

Marketing NTE Increase

MHBE Board Meeting

Jan. 18, 2022

Betsy Plunkett
Director, Marketing & Web Strategies

Tony Armiger
CFO

Marketing NTE Request

Existing FY 2021 contract: \$4,043,000

Proposed NTE increase of **\$250,000** in marketing contract with GMMB

Purpose: To maximize the extended open enrollment period to increase advertising and outreach (digital, cable TV, Spanish broadcast TV and radio) directed toward uninsured, with emphasis on counties where enrollment declined during the Nov. 1, 2021-Jan. 15, 2022 open enrollment period, compared to the prior open enrollment.

Request for Approval

Motion to approve a Not To Exceed increase of \$250,000 in marketing contract with GMMB to \$4,293,000