

MAKING MEDICAID BETTER OUTREACH AND EDUCATION RFP
Breakdown of Contract Deliverables

DELIVERABLE	RFP SECTION REFERENCE	FREQUENCY OF DELIVERABLE
Meet with designated department staff, by phone or in person	II. B.	Twice Weekly
Report to the Bureau of Media and Communications (BMAC) on deliverable progress	II. B.11.a, b	Weekly, every Friday
Provide transition plan	II.B.12.a	90 days before the end of the contract
Summary Report of contract deliverables	II. B.11.c	End of contract
Summary Report of pre-campaign evaluation	II. B.	60 days prior to Enrollment period in first GSA and End of Contract
Summary Report of post-campaign evaluation	II.B.	End of Contract
CCN Communications, Education and Outreach Plan	II.B.1.a.	30 days after contract start date
Market Research to Develop Campaign Strategies	II.B.1.b.	As requested by DHH
Prepare Methodology for administering the program statewide	II.B.1.c.	30 days after contract start date (part of overall plan)
Measure audience awareness	II.B.1.d	Prior to campaign start
Creation of Marketing and/or Press Releases	II.B.1.f	As requested by DHH
Assist in finalizing an outreach plan	II.B.2.a	Prior to campaign start
Assist with planning, preparation and staging of special events	II.B.2.b.	Ongoing
Provide assistance and logistical support for training sessions hosted by DHH for outreach staff.	II.B.2.f	Prior to campaign start
Evaluate outreach events and activities for impact and effectiveness	II.B.2.h	Following each outreach event/activity
Create Direct Mail “Readiness Kit” including all design, content development, writing, editing and printing.	II.B.3.a, c	Printed and ready for mail 45 days prior to enrollment notice distribution for each GSA
Create Direct Mail pre-enrollment notice postcard, including all design, content development, writing, editing and printing.	II.B.3.a, c	Printed and ready for mail 30 days prior to enrollment notice distribution for each GSA
Create Direct Mail post-enrollment notice postcard, including all design, content development, writing, editing and printing.	II.B.3.a, c	Printed and ready for mail 10 days prior to enrollment notice distribution for each GSA
Create a template for the Enrollment Broker Choice Packets	II.B.3.b	Finalized and to Enrollment Broker for printing 60 days before enrollment notice

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		distribution for each GSA.
Create Spanish and Vietnamese versions of Readiness Kit.	II. B.3.d.	Printed, as requested by DHH, and ready for mail 60 days prior to enrollment notice distribution for each GSA
Create Spanish and Vietnamese versions of enrollment postcards.	II. B.3.d.	Printed, as requested by DHH, and ready for mail 30 days prior to enrollment notice distribution for each GSA
Field test/focus group direct mail, multimedia and outreach materials	II.B.3.f, II.B.6.a	Prior to printing or distribution of materials
Assist in development of materials for providers	II.B.3.F	As requested by DHH, maximum of two
Develop printed materials, as directed by DHH, such as brochures, posters, table coverings, promotional items, etc. Development to include design, writing, artwork and printing.	II.B.4.a, c, d	Created and printed 45 days prior to CCN Enrollment Notice distribution for each GSA
Develop and print brochure specific to people with disabilities and their caregivers. Development to include design, writing, artwork and printing.	II.B.4.b, c,d	Created and printed 45 days prior to CCN Enrollment Notice distribution for each GSA
Produce a public service announcement including production, writing, design, casting, music, editing facility charges, planning and buying of media. <u>Deliverable at the discretion of DHH.</u>	II.B.5.a	Production completed and media purchased within 20 days of the CCN enrollment notice distribution for each GSA
Production of text messaging technology, smart phone applications, Web advertisements, car wraps, bus boards or billboards including any production, writing, design, casting, music editing facility charges and the planning and purchase of media buys. <u>Deliverable at the discretion of DHH.</u>	II.B.5.b.	Production completed and deliverable distributed or ready to launch within 30 days of the CCN enrollment notice distribution for each GSA
Coordinate trafficking/distribution of creative materials in the multimedia campaign portion of the RFP	II.B.5.c	As needed
Measure impact and level of public awareness created through contract.	II.B.5.d	End of Contract
Develop a master list of stakeholders and advocates, by parish.	II.B.7.a	Ongoing
Develop materials targeted at stakeholder groups to	II.B.7.b	60 days prior to enrollment

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help train them on educating CCN-eligible members		notice distribution in each GSA
Distribute advocate materials to stakeholder organizations	II.B.7.d	As needed
Provide material updates to the Web	II.B.8.a	Upon printing and/or distribution of materials
Ensure staff and organizational needs for fulfillment of contract	II.B.9.b	Provided with contract
Develop Budgets for advertising and program activities and events	II.B.10.a	30 days after contract start
Provide monthly and year-to-date accounting of all monies	II.B.10.c	Monthly, 10 days after the first of the month
Provide billing, accounting and substantiation of media purchased	II.B.10.d	Monthly, 10 days after the first of the month

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