

# MHBE Board Meeting

April 15, 2019

## Marketing Procurements

### Presented by:

Raelene Glasgow, Procurement Officer, MHBE  
Betsy Plunkett, Director, Marketing, MHBE

## Background

MHBE contracts with GMMB for full-service communications and marketing, including creative development for print, TV, radio, digital and out-of-home advertising and collateral materials, media buying, outreach, research, and public relations.

## Procurement Summary

- MHBE awarded with the Board's approval, Full-service Marketing Contract to GMMB on **May 14, 2018** for the Base Period from **July 1, 2018, to June 30, 2019**, with two optional one-year renewals until **June 30, 2021**.
- Option Year 1 for the period commencing **July 1, 2019** and ending **June 30, 2020**, is up for renewal in the amount of **\$3.37 million**.

## OE6 Marketing

### Success measured by enrollments

- Marketing contributed to 2% increase in Qualified Health Plan enrollments
- Enrollment increased in every target demographic:
  - 4% among young adults (ages 18-34)
  - 8% African-American enrollment
  - 2% Hispanic enrollment, despite concerns about “public charge” issue.
- Enrollments grew from 0.4% to 27% in Allegany, Caroline, Cecil, Dorchester, Frederick, Garrett, Kent, Montgomery, Prince George’s, Queen Anne’s, St. Mary’s, Somerset, Talbot, Washington, Wicomico, Worcester

# OE6 New marketing strategies

## OE6 Strategies

### Increased grassroots-level marketing

- Billboards
- Floor talkers/cart ads in grocery stores
- Electronic toolkits for partners to promote through their social channels, websites, and publications
- Targeted social presence with Facebook live, social influencers with large following among target demographics

### Aggressively sought earned media for first time ever

- Promoted Michele Eberle in major/local media markets
- Developed letters to the editor for county health officers

### Doubled \$\$ in paid media

# Request to Approve First Option-Year Renewal

## **Action:**

MHBE requests the Board's approval to exercise the first option-year renewal of the marketing communications contract with GMMB from July 1, 2019, to June 30, 2020, for an amount of \$3.37 million.