

Addendum No. 1 – Questions and Answers

Request for Proposals for Strategic Services: Small Business & Ancillary Benefits

February 18, 2019

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)

ANSWER: Companies from outside the USA may apply; however, the selected Respondent must have integral knowledge of the Connecticut small business landscape and general insurance market. Additionally, the Exchange expects the selected Respondent and key staff to be available for in person meetings as necessary.

2. Whether we need to come over there for meetings?

ANSWER: The Exchange expects the selected Respondent and key staff to be available for in person meetings as necessary.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

ANSWER: Please see the response to Question #1 above.

4. Can we submit the proposals via email?

ANSWER: The Exchange will not accept email submission of Proposals. Please refer to the RFP for instructions on submitting Proposals.

5. The RFP indicated there are 273 small groups, what is the average group size that is currently represented, i.e. is the average group size 2-5 employees?

ANSWER: The average group size is 3 to 5 employees.

6. How is the SHOP program currently being marketed to small businesses, brokers and other organizations under 50 lives? What type of internal or external marketing efforts are being deployed?

ANSWER: SHOP is currently marketed through events, radio spots and direct broker engagements.

7. Does Access Health utilize a CRM solution that tracks marketing efforts or initiatives.

ANSWER: Yes, we currently use Microsoft Products.

- 8. Will you require the proposer to be involved with execution of any marketing efforts, and perform analytics to the success of any marketing efforts that are deployed?**

ANSWER: The Exchange will require that the selected Respondent to work with our marketing department and other creative partners, to maximize the marketing strategy and efforts that are required to reach the Connecticut brokers and small groups.

- 9. How do most small businesses/organizations hear about SHOP and the product offering?**

ANSWER: Through chamber events, radio spots, broker engagements and the Exchange Small Business Team.

- 10. What type of analytical data do you have that show % of plan conversions vs. inquiries (or inquiries that have not converted to a plan with Access Health)?**

ANSWER: We currently capture our data from multiple sources and this information is composed to provide our current conversion ratio.