



ANNOUNCEMENT

HBE 22-010

Washington Health Benefit Exchange (WAHBE) Request for Proposals (RFP)

Health Insurance Education and Outreach Campaign for WAHBE

WAHBE is initiating this RFP to obtain at least one (1) qualified Vendor to conduct culturally responsive outreach and education about insurance coverage options available through *Washington Healthplanfinder* (HPF) to newly eligible populations if the State Innovation Waivers (1332 Waiver) is approved.

The RFP seeks to identify community-based organizations(s) to create and implement a statewide health coverage education and outreach campaign. Utilizing all available data and research, the successful Vendor(s) will conduct equitable outreach and education about health insurance coverage to Washington residents newly eligible for coverage on HPF.

The period of performance of any Contract(s) resulting from this RFP begins February 1, 2023 and ends June 30, 2023. WAHBE, at its sole discretion, may extend the period of performance through June 30, 2025, in whatever time increments WAHBE deems appropriate.

The RFP is available for download on the Washington's Electronic Business Solution (WEBS) website at <https://fortress.wa.gov/ga/webs/>. Additional materials or any addenda regarding this RFP, if needed, will be made available for download at this same website. Vendors are encouraged to check often for addenda and other materials that may be posted.

Responses to this RFP are due to the RFP Coordinator no later than Friday, December 2, 2022 at 3:00 p.m. PST.

For further information, please contact the RFP Coordinator:

Regan Givens, CPPB

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