



Minnesota Insulin Safety Net Program Public Awareness Campaign RFP – Questions and Answers

October 6, 2023

The following questions were submitted by responders to MNSure’s request for proposals by the deadline of September 28, 2023. All questions are addressed below.

Market Research and Communications Planning Work

Q: The RFP mentions: “Building upon market research and communications planning work already completed by MNSure, the selected vendor will develop and manage a results-oriented public awareness campaign.” Can you share any of that at this time?

Q: TASK 1: Design a multi-faceted statewide public awareness campaign... references “building upon market research and communications planning work already completed by MNSure...” Is this research and planning material available to share for analysis and review to help craft our response to the RFP?

A: From the annual report on fiscal year 2023 performance of the Minnesota Insulin Safety Net Program public awareness campaign:

Executive Summary

Social Media Findings

This year reach, website clicks, and total followers increased on our social media platforms. Top social performing posts feature stories of real people, simple, to-the-point call to action messages, and diabetes education.

Digital Ad Findings

Digital ad performance remained strong and held steady. Although there was a slight decline in the number of clicks, the campaign reach increased by almost 30%, resulting in an increased awareness for the same spend.

In January 2023, MNSure’s previous vendor continued to refine digital ad campaign, including adding videos to the Performance Max campaign. In March 2023, a review of campaign

keywords was completed. Additional keywords (diabetes diet, insulin pump, insulin dependent diabetes) were added to the campaign in order to reach new audiences.

Additional Targeting

Additional targeting was added to the campaign to reach the following populations:

- Zip codes with higher populations of people who are under-insured
- Cities with American Indian populations over 10%
- Cities with African American populations over 10%
- Cities with Hispanic populations over 10%
- Areas in rural Minnesota identified as care deserts

This targeting enabled the campaign to reach additional populations that this program can help. In May, Google Performance Max campaigns proved highly effective, particularly among Hispanic populations.

Website Average Session Duration

Visitors to the website spent an average of one minute on the homepage, an average of 13 seconds longer than FY22. In comparison they are spending a slightly shorter time on the Urgent need (15 seconds less) and Continuing need (14 seconds less) pages. Less time spent on these pages may indicate visitors are finding the information they need faster.

Leveraging Existing Efforts and Initiatives and Enhancing Them

Q: The RFP references “leveraging existing efforts and initiatives...” what are those existing efforts and initiatives that are in place and is there any reporting or performance metrics around those efforts that can be shared?

A: There is an established website (MNinsulin.org) and an existing social media campaign.

Q: “This request for proposal (RFP) seeks proposals from qualified vendors capable of leveraging existing efforts and initiatives and enhancing them with production, media buying, and outreach analysis services to produce a statewide public awareness campaign to increase awareness of the Insulin Safety Net Program.” Does this mean MNSure has already developed general messaging? Or is there an existing campaign, etc. that is out there that you need a vendor to push into the public?

A: There is an established website (MNinsulin.org), general messaging and an existing social media campaign, but vendor can propose additional and new messaging and tactics.

Q: Can you share any insights into what you view has been successful thus far with these efforts?

A: Efforts that we have made to date have been successful, including social media and paid search, and we want to build on that success.

Q: The RFP states “this RFP is seeking innovative and flexible solutions that increase applications for the State’s affordable insulin program and raise awareness of the MNsure-certified assisters who can assist consumers with applications for the manufacturers’ affordable insulin programs.” What is the desired end goal/call to action for this campaign? Visit website for more info? Talk to doctors? Etc.

A: The desired end goal is that all eligible individuals know of and how to access the Minnesota Insulin Safety Net Program.

Q: How is MNsure currently driving support for increased applications?

A: Website, social media, and stakeholder relationships. Paid search is paused currently.

Budget and Timing

Q: The budget is listed at maximum of \$375,000 and that is to include creative, production and media spend from January 2024 – June 2025. Based on that budget, is MNsure looking for an “always-on” approach to media or looking for more of a concentrated, seasonal/flight approach that would take place between January 2024 – March 2025 (such as 3-4 flight weeks per quarter)?

A: We are open to either approach.

Q: RFP states this RFP is seeking development of a public awareness campaign that will run from approximately January 2024 through June 30, 2025. The RFP also gives these deadlines: Finalists notified – November 2023 (estimate), Contract negotiations completed – Mid-December 2023 (estimate). When do you want the first placements of the campaign to start?

A: As early in 2024 as reasonable, with a goal of February 15, 2024.

Target Audiences

Q: Task 5 speaks to the importance of “Reaching Diverse and Underserved Communities.” Has MNsure identified and/or prioritized specific ethnic populations and/or communities you would like this campaign to reach, in addition to the target audiences described on page 6 of the RFP?

Q: The RFP mentions looking for “qualified vendors capable of leveraging existing efforts and initiatives and enhancing them with production, media buying and outreach analysis services.” Can you please share if you have key demographics, cultures, populations you’ve identified that you’re hoping to target more closely in this phase of work? (NOTE: We know the RFP states uninsured individuals, community of diabetics, caregivers etc.... we’re looking for MNsure to give us more of a “Gen Z” or “Hmong and Latino(a)” as an answer here.

Q: RFP also states “effectively reach diverse audiences” – would love to know who these audiences are in their opinion.

Q: On the question of audience/culture MNSure will take into account whether a vendor’s proposal states how it will address and reach diverse and underserved communities, including a plan to partner with community media, and to translate materials into Spanish, and other languages as requested by MNSure including but not limited to Hmong, Somali, Vietnamese and Russian. Can you confirm if there are any other key groups you’ve identified at this time?

A: We have no additional information to add. Our goal is to reach all people who are insulin dependent in Minnesota.

Branding

Q: Do you have a style guide for MNSure and can you share it?

A: MNSure has a style guide, but it's not relevant to this RFP.

Q: Do we need to follow the MNSure style guide for the campaign?

A: No, you do not need to follow the MNSure style guide.

Q: Do you have a style guide for the insulin program?

A: Yes, the Minnesota Insulin Safety Net Program follows the [State of Minnesota brand style guide](#).

Working with MNSure

Q: “A vendor must show ability to adapt to changing market realities throughout the course of the campaign. The incumbent will also work closely with the following in performing its work within the established timeframe: 1) the MNSure Senior Director of Public Affairs, 2) the MNSure Communications Manager, 3) the MNSure Government Affairs Manager, 4) MNSure communications, marketing, and outreach staff, and 5) other MNSure staff and leadership, consultants, and select navigator partners.” Does this statement mean that there is an existing service provider plus the key stakeholders listed that the new provider will have to work with on this campaign? Or, does it mean that the service provider awarded this RFP will work with the key stakeholders?

A: MNSure previously engaged with a vendor under a prior RFP process. That contract ended in June 2023. The purpose of this RFP process is to select a vendor who will continue to work with MNSure on a public awareness campaign, which includes working with key stakeholders.

Q: Can you tell us who these individuals are and/or how many fall into these categories: MNSure communications, marketing, and outreach staff; MNSure staff and leadership, consultants and select navigator partners?

A: MNSure has approximately 10 staff who work in communications, marketing, and outreach:

- Communications manager
- Government affairs manager
- CAP operations manager
- Marketing & communications coordinator
- Broker coordinator
- MNSure lead appeals rep and community specialist
- Community specialist
- Web communications specialist
- Digital communications associate

MNSure's executive team has seven members:

- Chief executive officer
- Deputy director and chief operating officer
- Chief financial officer
- General counsel and chief compliance officer
- Senior director of partner relations
- Senior director of public affairs
- Director of contact center and business operations

At times, the vendor may work with some of MNSure's navigator partners who have been trained to help consumers access this program. A full [list of navigators](#) certified for the Insulin Safety Net Program.

Q: How is the MNSure team set up? Are there creatives on staff who will implement some of the work, or do we do everything from start to finish?

A: MNSure's team has a senior director of public affairs, communications manager and three individual contributors on the communication/marketing team. Vendor is responsible for all creative development and production.

Q: How is MNSure set up internally for approvals and getting work through the system?

A: Final approval would come from the senior director of public affairs or designee.

Q: Are there elements of this campaign beyond collateral printing that will be managed internally by MNSure?

A: MNSure would handle all press releases and media inquiries.

Q: Who is responsible for the accuracy of the language translations? MNSure, the vendor, or the publication?

A: Vendor