

AMENDMENT

It is agreed by and between the State of Vermont, Department of Vermont Health Access (hereafter called the "State") and GMMB, Inc. (hereafter called the "Contractor") that the contract on the subject of personal services for development and implementation of processes and criteria for developing a comprehensive outreach and education program for the Health Benefits Marketplace (HBM), effective February 10, 2012, is hereby amended effective August 30, 2013, as follows:

1. By deleting Section 3 (Maximum Amount) on page 1 of 23, of Amendment 2, and substituting in lieu thereof the following Section 3:

3. **Maximum Amount.** In consideration of the services to be performed by Contract, the State agrees to pay Contractor, in accordance with the payment provisions specified in Attachment B, a sum not to exceed \$2,852,288.

2. By adding to Attachment A (Specification of Work to be Performed) on page 3 of 23, of the base contract, and adding the following Section:

**Phone Surveys**

The Contractor shall conduct two 8-minute, random digit dial telephone surveys of 1,000 adults ages 18-64 each in Vermont statewide. The first shall be conducted in September 2013 and the second will be conducted in early 2014. The surveys shall include 30% sample by cell phone. These surveys are brief and shall focus on measuring Vermont Health Connect awareness and recall. There shall be a sample size of 1,000 people in order to provide a robust reach with the most accurate and definitive results. The high cell phone sample shall be utilized in order to reach younger and lower-income households, who are more likely to be cell phone only. The cost of first tracking survey is \$36,000, second survey is \$29,500, and combined analysis is \$4,500. The fees include the development of the questionnaires, purchasing the samples, programming the surveys, interviewing, cell phone calling, data tabulation, analysis, and report writing.

3. By deleting Deliverable Table in Attachment B (Payment Provisions) on page 23 of 26, of Amendment 2, and adding the following Deliverable Table:

| Deliverable  | Amount      |
|--|-------------|
| Initial Review   | \$4,900.00  |
| Stakeholder outreach                                     | \$12,500.00 |
| Report on initial stakeholder input and research to date | \$8,000.00  |
| Certification criteria                                   | \$13,400.00 |
| Certification process                                    | \$10,500.00 |
| Training program   | \$19,000.00 |
| Evaluation plan  | \$7,500.00  |
| RFP and model contract                                   | \$6,500.00  |

|   |                     |
|---|---------------------|
| Agendas, materials and minutes for 10 Joint Advisory Group meetings | \$29,000.00         |
| Agenda, materials and minutes for 6 regional public forums          | \$16,000.00         |
| Agenda, materials and minutes for 6 business meetings               | \$16,000.00         |
| Synthesis of public input into recommendations for Exchange design  | \$13,400.00         |
| Stakeholder outreach  | \$15,900.00         |
| Benchmark research phone survey results                             | \$70,000.00         |
| Brand assessment  | \$4,500.00          |
| Name, logo, brand positioning and materials for testing             | \$110,000.00        |
| 8 focus groups to test brand  | \$112,000.00        |
| Mission & vision statements   | \$8,000.00          |
| Analysis report - outreach and education campaign                   | \$31,000.00         |
| Outreach & education plan   | \$47,500.00         |
| Stakeholder training program  | \$28,500.00         |
| Ad Hoc Tasks (\$214/hr blended rate up to 400 hrs)                  | \$85,600.00         |
| <b>Part I Sub-Total</b>   | <b>\$669,700.00</b> |
| Creative Platform   | \$9,391             |
| Scripted Television Ads and Storyboards                             | \$71,055            |
| Storyboard Tests  | \$120,079           |
| Produce Television Ads  | \$226,573           |
| 2014 Television Ad Script and Production                            | \$130,043           |
| Radio Ad Scripts  | \$21,640            |
| Radio Ads Production  | \$33,986            |
| Print Ads   | \$84,224            |
| Online Ads  | \$43,044            |
| Collateral Material Needs Identified                                | \$2,862             |
| Collateral Materials  | \$95,005            |
| Updated Collateral Materials  | \$28,453            |
| Fulfillment House Secured   | \$5,675             |
| Printing Assistance and Expertise Provided                          | \$9,067             |
| Additional Video Content  | \$79,670            |
| Online Content  | \$38,511            |
| <b>Materials Development Sub-Total</b>                              | <b>\$999,278</b>    |
|   |                     |
| Earned Media Landscape  | \$18,235            |
| Communications Waves Strategy                                       | \$8,910             |
| Earned Media Strategy   | \$15,345            |
| Media List  | \$8,600             |
| Editorial Board Meetings  | \$12,600            |
| Editorial Board Meeting Materials                                   | \$18,045            |

|   |                    |
|---|--------------------|
| Editorial Calendar  | \$31,365           |
| Spokesperson Training Materials                               | \$11,637           |
| Recommended Spokesperson Training Schedule                    | \$5,314            |
| Story Bank  | \$37,267           |
| Video Story Bank  | \$76,942           |
| Media Materials   | \$56,565           |
| Exchange Launch Press Event Organization                      | \$79,725           |
| Exchange Launch Communication Plan                            | \$16,425           |
| Exchange Launch Press Event                                   | \$31,797           |
| Vermont Health Connect Series Scheduled on Public Access      | \$23,822           |
| <b>Earned Media Sub-Total</b>                                 | <b>\$452,594</b>   |
| Target Audiences and Geographic Targets Identified            | \$15,367           |
| Traffic Advertising   | \$20,767           |
| <b>Paid Media Sub-Total</b>                                   | <b>\$36,134</b>    |
| Social Media Channels Account Set Up and Design               | \$9,108            |
| Basic Content for Social Media Channels                       | \$4,482            |
| Engagement Strategy for Social Media Channels                 | \$20,025           |
| Monitoring Strategy for Social Media Channels                 | \$11,160           |
| <b>Social Media Sub-Total</b>                                 | <b>\$44,775</b>    |
| Consumer Assistants Training Curriculum                       | \$36,787           |
| Framework for Complaints and Decertification                  | \$9,450            |
| Metrics for Assessing Progress and Contract/Grant Fulfillment | \$20,475           |
| Process for Evaluating RFPs                                   | \$18,720           |
| <b>Consumer Assistance Program Sub-Total</b>                  | <b>\$85,432</b>    |
| Phone Survey 1  | \$36,000           |
| Phone Survey 2  | \$29,500           |
| Analysis Report for Phone Survey 1 & 2                        | \$4,500            |
| <b>Phone Survey Sub-Total</b>                                 | <b>70,000</b>      |
| Project Management  | \$23,175           |
| Ad Hoc Tasks  | \$471,200          |
| <b>Additional Tasks Sub-Total</b>                             | <b>\$494,375</b>   |
| <b>Part II Sub-Total Budget</b>                               | <b>\$2,112,588</b> |
| <b>Total Budget</b>   | <b>\$2,852,288</b> |

**STATE OF VERMONT  
AMENDMENT TO PERSONAL SERVICES CONTRACT  
GMMB, INC.**

**PAGE 4 OF 4  
CONTRACT # 21446  
AMENDMENT# 3**

This amendment consists of 4 pages. Except as modified by this amendment and any previous amendments, all provisions of this contract, (#21446) dated February 10, 2012 shall remain unchanged and in full force and effect.

**STATE OF VERMONT  
DEPARTMENT OF VERMONT HEALTH ACCESS**

**CONTRACTOR  
GMMB, INC.**

  
E-SIGNED by Lindsey Tucker  
on 2013-08-29 14:28:05 GMT

MARK LARSON, COMMISSIONER      DATE

  
E-SIGNED by David Smith  
on 2013-08-29 14:26:11 GMT

DAVID SMITH, PARTNER      DATE