



# 2019 Broker Enrollment Center Initiative: Applicant Webinar

May 10, 2018



# How Today's Session Will Work

## Online Content

If you have trouble accessing the online content, the slides are also available for download at <https://www.mnsure.org/about-us/rfp-contract/rfp.jsp>

## Q & A

After the presentation, we will take time for questions from participants. Please submit your questions via the chat feature so we can track all questions. You can also email questions to [becicontracts@mnsure.org](mailto:becicontracts@mnsure.org).

## Follow-up

This session is not being recorded, but answers will be written up and posted on MNsure's [Requests for Proposal \(RFP\) webpage](https://www.mnsure.org/about-us/rfp-contract/rfp.jsp) on or before May 25, 2018 (<https://www.mnsure.org/about-us/rfp-contract/rfp.jsp>).

# Consumer Assistance Program

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- The goal of MNsure's Consumer Assistance Program is to ensure all Minnesotans are connected to affordable and comprehensive health insurance coverage.
- The Broker Enrollment Center Initiative (BECI) supports this goal by establishing strategic, contractually based and annually renewable partnerships with a small number of broker agencies who provide consumers with easy access to enrollment support and plan selection guidance throughout the state.

# BECI Goals

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The goals of the BECI are to:

- Build a year-round, statewide network of enrollment centers to provide consumers with free and convenient walk-in service locations staffed by Minnesota-licensed and MNsure-certified professionals.
- Sustain a network of expert brokers offering comprehensive support to consumers in all aspects of the process, including submitting applications, selecting plans, responding to notices, reporting changes and completing renewals.

# BECI Goals (continued)

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- Encourage creative outreach and innovative sales and marketing strategies in order to reach consumers.
- Establish broker and navigator relationship models to enhance consumer support.
- Ensure all eligible Minnesotans take advantage of financial help, including tax credits.

# BECI Outcomes

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During the 2018 open enrollment period, MNsure's 23 broker enrollment center partners:

- Modified operational models to serve more consumers by hiring additional resources, investing in overflow customer service support, strengthening partnerships with local navigators and extending hours of availability.
- Enrolled over 10,000 Minnesotans in private plans representing approximately 34% of MNsure's total broker-supported enrollments.
- Held over 50 consumer/community events reaching nearly 1,000 consumers.

# BECI Snapshot

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- Contract time period: July 1, 2018, through June 30, 2019
- Matching funds: minimum of \$2,500 to a maximum of \$10,000
  - Doubles agency advertising/marketing dollars
    - \$2,500 match becomes \$5,000 for advertising
    - \$10,000 match becomes \$20,000 for advertising

# BECI responsibilities

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BECs are expected to:

- Develop and operate co-branded MNsure enrollment center(s)
- Accept and respond to a high volume of consumer leads
- Submit bi-weekly activity reports to MNsure providing details on the outreach activities, consumer touch points, enrollment activity and the status of referrals provided by MNsure.
- Coordinate with local navigator organizations to offer “no wrong door” application and enrollment opportunities for consumers.
- Collaborate with MNsure to achieve enrollment goals by participating in conference calls, training and networking meetings organized by MNsure.
- Be appointed by all health insurance companies offering plans through MNsure.



# MNsure Responsibilities

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MNsure will support selected BECs by:

- Providing matching funds towards the collaborative MNsure/BEC marketing and outreach campaign. MNsure funds will be paid directly to the marketing agency; no funds will be provided directly to BECs.
- Providing referrals to BECs on a regular basis throughout the year.
- Highlighting BECs on MNsure's website.
- Providing BECs with priority access to MNsure's Broker Line.

# Advertising Agency Responsibilities

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Advertising agency will be tasked with:

- Creative design and content production
- Media buys statewide
- Digital campaign placement/build
- MNsure marketing collateral (including a tall sandwich board sign for entryway)

# BECI Strategic Vision for OE 2019

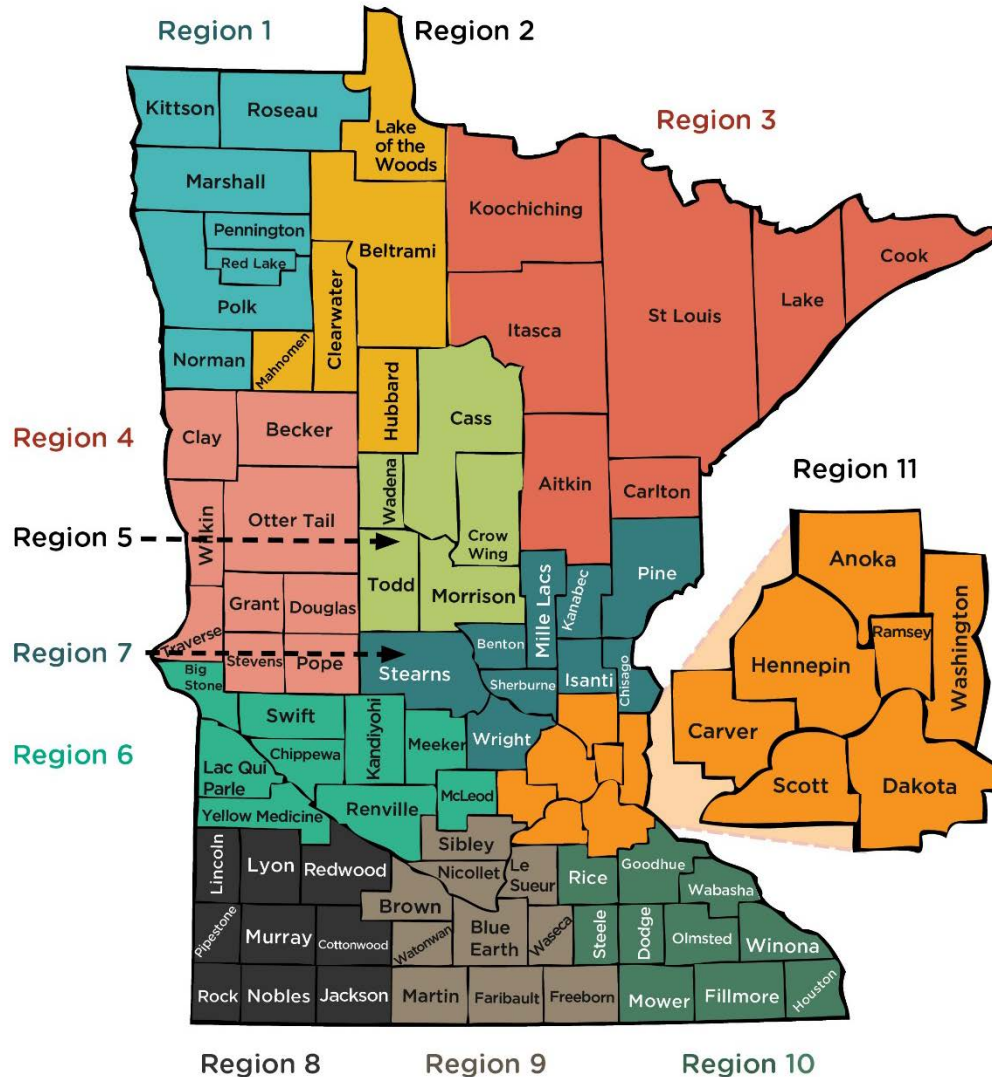
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- MNsure's strategic vision for the BECI for OE 2019:
  - Build on experienced organizations to develop a strategic network of industry experts
  - Increase the number of MNsure enrolled consumers qualifying for QHPs
  - Lower the number of uninsured in Minnesota
  - Elevate consumer confidence
  - Build a regional network of partners
  - Create the foundation for future success rooted in assister collaboration

# SPP Timeline

SPP released	Monday, May 1, 2018
Applicant webinar	Today, May 10, 2018
Deadline for submitting questions	Tuesday, May 15, 4 p.m. CDT
MNsure will post responses to questions	By May 25, 4 p.m. CDT
<b>All proposals due – no exceptions</b>	<b>Friday, June 8, noon CDT</b>
Finalists notified	Late June
Public announcement	July

# Available BEC Regions for OE 2019



# Evaluation and Selection

**Stage 1** Evaluation of proposals and interviews based upon completeness, compliance and eligibility

**Stage 2** Evaluation of proposals by review committee, based on merit

**Stage 3** Review of fiscal compliance and contract negotiations

# Proposal Requirements

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- The application includes the following sections:
  - Applicant Information
  - Overall Plan
  - Enrollment Experience (and Lead Agency Questionnaire, if applicable)
  - Location
  - Physical Space
  - Commitment to Matching Funds
  - Responder Certification

# Proposal Requirements (continued)

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Reviewers will consider the following selection criteria in determining overall merit scores:

- Overall Plan: Proposed Activities and Enrollment Forecast (40%)
- MNsure Enrollment Experience (35%)
- Location (10%)
- Physical Space (10%)
- Commitment to MNsure Matching Funds (5%)



# Overall Plan

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- This section accounts for 40% of the merit score.
- A competitive proposal will:
  - Provide a current market assessment.
  - Describe target market.
  - Include specific enrollment strategies and goals.
  - Demonstrate the ability to accommodate increased demand during the open enrollment period.
  - Describe your capacity to address community groups interested in learning more about MNsure.
  - Provide information about marketing plans.
  - Describe capacity for providing biweekly reports to MNsure.

# Enrollment Experience

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- This section accounts for 35% of the merit score.
- Applicants must demonstrate the necessary experience to successfully implement the objectives and strategies listed on the application.
- Applicants must describe their experience in the following areas:
  - Experience with the geographic area
  - Previous experience as a MNsure-certified broker
  - Staff experience
  - Experience with MNsure-certified navigators
  - Medicare/MNsure open enrollment service

# Location

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- This section accounts for 10% of the merit score.
- Applicants will:
  - Indicate where the enrollment center will be located.
  - Explain why this location is the best choice for serving consumers in the specified region.

# Physical Space

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- This section accounts for 10% of the merit score.
- Applicants will provide a description of available office space and associated amenities for the following functions for each location:
  - Reception and office area
  - Parking
  - Technical capabilities and equipment availability

# Commitment to Matching Funds

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- This section accounts for 5% of the merit score.
- Applicants will describe the matching funds that the enrollment center will dedicate to advertising and marketing.
- Applicants will provide a detailed description of the budget and resources enrollment center will dedicate to meeting overall goals described in the application.

# Eligible Applicants

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- Eligible applicants: Minnesota-based broker agencies and sole proprietors are eligible to submit a proposal in response to this solicitation.
- An individual entity may submit a proposal to operate a BEC in one or more regions of the state. A separate proposal must be submitted for each region.
- An individual entity may be selected to be a BEC in one or more regions of the state.

# Potential Structures

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- The following is a list of potential BEC structures:
  - Single organization/one location/one region
  - Single organization/multiple locations/one region
  - Single organization/multiple locations/multiple regions
  - Lead agency

# Proposal Submission Process

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- Electronic submission is required:
  - Email to: [becicontracts@mnsure.org](mailto:becicontracts@mnsure.org)
  - Subject line: SPP Proposal
  - Double check that you have answered each question in the fillable PDF
  - Attach documents to your email
  - Send by noon on June 8, 2018



# Reminder: Critical Dates

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# Wrapping Up

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- More information available on the RFP page of MNsure.org.
- MNsure will not be held responsible for oral responses made during the webinar. Oral responses will be written and posted on the website.
- Please send any additional questions to [becicontracts@mnsure.org](mailto:becicontracts@mnsure.org) by Tuesday, May 15, 4 p.m. CDT. Questions sent to other email addresses at MNsure will not be answered.

# Questions & Answers...

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- Please submit your questions using the chat feature
- If you are having difficulty using chat, email your question to [becicontracts@mnsure.org](mailto:becicontracts@mnsure.org)