subcontractors need to complete and submit a Vendor Disclosure Form with our proposal submission, or just the prime?	Both prime and any subcontractors.
65	Is there an incumbent vendor? If so, what has gone well and what areas can be improved?	See answer to question #47.
66	(Offeror Response, 5.1, pg 3) Does the entirety of our submission this round need to be delivered via the two templates: Offeror Response (Word) and Cost Response (Excel)? Or can we supplement with PDF/Slides (i.e., to showcase creative work)?	See answer to question #57.
67	Can you confirm "Offerors shall complete Attachment E, BEP Utilization Plan" is referring to the Business Enterprise Program Utilization Plan found here?	All Offerors shall complete the document title "SBE-03 BEP Utilization Plan_v2" that was uploaded to the procurement website on November 12, 2024.
68	Will any preference be given to in-state submitters? If so, how will this preference be applied?	No preference will be given to in-state submitters.
69	What would an out-of-state submitter need to do to qualify to be considered?	See answer to question # 68.
70	Is the incumbent participating?	The State is unaware if the incumbent agency will be participating.
71	How many agencies are participating in this portion of the RFP process?	The State is unaware of the number of agencies currently participating at this point of the RFP process.

Enrollment Goals and Data

#	Question	State Response
72	Could you provide a detailed audience breakdown across the state, identifying specific regions where enrollment rates are particularly strong, as well as areas where enrollment is lower or underserved? This information will help us better understand the landscape and tailor our approach to address areas with varying levels of engagement.	The State does not have this information to share.
73	Is there any information related to the breakdown of the audience for the enrollment that was provided (Exhibit 3 of the chart that was provided in section 4.5 of the RFP) and/or the marketing plan to date? Do you attribute the growth to any specific marketing efforts?	The State does not have any additional information to share.
74	What is the current level of awareness about the State's Health Insurance Marketplace? This will help determine the budget allocation and timeframe for awareness versus acquisition solutions.	Many consumers are aware of the existence of the Health Insurance Marketplace. One challenge will be making sure that consumers are aware that they will need to go to a different website/service in order to enroll in a Marketplace plan in 2025. The messaging will need to change from awareness and education about the Marketplace to making sure consumers understand they need to visit GetCoveredIllinois.gov in order to compare plans and to enroll. There is currently a low level of awareness among consumers about the upcoming switch from Healthcare.gov to GetCoveredIllinois.gov to enroll in a Marketplace plan.
75	Does the state have any owned mechanisms for customer insights or research that could be made available to the selected offeror such as an online panel of enrollees?	The request for proposal is asking Offerors to provide market research as part of the scope of work to inform marketing strategy and messaging. The State does not have any "owned mechanisms" for this purpose.
76	What percentage of enrollments between 2020-2023 were directly converted through non-English language offerings?	Unfortunately, we do not know the answer to this question. Since the State and federal government have provided advertising campaigns and outreach events and materials in multiple language over the years, there is no way to quantify which efforts directly converted enrollments through non-English services.
77	Do any enrollments occur by phone? If so, what percentage of enrollments were made by phone between 2020-2023?	Yes, enrollments occur by phone. A breakdown of enrollments by phone, online, or in person appointments is not available.

#	Question	State Response
78	What percentage of total yearly enrollments between 2020-2023 are attributed to healthcare.gov in comparison to the state-based marketplace?	All past enrollments between 2020-2023 were purchased directly through Healthcare.gov. 2026 will be the first year that Illinois will be a state-based Marketplace.
79	2024 total enrollment was 398,814. What are the state enrollment goals for 2025 and would you advise what they are for each group: new customers vs. total re-enrollers vs active re-enrollers vs auto enrollers?	For 2025, the state would like to continue the upward trend in enrollments. Illinois enrollment numbers increased 16% from 2023 to 2024, and 23% from 2022 to 2024. In 2024, almost half (46.7 %) were active re-enrollees and 24% were auto enrolled. New consumers made up the remaining 29% of the total enrollees. An increase in enrollment of 10-15% would be considered a success.
80	Is there a particular increase in enrollment or awareness you're aiming for?	See answer to question #79.
81	What is the new member enrollment goal?	In the past three years, new consumers have made up between 21% and 30% of total enrollment. The state would like to stay in this range or increase this percentage.
82	Please provide an example or demonstration of the new member enrollment journey?	Many customers will start their health insurance search on the Internet. Customers may seek guidance from a Navigator who can help answer questions about different plans and coverage available to them or they may prefer to visit the State-Based Marketplace website without assistance, and answer questions about their household size, household income and zip code in order to see what health plans are available in their county. Consumers have the option to enroll by phone, online or receive in-person assistance through an assister, such as a Navigator. The enrollment journey will vary depending on each individual's preference and whether or not they feel they need assistance to understand their options and choose a plan. Coverage on the Marketplace starts after a consumer enrolls and pays their first monthly premium directly to the insurance company.
83	How did actual enrollments compare to projections for each year between 2020-2023?	Enrollment numbers have increased steadily since 2021.
84	Are you noticing any enrollments trends when it comes to seasonality?	Seasonality is primarily limited to the Open Enrollment Period (Nov. 1 through Jan.15). Consumers who want to start their coverage on Jan. 1, need to enroll by Dec. 15, 2024. Enrollments

#	Question	State Response
		after Dec. 15, 2024, through Jan 15 will have a coverage start date of on Feb. 1, 2025. There are enrollments throughout the year determined by qualifying for a Special Enrollment Period.
85	What are the three big enrollment opportunities for the upcoming season?	The selected Offeror will be focusing on Plan Year 2026, with Open Enrollment occurring between Nov. 1, 2025, and Jan. 15, 2026. Three important enrollment opportunities include: • A seamless transition for Marketplace enrollment from Healthcare.gov to GetCoveredIllinois.gov and making sure that current and new customers understand where and how to enroll in a Marketplace health plan. • Identifying diverse segments of uninsured Illinoisans and recommending the best channels to reach and communicate with these audiences. • Continuing to communicate the essentials benefits and comprehensive coverage offered by Marketplace plans, subsidies to lower monthly premiums and enrollment assistance from Get Covered Illinois Navigators.
86	Can you share annual enrollment, retention, and annual policy renewals over the last few years? And any known implications for increases, decreases, or unchanged numbers?	Enrollment numbers were included in the Request for Proposal and is public information. More details on past enrollment numbers by state can be found at https://www.cms.gov/data-research/statistics-trends-and-reports/marketplace-products
87	Can the procurement team share information on annual enrollment, retention, and annual policy renewals over the last few years? Also, any known implications for increases, decreases, or unchanged numbers?	See answers to questions #83 and #86.
88	Are there any specific goals or KPIs we are aiming for, especially with the transition to state-run, as it relates to percentages in increased enrollment, retention, or annual policy renewals?	Important KPIs will include: website/referral traffic, usage of the eligibility and enrollment platform on the Get Covered Illinois website, and Marketplace enrollment numbers, including returning customers. Additional KPIs will be email open rates for communications sent to Marketplace customers and the number of calls received by the Customer Assistance Center.
89	Are there any specific goals or KPIs we are aiming for, specifically with the transition to a state-based marketplace, as it relates to percentages in increased enrollment, retention, or annual policy renewals?	See answer to question #88.

#	Question	State Response
90	What key performance indicators (KPIs) will be used to measure success?	See answer to question #88.
91	How will you measure the effectiveness of the campaign?	See answer to question #88.
92	How are you currently measuring success? What are the key performance indicators you're using to measure success?	We currently measure success by website/referral traffic stats, the number of ad impressions, click through rates, and video completion rates. See answer for question #88 for KPIs moving forward.
93	What level of engagement and retention do you expect from existing enrollees, and how would you like us to factor this into our strategies?	Get Covered Illinois messaging will need to engage both the uninsured as well as our current enrollees. The majority of enrollees will be returning customers, it will be imperative to engage them to review and compare their plans each year during Open Enrollment. The expectation is to retain as many current enrollees as possible.

Media and Advertising Plan

#	Question	State Response
94	In the Technical Proposal Section, Area #5 requests a "detailed advertising plan that outlines the tactics and channels to be utilized." Could you clarify if a complete advertising plan is being requested before contract signing, or if this section should present our strategy for developing the plan after the contract is awarded (since this would typically follow after the research)?	We would like to understand your strategy, including media types and percentages of our budget that you recommend we dedicate per medium.
95	Section 6 of the RFP states 'The Offeror shall deliver the cost proposal electronically as a separate file and must not include it in any part of the technical proposal.' The Offeror Response Template requests a 'detailed advertising plan,' which, in our experience, traditionally includes estimates on the monetary value of our media buys. Although the advertising plan is part of the technical proposal, can we include this information in our response to provide a clear picture to the Agency about the scale and scope of our advertising strategy?	We welcome your advertising plan presented as you see fit. In addition to that plan, we request that the cost proposal be submitted as its own stand-alone file.
96	For the year-round marketing plan, are there any specific expectations or requirements regarding media platforms or channel balance (digital vs. traditional media)?	We are asking Offerors to provide their marketing planning and media buy allocation recommendations and we will choose a

#	Question	State Response
		vendor based on the recommendations that best meet our needs and the audiences we want to reach.
97	Are you able to share at this time the media channel attributed to the highest level of enrollment conversions in prior years?	We do not have this information because we have not directly enrolled consumers in the past. The federal government enrolled consumers and it would be difficult to attribute which media channels led to conversions because enrollment doesn't happen through the media channels.
98	What are the most and least effective vehicles in your current promotional ecosystem?	Our current assessment is that targeted mediums are more effective than those that reach broad audiences, since we are searching for a unique demographic. We also would like the chosen vendor to provide expertise on the paid media landscape to help us understand emerging trends.
99	Does the state currently have paid media sponsorships the offeror can leverage into the upcoming contract period?	We are running a media campaign in Fall 2024 and can discuss if there are components we can leverage.
100	Please provide more details on the specific media outlets and types of media (e.g., local, regional, national) that have been most effective in past campaigns?	This campaign should be statewide, with an eye toward serving diverse demographic groups and bang-for-buck solutions that take population size into account.
101	Are there any existing relationships with media outlets that we should be aware of or leverage?	The Get Covered Illinois (GCI) team has media relationships, largely due to our affiliation with the IL Department of Insurance. This means that we have relationships with several reporters who work on healthcare and state government topics. While we are happy to leverage those existing relationships, this project is also a relaunch of the brand, so we anticipate growing our media relationships in the future.
102	Are there any past tactics that have worked well and that you would want carried forward into the next year's effort?	See answer to question #98.
103	Are there any tactics that you would not want carried forward? If so, why?	See answer to question #98.
104	Are there certain marketing channels or tactics you saw perform well in the previous campaign referenced in section 4.1 or new ones that you want to ensure are integrated in our multi-channel paid media strategy?	See answer to question #98.

#	Question	State Response
105	What specific metrics and KPIs are you looking to track for public relations activities?	We will look to this vendor to provide guidance on the correct KPIs, but expect them to include information about impressions, click-through rates, and performance compared to industry standards.
106	In this phase of the RFP process, how impactful would it be to the scoring criteria to see potential media approaches in this initial submission?	We welcome your advertising plan presented as you see fit.
107	In this phase of the RFP process, how impactful would it be to the scoring criteria to see creative big ideas?	See answer to question #106.
108	Could you clarify the expectations for the development and distribution of PSAs? Are there specific channels or formats that have been preferred or particularly effective?	We would like to know how you envision PSAs fitting into a diverse portfolio of media efforts to raise awareness in support of our organization's mission.
109	What would the ideal relationship be like with the successful submitter?	We are looking for a collaborative partner in this work, that will help us increase our visibility, find the most effective methods for reaching our audience, and that will grow with us as we learn more.
110	Please describe the type of metrics the State would like to see in digital reporting. How often would the State like to receive reporting?	We would like the vendor to provide guidance on the correct KPIs, but expect them to include information about impressions, click-through rates, and performance compared to industry standards.
111	How frequently do you expect updates and reports on PR activities and their outcomes?	Either weekly or bi-weekly during our main campaign; bi-weekly or monthly outside of the main campaign. We welcome feedback from the vendor on effective reporting practices.
112	Does the state have a dedicated social media team that the offeror would work with directly?	We are in the process of growing our marketing team, so we will have more resources in the future. We will need a vendor who is adaptable to our changing staff footprint as we grow.
113	Please describe the process of how social media is currently developed and executed.	We leverage paid media and some organic media posts to increase engagement. We hope to significantly increase both, with the help of the chosen vendor.
114	Please give us some insight into the type of social content you have found to be the most and least effective.	Content that pushes important enrollment information during our Open Enrollment Period is very important and effective. We also know that we will be more effective with regular posts outside of our busy season. Other areas that are effective include small reminders about using coverage, sharing customer stories, and finding tie-ins to relevant and uncontroversial items that are

#	Question	State Response
		trending (i.e. holidays, large media events like the Superbowl, national XYYY days, etc.). Unsuccessful content includes anything that presents “too much information” especially if it is presented in an unfriendly or uninteresting manner.
115	Is there an existing social strategy against which the offeror would be executing? Or would the offeror be developing a new strategy?	We are looking for your help in developing a new strategy.
116	Does the state avoid any social platforms?	We are looking for guidance from the vendor on this topic. We want to have a presence where our customers are, but we also want to avoid spaces that are controversial.
117	Would the work include all existing channels (Facebook and X)? Would the state like to establish a presence in other social media platforms?	We are looking for guidance from the vendor on this topic.
118	Is there an opportunity to activate influencers under social (or media planning)?	We are looking for guidance from the vendor on this topic. We welcome creative ideas for our campaign.

Other

#	Question	State Response
119	Beyond what was shared in the RFP, can you share any other insight into what sections are weighted the most heavily in making your selection for a firm?	We are looking for a collaborative partner in this work, that will help us increase our visibility, find the most effective methods for reaching our audience, and that will grow with us as we learn more.
120	Regarding on-camera or audio talent, does the state prefer to work with union or non-union?	We prefer Union support where possible.
121	Does the state have the capacity to review in-language assets for the top 8 languages?	We will rely on the vendor to provide translations that are accurate and cohesive.
122	What are the key areas of concern for crisis communications, and are there any specific scenarios you anticipate needing to address?	We need real-time support during our Open Enrollment season, especially if unexpected issues arise that would prevent customers from enrolling. Beyond that, we may need support responding to changes from the state government, federal government, government, operational adjustments, or other unexpected circumstances. Our goal is to offer quick and transparent updates when needs arise.

#	Question	State Response
123	Are there existing crisis communication protocols or frameworks that the offeror should align with?	Since this work is new, any existing protocols would be insufficient for our needs. We will look for the vendor to support the growth of a new plan.
124	Can you provide more information on the community engagement strategies that have been successful in the past?	We have not had the resources to conduct an active community engagement strategy in the past, so we need support from the vendor to build out this plan.
125	Are there specific community organizations or influencers that you recommend we collaborate with?	We would like to include our funded community organizations as part of the plan, though we also want our outreach efforts to go beyond them. Lead grantees can be found in our press release announcing the grants. https://idoi.illinois.gov/news/press-release.30469.html All certified grantees can be found on our find local help tool. https://getcovered.illinois.gov/get-free-help/find-local-help.html
126	What types of events have been most effective in driving engagement and enrollment in the past?	It is most effective if we participate in events that already draw a crowd that aligns with the income and demographic makeup of our customer base. It is typically less effective for us to build events from scratch, though this can be successful if planned correctly. Also, most events should focus on basic engagement and messaging, it is usually less effective to attempt to enroll people during events.
127	Are there any planned events or key dates we should be aware of for the upcoming year?	Our Open Enrollment Period will start November 1, 2025, and will conclude on January 15, 2026. Our busiest day is usually December 15, which is the deadline to enroll in coverage that starts January 1 st .
128	What is the process for gathering and verifying customer testimonials? Are there any legal or privacy considerations we should be aware of?	We can partner with our funded community organizations to seek out customer testimonials. If we are using personally identifiable information and/or their image, we need to collect a release form from the individual.
129	How have these stories been used in past campaigns, and what impact have they had?	Customer stories are most impactful when they highlight the ease of enrolling, the value/affordability of coverage, the importance of coverage (i.e. unexpected illnesses/injuries were covered), and

#	Question	State Response
		when the stories show representation from communities we want to reach.
130	Within Account Management services, what is the preferred meeting schedule and length of time for regular status meetings?	We will look for the chosen vendor to work collaboratively with us to establish a meeting cadence that meets staff, and the vendor needs to ensure success of this project.
131	How often might offsite or onsite meetings occur within any given contract year?	See answer to question #130.
132	Are there any expectations regarding the level of travel required to fulfill the RFP?	Travel would be as needed for the fulfillment of various deliverables, but we do not intend to have frequent or extended travel as part of this project. Expenses must have prior approval by the Agency. Travel expenses will be reimbursed in accordance with the regulation of the State of Illinois Travel Control Board.
133	What is the standard review/feedback turnaround times for the state?	Work that requires new procurement and/or contract approval can take a few months. Work that the Get Covered Illinois Marketing team needs to approve can typically happen within a 1–2-week timeframe, depending on the size and complexity of the review.
134	What are the levels of ad hoc requests in prior years?	The size and scale of this campaign is new, so prior years do not present a great comparison. That said, our intent is to minimize ad hoc requests as much as possible, especially with the main campaign. Areas where ad hoc requests are more likely include social media posts, new collateral pieces, and crisis communications support.
135	Please provide quantity levels of market research reports, financial reports, and progress reports throughout any given contract year.	This will likely vary from year 1 to future years. In year 1, we need market research to better understand who our customers are, and how we can motivate them to take action. In future years, we will need feedback from current customers to understand how we are performing and how their needs are changing. We ultimately look to the vendor to help us determine a cadence that supports successful outcomes for this project.
136	Is there information available for review from previous work mentioned in section 4.1, such as previous campaign data, audience personas or brand perception studies?	While the Get Covered Illinois brand has existed for over a decade, previous campaigns have been small in scale with incomplete data regarding personas, brand perception, etc. Prospective vendors

#	Question	State Response
		should see this as a chance to launch a brand-new campaign, with those as existing needs to establish for the first time.
137	Is there a preferred format or reporting cadence you find most useful, such as dashboards, weekly summaries, or in-depth quarterly reviews?	We look to the vendor to help us determine a cadence and reporting methods that support successful outcomes for this project.
138	Who are the stakeholders mentioned in section 8.2.1?	This would encompass any part of our audience that we want to reach, but not enroll. They are business, community, and thought leaders who support our mission and will help us amplify our message. It is an audience that we will likely reach via organic social media, newsletters, etc.
139	Could you provide details of your current marketing and creative services team, including titles and the number of resources? This would help us gauge the required number of FTEs per role for the services in scope.	We are still in the process of building our marketing team. We anticipate a team size of 4-6 FTE by the time this campaign starts.
140	To confirm, would printing and distribution be fulfilled by an identified vendor provided by the State?	See answer to question #12.
141	Who are the majority stakeholders (or stakeholder agencies) who will inform this campaign?	The majority stakeholders are the Marketing and Communications team within Get Covered Illinois. We will draw expertise from other components within the State of Illinois, and from peer State Based Marketplaces across the country, but the main decision makers will be the GCI Marketing team.
142	What keeps you/the State up at night?	Concerns that we will lose customers because they don't understand the transition that is happening. They will now need to enroll on a new website, with a new platform.
143	Are there any existing partnerships/sponsorships that should be considered?	We would like to include our funded community organizations as part of the plan, though we also want our outreach efforts to go beyond them. Lead grantees can be found in our press release announcing the grants. https://idoi.illinois.gov/news/press-release.30469.html All certified grantees can be found on our find local help tool. https://getcovered.illinois.gov/get-free-help/find-local-help.html

#	Question	State Response
144	Please define the culturally relevant qualifications.	We want the content created for this campaign to accurately reflect the diverse communities we serve.
145	Are there any State requirements that are important and that we should be mindful of with the proposal? e.g., 6th-grade reading level, mandatory % of print vs. mail communications (vs. digital).	We must adhere to plain language standards as outlined in federal regulations, pursuant to 45 CFR § 155.205(c). Our federal regulatory agency has also provided these guidelines: Guidelines for effective writing CMS
146	What is the current structure of the State/internal marketing & communications team?	The vendor will work closely with the Marketing and Communications Director, who will receive support from the GCI Executive team, as well as vendors who provide project management and subject matter expertise. In the future, the Director will lead a team of approximately 4-6 FTEs.

Proposal Format

#	Question	State Response
147	Is there a specific format in which you would like to receive the RFP response? Also, please clarify if a max file size or page limit exists.	Per the submission instructions, proposals are to be sent via zip file to help with file size limitations with Microsoft. If sending bidding documents individually (as opposed to combined), you may send them in the file format in which they were provided. (i.e., cost template can be sent in excel format) There is no page limits specified in the RFP.
148	Do you have a preferred format for the submission of bid materials outside of the templates (i.e., Qualifications Showcase)? E.g., PowerPoint Slides/PDF	See answer to question #57.

Target Audience and Strategy

#	Question	State Response
149	Since this work has been ongoing since 2014, does the DOI have identified audiences already built out or do you see the selected agency spending time working with you to redefine them in the next wave of communications activity?	The request for proposal identifies our target audiences in section 4.1. The market research services described in the scope of work (Section 8.2.2) will provide additional information and insight regarding any new audiences that we need to consider and include in our next campaign.

#	Question	State Response
150	Are the customer personas available to inform strategies?	No. We would rely on the market research listed in the scope of work to develop customer personas.
151	Can you provide an overview of any existing research that has been done or personas if they exist?	See answers to questions #75 and #150.
152	What unique insights about your audience do you think could fuel a truly creative remarkable campaign?	We are asking the selected Offeror to perform market research in order to collect unique insights about our audiences. We will select a vendor based on the Offerors experience through similar past projects.
153	Could you share any findings from audience research that has been conducted, including methodologies used, key insights, and data on target demographics, behaviors, and preferences?	See answers to questions #75 and #150.
154	What do you think are the main reasons an Illinois resident would not consider signing up through the state-based marketplace?	Cost of health coverage may be too high, or they may not be aware of possible subsidies available to those that qualify they could help reduce their costs.
155	What are the core emotions or experiences that you want your audience to associate with the state-based marketplace?	Open to guidance from the vendor, but initial ideas include friendly, supportive, confident.
156	What is the legacy or long-term impact you want this campaign to have on your brand?	We want customers to redefine our brand and understand that we now represent a new shopping experience for consumers who buy their own health insurance. We want to be seen as a trusted, reliable, customer-first brand who will make the enrollment process easy, and who will provide quality, affordable insurance.
157	What do you want the state-based marketplace to be known for, beyond insurance enrollment, in the eyes of your audience?	We want to be the trusted authority on health insurance. We want to represent a brand that supports our community, that is part of the communities we serve. We want to be proactive and engaging, while also accessible and helpful when questions or problems come up.
158	Are you looking for us to develop a completely new brand for the campaigns, or follow the current brand guidelines of GCI that was mentioned in section 4.1 as being established in 2014?	We would like to maintain the existing brand, keep the logo, but we are eager to make the rest open for discussion.
159	What elements do you believe are crucial in making a campaign memorable?	Timeliness, effective audience identification, and a smart message that doesn't overcomplicate the process.
160	Are there any specific moments, themes, or visuals that you want to resonate with your audience long after they've seen the campaign?	The main theme we want to project is we are the "calm in the storm." The enrollment process can be stressful and confusing, so

#	Question	State Response
		we want to leave people with the sense that they can do this, and we can help. Because we are re-establishing our brand, consistency in highlighting the logo is important.
161	What do you see as the main current challenge to hitting awareness and engagement, if any? What are the dissatisfactions with your current brand and engagement, if any?	The biggest challenge is identifying the right demographics for our audience, so we can reach consumers that are the most likely to be eligible for financial assistance through us. Additionally, we have an established brand that some customers may be unaware of, while others may define our scope of work as smaller than it will be in the future. Buying health insurance is often a stressful and confusing process. We hope to make the process feel more positive, but customers might approach with their guard up.
162	Are there preferred communication / media channels that have shown higher engagement or interest from your target audiences?	See answer to question #98.
163	Who/what do you consider to be your main competition?	There are several look-alike websites that pretend to operate as a state-based marketplace. Some operate in a legal grey area, while others are blatant scams. They tend to infringe on Marketplace names and imagery to confuse customers. These are important competitors for us to box out as much as possible.
164	What are the creative challenges you are currently facing with existing assets, if any?	Creative challenges include communicating the benefits of the Health Insurance Marketplace to uninsured people in a simple, easy to understand way while many media channels are very limited in space, size and message length. Other challenges include choosing the right channels and messages at the right time and place to reach our different audience segments.
165	What does "excellence" in creative mean to the state? Can you share any examples of campaigns that you consider exemplary?	Excellence means creative content that accurately reflects our audience, that successfully finds them where they already congregate, that serves them compelling messages to spur action, and that adjusts itself to consumer behavior.
166	Are there any past campaigns or other brands that have set a creative standard you aspire to meet or exceed to elevate the brand?	Other State Based Marketplaces would present the best comparison for what we hope to achieve.
167	Are there particular industries, art forms, or cultural movements that inspire you when thinking about creative advertising?	People-centered creative content feels the most appropriate for our mission and values. Content that reflects "home" for our customers also feels important. It's important that our content

#	Question	State Response
		reflects an attitude that we in this with our customers, we are not “above” them or talking down to them. We need art and industries that reflect their reality. Authenticity is key.
168	Are there any specific creative risks you're willing to take to achieve a standout campaign?	We would need to learn more about the creative risks in order to answer that question. It’s possible if we think creative ideas have merit.
169	What existing research or data exists that can be used for marketing purposes?	See answers to questions #75 and #150 regarding research. See answer to question #72 for past data that exists.
170	Are there any specific social determinants of health or other key considerations that should be evaluated when developing the communications plan?	While we offer health insurance, our mission is absolutely part of a broader commitment to healthy and happy living in alignment with established social determinants of health. Showing those intersections could make for compelling materials in this campaign.
171	Could you elaborate on the key performance indicators (KPIs) and metrics you will use to measure campaign success?	See answer to question #88.
172	How do you currently measure success? What are your main KPIs?	See answer to question #88.
173	What are the major pain points the state of Illinois is dealing with regarding marketing and communications?	• Brand confusion on the transition from HealthCare.gov to GCI • Confusion with consumers about where Medicaid fits into getting coverage • GCI audience is very specific cohort – only for those seeking marketplace plans – not insurance generally or Medicaid etc. GCI wants to position themselves as the No Wrong Door one-stop to direct consumers appropriately.
174	What challenges have you previously faced with outreach and engagement? Are there specific barriers you've encountered when targeting underserved or hard-to-reach populations?	A challenge to outreach and engagement is identifying messengers that reflect the audience and the messaging to reduce the barrier of consumers related to affordability. Additional barriers include confusion about the process and lack of awareness of key deadlines.
175	What do you consider to be the top opportunity and challenge with this transition to a State-Based Marketplace (SBM)?	The top opportunity is we can now provide state residents with a more thoughtful, home-grown solution to help expand affordable access to coverage. The top challenge is helping everyone understand that we are now the right place to come when they shop for coverage.

#	Question	State Response
176	What audience segments have you had the most/least success reaching with previous Get Covered campaigns?	There has been a significant amount of creative assets and ad spend dedicated to Spanish speaking consumers in Illinois. GCI has used all the same types of media channels to reach this target audience (TV, radio, streaming, digital ads, outdoor, transit) as the English media buys. However, this target audience continues to have one of the highest percentages of uninsured individuals in Illinois. Another target audiences that remain a challenge to reach are other people with limited English proficiency (besides Spanish). We have limited information on how past advertising has impacted audience segments because we were not able to track conversions once people enrolled in a health plan. We will be able to track customer journeys once we become a state-based Marketplace.
177	Are there any notable regional variations in your success (i.e., Are some counties within the state of IL doing better than others, and if so, why do you think that is)?	Consumers tend to fare better when insurance prices are lower, and carriers are plentiful. They tend to suffer when prices go up and/or options go down. We provided information about these trends in the following public meeting: https://idoi.illinois.gov/content/dam/soi/en/web/insurance/about-us/documents/ILHBEAC-june-14-2024-meeting-slide-deck.pptx
178	How do you currently measure brand perceptions and awareness by county?	We do not have a way to measure brand perceptions and awareness by county.
179	Will the vendor be responsible for recruiting participants?	No, the vendor will be responsible for increasing awareness to drive consumers to enroll.
180	Can you approximate the number of audience groups that we will need to do research with so we can estimate our sample strategy?	Roughly a dozen audience groups, though we are open to increasing or decreasing based on collaboration with the vendor.
181	What have been the levels of ad-hoc research requests in prior years?	The size and scale of this campaign is new, so prior years do not present a great comparison. That said, our intent is to minimize ad hoc requests as much as possible, especially with the main campaign. Areas where ad hoc requests are more likely include social media posts, new collateral pieces, and crisis communications support.
182	Is there any specific detail around the target audience and/or underserved or high-priority communities we plan to emphasize within the strategy?	High priority communities include (but are not limited to): African American Latino

#	Question	State Response
		Immigrant/non-English LGBTQIA+ Tribal members Rural Communities Self Employed Service Sector workers Young Adults
183	Who is your primary target audience currently?	Adults 18-64, with household incomes between 138%-400% Federal Poverty Level
184	Is there an emerging audience? If so, who?	See answer to question #182.
185	Will the state-based marketplace connect small business owners to the Small Business Health Options Program (SHOP)? Are small business owners a target audience for the marketing efforts?	We are focused on the individual market at this time. We do not currently have Carriers who are interested in offering small business products on the SHOP platform.
186	Are there any additional audiences you are looking to reach with this campaign beyond the previous targets referenced in section 4.1 including minorities (African Americans and Hispanics), young adults, rural residents, and LGBTQ+?	See answer to question #182.
187	Are there any specific details around the target audience and/or underserved, or high-priority communities we plan to emphasize within the strategy?	See answer to question #183.
188	For the target audience, are there available demographics (e.g., age range, priority counties or zip codes, etc.) you can share?	See answer to question #72. Demographic information is limited.

Technical and Tool-Related Questions

#	Question	State Response
189	Please confirm that the Get Covered Illinois site (https://getcovered.illinois.gov/), which marketing will support, uses Adobe Experience Manager (AEM) as its content management system (CMS).	Yes, our current marketing website is on AEM.
190	What level of control would we have over targeting parameters, customer data usage, and segmentation within the tool?	We can work with our vendor to provide aggregate data and to conduct follow-up campaigns based on customer interaction with

#	Question	State Response
		our website. We will have tighter safeguards over any personally identifiable information and will need to approach those decisions on a case-by-case basis.
191	How do you currently manage your images and digital assets? Do you use an asset DAM (Digital Asset Management) system? Do you have any preferred DAM that you want us to use?	Our current vendor supports us in finding and procuring images.
192	Could you provide more details on the technical specifications for the digital communications tool – do you mean a CRM such as HubSpot?	We would like the vendor to help us find an appropriate tool to help us send one-way communications to our customers. This may include emails, text messages, or other communication methods.
193	Please clarify what you mean by off-the-shelf digital communications tool – do you mean a CRM such as HubSpot?	See answer to question #192.
194	In our proposal, do you want a specific recommendation for a COTS digital communications tool? If so, do we need to price the COTS out in our Cost Proposal Template and how should we do so given there is no space to enter other direct costs in the pricing workbook?	You are welcome to present the digital communication tool options in your presentation as you see fit. Please also include an estimated cost in the 'Direct Costs' tab of the cost proposal template.
195	What is the level of sophistication and integration required for the digital communications tool?	See answer to question #192.
196	Does the State have the capability to share first-party data (1PD) for audience segmentation, paid media targeting, and personalized communications purposes?	We can work with our vendor to provide aggregate data and to conduct follow-up campaigns based on customer interaction with our website. We will have tighter safeguards over any personally identifiable information and will need to approach those decisions on a case-by-case basis.
197	Does the communications tool have to be HIPAA compliant?	The most applicable list of privacy requirements is here: https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-B/part-155/subpart-C/section-155.260
198	What are the current internal resources and tools you have in place for measurement and analytics purposes?	Our current vendor collects and shares standard analytics data such as impressions and user traffic.
199	Do you anticipate other requirements for technology or tools that would necessitate other direct costs (ODCs)?	It's possible and would come out of collaboration with our chosen vendor to determine the best methods to achieve success with this project.
200	Will our teams be handling any PII (Personally Identifiable Information)? If so, where will the data be stored & processed (Client or Bidder environment)? Please provide the necessary details.	PII should be limited to basic contact information for direct outreach methods. Our organization will retain long-term storage of this data and will work with the chosen vendor to establish a

#	Question	State Response
		data retention and destruction process that balances the operational needs of the project, with adherence to strict PII standards.
201	Do you use a project management tool? What is your current workflow and process for managing digital content?	We most commonly use Microsoft Suite products, but we are open to exploring project management tools with the chosen vendor.
202	How has SEO or SEM played a role in previous marketing campaigns?	It has played a role, but it is one that we need to consider increasing as a percentage of this campaign, as well as something we hope to improve as part of this campaign. There are several common search terms that do not place GCI at the top of the search results.
203	Will the bidder team need to access any client applications to provide the services outlined in the scope? If so, please specify which systems will need to be accessed, their purposes, and the preferred mode of connectivity (e.g., VPN, Citrix).	At this time, we do not believe integration with state systems will be necessary.
204	What CRM, data, or eligibility systems would it need to integrate with?	We would want aspects of this campaign to integrate with our homepage, to help us track conversion rates. Closer integration with other tools could be up for discussion in the future but is not currently in scope for this project.
205	Section 8.2.1 specifies that the proposed COTS communications platform must integrate with the marketplace's eligibility and enrollment and call center systems and should be capable of using marketplace data. Can you explain the format, process, and cadence for export of relevant data from marketplace platforms?	We need a tool that can ingest data exported from our eligibility and enrollment (E&E) platform for direct customer outreach. In the future, the State may explore exporting data from the digital communication platform into the E&E platform for improved customer service. Regardless, the State will continue need marketing reports in a consumable format for these other systems as described in the RFP requirements.
206	Beyond those listed in the RFP, are there any other web or marketing technologies that the COTS digital communications tool must integrate with?	It's possible and would come out of collaboration with our chosen vendor to determine the best methods to achieve success with this project.
207	Can you provide more details on your current eligibility and enrollment system? What functionalities are required for the new digital communications tool to integrate smoothly?	See answer to question #205.
208	Are there specific tools or platforms you currently use or prefer that we should be aware of when proposing our solution?	We most commonly use Microsoft Suite products, but we are open to exploring project management tools with the chosen vendor.

#	Question	State Response
		We also use Google Analytics for current website analytics, but again we are open to tools the vendor recommends tracking campaign performance.
209	Is the communications tool intended solely for automated email and SMS messaging for new health plan members, or does it serve other purposes?	These would be marketing communications sent to customers who opt into hearing information with us. The intent is to use this as one-way communication, and to push customers to other methods of interacting with us, should they need follow-up support.
210	Would the selected agency be responsible for managing the digital tool vendor?	Yes, we need the vendor to manage the entity chosen for the digital tool. The vendor will then pass along related expenses to the GCI team.
211	Will a website for marketing efforts be live/in place when this work starts?	Yes, our marketing website is live today and will be live when this campaign kicks off.
212	Will the offeror be allowed to place pixels on the state-based enrollment website?	Yes, we expect that tracking pixels will be a necessary component of monitoring the success of this campaign, in compliance with current State IT security rules.