

OFFICE OF SUPERINTENDENT OF INSURANCE

REQUEST FOR PROPOSALS (RFP)

**OUTREACH SERVICES FOR UNINSURED COVERAGE
PROGRAM**

Exhibit A: Supplemental Document



RFP#

24-440-1000-00001

Release Date: August 7, 2023

Due Date: September 18, 2023

New Mexico's Uninsured Coverage Program

In 2021, New Mexico took an important step on the path toward health coverage for all people when the Legislature passed a law establishing a Health Care Affordability Fund (HCAF). By covering more people with high-quality, affordable health insurance, New Mexico hopes to improve access to care, strengthen economic security for working families, and ensure health care providers are reimbursed for the critical services they provide. The HCAF provides funding for initiatives that reduce health insurance costs for New Mexicans.

The Office of Superintendent of Insurance (OSI) is responsible for the development and implementation of HCAF programs. One of these initiatives is a program for uninsured New Mexicans who do not have access to public programs like Medicaid/Medicare or private coverage through beWellnm or employer-sponsored insurance. For the purposes of Exhibit A and the associated RFP, this program is referred to as the "Uninsured Coverage Program."

OSI is in the process of establishing this program, which will have consumer costs and benefits similar to what is offered on beWellnm. The program will be available to uninsured individuals and families under 200% of the Federal Poverty Level who do not have access to the types of coverage mentioned above. The program, which is scheduled to begin in 2024, is expected to cover between 6,000 and 12,000 individuals in the first year. The success of this program will depend on a robust outreach campaign to raise awareness about new coverage options for uninsured New Mexicans. RFP# 24-440-1000-00001 seeks to identify a contractor and approved subcontractors who can implement a community-based outreach campaign and enrollment assistance program.

Outreach Campaign and Enrollment Assistance for the Uninsured Coverage Program

Stakeholders have repeatedly emphasized the need for a robust community-based outreach strategy to reach uninsured state residents. By partnering directly with community-based organizations, OSI hopes to build trust, share information about coverage options, and provide application assistance to uninsured New Mexicans. The contracted organization will be "boots on the ground," providing information and enrollment opportunities while simultaneously building trust with uninsured New Mexicans who could benefit from the program. The contracted organization should have strong partnerships with community-based organizations who work with low-income and immigrant communities and must provide services in English, Spanish, and other languages commonly spoken/written by individuals who may be eligible for the program.

Proposed Timeline for Outreach and Enrollment Activities

While the program launch date is still under consideration, it is crucial that planning for outreach efforts begin as soon as possible. The proposed timeline and phases are subject to change based on the details of the program launch. Please note that all timelines are based on calendar days, not business days.

Planning Phase:

- Strategic Planning (Completed 150 days prior to Uninsured Coverage Program Open Enrollment)
 - Development of work plan
 - Goals/objectives, timelines for activities, and key milestones
 - Roles and responsibilities
 - Budget plan
 - Development of reporting requirements and timeline
- Outreach (Completed 60 days prior to Uninsured Coverage Program Open Enrollment)
 - Onboard volunteers and/or subcontractors
 - A minimum of 5 listening sessions, with OSI input, and partnership building with community groups and other state coverage agencies
 - Provide input on OSI's messaging development in collaboration with OSI
 - Draft print / digital collateral creation in collaboration with OSI 45 days before OEP; OSI will complete review 30 days before OEP
- Development of network and training/certification process for assisters (Completed 90 days prior to Uninsured Coverage Program Open Enrollment)
 - Complete training and certification process; vendor must track and document certifications as specified by OSI
 - Develop a feedback loop to report issues and questions raised by enrollment assisters to the offeror and OSI; process to be drafted and presented to OSI for review
 - Develop strategies to follow up with individuals with incomplete applications; strategies to be drafted and presented to OSI for review
 - Offeror must establish an OSI-approved protocol and enter into a HIPPA partner agreement to ensure safe and secure handling of private information
 - Development of a network of local enrollment/application assisters and designated enrollment assister organizations; information about network development should be presented to OSI as requested
- Reporting (Before Uninsured Coverage Program Open Enrollment begins)
 - Develop reporting templates and dashboards requested by OSI

Implementation Phase:

- Outreach (Begins 60 days prior to Uninsured Coverage Program Open Enrollment)
 - Conduct a multilingual, community-based outreach and education campaign to raise awareness about New Mexico's Uninsured Coverage Program
 - Participate in and help organize local community events to assist eligible residents enroll in coverage and learn more about their options
 - Manage subcontracts with local community-based organizations in areas of the state where it is determined by the offeror and OSI that additional capacity is needed based on a needs assessment performed by the Offeror and approved by OSI

- Refer individuals who are not eligible for the program to the appropriate state agency that offers coverage for which they may be eligible, including the Human Services Department, beWellnm, and other health coverage entities that can connect individuals and families with health coverage as specified by OSI
- Disseminate OSI-approved post-enrollment materials and educational opportunities for enrollees to learn about how to use their coverage, set up appointments with a primary care provider, learn about health insurance terms, answer questions from consumers, and provide other important information
- Enrollment Assistance (Begins 10 days prior to Uninsured Coverage Program Open Enrollment and will be an ongoing process)
 - Implement training and certification process for enrollment assisters and designated enrollment organization, as approved by OSI
 - Implement the enrollment assistance program, as approved by OSI
 - Provide all information in a manner that is linguistically and culturally appropriate for the consumer, as approved by OSI
- Reporting (Begins when outreach efforts begin)
 - Submit regular reports on progress of outreach and enrollment initiatives, and other reporting metrics requested by OSI on a cadence agreed to by both parties
 - Participate in regularly scheduled calls with OSI to share updates, best practices, and make recommendations on program adjustments for OSI approval
 - Maintain accurate records, track against program budget and provide records to OSI upon request

Post-Enrollment Phase:

- Reporting (Begins after Uninsured Coverage Program Open Enrollment has ended)
 - Organize debriefing sessions with partners to gather recommendations for improvements in future projects within 4 weeks of project completion
 - Provide OSI with a comprehensive annual report of activities, metrics, and recommendations as outlined by OSI for improvements on future outreach and engagement strategies
 - Begin planning for the next Open Enrollment period through the debriefing session discussion. Submit an outline of the new proposal highlighting changes.

Uninsured Coverage Program - Timeline

150-120 Days Before OEP	120-90 Days Before OEP	90-60 Days Before OEP		60-30 Days Before OEP		30-0 Days Before OEP	OEP Start		OEP End	0-30 Days Post OEP End	30-60 Days Post OEP End	60-90 Days Post OEP End	90-120 Days Post OEP End
Planning				Implementation			Go Time			Evaluation			
Complete strategic planning by T-150	Complete development of network and enrollment assistance training/certification program by T-90	Complete outreach planning activities by T-60	Report progress on strategic plan	Begin outreach activities at T-60	Report progress of Outreach activities	Complete enrollment assistance training and certification Round 1 at T-10	Begin enrollment assistance activities at T-0		Reporting for progression of enrollment and outreach efforts	Final enrollment push	Report initial detailing OEP activities		End-of contract Report