

Background: RFP Language for Market Research Segment

To better understand the communications, public awareness and engagement strategies that will be most effective in educating Minnesotans about an Exchange, in-depth market research is necessary. Research will help inform the components and deliverables for a statewide public awareness campaign. The resulting report should further define the target audiences, propose effective strategies to reach them and outline potential messaging that will capture their attention.

Because the target audiences will span the entire state and include various subgroups, both qualitative and quantitative research methods should be utilized, such as:

- Statewide consumer survey: conduct a random sample phone survey of 800 people, covering various populations in both urban and rural communities.
- Statewide survey of small employers/businesses: conduct a random sample phone survey of 250 small employers.
- Consumer/Business focus groups and key informant interviews: conduct, at minimum, ten focus groups of consumers, small businesses, community and industry leaders to enhance Minnesota's understanding of their perspectives. This component may also include one-on-one key informant interviews as needed to supplement this qualitative research. Representatives from diverse and underserved communities from rural and urban communities across the state must be included in this research.

The project will be conducted in phases:

1. Orientation
2. Research Formulation
3. Data Gathering
4. Analysis/Recommendations

Questions to be answered are:

- What does the target audience know of a health insurance exchange?
- What does the target audience expect of a health insurance exchange?
- Would the target audience use an exchange? In what circumstances?
- Where and how would the target audience go to find information about the Exchange?

Deliverables include:

1. Status Report at the conclusion of Phase Two
2. Status Report at the conclusion of Phase Three
3. Summary Report upon conclusion of Phase Four

In order to reach the anticipated target audience for the Exchange, the contractor will need to fully understand the existing health insurance distribution system in Minnesota, including the current role of health insurers, agents and brokers, and entities that assist with Medicaid enrollment. If the contractor cannot demonstrate that they already hold that understanding, they must make provision for capturing that information during the Orientation phase.

This RFP is seeking an individual or company experienced in conducting research projects of this scope. Contractor expertise will be needed to further define specific qualitative and quantitative measurements that will result in the collection of data that helps guide and support subsequent work in branding and developing a public awareness campaign.

Questions from Navigator and Agents/Broker area:

- What type of assistance would the consumer expect with the Health Insurance Exchange? Who would you want to help you? When would you want help?
- Would you want/trust assistance from a navigator that was trained by the Exchange? Would you want a state employee? A broker/agent? A county worker?
- What do you expect the call center to do?
- The small business owner: What do you expect the Exchange to do for you?
- The Medicaid enrollee: Would you be comfortable purchasing health insurance by yourself? What type of assistance would you want?

Questions surrounding Governance:

- What would your impression of the Exchange be if it were a State agency? A non-profit? A quasi organization combining features of both an agency and non-profit?

Questions surrounding Quality Ratings:

- What info would you find useful to help you make informed choices of health insurance plans?
- What info would you find useful to help you make informed choices of health care providers (clinics, hospitals)?