



2016 MNsure Small Business Enrollment Initiative (MSBEI)

Wednesday, July 22, 2015

The webinar will begin at 2:00 p.m. Please call in for audio. All participant phone lines will be muted during the webinar. Please use the webinar chat feature to submit questions.

Conference number: 1-888-742-5095

Conference code: 281 243 6683



How today's session will work

Online Content

If you have trouble accessing the online content, it is also available for download at <http://www.mnsure.org/brokers>

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.

Follow-up

This session is not being recorded, but answers will be written up and posted on Broker One Stop on or before July 31, 2015.

Solicitation for Partnership Proposals

SPP Timeline

SPP
released
July 8,
2015

Proposals
due
August 11,
12:00
Noon

Finalists
notified late
August

Announced
early
September

MNsure Small Business Enrollment Initiative SNAPSHOT

- Contract time period:
September 1, 2015, through August 31, 2016
- Matching funds \$2,500-\$10,000
 - Doubles agency advertising/marketing dollars
 - \$2,500 match becomes \$5,000 for advertising
 - \$10,000 match becomes \$20,000 for advertising
 - Once agreed these amounts are fixed
- MNsure commitment
 - MNsure referrals
 - Prominent website exposure
 - Broker Support Team service

MNsure Small Business Enrollment Initiative

SNAPSHOT *(continued)*

- Agency Characteristics
 - Provide employers expanded opportunities to enroll
 - Year-round service
 - Supportive of MNsure's enrollment goals
 - Partnership objectives to the region
- MNsure Advertising Support
 - Matching funds for media buys
 - Creative costs and template development
 - MNsure website placement
 - Digital positioning campaign

MNsure Small Business Enrollment Initiative Advertising/Marketing Campaign



- Advertising Agency
 - Clarity Cloverdale Fury/CCF – tasked with:
 - Creative design and content production
 - Media buys
 - Digital campaign placement/build
 - Marketing Collateral/Brochure

MNsure Small Business Enrollment Initiative

Purpose & Goals

- Purpose:
 - Support MNsure certified insurance professionals in promoting small business enrollment through the MNsure Small Business Health Options Program (SHOP)
- Goals:
 - Identify up to 10 pilot program Agency Partners
 - Retain and grow MNsure SHOP enrollment
 - Marketing, communication & outreach efforts

MNsure Small Business Enrollment Initiative Competitive Proposals

- **Administrative**
 - Contact information and staffing
 - Current small group enrollment activities
- **Marketing & Sales Approach**
 - Current and target markets
 - Proposed marketing plan and budget
- **Ethics and Conduct; Privacy and Security**
 - Compliance; Certification; Licensure

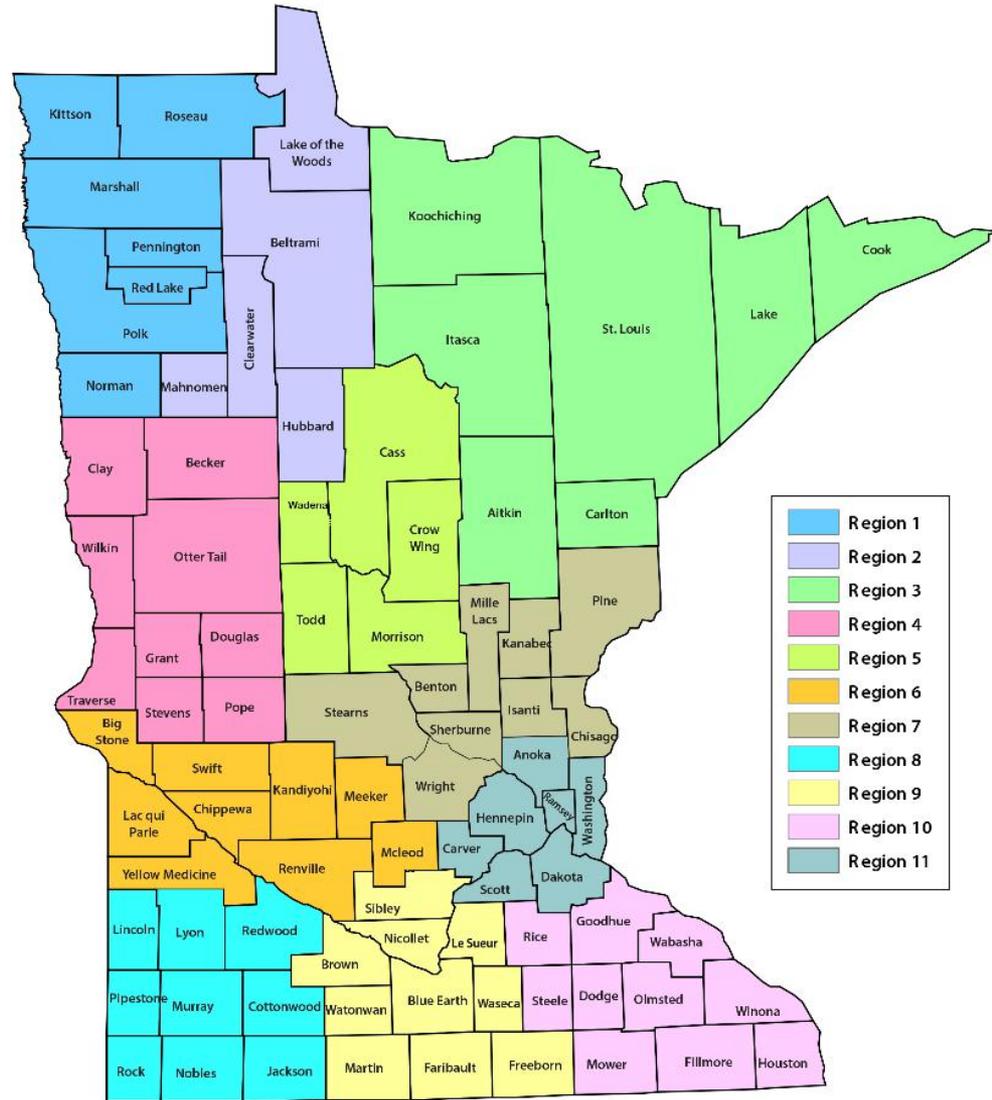
MNsure Small Business Enrollment Initiative

Bringing It All Together



- Our strategic vision for 2016:
 - Build on experienced organizations to develop a strategic network of industry experts
 - Increase the number of MNsure enrolled small groups
 - Lower the number of uninsured in Minnesota
 - Build a collaborative regional network of broker partners

MNsure SHOP Lead Agency Regions



Solicitation for Partnership Proposal (SPP) Requirements

- Responses to Questions
 - Fillable PDF
 - Utilize given space
 - Respond to all questions
- Signed/Executed and notarized State of Minnesota Affidavit of Noncollusion
- Deadline for submitting Solicitation for Partnership Proposals:
Time: 12:00 p.m.
Date: August 11, 2015
Email to: bob.davy@state.mn.us

Proposal Submission Process

- Electronic submission
 - Email to: bob.davy@state.mn.us
 - Bob Davy: 651-539-1382
 - Subject line: SHOP SPP
 - Double check that you have answered each question in the fillable PDF
 - Attach document with attachments as one pdf
 - Send by: 12:00 p.m./Noon August 11, 2015

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

Wrapping Up

- More information is available at Broker One Stop
- Responses are not final
- Final responses will be posted by July 31
- Please send any additional questions to bob.davy@state.mn.us

by Wednesday, July 29, 2015

Questions & Answers...

Please submit your questions
using the Chat feature