



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

May 18, 2020

The following questions were submitted by responders to MNSure’s request for proposals by the deadline of May 13, 2020. All questions are addressed below.

Q: In the RFP, it says “the contractor will devise a paid media plan to achieve a best value for the investment.” A few sentences later, it says “advertising will be placed through the following media...” that includes TV, Pandora, etc. Those are all great mediums, but given the budget is to extend three years, mediums such as Pandora and TV are great but very likely not the most cost effective or best value for the budget dollars. Are these mediums all required as it suggests in the wording? Or is \$250,000 an annual budget vs. three-year?

A: \$250,000 is the budget to be spent across three fiscal years. MNSure does not expect to be appropriated additional funds for this marketing effort.

MNSure will evaluate each proposal based on its plan to reach the intended audience. MNSure is open to proposals that may not include all media listed as examples in the RFP but do demonstrate a comprehensive plan to reach Minnesotans across the state who may benefit from the program.

Q: Are you open to developing new branding/identity for this initiative or does it need to be MNSure branded?

A: This program needs to be branded as a State of Minnesota program. The MNSure brand will not be used for this program.

Q: Will there be a new website, or will digital traffic be driven to the existing MNSure.org website?

A: Traffic will be driven to a vanity URL called “MNinsulin.org” but the program will be accessible from both the MNSure and Board of Pharmacy websites.

Q: Is the navigator network the same as the existing MNSure network, or are there additions? If additions, what type of organizations are being added?

A: The Insulin Safety Net Program uses MNSure’s existing network of contracted navigator agencies and certified navigators. Any contracted navigator agency will be eligible to participate in the program.

Q: Who is on the review panel for the proposals?

A: All responses received by the deadline will be evaluated by representatives of MNSure. (See page 10 of the RFP.)