



COVERED
CALIFORNIA

**Request for Information (RFI) for Covered California
Consumer – Marketplace Research**

Date: 12/5/2016

RFI #: RFI-2016-006

CONTENTS

1 Purpose 2

2 Key Information 2

3 Background 2

4 Scope 3

5 Solution(s) 3

6 Response Conditions 3

7 Response Requirements 4

Request for Information # RFI-2016-006

1 Purpose

Covered California is seeking advice in developing and implementing a comprehensive, quantitative and qualitative research plan. The goals of the research are to:

- Understand California health insurance consumers (behaviors, barriers & motivators)
- Evaluate current and potential outreach efforts
- Identify potential risks and opportunities impacting the growth of Covered California membership

To support these goals, an assessment on the complexity, trackability and potential total cost to execute the proposed solution for a multi-year period is being requested. Finally, Covered California is interested in suggestions on how to best collaborate with external partners to maximize its research capabilities.

2 Key Information

Issuer information

Contact person, role	John Reilly, Manager Covered California
Email	MarketplaceResearch@covered.ca.gov
Mailing address	Covered California Attn. Marketing/ John Reilly 1601 Exposition Blvd Sacramento, CA 95818

Timeframe

Event	Date
Release of RFI	12/1/2016
Deadline for questions	12/30/2016
RFI Response Submission Deadline	1/16/2017

3 Background

Covered California is California's Health Insurance Marketplace created under the 2010 Affordable Care Act (ACA). Its mission is to increase the number of Californians with health insurance, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

As of March 2016, Covered California had approximately 1.4 million actively enrolled members with roughly 90% of enrollees receiving federal tax credits to lower the cost of insurance. To date, Covered California has accessed a broad array of research and data to inform its understanding of the California health insurance market and its target populations, including:

NORC surveys <http://hbex.coveredca.com/data-research/>

Kaiser Family Foundation <http://kff.org/health-reform/>

Request for Information # RFI-2016-006

CalSIM <http://healthpolicy.ucla.edu/programs/health-economics/projects/CalSIM>

CHIS surveys: <http://healthpolicy.ucla.edu/chis/Pages/default.aspx>

4 Scope

Covered California is soliciting recommendations on developing a comprehensive approach to in-house and collaborative efforts with other research entities given an annual budget of approximately \$2 million.

The research will inform customer acquisition, retention and referral efforts and allow Covered California to report on and track major trends relating to its position in the California health marketplace. With respect to acquisition and retention, the focus is on the consumer experience which includes, but is not limited to: knowledge, brand awareness, purchase consideration, application, plan selection and payment, plan renewal, retention, plan switching and enrollment termination.

The target population is lawful California residents between the ages of 26-64 with a household income greater than 138% of the Federal Poverty Level (FPL). This includes currently uninsured, insured through Covered California and insured through private issuers. Other groups currently covered through their employer or by Medi-Cal may also be taken into consideration as potential target groups.

5 Solution(s)

The proposed solution should provide recommendations on some or all of the following issues:

- A general, strategic 3-5 year research plan to meet the purpose of this RFI
- A clear description of suggested research designs, i.e., assumptions, methodologies, formulas, procedures or models as well as sources of data used in the research
- Consideration of frequency over the 3-5 year timeline
- Estimated cost for each research deliverable
- A list of experts on healthcare marketplace trends, research and evaluation.

It is expected that the proposed solution consider an analysis of the feasibility, benefits and risks of establishing research collaborations

6 Response Conditions

This RFI is open to any research firm, university or foundation that meets the stated requirements in the Solutions section of this document, in whole or in part, and that believes their response would add to Covered California's understanding of available options for consumer research.

Disclaimer and Confidentiality

While information gathered from this RFI will support Covered California's evaluation and planning processes, it does not constitute a commitment, implied or otherwise, that Covered California will take any procurement action in this matter.

Responses, including budget and costing estimates, will be used for planning purposes only and are not binding upon the respondent or Covered California. Responses to this RFI will remain

Request for Information # RFI-2016-006

confidential and become the property of Covered California. Submission of a response will neither pre-qualify possible solutions nor disqualify respondents from bidding on any later procurement issued by Covered California.

Potential vendor selection for the solutions outlined in this document will be handled in a separate procurement process and are not part of this RFI.

Compliance

By submitting a response to the RFI, the respondent acknowledges that they have read and agree to comply with the information and instructions contained herein.

General information

Each response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete response. The cost for preparing and delivering the response and participating in this RFI process is the sole responsibility of the respondent. Neither the State of California nor Covered California will be responsible for any costs incurred by Respondents in the preparation and evaluation of responses submitted, nor for any costs related to this RFI, should they be requested. Each response will be reviewed by Covered California for the purpose of collecting solution planning information and knowledge. Information provided by respondents will be used to further enhance Covered California's understanding of the capabilities and estimated costs of solutions in the market that meet its research needs.

7 Response Requirements

Response form and Instructions

Written responses should be submitted via email as stated in section 2. Questions and/or comments regarding this RFI should be submitted via email and will be posted to the website. Phone calls will not be accepted.

All responses must include a cover letter signed by an authorized representative which includes: Respondent's company/ organization name, mailing address, phone number, email, contact person and the number of this RFI. When submitting by email, include RFI name and number in the subject line.