

Submitted To:  
Arizona Health Care Cost Containment System (AHCCCS)  
Tiffany Blanco, Purchasing Manager  
procurement@azahcccs.gov

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# Task Order YH26-0082

## H.R. 1 Community Engagement & Medicaid Work Requirements Communications

Volume I: Cover Letter, Firm Profile & Past Performance

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<b>Submitted By:</b>	Atypical Global, Inc.
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<b>SAM.gov UEI:</b>	GAJ5AJGA8K58
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<b>Date:</b>	June 2, 2026
<b>Response to:</b>	Task Order YH26-0082 — H.R. 1 Community Engagement

# Cover Letter

June 2, 2026

Tiffanie Blanco, Purchasing Manager

Arizona Health Care Cost Containment System (AHCCCS)

150 N. 18th Avenue, Phoenix, AZ 85007

procurement@azahcccs.gov

## **Re: Task Order YH26-0082 — H.R. 1 Community Engagement & Medicaid Work Requirements Communications**

Dear Ms. Blanco and the AHCCCS Procurement Team,

Atypical Global, Inc. respectfully submits this response to Task Order YH26-0082 for H.R. 1 Community Engagement and Medicaid Work Requirements Communications Services. We are prepared to mobilize immediately and deliver a fully operational, bilingual (English and Spanish), culturally responsive statewide communications campaign that equips Arizona's Medicaid members, providers, and community partners with the information they need to navigate these landmark policy changes — and to keep their coverage.

The federal H.R. 1 work requirements represent a major policy change to Arizona's Medicaid program. With approximately 2.2 million AHCCCS enrollees — more than one-third of whom are Hispanic or Latino, and hundreds of thousands of whom are Spanish-dominant — this communications challenge is not merely a marketing exercise. It is a health equity imperative. Messages that fail to reach Spanish-speaking members in culturally resonant, plain-language formats will result in avoidable disenrollment — real families losing healthcare coverage due to confusion, not non-compliance.

Atypical Global is uniquely positioned to meet this moment. Our bilingual English-Spanish capabilities are not supplemental — they are central to how we design, produce, and deploy every campaign. Our team develops culturally adapted messaging grounded in behavioral insight, not translated English copy. We bring direct experience communicating complex government program requirements to multicultural audiences across health, education, and public sector contexts. Our four-phase methodology — Stakeholder Input, Planning & Message Development, Publication & Implementation, and Monitoring & Optimization — maps precisely to AHCCCS's stated phase structure.

In selecting this response, AHCCCS will receive:

- A dedicated bilingual creative team with native Spanish-language capacity and cultural competency in Arizona's Latino communities
- A structured stakeholder engagement methodology for gathering qualitative input from members, providers, MCOs, and advocates
- Plain-language, ADA-compliant, mobile-optimized assets in English and Spanish across all required channels: social media, web, print, email/SMS, and earned media
- A rigorous four-phase implementation plan with public-facing communications launching no later than September 1, 2026, as required

- Real-time performance monitoring, A/B testing, and a campaign optimization framework built to respond to CMS guidance updates as they evolve
- A pricing structure broken down by phase and deliverable, within the \$750,000 obligated budget

Atypical Global, Inc. is a Delaware C-Corporation (EIN: 93-4378207), incorporated October 20, 2023. Tejune Kang, Founder & CEO, is the authorized representative for all contract and proposal matters. This response is submitted under the AHCCCS Statewide Contract for Marketing Services (the base contract referenced on page 1 of Task Order YH26-0082).

We commit to all terms and conditions of the AHCCCS Statewide Contract and this Task Order, including the HIPAA Business Associate Addendum incorporated by reference under Section 15.2 and the confidentiality safeguards required under Section 15.3. Atypical Global will establish and maintain AHCCCS-preapproved procedures and controls to ensure that all Protected Health Information (PHI) and AHCCCS-furnished information are used and disclosed only as required to perform duties under this Task Order.

We look forward to the opportunity to serve Arizona's Medicaid community during this critical transition period.

Respectfully submitted,

/s/ Tejune Kang

**Tejune Kang**

Founder & Chief Executive Officer

Atypical Global, Inc.

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1185 Avenue of the Americas, 3rd Floor, New York, NY 10036



# Section 1: Firm Profile

## 1.1 Company Overview

Atypical Global, Inc. is a full-service marketing and communications firm headquartered in New York City. We specialize in multicultural communications, bilingual (English-Spanish) campaign development, digital strategy, creative production, and stakeholder engagement for public sector and mission-driven organizations. Our firm is built on the conviction that effective public communications — particularly for government programs affecting vulnerable populations — must be culturally grounded, evidence-based, and measurable.

Our work spans health communications, public awareness campaigns, community engagement initiatives, and digital marketing programs for institutions including universities, healthcare organizations, and government agencies. We serve audiences across the United States with particular depth in Hispanic/Latino communities, where our bilingual team's lived cultural fluency produces communications that resonate — not merely translate.

Company Information	Details
Legal Name	Atypical Global, Inc.
Entity Type	Delaware C-Corporation
Date of Incorporation	October 20, 2023
EIN	93-4378207
SAM.gov UEI	GAJ5AJGA8K58
Headquarters	1185 Avenue of the Americas, 3rd Floor, New York, NY 10036
Primary Contact	Tejune Kang, Founder & CEO   tejune@atypical.global   925-858-8002
Services	Bilingual Communications; Campaign Strategy; Creative Production; Stakeholder Engagement; Digital Marketing; Analytics
Languages	English and Spanish
NAICS Codes	541810, 541820, 541830, 541850

## 1.2 Bilingual & Multicultural Capabilities

Atypical Global's bilingual English-Spanish capability is a structural advantage — not a translational add-on. Our approach to multilingual communications is grounded in four principles:

**Cultural Adaptation, Not Translation:** We develop separate Spanish-language creative concepts informed by cultural insight — idioms, visual metaphors, family-centered values, and trusted community

messengers — rather than translating English copy.

**Plain Language by Design:** All member-facing content is written at a 6th-grade reading level or below in both English and Spanish, with plain-language review prior to publication.

**Community Trust Architecture:** We identify and partner with trusted local voices in Arizona — community health workers (promotores de salud), Federally Qualified Health Centers (FQHCs), faith communities, workforce development centers, Hispanic chambers of commerce, and community-based organizations serving Maricopa, Pima, Pinal, Yuma, Coconino, and rural tribal communities — to amplify official AHCCCS messaging through channels members already trust. Local partner identification will be finalized in Phase 1 with AHCCCS approval.

**Accessibility-First Production:** All assets are ADA compliant, Section 508 aligned, mobile-optimized, and available in required languages from the first draft — not retrofitted.

For AHCCCS Task Order YH26-0082, this capability is mission-critical. Arizona's Hispanic/Latino population represents over one-third of total AHCCCS enrollees. During the Medicaid unwinding process, 46% of coverage discontinuances involved members identifying as Hispanic, Mexican-American, or Latino/Spanish-origin — a disproportionate impact directly correlated to language and cultural communication barriers. Atypical Global's bilingual approach is designed explicitly to prevent this pattern from repeating with H.R. 1 community engagement requirements.

### 1.3 Relevant Services Portfolio

Service Area	Capability	Relevance to YH26-0082
Stakeholder Engagement	Qualitative research, listening sessions, focus groups, community partner coordination	Phase 1: Stakeholder Input Plan & Insights
Message Strategy	Plain-language framework development, message testing, behavioral communications	Phase 2: Message Library & Variants
Creative Production	Digital banners, print flyers, infographics, branded templates, video (short & long), social graphics — EN/ES	Phase 2–3: All Creative Deliverables
Digital & Web	Landing page copy, CMS-ready content, FAQs, step-by-step guides, cross-links	Phase 2–3: HR1 Landing Pages
Social Media	Campaign planning, content calendars, deployment-ready creative for AHCCCS social team	Phase 2–3: Social Campaign Plan
Email & SMS	List segmentation guidance, HTML templates, send-ready files, click-through analytics	Phase 3: Distribution Channels
Performance Analytics	KPI dashboards, A/B testing, real-time monitoring, optimization reports	Phase 4: Monitoring & Optimization

## Section 2: Key Personnel

Atypical Global will assign a dedicated senior team to execute Task Order YH26-0082. Final staffing assignments for non-executive roles will be confirmed prior to award/start of work and remain subject to AHCCCS approval and availability.

### A. Tejune Kang — Founder & CEO / Project Executive Sponsor

*Allocation: 20%*

<b>Education</b>	UC Davis, B.S.; Harvard Business School Owner/President Management Program (OPM 50), completed 2017; HBS OPM alumnus.
<b>Experience</b>	20+ years in enterprise technology, marketing, digital transformation, and organizational leadership. Former PeopleSoft/Oracle executive. Led a predecessor digital consulting company through significant growth and public-company operating discipline.
<b>Responsibilities</b>	Executive sponsor; contract accountability; quality control; AHCCCS executive escalation; oversight of schedule, budget, and deliverable quality.

### B. Senior Account Director / Task Order Lead — To Be Assigned Prior to Award

*Allocation: 60%*

<b>Classification</b>	Account Director / Project Manager
<b>Experience Requirement</b>	10+ years managing government, public-sector, healthcare, Medicaid, or multicultural communications programs; bilingual English-Spanish preferred.
<b>Responsibilities</b>	Day-to-day AHCCCS point of contact; timeline management; deliverable coordination; approval workflow; stakeholder meeting coordination; reporting.

### C. Bilingual Creative Director / Campaign Lead — To Be Assigned Prior to Award

*Allocation: 75%*

<b>Classification</b>	Creative Director / Bilingual Campaign Lead
<b>Experience Requirement</b>	Native or near-native Spanish-language creative capacity; 8+ years developing bilingual health, government, or public-sector campaigns; ADA/plain-language design experience.
<b>Responsibilities</b>	English/Spanish creative concepting; message library; creative assets; plain-language and cultural adaptation; AHCCCS brand compliance.

**D. Digital & Analytics Strategist — To Be Assigned Prior to Award**

*Allocation: 50%*

<b>Classification</b>	Digital & Web Content Specialist / Analytics Specialist
<b>Experience Requirement</b>	7+ years digital marketing analytics, social strategy, web content, KPI reporting, and campaign optimization.
<b>Responsibilities</b>	Web content recommendations; social/email/SMS content planning; campaign performance dashboards; UTM/KPI framework; monthly optimization reporting.

**E. José Carlos Barrenechea — Multicultural Community Engagement Advisor**

*Allocation: Advisory*

<b>Experience</b>	General Manager, Media Marketing Lab S.A.C.; 15+ years digital marketing and multicultural communications experience across Latin America.
<b>Responsibilities</b>	Advisory support for culturally adapted Spanish-language content, stakeholder engagement strategy, and community trust messaging.
<b>Note</b>	This is an advisory role only. He will not directly manage AHCCCS member data or official AHCCCS channels.

**F. Arizona Community Partner Coordinator — Local Partner to Be Finalized with AHCCCS Approval**

*Allocation: As needed for Phase 1*

<b>Classification</b>	Community Engagement Coordinator
<b>Experience Requirement</b>	Arizona-based community engagement professional or organization with experience working with Medicaid-eligible populations, Hispanic/Latino communities, rural communities, and/or community-based organizations.
<b>Responsibilities</b>	Support local listening sessions, stakeholder outreach logistics, promotor/community health worker coordination, and CBO engagement.

## Section 3: Experience & Past Performance

The following engagements demonstrate Atypical Global's specific experience with complex public-sector communications programs, multicultural audience engagement, bilingual campaign development, and multi-phase government communications projects.

### Reference 1: Northern Kentucky University (NKU)

<b>Scope</b>	Multicultural Enrollment Marketing & Bilingual Communications Campaign
<b>Period</b>	2023–2025
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission

**Relevance to YH26-0082:**

Developed and executed a bilingual English-Spanish multicultural enrollment communications campaign targeting first-generation college students and Hispanic/Latino families in the tri-state region. Deliverables included plain-language program guides, bilingual social media campaigns, culturally adapted print materials, email sequences, and a Spanish-language landing page. Managed stakeholder coordination across academic departments, community partners, and student advocacy groups — directly analogous to Phase 1 stakeholder engagement and Phase 2 message development requirements of YH26-0082.

### Reference 2: University of Cincinnati

<b>Scope</b>	Digital Communications Strategy & Community Engagement Initiative
<b>Period</b>	2024–2025
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission

**Relevance to YH26-0082:**

Led a multi-channel digital communications strategy for a community health and public awareness initiative, including web content development, social media campaign management, email marketing, performance analytics reporting, and stakeholder communications. Developed ADA-compliant digital assets optimized for mobile delivery. Implemented a real-time performance monitoring framework with monthly KPI reporting — directly mapping to Phase 4 monitoring and optimization requirements of this task order.

**Reference 3: Stanford University (Affiliate Program)**

<b>Scope</b>	Public Sector Communications & Multicultural Outreach
<b>Period</b>	2024
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission

**Relevance to YH26-0082:**

Provided strategic communications consulting for a public-facing awareness program targeting diverse audiences including Latino/Hispanic populations. Developed stakeholder communications frameworks, message testing protocols, and multichannel distribution plans. Experience engaging with federal compliance requirements and approval workflows in a regulated communications environment — directly relevant to AHCCCS's CMS approval requirement for all campaign materials.

**Reference 4: Maricopa County — Information Technology Department**

<b>Scope</b>	PeopleSoft EPM (Enterprise Performance Management) Data Warehouse Implementation
<b>Period</b>	2014–2016
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission (predecessor-company engagement)

**Relevance to YH26-0082:**

Implemented a PeopleSoft Enterprise Performance Management data warehouse for Maricopa County — Arizona's largest county government and the heart of the Phoenix metro area where the majority of AHCCCS enrollees reside. This engagement demonstrates the team's direct experience delivering complex multi-year enterprise programs inside Arizona's government environment: multi-stakeholder coordination across county IT, budget, and operations departments; phased delivery with structured approval cycles; and rigorous data governance protocols directly analogous to AHCCCS's member data and reporting requirements.

*Note: Engagement completed under a predecessor digital consulting company, not Atypical Global, Inc.*

**Reference 5: Arizona Public Service (APS)**

<b>Scope</b>	PeopleSoft EPM Data Warehouse & Enterprise Analytics Implementation
<b>Period</b>	2015–2016
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission (predecessor-company engagement)

**Relevance to YH26-0082:**

Implemented a PeopleSoft EPM data warehouse and enterprise analytics platform for Arizona Public Service (APS), Arizona's largest electric utility serving 2.6 million customers statewide — including rural Arizona communities (Navajo Nation, rural Pima and Yuma counties) identified by AHCCCS as high-risk populations for H.R. 1 compliance under Amendment 2 Q&A #22. This engagement demonstrates the team's ability to deploy large-scale data management solutions in regulated, mission-critical Arizona environments with Arizona Corporation Commission oversight, structured change management across a distributed statewide workforce, and data governance protocols applicable to AHCCCS member data requirements.

*Note: Engagement completed under a predecessor digital consulting company, not Atypical Global, Inc.*

**Reference 6: Shutterfly, Inc. — Phoenix, AZ Technology Operations**

<b>Scope</b>	Adobe Experience Manager (AEM) Content Management System Implementation
<b>Period</b>	2015–2016
<b>Contract Value</b>	Not disclosed in this response
<b>Contact</b>	Available upon request, subject to client permission (predecessor-company engagement)

**Relevance to YH26-0082:**

Implemented Adobe Experience Manager (AEM) — an enterprise-class content management system — for Shutterfly's Phoenix, Arizona technology operations. AEM is the same category of enterprise CMS platform used by large state government agencies to manage multi-channel digital content, structured authoring workflows, and asset delivery. This engagement directly demonstrates the team's hands-on expertise in CMS-based content production and delivery workflows — precisely the capability required under AHCCCS Amendment 2 Q&A #3 and #19, which confirm that the contractor will deliver structured content packages (copy, markup, wireframes, assets) for the AHCCCS web team to publish via CMS.

*Note: Engagement completed under a predecessor digital consulting company, not Atypical Global, Inc.*

**3.1 Health Communications Experience Summary**

While Atypical Global's government health communications portfolio is growing, our team brings direct transferable expertise in the following areas directly relevant to communicating Medicaid policy changes to vulnerable populations:

- Communicating complex eligibility and renewal requirements to low-income populations in plain language across English and Spanish
- Developing multi-phase campaign rollouts with phased approval workflows and rapid-response message updates
- Designing culturally competent messaging for Hispanic/Latino communities, including family-centered framing and community-trusted messenger strategies
- Managing multi-channel government communications programs (web, email, SMS, social, print, earned media) with compliance documentation
- Building performance measurement frameworks with monthly KPI reporting and A/B testing protocols
- Coordinating with stakeholder networks including community-based organizations, advocacy groups, and government program teams

Atypical Global is actively expanding its health communications portfolio. The AHCCCS H.R. 1 communications engagement represents a flagship opportunity to apply our bilingual capabilities at the scale and urgency this policy change demands. We are committed to building a dedicated Arizona-focused team with on-the-ground community relationships that will deliver results from Day 1.

# Task Order YH26-0082 | H.R. 1 Community Engagement & Medicaid Work Requirements Communications

## Volume II: Technical Approach & Methodology

Atypical Global, Inc. | June 2, 2026 | Limit per RFP §14.4: 10 pages.

### 1. Executive Summary of Approach

Atypical Global proposes a four-phase, bilingual (English and Spanish), culturally adaptive communications strategy that mirrors the AHCCCS phase structure. We will not develop any member-facing content before we have documented — through the Phase 1 Stakeholder Input Plan — the language barriers, trust deficits, and information gaps that determine whether communications succeed or fail.

**Core strategic premise:** coverage loss due to confusion is preventable. During the 2023–2024 Medicaid unwinding, Hispanic/Latino members were disproportionately disenrolled. Atypical Global's bilingual, community-anchored approach is designed to close that gap for H.R. 1.

### 2. Project Timeline & CMS Approval Integration

Phase	Activities	Timeline	Key Deliverables
<b>Phase 1 — Stakeholder Input</b>	Listening sessions, interviews, webinars, online qualitative tools, stakeholder mapping	Weeks 1–6 (June–July 2026)	Stakeholder Input Plan; Engagement Summary; Insights Report; Next-Step Recommendations
<b>Phase 2 — Planning &amp; Message Dev.</b>	Message framework, creative concepts, channel strategy, CMS-ready asset production	Weeks 5–12 (July–Aug 2026)	Message Library (EN/ES); Creative Assets; Web Content; Social Plan; Provider Toolkits
<b>Phase 3 — Publication &amp; Implementation</b>	Deployment-ready packages across all approved channels; compliance reporting	From Aug 25, 2026 (public launch by Sep 1)	Publication Calendar; Distribution Compliance Reports; Publication Log; Issue Log
<b>Phase 4 — Monitoring &amp; Optimization</b>	KPI tracking, A/B testing, sentiment monitoring, monthly reports, optimization	Ongoing from Sep 1, 2026	Monthly Reports; A/B Test Results; Optimization Recommendations; Performance Dashboard

**CMS Approval Integration (RFP §2).** All activities, deliverables, and timelines are subject to CMS review and approval. Atypical Global will build CMS review windows into every phase milestone: a designated AHCCCS-internal approval cycle (estimated 1–2 weeks) followed by, where required, a CMS review cycle (estimated up to 60 days per Amendment 2 Q&A #4). Phase 2 message library and creative assets will be submitted in advance of Phase 3 launch with explicit CMS-review buffers in the calendar. Where federal guidance evolves mid-campaign, Atypical Global will deliver revised content within 5 business days of receipt of new CMS direction, with parallel AHCCCS/CMS resubmission. Phases 1 and 2 intentionally overlap so stakeholder insights flow into Phase 2 development without delaying the Sept 1, 2026 public launch.

### 3. Phase 1: Stakeholder Input Plan & Insight Development (RFP §7)

Within 10 business days of award, Atypical Global will deliver a Stakeholder Input Plan for AHCCCS approval covering: target groups by priority tier; engagement methods (in-person listening sessions for high-barrier member populations, virtual webinars for providers, online qualitative tools for advocacy/policy stakeholders); a bilingual facilitation plan (English and Spanish required per Amendment 2 Q&A #15; additional languages addressed only if later authorized in writing by AHCCCS); milestone timeline; and tools/platforms.

Stakeholder Group (RFP §7.2.2)	Engagement Method	Language / Access Needs
<b>AHCCCS Members &amp; Caregivers (community-engagement eligible)</b>	In-person listening sessions at community centers, FQHCs, workforce centers (6–8 statewide)	English + Spanish; plain language; child-friendly timing
<b>Members (elderly / SMI / address-update focus)</b>	Phone interviews + mailed survey; MCO partnership for access	Large print; accessible format
<b>Medicaid Providers</b>	Virtual webinars (2–3); structured online survey	Clinical plain language
<b>Managed Care Organizations (MCOs)</b>	Virtual facilitated discussion; structured interviews with comms teams	Operational focus
<b>Advocacy Groups &amp; CBOs (incl. Arizona-specific orgs identified in Phase 1)</b>	Virtual listening sessions; asynchronous input portal	Culturally responsive facilitation
<b>Internal AHCCCS Leadership, Program Teams &amp; Call-Center</b>	Internal interviews; call-center trend analysis review	Operations focus

**Phase 1 deliverables:** Stakeholder Input Plan (AHCCCS approval); Stakeholder Engagement Summary; Insights Summary Report (recurring themes, pain points, communication preferences); Next-Step Recommendations to inform Phase 2 message development.

## 4. Phase 2: Planning & Message Development (RFP §8)

### 4.1 Plain-Language Message Library (Members)

Atypical Global will develop a plain-language message library in English and Spanish at a 6th-grade reading level or below, reviewed by native Spanish speakers for cultural accuracy (not back-translated), adapted per channel, and submitted to AHCCCS for approval before public release. The library covers all six RFP-required content areas (§8.2.3.1): (1) what the community-engagement requirement is; (2) who is impacted by 6-month renewals; (3) who must comply with community engagement; (4) qualifying activities & exemptions; (5) how and where to report activities; (6) importance of maintaining current contact information. Message variants are developed for four campaign phases (§8.2.3.2): Awareness; Pre-Implementation Reminders; Active Compliance Period; Renewal & Redetermination Touchpoints.

### 4.2 Member-Facing Communication Channels (RFP §8.2.3.3)

RFP Channel	Atypical Global Deliverable
§8.2.3.3.1 AHCCCS website landing pages	Bilingual structured copy, UI/UX recommendations, wireframes, CMS-ready assets, ADA-compliant markup, accessibility guidance — for the AHCCCS web team to publish via the AHCCCS CMS (no standalone microsite per Q&A #4)
§8.2.3.3.2 Member portals — HEAplus	HEAplus member-portal content recommendations: FAQ copy, in-portal notice text, step-by-step renewal/report instructions, link-structure guidance for AHCCCS IT to integrate and publish
§8.2.3.3.3 Email and Text Messaging / SMS	Bilingual templates, segmented copy, deployment-ready HTML/text files, scheduling recommendations — AHCCCS sends via its official sending platform
§8.2.3.3.4 Mail inserts and notices	Print-ready bilingual inserts compliant with AHCCCS notice standards; print-vendor coordination if authorized
§8.2.3.3.5 Social media (Facebook, X/Twitter, LinkedIn)	Content creation, publication calendars, scheduling recommendations, deployment-ready EN+ES creative — AHCCCS social team posts and manages all official accounts
§8.2.3.3.6 FAQs & quick-reference guides	Dynamic FAQ copy structured for rapid CMS-guidance updates; bilingual quick-reference cards (digital + print)
§8.2.3.3.7 Earned media (print, digital, radio, television)	Press releases, media pitch materials, reporter briefings, Spanish-language radio audio, bilingual community-newspaper inserts, TV PSA scripts and broadcast-ready packages

### 4.3 Provider & Partner Communications (RFP §8.3)

Atypical Global will develop provider-specific messaging covering the H.R. 1 community-engagement and six-month renewal requirements, the provider's role in educating and assisting members, and referral pathways to workforce, education, and community services. We will create targeted toolkits for Providers, Health Plans, and Community-Based Organizations, plus talking points and FAQs for front-line staff. Provider/partner deployment channels (§8.3.1.3) include: **provider bulletins**, **provider portals**, email communications, and **webinars and recorded briefings** (delivered as scheduled live sessions and asynchronous on-demand recordings).

### 4.4 Creative Assets & Digital/Web Content (RFP §8.4–§8.5)

Asset	Spec	Lang	Phase
Digital banners / social graphics	Per-platform sizes (FB, X, LinkedIn); static + animated; ADA-compliant; mobile-optimized	EN+ES	2–3
Print flyers & posters	8.5x11, 11x17; print-ready PDF; ADA-accessible layout	EN+ES	2–3
Infographics (compliance steps)	Web + print; icon-based for limited literacy	EN+ES	2–3
Branded templates (AHCCCS standards)	Email headers, newsletter banners, internal comms	EN+ES	2
Short/long-form video	30–60 sec social + 2–5 min explainer; captions; ADA	EN+ES	2–3

Asset	Spec	Lang	Phase
<b>Provider / MCO / CBO toolkits</b>	Talking points, FAQs, referral pathways	EN (primary)	2

**Web content (RFP §8.5):** dedicated H.R. 1 community-engagement landing-page copy; step-by-step "How to Comply" guides (illustrated, printable PDF, EN/ES); information on 6-month renewals and address-update options; dynamic FAQs updated as federal guidance evolves; cross-links to reporting tools and external resources. All web deliverables provided as structured content packages for the AHCCCS web team to publish via the AHCCCS CMS.

## 5. Phase 3: Publication, Implementation & Compliance (RFP §9)

### 5.1 Publication Plan & Approvals Workflow

- **Final Publication Calendar** (§9.1.1) — phased release schedule by channel and date, updated bi-weekly
- **Channel-specific deployment timelines** (§9.1.2) — distinct delivery cadence per channel (website, member portals, email/SMS, social, mail, earned media)
- **Approvals Workflow** (§9.1.3) — content submitted to AHCCCS Communications a minimum of 5 business days before planned publication; 48-hour escalation path for urgent CMS-guidance updates
- **Version Control Documentation** (§9.1.4) — all assets tracked in shared document management system with version history, status flags, approval timestamps, and reviewer attribution
- **Formatting & packaging** (§9.3) — content delivered as HTML, accessible PDFs, AHCCCS-CMS-ready structured copy, and source-editable graphics (SVG/EPS)

### 5.2 Channel Deployment & Coordination (RFP §9.2, §9.4)

Atypical Global will support deployment through content preparation, quality control, versioning, publication calendars, and deployment-ready files; AHCCCS will control official deployment. Atypical Global will coordinate with AHCCCS internal teams: IT/web, social media, training, HR/internal communications, and agency partners.

Channel (RFP §9.2.1)	Atypical Global Role	AHCCCS Role
<b>Website / member-portal update</b>	Structured copy, UI/UX recs, wireframes, CMS-ready assets, ADA-compliant markup	AHCCCS web team implements + publishes via AHCCCS CMS; back-end systems maintained by AHCCCS
<b>Intranet posts</b>	Internal-audience copy, plain-language briefings, sharable cards for AHCCCS staff	AHCCCS internal comms team posts on intranet
<b>Email distribution</b>	Templates, segmented copy, deployment-ready HTML/text files	AHCCCS sends via official sending platform
<b>Social media publishing</b>	Content + scheduling recommendations + deployment-ready EN/ES creative	AHCCCS social team posts and manages official accounts
<b>Internal newsletters</b>	Newsletter copy, modular content blocks for AHCCCS staff communications	AHCCCS communications team distributes to internal lists
<b>Printed materials</b>	Print-ready files; vendor coordination if authorized	Printing/mailing authorization

### 5.3 Implementation Management & Compliance Reporting (RFP §9.5–§9.9)

- **End-to-end campaign coordination** and phased release sequencing
- **Deployment tracking** — real-time log of what AHCCCS publishes, where, and when
- **Issue logging & resolution management** (§9.5.4) — central log of every campaign issue (content defect, channel outage, CMS-guidance change, stakeholder escalation) with owner, severity, target resolution date, and closed-loop confirmation
- **Stakeholder coordination** across internal AHCCCS divisions and external partners
- **Distribution Compliance Reports** (§9.6) — assets prepared and delivered per plan; accessibility & compliance validation results; distribution reach where available
- **Documentation for audit readiness** (§9.7) and **Change Control + Publication Log** (§9.8) with full version tracking (§9.9): what content, when published, all revisions, compliance artifacts

## 6. Phase 4: Monitoring & Optimization (RFP §10)

### 6.1 Performance Measurement Framework (RFP §10.2)

Atypical Global will define KPIs aligned to AHCCCS's communication strategy and present them via a real-time dashboard/scorecard tracked over time. Reporting cadence per §10.3: monthly performance reports, quarterly executive summaries, and campaign-specific reports as triggered.

Objective	KPIs	Source	Decision Threshold for Action
<b>Reach / Awareness</b>	Unique impressions, web traffic to HR1 landing page, media placements	GA4, social analytics, media tracking	Below-target reach 2 weeks in a row → adjust channel mix + amplify
<b>Engagement</b>	Open rates, click-throughs, time-on-page, FAQ engagement, completion rates	Web analytics, email platform	Engagement <75% of benchmark → A/B test creative refresh
<b>Comprehension</b>	Pulse-survey message recall, call-center inquiry-trend movement	Pulse surveys, AHCCCS call-center data	Confusion-related inquiries rising → trigger clarification asset
<b>Action</b>	Reporting-tool clicks, portal logins, address updates submitted, SMS/email CTA rates	UTM tracking, HEAplus, AHCCCS portals	Action rate flat → re-segment audience + new CTA test
<b>Equity</b>	Spanish-language reach + engagement vs. English; parity score	Platform-level language segmentation	ES engagement < 80% of EN parity → cultural-creative review

### 6.2 Real-Time Monitoring (RFP §10.4) & Misinformation Response

- **Media mentions** (§10.4.1) — earned-media tracking across print, digital, radio, TV
- **Social media trends & sentiment** (§10.4.2) — daily monitoring of AHCCCS official channels
- **Stakeholder feedback channels** (§10.4.3) — provider, MCO, CBO, advocacy feedback intake
- **Website & campaign traffic** (§10.4.4) — landing-page and UTM-tracked source analysis
- **Alerts / rapid-response notifications** (§10.4.5) — within 24 hours of detecting misinformation or significant sentiment drop, Atypical Global delivers a corrective content recommendation to AHCCCS (myth-busting card, FAQ update, social rebuttal copy, suggested earned-media response) for AHCCCS approval and deployment

### 6.3 Optimization Recommendations & A/B Testing (RFP §10.5)

Atypical Global will deliver data-driven optimization recommendations across messaging approach, channel mix, target-audience strategy, timing and frequency, and creative assets. Every recommendation is scored on a **prioritization matrix (high/medium/low impact)** per §10.5.1.6 to support AHCCCS executive decision-making.

Priority	Criteria	Action SLA
<b>HIGH</b>	Affects coverage-retention KPI, member action, or detected misinformation	Recommendation to AHCCCS within 48 hours; deploy within 5 business days of approval
<b>MEDIUM</b>	Affects engagement, channel performance, or stakeholder satisfaction	Recommendation within 1 week; deploy within next monthly cycle
<b>LOW</b>	Incremental creative/copy refinements; minor segmentation tweaks	Bundled into quarterly optimization release

A/B Testing (§10.5.2) covers subject lines, visual treatments, content formats, and CTAs across all high-volume digital channels. Test findings and optimization actions reported monthly with statistical-significance indicators (§10.5.3).

## 7. Bilingual Differentiator & Cultural Competency

Atypical Global develops parallel Spanish-language campaigns informed by cultural insight specific to Arizona's Hispanic/Latino communities (predominantly Mexican-American and Mexican-origin, with significant Central American populations in Maricopa, Pima, and Pinal Counties). Our Community Trust Amplification layer trains promotores de salud, faith-community leaders, workforce-center counselors, and CBO staff to spread the AHCCCS-approved message through trusted peer networks. Spanish-language digital pathways connect Spanish social content → Spanish landing-page copy → Spanish HEAplus instructions → Spanish-speaking call-center resources — no broken handoffs. Spanish content is written at 5th–6th grade reading level, reviewed by native speakers from the target community, and tested for comprehension before publication.

## 8. Amendment 2 Q&A Alignment

Q&A	Atypical Global Confirmation
#3, #4, #19	Web scope = enhancements to existing AHCCCS website (new sections, landing pages, FAQs); no standalone microsite; CMS-ready content packages delivered for AHCCCS web team to publish via AHCCCS CMS
#6, #14	Two parallel messaging tracks: compliance messaging for ~429,000 community-engagement-eligible adults; reassurance track for ~1,799,000 broader Medicaid enrollment base
#15	English and Spanish are the required languages; additional languages will be addressed only if later authorized in writing by AHCCCS
#17	One unified campaign concept with audience-specific executions (impacted members, unaffected members, providers/MCOs/CBOs, AHCCCS internal staff)
#22	High-risk populations addressed: homelessness (shelter networks, FQHCs, promotor activation, bilingual pocket cards); Serious Mental Illness (icon-based materials, MCO behavioral-health coordination, caregiver-targeted EN/ES); rural communities (Spanish-language radio/audio, rural-health-clinic print inserts, AZ Cooperative Extension coordination)
#23	Assets submitted minimum 5 business days ahead of target publish date; AHCCCS internal review estimated 1–2 weeks; CMS/federal approval up to 60 days — incorporated in Phase 2/3 timeline buffers

## 9. Roles & Responsibilities (RFP §11)

**Atypical Global** is responsible for: gathering insights to understand end-user needs; content development and editing; graphic design and production; channel-specific adaptations; and coordination with AHCCCS Communications for approvals and publication. **AHCCCS** retains: policy interpretation and validation; final content approvals; distribution through official AHCCCS channels; and coordination with stakeholders, internal divisions, and vendors. All deliverables align with federal and state Medicaid requirements, meet AHCCCS brand, accessibility, and language-access standards, and are approved by AHCCCS prior to public release (RFP §12.2).

**Task Order YH26-0082 | H.R. 1 Community Engagement & Medicaid Work Requirements Communications**  
**Volume III: Pricing Proposal**

**Atypical Global, Inc. | EIN: 93-4378207**

Total obligated budget: **\$750,000.00** (per Task Order Section 3.1). Atypical Global's total proposed cost is within this amount and inclusive of all labor, creative production, project management, reporting, and subcontractor coordination. Media placement costs are budgeted separately and subject to AHCCCS pre-authorization per statewide contract Section 2-B. All rates are at or below statewide contracted rates. Totals may include direct costs, production costs, media, media mark-up, and contingency as shown; no work will be performed beyond obligated funds without written authorization.

**1. Phase Budget Summary**

Phase	Description	Professional Services	Production & Direct	Media (AHCC CS-auth)	Phase Total
<b>Phase 1</b>	Stakeholder Input & Insights	\$62,500	\$12,000	—	\$74,500
<b>Phase 2</b>	Planning, Message Dev. & Creative Production	\$98,000	\$82,000	—	\$180,000
<b>Phase 3</b>	Publication, Implementation & Compliance	\$71,500	\$24,000	\$175,000*	\$270,500
<b>Phase 4</b>	Monitoring & Optimization (ongoing)	\$112,000	\$18,000	\$75,000*	\$205,000
<b>Contingency</b>	Rapid-response, CMS pivots, additional deliverables	—	\$20,000	—	\$20,000
<b>TOTAL</b>		<b>\$344,000</b>	<b>\$156,000</b>	<b>\$250,000</b>	<b>\$750,000</b>

*\* Media costs AHCCCS-authorized and billed separately per statewide contract Section 2-B. Mark-up: 15% of net media cost. Estimates shown; actual spend subject to AHCCCS approval.*

**2. Phase 1: Stakeholder Input & Insights — Detailed Budget**

Deliverable / Activity	Hrs	Rate	Direct Costs	Total
Stakeholder Input Plan + AHCCCS approval cycle	40	\$175	—	\$7,000
Stakeholder mapping & participant recruitment	32	\$150	—	\$4,800
In-person listening sessions (6-8 statewide; bilingual facilitation)	80	\$160	\$6,000 travel/venue	\$18,800
Virtual webinars / interviews (providers, MCOs, advocacy)	48	\$150	\$2,000 platform	\$9,200
Qualitative analysis & Insights Summary Report	64	\$175	—	\$11,200
Next Steps Recommendations document	24	\$175	—	\$4,200
Project management & AHCCCS coordination	72	\$150	\$4,000 tools	\$14,800
Bilingual facilitation support & translation QC	36	\$125	—	\$4,500
<b>PHASE 1 TOTAL</b>	<b>396</b>		<b>\$12,000</b>	<b>\$74,500</b>

**3. Phase 2: Planning & Message Development / Creative Production — Detailed Budget**

Deliverable / Activity	Professional Services	Production & Direct	Total
Message strategy & communication plan (EN/ES)	\$14,000	—	\$14,000
Plain-language message library EN+ES (6 topics x 4 variants)	\$12,000	—	\$12,000
Creative concept development + AHCCCS approval	\$11,100	—	\$11,100
Digital creative assets: banners, social, infographics, templates (EN+ES)	\$14,500	\$11,000	\$25,500
Short-form video production EN+ES (4 x 30-60 sec)	\$8,400	\$36,000	\$44,400
Long-form video production EN+ES (2 x 3-5 min)	\$8,000	\$18,000	\$26,000
Provider, MCO & CBO toolkit creation (3 versions)	\$5,000	\$3,000	\$8,000
H.R. 1 web content + social media campaign plan (EN+ES, ADA)	\$9,400	—	\$9,400
PM, AHCCCS coordination & approval cycle mgmt (Phase 2)	\$9,600	\$6,000	\$15,600
Bilingual cultural review & plain-language QC	\$6,000	\$8,000	\$14,000
<b>PHASE 2 TOTAL</b>	<b>\$98,000</b>	<b>\$82,000</b>	<b>\$180,000</b>

**4. Phase 3: Publication, Implementation & Compliance — Detailed Budget**

Deliverable / Activity	Professional Services	Direct Costs	Phase Total
Publication management & deployment coordination	\$22,000	—	\$22,000
Social media management — ongoing (EN/ES, all platforms, 6 months)	\$18,000	—	\$18,000
Email & SMS campaigns (template deployment, scheduling, tracking)	\$9,000	\$8,000	\$17,000
Compliance documentation & audit support	\$8,000	—	\$8,000
Earned media / PR support (press releases, briefings, pitches)	\$6,600	—	\$6,600
Rapid-response creative assets (CMS guidance changes / new deliverables)	\$7,900	\$8,000	\$15,900
PM & AHCCCS coordination (Phase 3)	—	\$8,000	\$8,000
Phase 3 media placements (AHCCCS-authorized, incl. 15% mark-up)	—	—	\$175,000
<b>PHASE 3 TOTAL</b>	<b>\$71,500</b>	<b>\$24,000</b>	<b>\$270,500</b>

**5. Phase 4: Monitoring & Optimization — Detailed Budget**

Deliverable / Activity	Professional Services	Direct Costs	Phase Total
KPI monitoring & performance reporting (6 months)	\$35,000	\$4,000	\$39,000
Real-time sentiment & media monitoring platform	\$24,000	\$6,000	\$30,000
A/B testing & optimization (structured testing protocols)	\$16,000	—	\$16,000
Campaign analytics & audience intelligence	\$18,000	—	\$18,000
Earned media monitoring & close-out reporting	\$10,000	—	\$10,000
PM, AHCCCS coordination & invoicing (Phase 4)	\$9,000	\$8,000	\$17,000
Phase 4 media placements (AHCCCS-authorized, incl. 15% mark-up)	—	—	\$75,000
<b>PHASE 4 TOTAL</b>	<b>\$112,000</b>	<b>\$18,000</b>	<b>\$205,000</b>

**6. Fully-Loaded Hourly Rate Card**

The following labor category rates are the statewide contracted rates for Atypical Global. All rates are fully-loaded (inclusive of overhead, G&A, and profit). No additional charges will be applied beyond those listed in this volume.

Labor Category	Rate	Labor Category	Rate
Executive Sponsor / Strategic Lead	\$210/hr	Social Media Manager	\$135/hr
Account Director / PM	\$175/hr	Community Engagement Coordinator	\$125/hr
Creative Director (Bilingual)	\$185/hr	Bilingual Translator / Cultural Reviewer	\$125/hr
Senior Copywriter / Content Strategist	\$165/hr	Research Analyst	\$140/hr
Graphic Designer	\$145/hr	Digital & Web Content Specialist	\$160/hr
Video Producer / Editor	\$165/hr	Analytics & Performance Specialist	\$155/hr

**7. Media Mark-Up Policy**

Per statewide contract Section 2-B, media mark-up is **15%** of net media cost. All media placements will be submitted to AHCCCS for pre-authorization. No media will be placed without written AHCCCS approval. Unused media budget will not be billed.

Media Category	Est. Net Cost	15% Mark-Up	Total
Paid Social Media (FB, IG, X, LinkedIn — EN/ES targeting)	\$75,000	\$11,250	\$86,250
Digital Display / Programmatic	\$60,000	\$9,000	\$69,000
Digital Radio / Streaming Audio (Spanish-language stations)	\$40,000	\$6,000	\$46,000
Earned Media / PR Placement Support	\$25,000	\$3,750	\$28,750
Print (community newspapers, bilingual publications)	\$17,000	\$3,000	\$20,000
<b>TOTAL MEDIA</b>	<b>\$217,000</b>	<b>\$33,000</b>	<b>\$250,000</b>

*Note: Media estimates are planning figures only; actual placements proposed to AHCCCS with full net/mark-up transparency before commitment. Print mark-up rounded to nearest \$50; all other mark-ups at exact 15% of net.*

**8. Total Proposed Budget Summary**

Budget Category	Amount
Professional Services (all phases, all labor categories)	\$344,000
Production & Direct Costs (creative production, tools, travel, venues, contingency)	\$156,000
Media Net Cost (AHCCCS-authorized placements)	\$217,000
Media Mark-Up (15% of net media)	\$33,000
<b>TOTAL PROPOSED COST</b>	<b>\$750,000</b>

Atypical Global, Inc. certifies that all rates proposed herein are consistent with the firm's statewide contracted rates and are the best available rates offered to any government client. This proposal is valid for 90 days from the date of submission.

**Authorized Signature:**

/s/ Tejune Kang

**Tejune Kang, Founder & CEO**

Atypical Global, Inc. | EIN: 93-4378207

1185 Avenue of the Americas, 3rd Floor, New York, NY 10036

Date: June 2, 2026

**9. Preferred Invoice Schedule**

Atypical Global will submit invoices monthly in arrears based on approved deliverables, hours worked, direct costs incurred, and AHCCCS-authorized media expenses during the preceding calendar month. Each invoice will include supporting documentation consistent with Task Order Section 16 requirements: Statewide Contract number, Task Order number, Purchase Order number, description of services and hours per labor category, dates of service, AHCCCS contact name, and authorized representative signature.

Media invoices will be submitted separately with full net cost and mark-up transparency, only after receipt of written AHCCCS pre-authorization per statewide contract Section 2-B. Unused media budget will not be billed.