

**FERVOR**

# AHCCCS

**REQUEST FOR PROPOSAL –  
COMMUNITY ENGAGEMENT & MEDICAID WORK REQUIREMENTS COMMUNICATIONS**

06.02.2026 | YH26-0082

## 14.1 – COVER LETTER – INTRODUCTION

Fervor Creative, Inc. is pleased to submit our response to Task Order YH26-0082 for H.R. 1 Community Engagement & Medicaid Work Requirements Communications.

Based in Old Town Scottsdale, Arizona, Fervor Creative is a branding, marketing, and advertising firm with more than 25 years of experience supporting public-sector organizations, healthcare systems, and community-focused initiatives across Arizona. We believe effective communication should do more than inform – it should connect with people and move them to action. Through strategic messaging, thoughtful design, and creative storytelling, we develop communications that are clear, engaging, and memorable.

Fervor Creative was founded on the principle of trust. Everybody talks about service, but we've built our entire studio around it. Our team understands the coordination, responsiveness, and clarity required for large-scale public communication efforts involving diverse audiences and evolving information. We bring a collaborative, hands-on approach focused on helping organizations communicate in ways that people understand and respond to.

We appreciate the opportunity to support AHCCCS in this important initiative and look forward to the potential to partner on communication efforts that help members understand requirements, take action, and maintain coverage.

The primary contact for this response (AHCCCS TO# YH26-0082) is:



Jami Pomponi Alire  
Co-Founder, Partner & Creative Director  
Office 480.970.1400 | Cell 480.203.1042  
[jami@fervorcreative.com](mailto:jami@fervorcreative.com)

### CONTACT INFORMATION

Fervor Creative, Inc.  
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Scottsdale, AZ 85251  
480.970.1400  
[fervorcreative.com](http://fervorcreative.com)

#### Primary RFP Contact

Jami Pomponi Alire  
Co-Founder, Creative Director  
480.970.1400  
[jami@fervorcreative.com](mailto:jami@fervorcreative.com)

FERVOR

Fervor Creative has been  
a leading, full-service agency  
in AZ for over 25 years



**HOW WE'RE DIFFERENT**

Everyone talks  
“relationships,” we live it.  
Ask our 25+ year clients.

A modern office interior with a high ceiling, exposed wooden beams, and large windows. In the background, several people are working at desks with computers. In the foreground, there is a grey sofa with a patterned pillow and a brown leather armchair. The floor is made of light-colored wood.

**HOW WE'RE DIFFERENT**

No middle-men means  
a seamless process and  
more targeted solutions.



**HOW WE'RE DIFFERENT**

We have extensive  
experience in Medicaid and  
healthcare marketing.

## 14.1 – COVER LETTER – INTRODUCTION

### **AT OUR CORE WE ARE A BRANDING AGENCY**

All design is driven by strategy consistently providing great service and quality work. Our solutions are thoughtful and memorable.

### **YOU WORK DIRECTLY WITH THE CREATIVE TEAM**

No unnecessary layers means clearer communication, faster decision-making, and a seamless process from strategy through execution – an approach our clients consistently value and one that has helped build our long-term partnerships.

### **EXCEEDING EXPECTATIONS**

Over 95% of new business gives us repeat business

### **NEARLY 100% OF OUR CLIENTS ARE REFERRALS**

Nearly all of our work is due to word of mouth. That means we focus less on chasing missed opportunities and more on the great clients we have.

### **90% OF YOUR DOLLAR GOES TO CREATIVE**

Thanks to our unique company structure, we have significantly less administrative overhead. That means a lot more of your dollar goes towards the solution.

### **BUILDING CLIENT RELATIONSHIPS IS AT OUR CORE**

Everyone talks “relationships,” we live it. Ask our 25+ year clients.

### **25-YEAR HISTORY MANAGING BRANDS**

We’ve been charged with managing brands for over 25 years. We have the expertise and the intuition to know how to balance consistency and exploration.

### **WE DELIVER ON TIME AND ON BUDGET**

We don’t nickel-dime. We do what we say we’re going to do. We do it when we say we’re going to do it. Why should it be any different?

### **EXTENSIVE EXPERIENCE**

We bring extensive experience partnering with Medicaid and healthcare organizations, leading large-scale campaign initiatives, and collaborating with state agencies and nonprofit organizations to achieve impactful results.



## 14.2 PRICING PROPOSAL

We work efficiently.  
Most of your dollar goes to  
creative and placement.  
Not project management.

## 14.1 – COVER LETTER – INTRODUCTION

Below is a general recap of the estimate at a high level. A detailed .pdf can be found attached to the email as well as in the Google folder [here](#).

### Phase I

Develop a Stakeholder Input Plan/Identify and Engage Stakeholder Groups/Research Focus Groups	\$34,700
Collect Qualitative Input	\$7,980
Coordination / Reporting / Meetings	\$7,980

### Phase II

Creative & Visual Assets	\$115,264
Digital and Web Content Strategy	\$39,200
Social Media Campaign Plan	\$9,940
Message Testing and Iteration	\$7,980
Translations	\$50,000

### Phase III

Publication/Media Plan and Schedule	\$5,040
Content Publication and Distribution Management	\$46,620
Media Placement	\$394,975
Content Formatting, Packaging & Distribution Toolkit	\$13,860

### Phase IV

Monitoring and Optimization	\$7,980
Project Management, Materials & Expenses	\$7,980

<b>TOTAL</b>	<b>\$749,499</b>
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## GENERAL PRICING

This proposal is based on a six month campaign run. These are suggestions and based on current information. Additional suggestions will be made after initial conversations and research.

Our studio works efficiently and intelligently to utilize the state budget in the most effective way possible.

A modern office interior with a white text box overlay. The background shows a wooden floor, a white chair, a dark blue cylindrical table, and a large window with greenery outside. A black TV is mounted on the wall.

### 14.3 EXPERIENCE & CAPACITY

We've built our business on trust:  
large enough to be  
full-service, small enough to care.

### 14.3.1 – EXPERIENCE & CAPACITY + KEY PERSONNEL

Fervor Creative has extensive experience supporting campaigns that require behavior change, public awareness, and coordination across multiple stakeholders – key components of the AHCCCS initiative. Our projects often involve communicating complex or evolving information to broad audiences, where clarity, consistency, and audience understanding are critical.

We have led statewide initiatives, public-sector campaigns, and community-based efforts across healthcare, workforce programs, environmental initiatives, economic development, and public education – where messaging must drive understanding and action. Representative examples can be found in the portfolio section and include:

**AHCCCS | Complete Care Explainer Videos** – Healthcare communication initiative focused on simplifying complex coverage information into clear, easy-to-understand video content.

**Arizona Office of Economic Opportunity | ReadyTechGoAZ** – Statewide workforce initiative aligning multiple colleges under a unified campaign and messaging system.

**Republic Services | Recycling Simplified (“Simple as 1, 2, 3”)** – National behavior-change campaign simplifying recycling through clear, repeatable messaging.

**Arizona Game and Fish Department | Don’t Move a Mussel** – Public awareness campaign focused on environmental behavior change through simple, direct communication.

**Read On Arizona | Literacy is the Key** – Statewide public awareness campaign focused on improving early childhood literacy through community engagement, educational outreach, and accessible tools.

**Eyes On Learning | Children Don’t Know What They Can’t See** – Public education initiative designed to increase awareness and understanding around children’s vision health and its impact on learning.

Our role is consistent: simplify complex information, maintain alignment across stakeholders, and develop campaigns that are memorable and effective.

### CAPABILITIES

#### BRANDING & CAMPAIGN DEVELOPMENT

- Campaign Creative & Messaging
- Branding & Identity Systems
- Media Planning & Buying
- Social Media Campaigns
- Copywriting & Content Development
- Infographics & Communication Assets
- Brand Audits & Competitive Analysis
- Brochures & Marketing Collateral
- Environmental Graphics & Signage
- Packaging & Point-of-Sale Design

#### PUBLIC RELATIONS & OUTREACH

- Media Relations & Press Releases
- Community Outreach & Partnerships
- Public Awareness Campaigns
- Story Development & Messaging
- Stakeholder & Community Engagement
- Nonprofit & Event Promotion
- Integrated PR & Brand Alignment
- Multicultural Communications & Transcreation

#### INTERACTIVE & DIGITAL

- Website & Microsite Design & Development
- Content Strategy & User Experience
- Digital Campaign Development
- SEO Best Practices
- Website Management & Analytics
- Reporting & Analytics

#### VIDEO, PHOTOGRAPHY & ANIMATION

- Campaign & Explainer Videos
- Motion Graphics & Animation
- Corporate Storytelling
- Testimonial & Social Content
- Photography & Portraiture
- Editing & Post-Production

## 14.3 – EXPERIENCE & CAPACITY + KEY PERSONNEL

What makes Fervor Creative different isn't just the work – it's how we work. We believe there's a better way to manage creative services and build lasting relationships. At Fervor, clients work directly with senior creatives from start to finish, ensuring efficiency, accountability, and quality at every stage.

Fervor Creative is intentionally structured to keep strategy, creative development, and execution closely connected. Our team includes creative directors, strategists, designers, developers, photographers, videographers, animators, and production specialists working together as an integrated team. With a core staff of 12 and the ability to expand resources as needed, we can scale efficiently while maintaining consistent leadership and quality throughout the project.

Our streamlined approach removes unnecessary layers between the client and creative team, allowing communication to remain clear and decisions to move efficiently. For more than 25 years, this model has helped us deliver work that stays aligned from initial strategy through final implementation. Supporting the creative team is a dedicated account manager responsible for schedules, deliverables, meetings, budgets, reporting, and day-to-day coordination, ensuring projects remain organized while creative leadership stays focused on the work itself.

Fervor also partners with long-standing specialists in media planning and placement, public relations, and multicultural communications. These partners operate as a seamless extension of our team, allowing AHCCCS to benefit from specialized expertise while maintaining a single point of accountability, creative direction, and project oversight. The following pages provide additional detail on the key personnel and specialized partners who will support the AHCCCS initiative.

## AHCCCS LEAD CONTACTS

### CREATIVE LEADERSHIP

Jami Pomponi Alire

- Creative director and project lead
- Will be a part of bi-weekly meetings and presentations
- Strategy, messaging, and overall creative direction

Don Newlen

- Visual storytelling, photography, and video

### DESIGN & EXECUTION

Matt Agro

- Day-to-day client contact
- Campaign development, design leadership, client coordination

Keith Jernigan

- Campaign execution, digital and print asset delivery

### ACCOUNT MANAGEMENT & COORDINATION

Theresa Koscuisko Lamb

- Manages timelines, budgets, and communication
- Ensures alignment across all stakeholders

### SPECIALIZED SUPPORT

Media Planning & Buying – Polestar Media &

Right Choice Digital

Public Relations – Evolve PR

Multicultural Communications – Topete/Stonefield

## 14.3 – EXPERIENCE & CAPACITY + KEY PERSONNEL



**Jami Alire**  
Principal



**Don Newlen**  
Principal

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### DESIGN

**Matt Agro**  
Director, Design

**Keith Jernigan**  
Art Director

**Maria Mordvintseva-Keeler**  
Senior Designer

**Coral Avery**  
Senior Designer

**Maddy Belskus**  
Designer

### VIDEO

**Paul Borge**  
Director

**Luke Whitehead**  
Senior Editor

**Kevin Wang**  
Editor

### DEVELOPMENT

**Rob Myrick**  
Senior Web Developer

### ADMINISTRATION

**Theresa Lamb**  
Project Manager

**Kathi Neal**  
Accounting

## PARTNERS | SUBCONTRACTORS

**John Pearson**  
Senior Web Developer

**Joe di Stefano**  
Senior Web Developer

**Shannon Tippett**  
Designer

**Dustin Farrel**  
Videographer

**Robert Lohr**  
Media Planning

**Lisa Long**  
Media Planning

**Liz Topete-Stonefield**  
Translations

**Stephanie Conner**  
Copywriter

## 14.3.2 – KEY PERSONNEL



Jami Pomponi Alire

Co-Founder, Partner & Creative Director

Jami Pomponi Alire is Co-Founder, Partner, and Creative Director of Fervor Creative, where she provides strategic and creative leadership across branding, marketing, and public communication initiatives. She will serve as one of the lead creative directors for the AHCCCS campaign, working closely with the client on overarching strategy, messaging, and campaign direction alongside the design team.

Jami is an award-winning designer and creative director with more than 35 years of experience in branding, marketing, and communications across public-sector agencies, healthcare organizations, higher education, nonprofit organizations, and large-scale service providers. Her work is centered on balancing creative solutions and clear communication.

She brings a unique combination of healthcare communication experience, Medicaid-related project experience, and integrated campaign leadership to the AHCCCS initiative. Jami previously worked directly with AHCCCS on Complete Care explainer videos focused on simplifying healthcare information into accessible, easy-to-understand communication. This experience, combined with her broader healthcare and public awareness campaign background, provides a strong foundation for leading communication efforts related to Medicaid work requirements and community engagement.

Her role is both strategic and hands-on. She leads overall creative direction, guides messaging development, ensures consistency across all deliverables, and remains actively involved throughout each phase of a project. She works closely with clients and internal teams to maintain alignment, support decision-making, and deliver thoughtful, well-executed work.

In addition to her professional experience, Jami is currently on the Live & Learn board and has served on fundraising committees for Child Crisis Arizona and Homeward Bound, reflecting her ongoing commitment to community-based organizations and public impact initiatives.

## SELECTED EXPERIENCE

- Aetna
- Arizona Office of Economic Opportunity
- Arizona Department of Education
- ASU Online
- Adelante Healthcare
- Mariposa Community Health Center
- Virginia G. Piper Charitable Trust
- Read on Arizona
- Eyes on Learning
- AHCCCS
- Western Alliance Bank
- Wildflower
- Westminster Village
- Children's Action Alliance

## 14.3.2 – KEY PERSONNEL



### Don Newlen

Co-Founder, Partner & Creative Director

Don Newlen is Co-Founder, Partner, and Creative Director at Fervor Creative, where he leads visual storytelling across photography, videography, and integrated campaign development. He will serve as a lead creative director for the AHCCCS campaign, guiding the development of visual content and ensuring all creative work aligns with the overall communication strategy and campaign objectives.

Don brings more than 30 years of experience working with Fortune 500 companies, healthcare organizations, higher education institutions, and public-sector clients. He is an award-winning designer and creative director, as well as an Emmy award-winning video director and editor. His expertise is centered on translating complex ideas into compelling visual communication that connects with audiences in a clear and meaningful way.

His role is both strategic and hands-on. Don leads photography and video development from concept through final production, ensuring that visual assets are intentional, cohesive, and aligned with the overall campaign messaging from the start. His direct involvement throughout the creative process helps maintain consistency across all communication channels while streamlining collaboration between strategy, production, and execution.

His experience includes healthcare communication, public awareness campaigns, and large-scale initiatives requiring coordination across multiple audiences, stakeholders, and platforms.

### SELECTED EXPERIENCE

- Arizona State University
- ASU - School of Technology for Public Health
- Meta
- Mayo Clinic
- Centers for the Future of Arizona
- City of Scottsdale
- Greater Phoenix Economic Council
- Blue Heron
- Republic Services
- Dogtopia

## 14.3.2 – KEY PERSONNEL



**Matt Agro**

Design Director

Matt Agro is Design Director at Fervor Creative, where he leads campaign development and execution across print, digital, and integrated marketing initiatives. Having been with Fervor Creative for more than 20 years, Matt brings deep institutional knowledge, long-standing client relationships, and extensive experience managing complex creative initiatives from strategy through implementation. For the AHCCCS initiative, Matt will serve as the day-to-day creative lead and primary client contact, overseeing project coordination, campaign development, design execution, and ongoing communication between the client and creative team.

Matt is an award-winning designer with more than 25 years of experience leading multidisciplinary teams of writers, designers, developers, and photographers. His background includes brand development, campaign strategy, and project management, allowing him to guide work from concept through final delivery while maintaining consistency across all communication channels.

His approach is both strategic and detail-oriented. Matt works closely with clients to understand objectives, align messaging and creative direction, and ensure projects remain organized, responsive, and on track throughout the process. He plays a key role in maintaining continuity between strategy and execution, helping projects move efficiently while ensuring that timelines, deliverables, and stakeholder feedback are managed effectively.

Matt has led a wide range of projects across healthcare, education, nonprofit, and public-sector organizations, many of which require coordination across multiple stakeholders, evolving communication needs, and integrated campaign platforms.

### SELECTED EXPERIENCE

- Arizona Department of Education
- Arizona State University
- ASU - School of Technology for Public Health
- ASU - President's Office
- Read On Arizona
- Eyes on Learning
- Greater Phoenix Economic Council
- Adelante Healthcare
- Mariposa Community Health Center
- Mesa Office of Economic Opportunity
- Maricopa Community Colleges
- Greater Phoenix Economic Council
- City of Mesa
- Yuma Economic Council

## 14.3.2 – KEY PERSONNEL



**Theresa Kosciusko Lamb**

Office & Project Manager, Client Services

Theresa Kosciusko Lamb serves as Office Manager and Client Services lead at Fervor Creative, supporting project coordination, scheduling, and internal team alignment. With more than 15 years at Fervor, she oversees timelines, deliverables, meetings, reporting, and project workflow to help ensure communication remains organized and projects stay on schedule. Theresa also plays an important role in quality assurance, reviewing deliverables for accuracy, consistency, and completeness while helping maintain alignment between internal teams and client stakeholders throughout the engagement.



**Keith Jernigan**

Art Director

Keith Jernigan is an Art Director at Fervor Creative with more than 15 years of experience developing integrated campaigns across healthcare, higher education, nonprofit, and public-sector organizations. For the AHCCCS initiative, Keith will work closely with Jami and Matt to develop campaign creative across print, digital, and social platforms, with a strong focus on digital advertising and media assets. His expertise includes campaign systems, web and social design, and managing complex production requirements to ensure creative remains cohesive, accurate, and optimized across all channels.

### SELECTED EXPERIENCE

- Arizona Office of Economic Development
- Centers for the future of Arizona
- Meta
- Maricopa Community Colleges
- Mesa Community College
- Chandler-Gilbert Community College
- Western Alliance Bank



**Paul Bjorge**

Videography Director

Paul Bjorge leads video production and animation services at Fervor Creative, overseeing projects from concept through final delivery. With more than 15 years of experience in videography, production, motion graphics, and cinematic storytelling, Paul specializes in translating complex information into clear, engaging visual communication. For the AHCCCS initiative, he will lead the development of video, animation, and explainer content working closely with the creative and editing teams to ensure all assets align with the broader campaign strategy, messaging, and audience experience.

### SELECTED EXPERIENCE

- Arizona State University
- ASU - School of Technology for Public Health
- Republic Services
- Mayo Clinic
- Chandler-Gilbert Community College
- Helios Education Foundation
- Maricopa Community Colleges
- Western Alliance Bank

## 14.3.2 – KEY PERSONNEL



**Maria Keeler**

Senior Designer

Maria Keeler is an amazing illustrator and designer. She brings her illustration talent to customize projects including hand lettering and patterns to full illustrations. Her focus is primarily on brand, digital and environmental graphics.

### SELECTED EXPERIENCE

- Wildflower
- Aetna
- Mesa Office of Economic Development
- Republic Services
- Arizona State University
- Ross Dress for Less



**Coral Avery**

Senior Designer

Coral Avery has experience in print, environmental and digital creative. She is lead on social campaigns and digital ad file creation. Her design expertise is utilized for both new and existing brands within the studio with a focus on being creative within a client's brand standards.

### SELECTED EXPERIENCE

- Arizona State University
- Wildflower
- Meta
- Republic Services
- Virginia G. Piper Charitable Trust
- Helios Education Foundation



**Maddy Belskus**

Design Support & Production

Maddy Belskus is extremely organized with great attention to the details. She works closely with the team on creative implementation and collateral creative. She is responsible for working with many large national brands and bringing brand consistency to a wide range of projects. She's also part of the QA team, helping to maintain high standards of developed products.

### SELECTED EXPERIENCE

- Aetna
- Arizona State University
- Ross Dress for Less
- Wildflower
- Republic Services
- Virginia G. Piper Charitable Trust
- Wood Partners

## 14.3.2 – KEY PERSONNEL – SUBCONTRACTORS

### Lisa M. Long

Polestar Media AZ, LLC

Lisa Long leads media strategy and placement for Polestar Media AZ, bringing more than 30 years of experience in marketing, advertising, media planning, and buying across both public- and private-sector campaigns. Polestar supports Fervor Creative with media strategy, placement, optimization, and reporting across digital and traditional channels including radio, television, outdoor, OTT/connected TV, SEM, and retargeting. Their integrated approach and long-standing media relationships help ensure campaigns are strategically targeted, efficiently executed, and optimized for audience reach and performance.

### Robert Lohr

Right Choice Digital

A strategic media planner and buyer with expertise across traditional, digital, and non-traditional channels.

Experienced in managing and optimizing campaigns with a hands-on approach, ensuring performance is continuously monitored and refined multiple times daily for maximum efficiency and impact.

Skilled in leveraging a wide range of platforms, including Facebook/Instagram, LinkedIn, The Trade Desk (Display, Video, OTT, and Digital OOH), as well as Spotify, Pandora, and SiriusXM for streaming audio. Proficient in Google Ads Manager for paid search and YouTube campaigns.

Data-driven and results-focused, with experience utilizing NinjaCat for comprehensive reporting. Able to build customized client dashboards that integrate API-fed data across platforms, delivering clear, real-time insights into campaign performance.

### Jennifer Kaplan & Liz Renninger

Evolve PR & Marketing

As a partner to Fervor Creative, Evolve provides public relations strategy, media outreach, press coordination, and community engagement support. Their team maintains strong relationships across print, television, radio, digital media, social platforms, and influencers statewide, helping ensure communication is coordinated, timely, and aligned with broader campaign messaging and public awareness efforts.

Evolve PR & Marketing is Arizona's largest agency focused exclusively on public relations and influencer relations, bringing more than 100 years of combined experience in media strategy, public outreach, and community engagement. Established in 2010, Evolve supports clients across healthcare, nonprofit, hospitality, commercial real estate, sports, entertainment, and public-facing organizations throughout Arizona.

### Liz Topete-Stonefield

Topete/Stonefield Inc.

Topete/Stonefield provides comprehensive Spanish-language services, including translation, transcreation, and live interpretation. All translations are completed by fully bilingual professionals and carefully proofed by experienced editors to ensure accuracy in language, tone, and intent – never relying on automated tools.

Recognizing that direct translation is not always enough, the team also specializes in transcreation, adapting messaging to account for cultural nuances and ensure it resonates authentically with target audiences. In addition, bilingual professionals are available to provide live interpretation for meetings, events, and community outreach efforts, ensuring clear and inclusive communication.

Liz is widely regarded as an expert in Hispanic culture and is a sought-after speaker. She is also deeply committed to community involvement, having served with 24 nonprofit organizations, and was honored as Ad Person of the Year by Ad 2 Phoenix in recognition of her contributions.

A photograph of a modern building at dusk. The building has large glass windows and a dark facade. A tree is visible in the foreground on the right. The sky is a deep blue. The overall scene is lit with warm, ambient light from the building's interior and exterior lighting.

#### 14.4 METHODOLOGY & APPROACH

What makes Fervor Creative  
different isn't just the work –  
it's how we work.

## 14.4 – METHODOLOGY & APPROACH

The best ideas come from understanding the problem before trying to solve it. Over the past 25 years, Fervor has led branding, outreach, education, and public awareness initiatives that required balancing the needs of multiple audiences, stakeholder groups, and organizational priorities. Whether working with executive leadership, community partners, subject matter experts, or end users, our process begins by asking the right questions, listening carefully, and developing a clear understanding of the people we need to reach before recommendations are made or creative solutions are developed.

For AHCCCS, that means building a strong foundation through stakeholder engagement, audience research, communication planning, and message development. Members, caregivers, providers, health plans, advocacy organizations, and community partners all interact with information differently. Understanding those differences – and the barriers, motivations, and questions that influence behavior – is critical to developing communication that people understand and act upon.

The methodology outlined in the following pages is designed to create that foundation first. Each phase builds upon the one before it, ensuring that strategy informs messaging, messaging informs creative development, and every communication tool works together as part of a coordinated campaign. The result is a structured yet flexible process that supports informed decision-making, stakeholder alignment, and effective communication throughout the life of the initiative.

### WHAT GUIDES OUR PROCESS

#### AUDIENCE FIRST

Understanding audience needs, motivations, and barriers before developing solutions.

#### RESEARCH-DRIVEN

Using stakeholder input, audience insights, and data to inform decision-making.

#### INTEGRATED THINKING

Connecting strategy, messaging, creative, media, and outreach into a unified campaign.

#### BUILT FOR FLEXIBILITY

Designed to adapt as requirements, priorities, and communication needs evolve.

#### FOCUSED ON ACTION

Creating communication that helps people understand what is required and what to do next.

#### COLLABORATIVE BY DESIGN

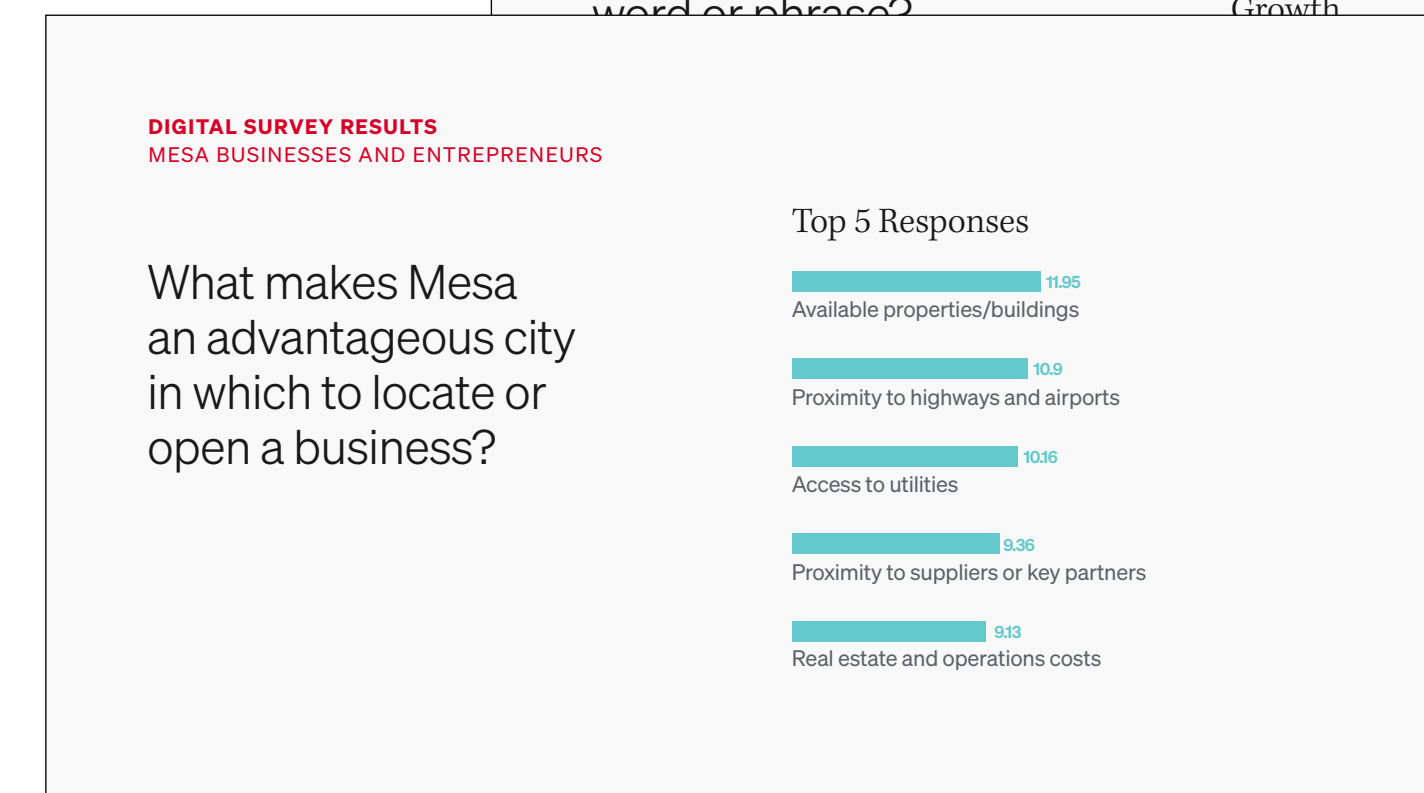
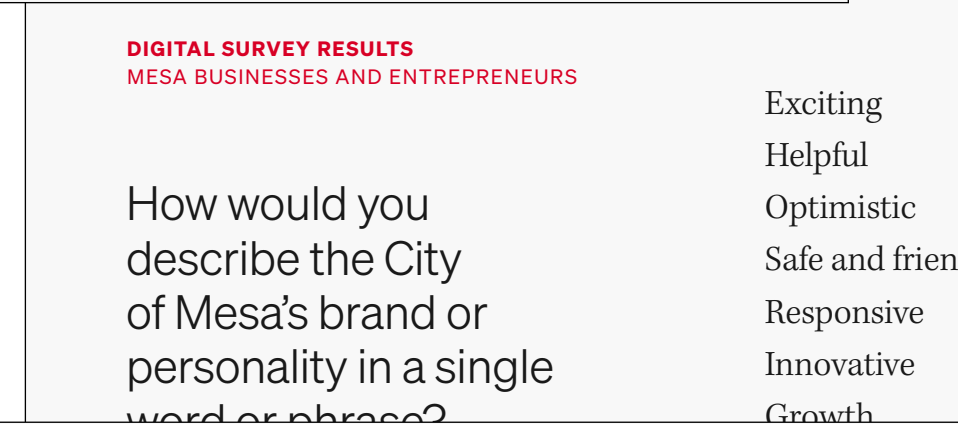
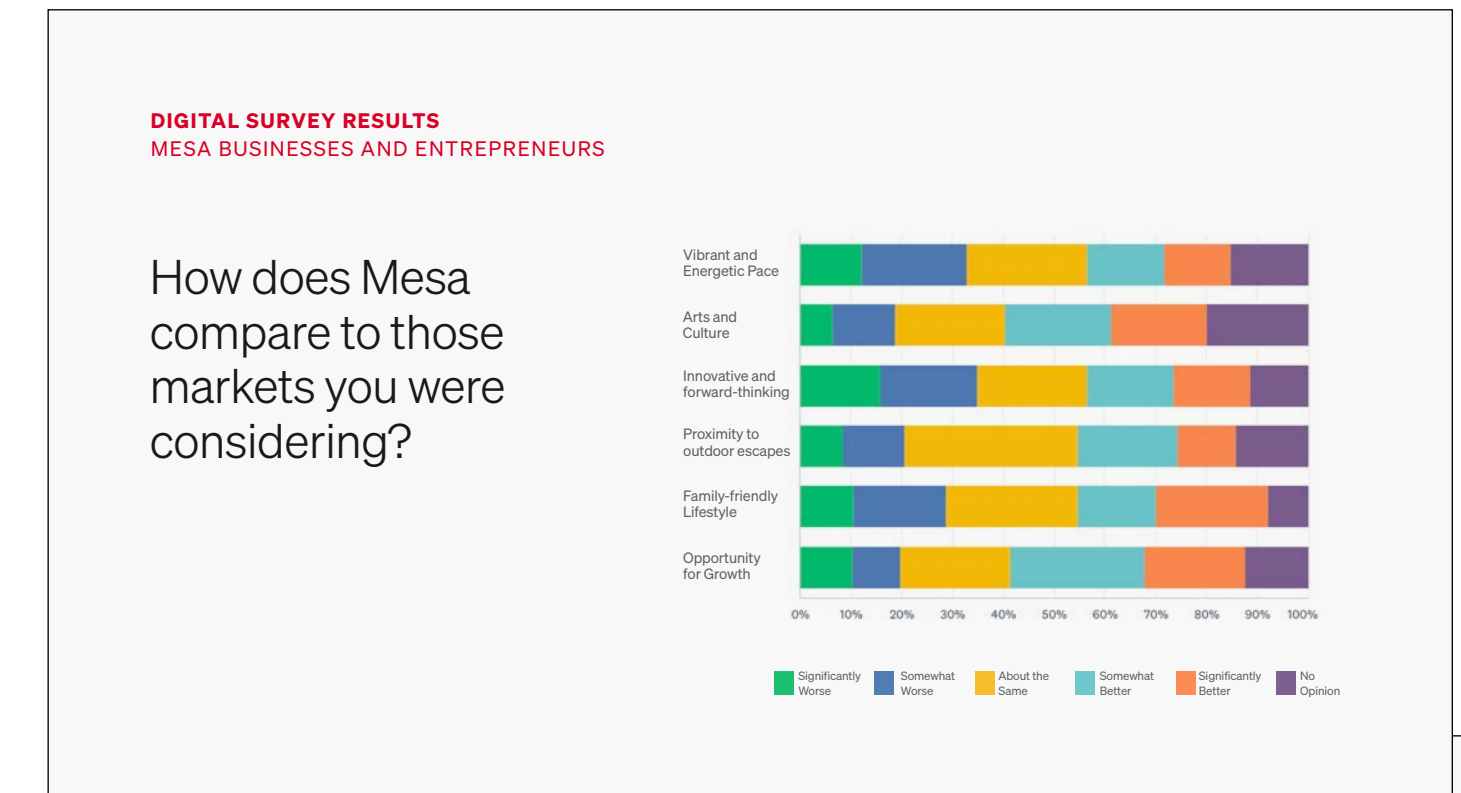
Working closely with AHCCCS, stakeholders, and partners throughout the process.

# Discovery & Stakeholder Alignment

Listen. The first step in the process is establishing a clear understanding of project goals, audiences, communication challenges, and measures of success. We begin by reviewing existing AHCCCS materials and analytics (where applicable), gathering stakeholder input and conducting in-depth research to inform all decision making going forward. Fervor will facilitate open-ended input opportunities (e.g., interviews, listening sessions, webinars, facilitated discussions, online surveys) designed to obtain stakeholder perspectives on needs, challenges, desired improvements, and communication preferences. Our goal is not simply to collect feedback, but to identify the motivations, concerns, misconceptions, and communication barriers that will influence campaign effectiveness. This discovery phase is critical to ensure all solutions are aligned with organizational objectives from the beginning. The findings become the foundation for messaging, creative direction, channel selection, and audience-specific outreach.

This phase typically includes:

- Stakeholder meetings and discovery sessions – this will include in-person and/or virtual meetings, online surveys, and 2-3 small group facilitated discussions (online or in person TBD)
- Stakeholders include: AHCCCS members and caregivers, Providers, Managed Care Organizations (MCOs), Advocacy groups, Internal AHCCCS leadership and program teams (stakeholder lists provided by AHCCCS)
- Define goals & objectives as established with key stakeholders
- Review existing communication materials (including AHCCCS Public Health Emergency (PHE) materials)
- Audience identification and communication considerations including desired CTAs
- Identification of communication priorities and timeline requirements
- Alignment on project goals, approvals, and workflow
- Learn in depth the what and why so we can define the creative criteria to ensure our solutions are on target and align with the organization and overarching goals
- Ensure collection methods are accessible, inclusive and culturally responsive for all stakeholder groups
- Provide a summary highlighting insight that will guide next steps (typically 20-25 pages)



# Communications & Media Strategy

Before creative development begins, Fervor focuses on establishing clear messaging and communication priorities. We believe effective creative is built on strong messaging strategy and audience understanding. This stage would include defining the campaign voice and confirming all touch points across the communication plan including the media and PR strategies.

This phase includes:

- Identify the most effective communication channels and outreach opportunities for each audience segment
- Finalize marketing plan defining outreach and asset deadlines
- Finalize detailed schedule (suggesting six-months) including asset creation
- Integration of stakeholder findings and feedback
- Create toolkits for providers, health plans, community organizations and staff
- Define audience-specific communication channels
- Identify partner outreach opportunities through providers, health plans, and community organizations
- Develop paid, owned, earned, and partner communication recommendations
- Establish measurement criteria and reporting methodology
- Define communication cadence across campaign phases

## VALUE PROPOSITIONS

### Learners

#### For Learners

- **Learners are at the center of everything we do; your success is our success.**
- You have access to the education you need to thrive in a rapidly changing workforce now and in the future.
- We meet you where you are – convenient, flexible, affordable, engaging.
- Advance your knowledge and skills at your own pace.
- No matter where you are in your career, we are here to help you thrive.

#### For Executives

- We offer practical, real-world learning experiences to develop principled, agile executives, managers, and entrepreneurs.
- Advance your transferable knowledge that keeps you ahead of a rapidly changing economy and business climate.
- You have access to immersive learning experiences that emphasize practice versus theory.
- We deliver a high-quality academic model that aligns with your career needs.
- You are part of a global network that is available to you anywhere, any time.

### Corporate Partners

#### For L&D and HR

- We are not like other public institutions – we customize solutions that align with your business strategy in meeting learning and development needs at all levels.
- We seamlessly integrate into your L&D strategy, no matter where you are or how you're structured.
- **Our solutions are designed to help organizations measure achievement and make real-time improvements in your L&D strategies to help employees thrive.**
- We build and strengthen your internal pipeline to improve employee engagement, retention, and a corporate culture that inspires continuous improvement.

### ASPIRATIONAL

**By focusing our delivery on a hopeful, positive and aspirational tone, we are connecting more deeply with our audiences.**

CareerCatalyst is truly aspirational, dedicated to improving learners' skills and capabilities through high-quality professional education that expands opportunities, fulfills passions, and positively impacts the future of individuals, organizations, businesses, and society.

We can communicate that same aspirational feel in the tone and content of what we write, by rooting it in a sense of hopefulness and a firm belief that we are impacting the future in a positive way by helping learners improve their lives, achieve their dreams, and leave their children a better world – what could be more aspirational? Even when acknowledging the challenges we face – trying to change thinking about traditional education systems, helping learners develop skills for jobs that didn't exist five years ago – our use of uplifting, positive language gives readers the sense that they too can overcome challenges and achieve their learning and career goals – and builds confidence in our ability to help them do that.

#### For Learners

We are guided by the belief that everyone should have universal access to education and opportunity, at every stage of life.

#### For Corporate Partners

Inspire your organization – help employees reach their full potential with CareerCatalyst.

#### Tips & Examples

- Spotlight our passion for what we do.
- Focus on the individual or organization (enterprise) and their goals.
- Highlight success stories of learners and corporate (enterprise) partners whenever possible – focus on stories that others can relate to, and describe how CareerCatalyst played a role in their success. Aspiration encourages aspiration, so keep an eye out for opportunities to spread the word.

screen view. CareerCatalyst makes learning accessible and affordable for a broad range of learners who can access the extensive portfolio of in-demand, skills-based programs, however and whenever they are needed, throughout the learner's career and lifetime.

Accessibility also applies to our writing. We demonstrate our learner-first mindset by using conversational, inclusive language and structuring our content so it is easy to access, understand, and use.

#### For Learners

ASU's innovative CareerCatalyst is designed to meet you where you are. It's convenient, flexible, affordable, and impactful.

#### For Corporate Partners

We customize solutions that align with your business strategy and create opportunities for your entire workforce to develop the knowledge and skills they need to grow within your organization and advance their careers.

#### Tips & Examples

- Avoid internal speak and jargon, terms and phrases that are associated with traditional higher education.
- Whenever appropriate for the content, include readers by using the first person "we" and active voice; use the second person "you" when speaking directly to readers.
- Traditional academic and scientific writing is usually written in the third person and passive voice – for example, "A study was implemented and a report was prepared." This practice reflects the scientific point of view; the idea is to "remove" the researchers from their report to keep its wording objective and unbiased.

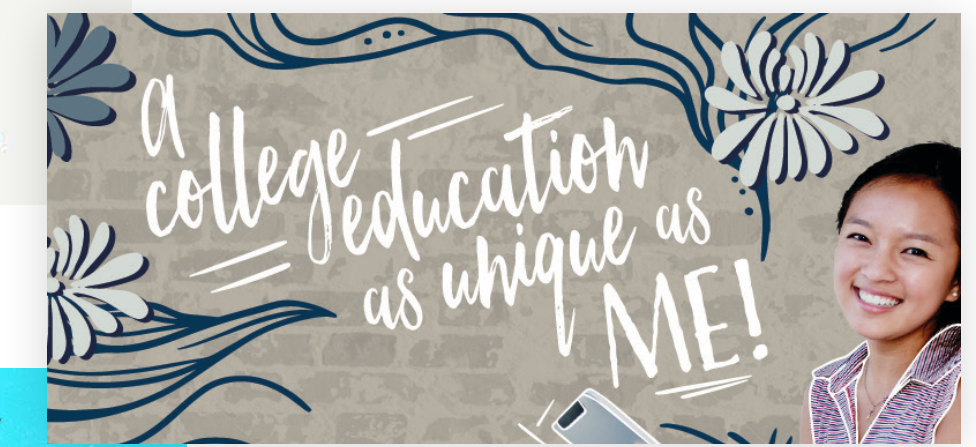
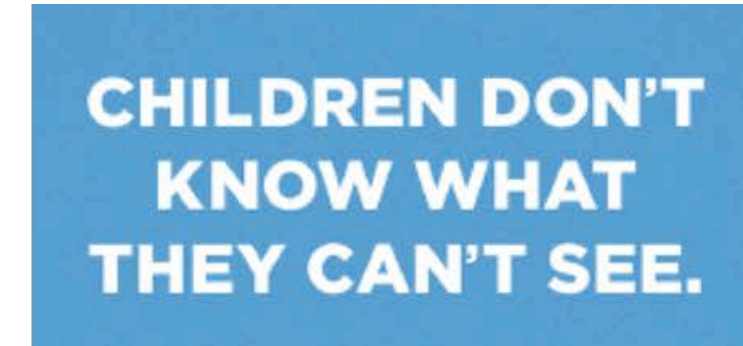
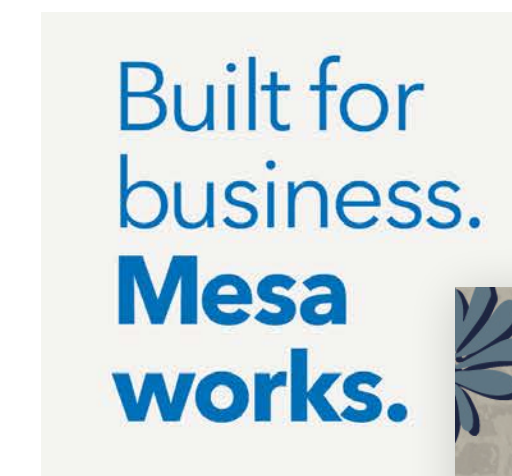
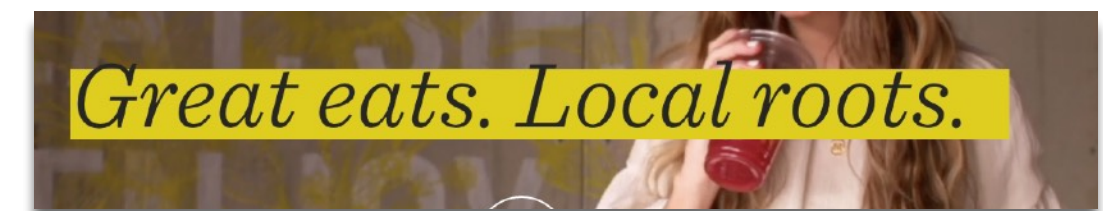
# Messaging & Communication Approach

Before creative development begins, Fervor focuses on establishing clear messaging and communication priorities. We believe effective creative is built on strong messaging strategy and audience understanding. This stage would include defining the campaign voice and confirming all touch points across including the media and PR strategies (adjust based on proposal as needed). Different audiences interact with AHCCCS information in different ways. Our role is to identify those differences early and develop a communication framework that addresses the needs of each audience while maintaining a consistent campaign voice.

This phase includes:

- Develop messaging rooted in stakeholder input, audience motivations, and real-world barriers to action.
- Create audience-based messaging variations including multi-language as needed
- Create communication hierarchy and prioritization
- Solve for common points of confusion and develop messaging that simplifies requirements, timelines, and next steps.
- Develop messaging to ensure provider and partner readiness
- Define multilingual communication needs across the campaign
- Ensure tone and visual communication considerations
- Integration of stakeholder input and research findings throughout creative solutions
- Clear-language message library explaining community engagement requirements
- Message variants developed for each phase including: awareness, pre-implementation reminders, active compliance periods and renewal and redetermination
- Communication tone, hierarchy and prioritization through visual and verbal solutions

Messaging development is approached through the lens of accessibility and clarity, ensuring that communication remains understandable and actionable across a wide range of audiences.



# Creative Strategy & Campaign Development

Once the communications framework and messaging strategy are established, Fervor develops the creative platform that brings the campaign to life. This phase focuses on translating messaging into a recognizable campaign experience that audiences will connect with, understand, and remember.

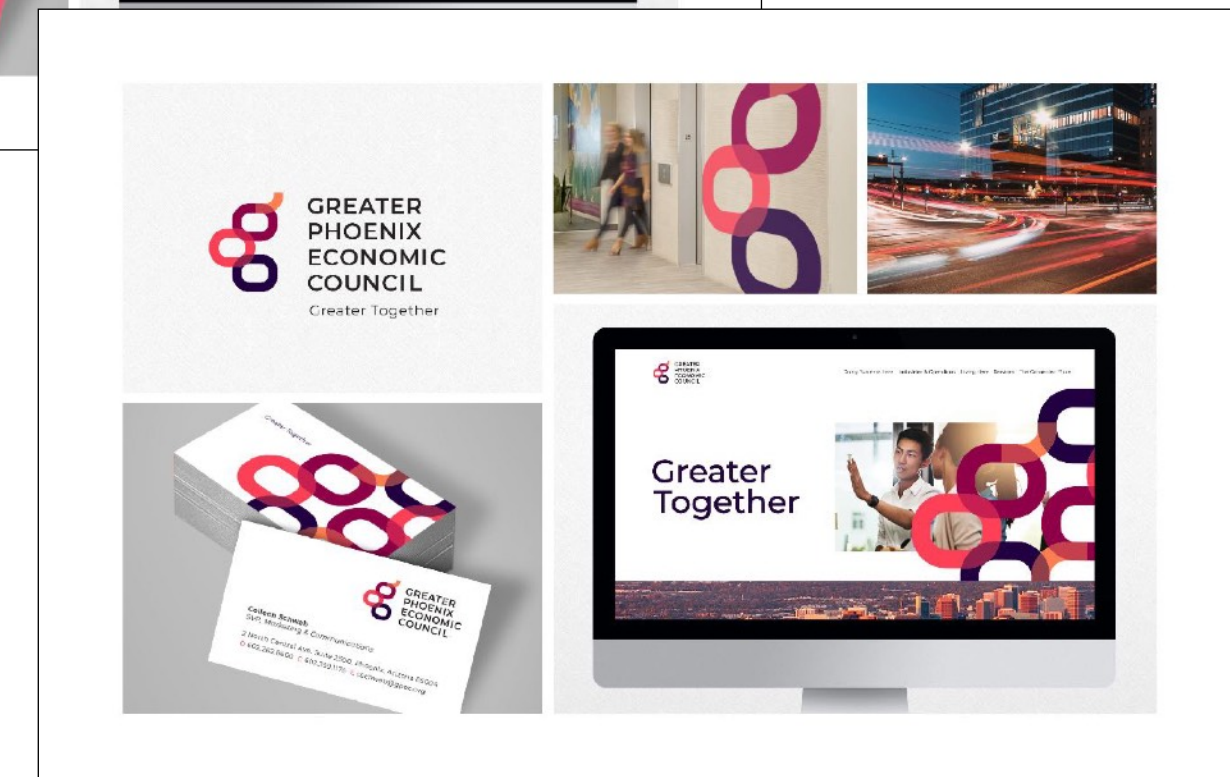
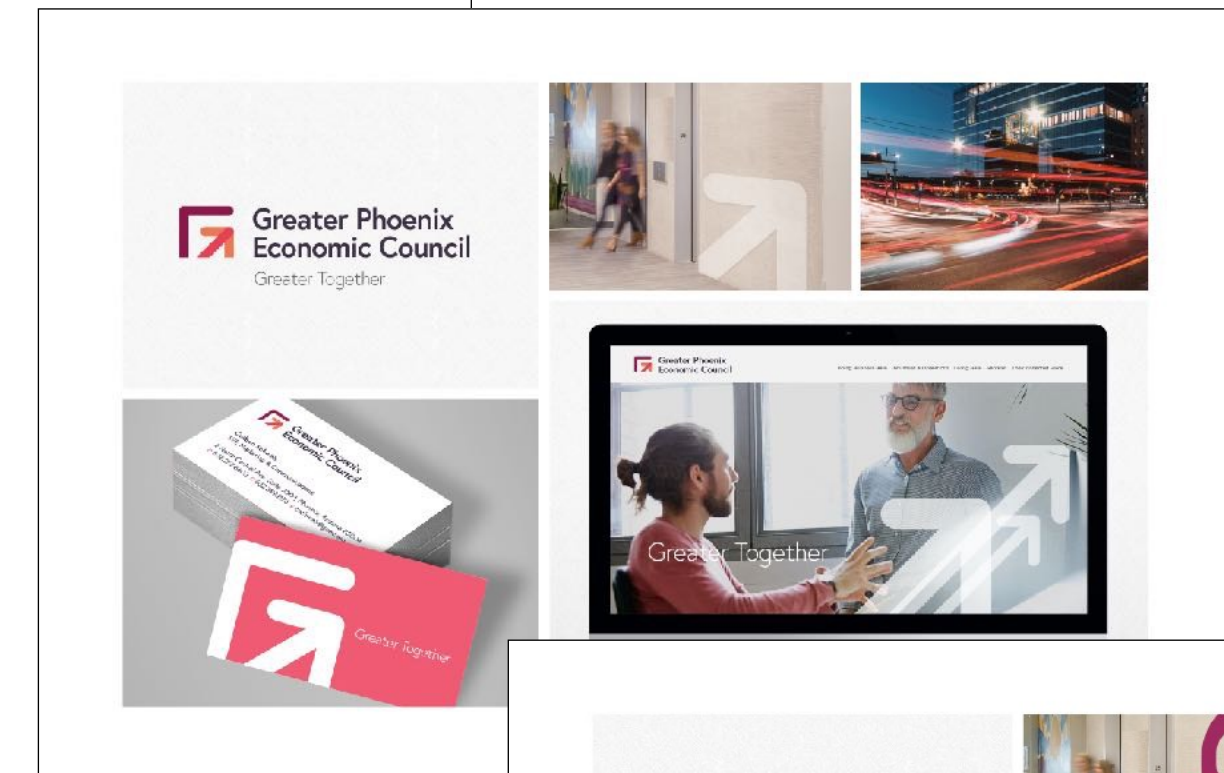
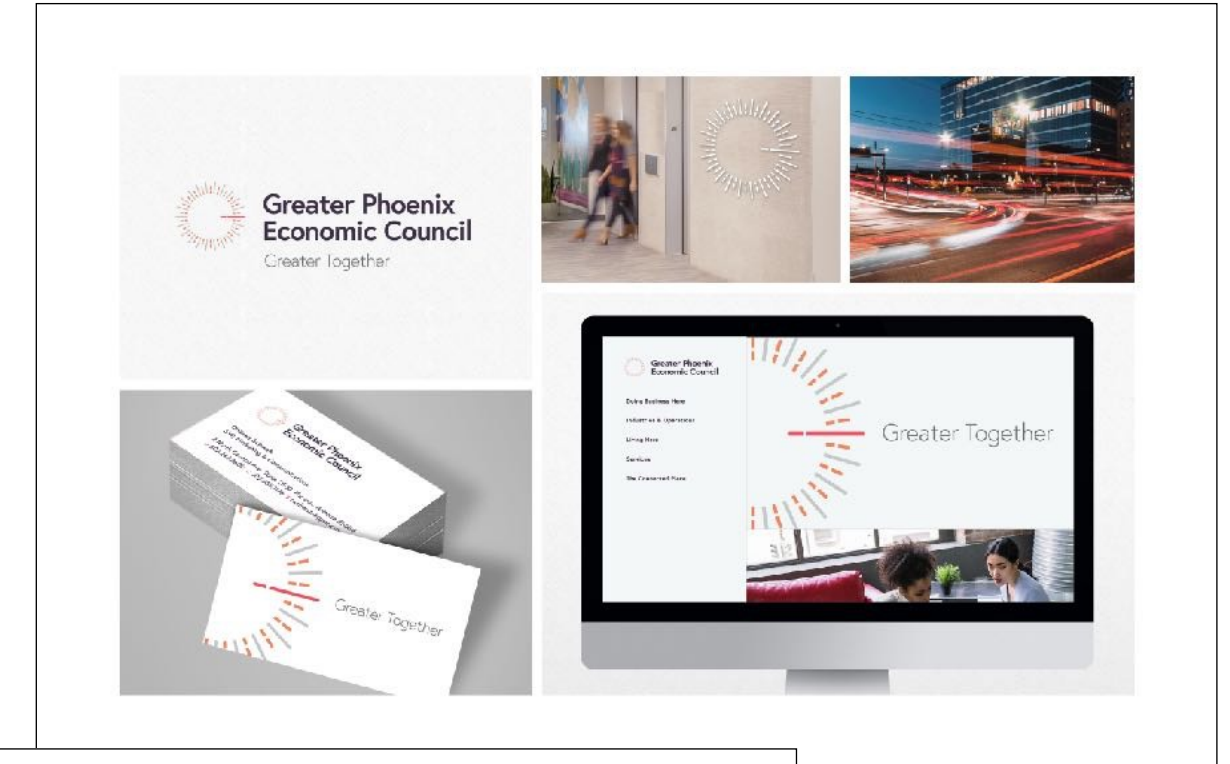
Different audiences interact with AHCCCS information in different ways. Members, caregivers, providers, health plans, community organizations, and advocacy groups each require different communication approaches. Our role is to create a campaign system that addresses those differences while maintaining a consistent voice and visual identity across all touch points.

This phase may include:

- Campaign theme and creative concept development
- Audience-specific creative approaches
- Campaign look-and-feel exploration
- Visual identity and design system development
- Typography, color palette, and graphic standards
- Photography and video direction
- Communication hierarchy and content prioritization
- Creative concepts for digital, print, social media, and outreach materials
- Creative testing and refinement

Once the overarching campaign direction is established, all communication materials are developed within a unified visual and messaging framework, creating consistency across channels while allowing flexibility for different audiences and communication needs.

For more than 25 years, Fervor's founders have remained actively involved in both the strategic and creative sides of every engagement. The same team helping define the communication strategy is often leading the photography, directing the video, reviewing the design, and shaping the final audience experience. This continuity helps ensure campaigns remain cohesive, purposeful, and memorable from concept through implementation.



# Creative Development & Asset Creation

With campaign direction established, Fervor develops the communication tools, content, and assets needed to support implementation across all channels. Design, photography, videography, animation, digital communications, and production are developed in coordination to ensure consistency throughout the campaign.

This phase may include:

- Digital advertising campaigns
- Social media content by audience segment and platform
- Informational flyers, posters, and educational materials
- Infographics and visual communication assets
- Provider, partner, and community toolkits
- Templates aligned with AHCCCS standards
- Website and landing page design
- Digital “How to Comply” resources
- Short- and long-form video content
- Animation and motion graphics
- Presentation materials and stakeholder support tools
- Multilingual communications and translated assets

Photography, videography, animation, and design are developed as part of the overall campaign rather than as standalone deliverables. This approach allows visual storytelling, educational content, and campaign messaging to work together while maintaining consistency across all communication channels.

- Original photography production
- Video production and on-location filming
- Interviews and testimonial storytelling
- Explainer videos and educational content
- Animation and motion graphics

All creative assets will be developed with accessibility, mobile optimization, and language requirements in mind, ensuring communication remains usable and effective for the audiences AHCCCS serves.

**Icons**  
For broader applications, both single-color and two-color icon options are available to ensure flexibility while maintaining brand consistency.

**One Color**

- Training & Education
- Diverse Economy
- Premier Destination
- Working Spaces
- Partnerships
- Creativity
- Resources
- Global
- Focus
- Tools
- Collaboration
- High Performance
- Drive
- Stakeholders
- Mutual Respect
- Small Business
- Grads
- People
- Support
- Availability
- Small Business
- Growth
- Launch

**Aerospace & Defense**

C:0 M:58 Y:100 K:8  
R:227 G:124 B:29  
Hex:#E37C1D  
PMS:145

**Education**

C:37 M:61 Y:9 K:26  
R:132 G:92 B:132  
Hex:#845C84  
PMS:5135

**Retail**

C:10 M:70 Y:4 K:0  
R:10 G:110 B:154  
Hex:#DBE6A4  
PMS:2046

**Healthcare & Biosciences**

C:5 M:96 Y:76 K:21  
R:186 G:34 B:52  
Hex:#BA2234  
PMS:1805

**Semiconductors**

C:24 M:0 Y:100 K:8  
R:189 G:204 B:50  
Hex:#BDC032  
PMS:390

**Technology**

C:60 M:6 Y:36 K:0  
R:100 G:186 B:175  
Hex:#64BAAF  
PMS:563

**Children's Action Alliance**

Health. Education. Security.

199  
Who lived in foster care from 1980 to 2010 have access to a college education with a tuition waiver.

2,500  
Being raised by their grandparents or other relatives have more stability thanks to a small financial grant.

30,000  
In working families have more access to quality early learning through improved child care options.

750,000  
Can still count on affordable health coverage through Medicaid and Medicare.

Moving forward. Creating change. Impacting lives.

# Media Strategy & Audience Behavior

The success of this initiative depends on reaching audiences where they already consume information and delivering messages in a format that is relevant, timely, and actionable. Media planning will be informed by stakeholder input, audience research, enrollment data, geographic concentrations, language preferences, and communication behaviors identified during the discovery phase.

Because AHCCCS serves multiple audiences with different information needs, media planning must balance broad public awareness with targeted outreach. Members, caregivers, providers, health plans, advocacy organizations, and community partners all play a role in supporting understanding and compliance. Each audience requires different levels of information, different messaging approaches, and often different communication channels.

Rather than relying on a single medium, the campaign will utilize a coordinated mix of paid, earned, owned, and partner-distributed communication channels designed to reinforce key messages across multiple touch points. This approach increases message frequency, strengthens recall, and improves the likelihood that audiences receive information through a source they trust. Media investments will prioritize communities with high AHCCCS enrollment while supporting both English- and Spanish-speaking audiences through bilingual creative and culturally responsive messaging. Final channel recommendations, audience targeting criteria, media allocations, and deployment schedules will be informed by research findings and communication priorities established during the planning phase.

The proposed six-month media plan is designed as a full-funnel communication ecosystem that supports the primary objectives of the initiative:

## **AWARENESS**

Introduce upcoming requirements and prepare audiences for change.

## **UNDERSTANDING**

Explain who is impacted, what actions are required, and how to remain compliant.

## **ACTION**

Encourage reporting, documentation submission, renewal completion, and contact information updates.

## **SUPPORT**

Equip providers, health plans, and community partners with communication tools that reinforce consistent messaging and guidance.

## **MEDIA CHANNELS**

### **DIGITAL PERFORMANCE**

- Paid Search
- Display & Retargeting
- Paid Social
- Streaming Audio

### **VIDEO & AWARENESS**

- YouTube
- CTV / OTT
- Native Advertising

### **COMMUNITY VISIBILITY**

- Outdoor Advertising
- Transit Placements
- Community-Based Media

### **TRUSTED NETWORKS**

- Providers
- Health Plans
- Community Organizations
- Advocacy Partners

# Media Channels & Integration

The proposed media strategy combines digital performance media, video, community outreach, environmental placements, and partner distribution into a connected communication ecosystem designed to reach audiences through multiple trusted channels.

Digital media – including paid search, display advertising, retargeting, paid social media, streaming audio, and online video – provides precision targeting and allows communication to reach specific audiences based on geography, demographics, language preferences, and behavioral signals. These channels support ongoing education, message reinforcement, and engagement throughout the campaign.

High-reach awareness channels such as connected television (CTV/OTT), digital out-of-home advertising, transit placements, and community-based media help establish visibility and reinforce messaging within the communities most impacted by program changes.

Media efforts will also be supported through providers, health plans, community-based organizations, advocacy groups, workforce partners, and other stakeholder networks. Toolkits, shareable content, and co-branded communication materials will extend campaign reach through trusted relationships and existing communication channels.

Together, these channels create a layered communication strategy that allows AHCCCS messaging to be encountered repeatedly across digital, community, and real-world environments – helping improve understanding, reinforce required actions, and support successful program participation.

## DIGITAL MARKETING TOOLS

### BUYING AND CAMPAIGN MANAGEMENT

- Google Ads-Search YouTube display Video and audio
- Meta Ads Manager- Facebook and Instagram
- TikTok Ads Manager- TikTok ads
- LinkedIn Campaign Manager- LinkedIn ads
- Amazon Advertising- product-based Ads

### TARGETED MEDIA CHANNELS

Display | Video/OTT | Digital Out-of-Home  
Streaming Audio & Podcasts | Native Ads | Email | PPC

- Google Display & Video 360
- Amazon DSP
- Gray Digital Media
- SEMrush
- Google Word Planner

### ANALYTICS & TRACKING

- Google Analytics
- Google Tag Manager
- Madhiv
- Hubspot
- Adobe Analytics
- MailChip

### TRADITIONAL MEDIA BUYING

- Strata
- Wide Orbit Connects
- Tapscan

### RATINGS, AUDIENCE MEASUREMENT & CLIENT COMPARISON

- Nielsen
- Comscore
- Arbitron
- Media Monitors

# Public Relations & Community Outreach

Public relations will support the broader communication campaign by reinforcing key messages through earned media, community partnerships, and stakeholder outreach. Working in coordination with campaign messaging, paid media, and partner communications, earned media efforts will help extend reach, build trust, and direct audiences to AHCCCS resources. Throughout the campaign, earned media efforts will remain flexible and responsive to federal guidance, CMS feedback, stakeholder input, emerging questions, call-center trends, and community concerns. Messaging will be coordinated closely with campaign creative, paid media, social media, and stakeholder outreach to ensure AHCCCS information remains consistent, accurate, and easy to understand.

## Phase 1: Awareness & Announcement

The initial phase will focus on introducing new requirements, explaining what is changing, identifying who may be impacted, and directing audiences to trusted AHCCCS resources.

### Activities may include:

- Statewide press release distribution
- Media outreach to broadcast, print, digital, and radio outlets
- Development of spokesperson talking points and media preparation
- Editorial outreach and interview opportunities
- Proactive myth-versus-fact messaging to address misinformation

Potential media outreach may include statewide broadcast, print, radio, and digital outlets via regional and community-focused media outlets.

### Potential story topics include:

- What Arizona Medicaid members need to know about upcoming requirements
- Understanding eligibility changes and next steps
- Resources available to help members maintain coverage
- Common misconceptions and FAQs

## Phase 2: Community Engagement & Partner Activation

As implementation approaches, outreach efforts will expand through community organizations and trusted local partners that regularly engage Medicaid members and their families.

### Activities may include:

- Outreach to nonprofit organizations, advocacy groups, and community-based partners
- Coordination with health plans and provider organizations
- Community presentations, informational events, and outreach opportunities
- Development of partner toolkits and shareable communication resources
- Identification of community champions and local advocates to help amplify messaging

### Target partner organizations may include:

- Federally Qualified Health Centers
- Community health organizations
- Faith-based organizations
- Workforce development organizations
- Behavioral health and substance-use support organizations
- Community and family service providers

## Phase 3: Ongoing Education & Success Stories

The final phase focuses on maintaining awareness, reinforcing key actions, and highlighting available resources and community support systems.

### Activities may include:

- Human-interest stories and community success stories
- Provider and partner spotlights
- Ongoing media engagement
- Community presentations and speaking opportunities

### Potential story topics include:

- Resources helping Arizona residents navigate new requirements
- Community organizations supporting member success
- Workforce and training opportunities connected to eligibility requirements
- Health literacy and understanding available benefits
- The importance of maintaining coverage and preventive care

# Reporting, Optimization & Refinement

Successful public communication campaigns require ongoing coordination and the flexibility to adapt as information, audience needs, and external requirements evolve. Throughout the engagement, Fervor will maintain a structured review, reporting, and optimization process to ensure campaign materials remain accurate, relevant, and responsive to stakeholder feedback and performance data.

Campaign performance and implementation progress will be tracked through a combination of reporting dashboards, media analytics, engagement metrics, website activity, and project tracking tools. Monthly reporting will provide visibility into audience reach, engagement, media performance, campaign activity, and implementation milestones, allowing AHCCCS to evaluate progress and make informed decisions throughout the engagement.

Insights gathered through reporting, stakeholder feedback, call-center trends, audience behavior, CMS guidance, and implementation experience will be used to identify opportunities for refinement and support ongoing optimization. This flexible approach allows AHCCCS to respond quickly to changing conditions while ensuring communication remains relevant, effective, and aligned with campaign objectives throughout the life of the initiative.

## **REPORTING OVERVIEW**

- Bi-weekly status meetings and progress reviews
- Timeline, deliverable, and approval management
- Internal quality assurance reviews
- Production oversight and asset management
- Monitoring campaign performance and audience engagement
- Monthly reporting and performance summaries
- Stakeholder review and feedback coordination
- Refinement of messaging, creative, and communication priorities as needed
- Rapid updates based on member feedback, call-center trends, frequently asked questions, federal guidance, and emerging communication needs

### 14.4.3 – METHODOLOGY & APPROACH – PROPOSED TIMELINE

#### Weeks 1-3 | Discovery & Stakeholder Engagement

##### July 7 – July 25

- Project kickoff and workflow alignment
- Initiate weekly status meetings
- Present detailed schedule including project milestones
- Review existing AHCCCS communications, research, and resources
- Stakeholder interviews, listening sessions, surveys, and facilitated discussions
- Audience research and communication assessment
- Identification of audience segments, barriers, and communication priorities
- Discovery findings and recommendations
- **Deliverable:** Discovery Summary & Audience Insights

#### Weeks 3-5 | Communications Strategy & Messaging Framework

##### July 21 – August 8

(Begins as discovery findings emerge)

- Define communication objectives and audience needs
- Develop message hierarchy and communication framework
- Create audience-specific messaging approaches
- Establish multilingual communication needs
- Develop message library and key calls-to-action
- Define content strategy
- Align messaging across media, public relations, and stakeholder outreach
- Define media outreach including budget allocations and all required media specifications
- **Deliverable: Messaging & Communications Framework**

#### Weeks 4-7 | Creative Development & Campaign Direction

##### July 28 – August 22

(Begins while messaging is being finalized)

- Develop campaign themes and creative concepts
- Finalize visual approach and campaign look-and-feel
- Develop photography, video, animation, and storytelling approaches
- Create creative standards and campaign templates
- Present and refine creative concepts
- **Deliverable: Approved Campaign Direction**

#### Weeks 6-9 | Production, Media Planning & Launch Preparation

##### August 11 – August 29

(Begins once creative direction is approved)

- Finalize videos, animations, photography, and visual assets
- Produce digital, print, social, and outreach materials
- Design landing pages and digital resources
- Finalize media recommendations, targeting strategies, and placement schedules
- Prepare public relations materials and launch support assets
- Accessibility, translation, and quality assurance reviews
- **Deliverable: Launch-Ready Assets & Media Deployment Plan**

#### Week 9 | Launch

##### September 2 – September 5

(The campaign launch may be a phased approach based on approvals and media deadlines)

- Campaign deployment
- Media activation
- Public relations outreach
- Stakeholder and partner communications
- Distribution of campaign materials
- Share partner toolkits and stakeholder resources

#### Ongoing | Reporting, Optimization & Refinement

##### September 2026 – February 2027

- Bi-weekly status meetings
- Monthly performance reporting
- Media and audience engagement analysis
- Monitoring stakeholder feedback and call-center trends
- Messaging and creative refinements
- Adjustments based on CMS guidance, audience behavior, and implementation needs
- Determine additional campaign requirements post six month campaign
- **Deliverable: Monthly Reporting & Optimization Recommendations**

A much more detailed schedule will be created upon project initiation. This provides a big picture perspective on various milestones across the introductory months of the campaign.

## SIGNED AMENDMENTS #1 & #2



TASK ORDER SOLICITATION AMENDMENT #1		
YH26-0082 YH26-0082 H.R. 1 Community Engagement & Medicaid Work Requirements Communications	Task Order due date: Tuesday, June 2, 2026, 3:00 P.M. Arizona Time	Procurement Officer: Tiffanie Blanco Email: <a href="mailto:procurement@azahcccs.gov">procurement@azahcccs.gov</a>

**A signed copy of this amendment must be submitted with your Task Order solicitation response.**

This Task Order Solicitation is amending the task order due date from Thursday, May 28, 2026, 3:00 P.M. Arizona Time to Tuesday, June 2, 2026, 3:00 P.M. Arizona Time.

Paragraph # or Title	Page #	Amendment
Proposal Due Date Change	1	Task order due date has been changed from May 28, 2026, 3:00 P.M. Arizona Time to Tuesday, June 2, 2026, 3:00 P.M. Arizona Time.
<b>OFFEROR HEREBY ACKNOWLEDGES RECEIPT AND UNDERSTANDING OF THIS SOLICITATION AMENDMENT.</b>		<b>THIS SOLICITATION AMENDMENT IS HEREBY EXECUTED ON THIS DAY, IN PHOENIX, AZ.</b>
SIGNATURE OF AUTHORIZED INDIVIDUAL:		SIGNATURE: <b>SIGNATURE ON FILE</b>
TYPED NAME: Jami Pomponi alire		TYPED NAME: Meggan LaPorte, CPPO, MSW
TITLE: Vice President		TITLE: Chief Procurement Officer
DATE: 06.02.2026		DATE: 5/14/2026



TASK ORDER SOLICITATION AMENDMENT #2		
YH26-0082 YH26-0082 H.R. 1 Community Engagement & Medicaid Work Requirements Communications	Task Order due date: Tuesday, June 2, 2026, 3:00 P.M. Arizona Time	Procurement Officer: Tiffanie Blanco Email: <a href="mailto:procurement@azahcccs.gov">procurement@azahcccs.gov</a>

**A signed copy of this amendment must be submitted with your Task Order solicitation response.**

The attached Answers to Questions are incorporated as part of this solicitation amendment.

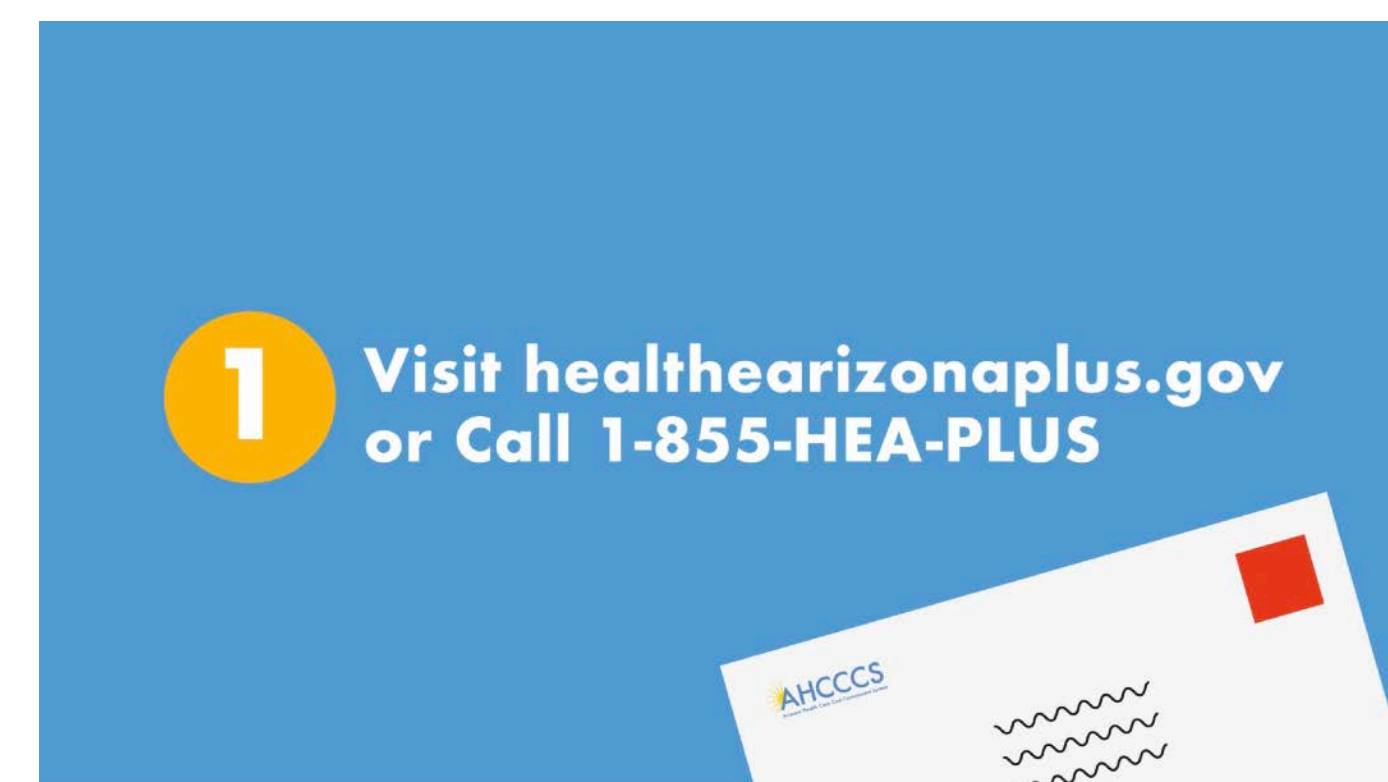
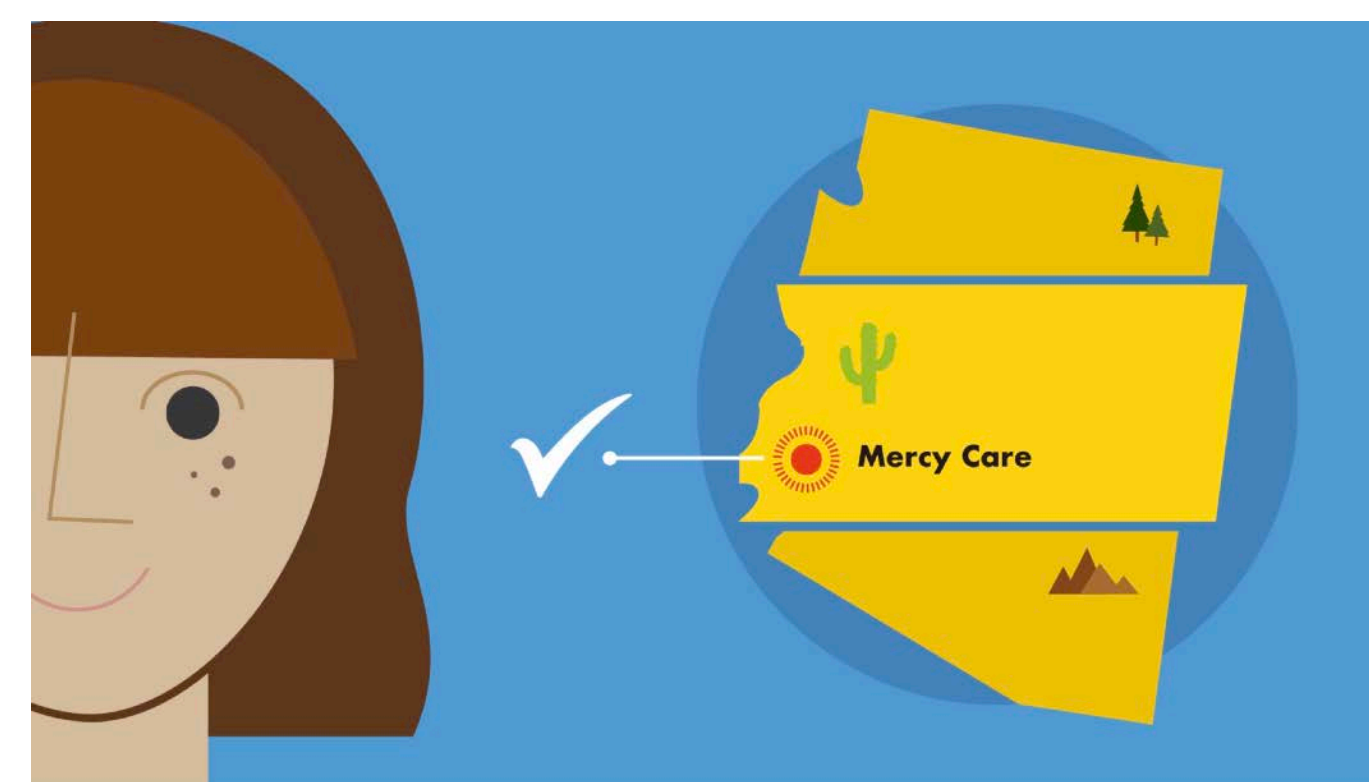
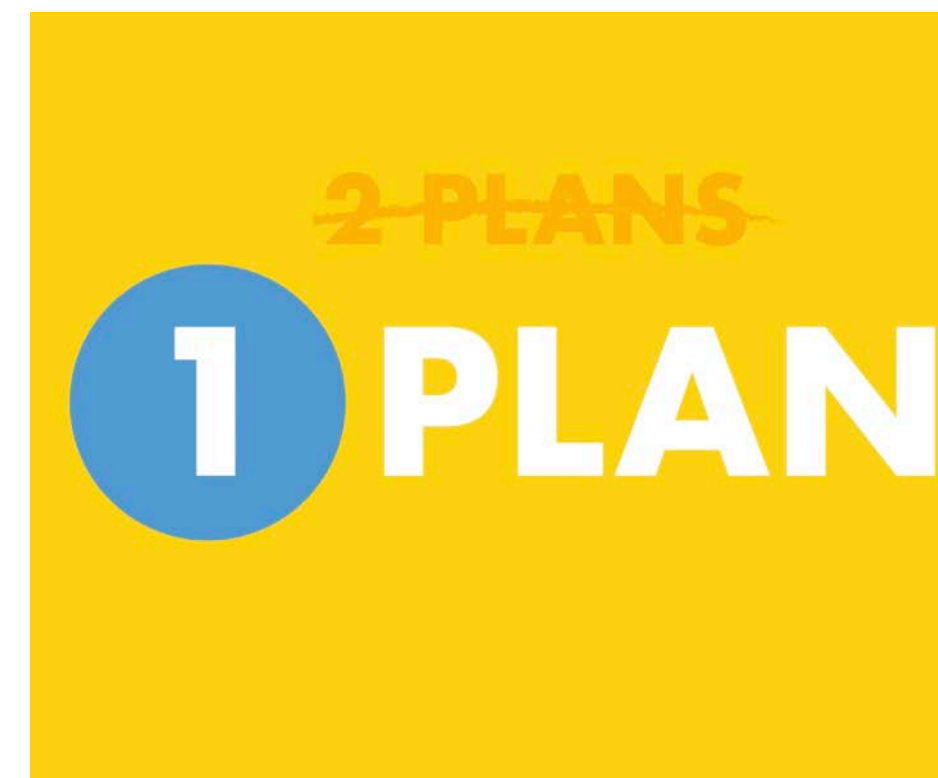
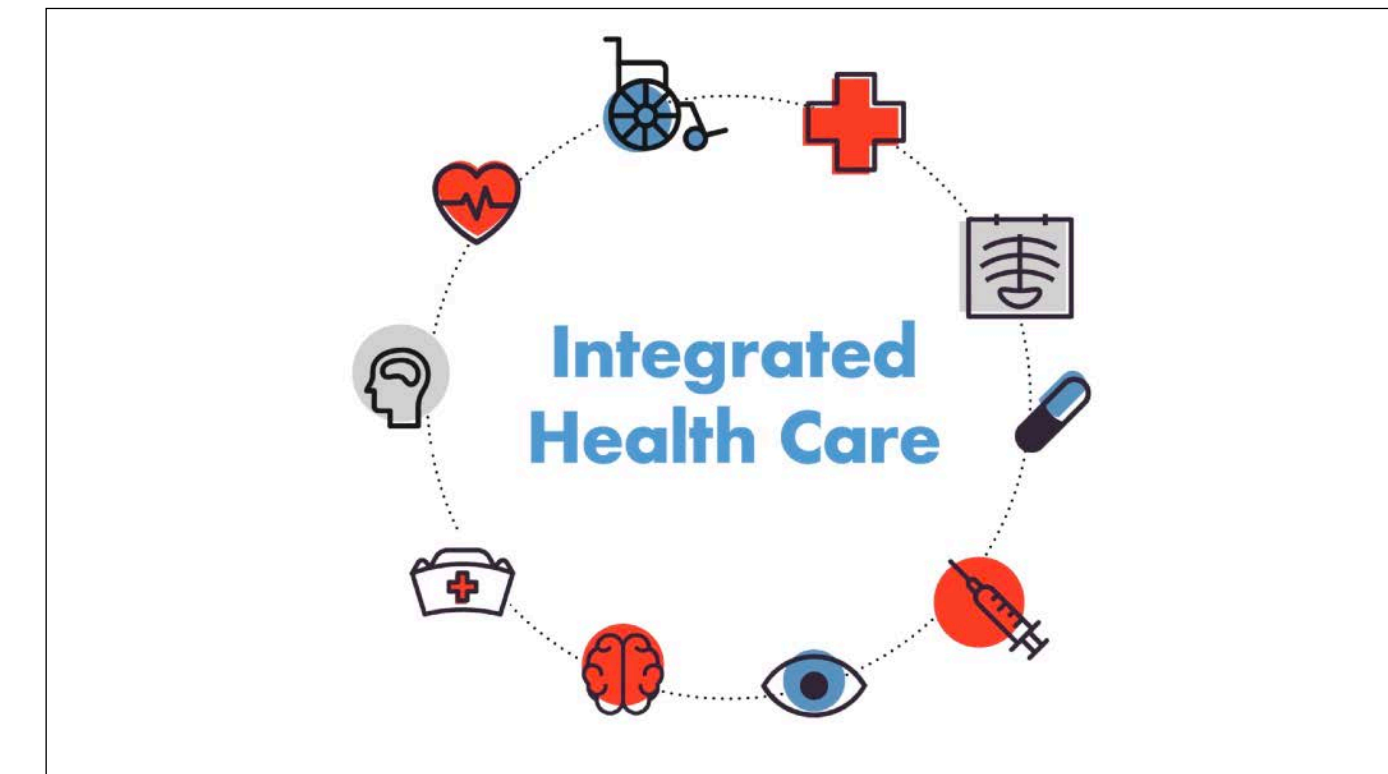
Paragraph # or Title	Page #	Amendment
Answers	N/A	Answers to questions. The form is attached.
<b>OFFEROR HEREBY ACKNOWLEDGES RECEIPT AND UNDERSTANDING OF THIS SOLICITATION AMENDMENT.</b>		<b>THIS SOLICITATION AMENDMENT IS HEREBY EXECUTED ON THIS DAY, IN PHOENIX, AZ.</b>
SIGNATURE OF AUTHORIZED INDIVIDUAL:		SIGNATURE: <b>SIGNATURE ON FILE</b>
TYPED NAME: Jami Pomponi Alire		TYPED NAME: Meggan LaPorte, CPPO, MSW
TITLE: Vice President		TITLE: Chief Procurement Officer
DATE: 06.02.2026		DATE: 5/19/2026

## PORTFOLIO – ADDITIONAL WORK

# All About AHCCCS Complete Care

Fervor Creative did a series of videos as AHCCCS Complete Care plans became the integrated health plans for the majority of AHCCCS members. Streamlining physical and behavioral health benefits into one plan. The links to multiple versions are below:

- [All About ACC \(English\)](#)
- [All About ACC \(Spanish\)](#)
- [All About CRS \(English\)](#)
- [AHCCCS CRS \(Spanish\)](#)
- [ACCCHS \(Short\)](#)
- [AHCCCS American Indian \(English\)](#)
- [AHCCCS American Indian \(Spanish\)](#)



PORTFOLIO – ADDITIONAL WORK

# Aetna Medicaid

Fervor Creative has partnered with Aetna for nearly 15 years, supporting the organization through multiple brand evolutions, communication initiatives, and member engagement efforts. Our work has included the development of Medicaid-focused educational collateral, member communications, and outreach materials designed to simplify complex healthcare information for members and caregivers. This long-standing relationship has provided valuable experience communicating benefits, eligibility requirements, care management programs, and other healthcare topics in ways that are clear, accessible, and actionable.

### Strong starts here

**See and hear your best**

- One eye exam per year + \$125 toward glasses or contacts
- One hearing exam + \$1,500 toward hearing aids + 60 batteries/year + unlimited fittings

**Get there, get better**

- Free rides to local resources or services, up to 15 round trips or 30 one-way trips/year
- Home-delivered meals for 7 days after hospital discharge

**Build your future**

**CampusEd: Earn your GED and start a new career**

**Plus:**

- \$500 support for post-graduate goals like trade school, military, or college
- \$250 toward ESL classes
- \$300 for legal services to support housing stability

[AetnaBetterHealth.com/Virginia](http://AetnaBetterHealth.com/Virginia)  
VA-25-12-05

Aetna Better Health® of Virginia

### Lead screening in children

Fact sheet

**Pediatric lead screening in children FAQs**

	Early and Periodic Screening, Diagnostic and Treatment (EPSDT)	Healthcare Effectiveness Data and Information Set (HEDIS)
<b>Definition</b>	The EPSDT benefit provides comprehensive and preventive health care services for children under age 21 who are enrolled in Medicaid	HEDIS is a comprehensive set of standardized performance measures used in the managed care industry to monitor performance and opportunities for quality improvement
<b>Blood lead screening requirements</b>	Every child enrolled in the NJ FamilyCare program (Medicaid), must be given a blood lead test at the following ages: <ul style="list-style-type: none"> <li>Complete a blood lead test at 12 months old (between 9 and 18 months)</li> <li>AND again at 24 months old (between 18 and 26 months)</li> <li>Children between 26 and 72 months old who have NOT previously had a blood lead test should be tested immediately</li> </ul>	Any blood lead test after the age of 2 is considered late in HEDIS reporting. Providers should educate parents/guardians regarding the importance of having their child tested for lead as well as keeping appointments. Blood lead screenings should be completed on or before their second birthday – it must be a capillary or venous blood lead test
<b>Verbal risk assessment</b>	The verbal risk assessment must be asked at every visit with children who are between 6 months and 72 months old. The verbal risk assessment must be documented in the medical record for each well-child visit starting at 6 months to 72 months old. To view a list of questions, visit <a href="http://AetnaBetterHealth.com/newjersey/providers/resources/lead">AetnaBetterHealth.com/newjersey/providers/resources/lead</a> . If any answer is 'yes' or 'I don't know', the risk is considered high. All children at high risk need a blood lead test immediately, even if younger than 6 months old. The questions must be asked at every subsequent visit since risk can change. Regardless of risk, each child must be tested at 12 months and again at 24 months old.	Not required to be completed under HEDIS guidelines. To better evaluate a child for a blood screening, we recommend completing a verbal risk assessment

[AetnaBetterHealth.com/NewJersey](http://AetnaBetterHealth.com/NewJersey)  
NJ-25-07-02

Aetna Better Health® of New Jersey

### Prenatal Immunization Status (PRS-E)

The percentage of deliveries in the measurement period (January 1 - December 31) in which members had received influenza and tetanus, diphtheria toxoids and acellular pertussis (Tdap) vaccinations.

**Numerator 1 Immunization Status: Influenza**

- Deliveries where members received an adult influenza vaccine on or between July 1 of the year prior to the measurement period and the delivery date, or
- Deliveries where members had anaphylaxis due to the influenza vaccine on or before the delivery date.

**Numerator 2 Immunization Status: Tdap**

- Deliveries where members received at least one Tdap vaccine during the pregnancy (including on the delivery date), or
- Deliveries where members had any of the following:
  - Anaphylaxis due to the diphtheria, tetanus, or pertussis vaccine on or before the delivery date.
  - Encephalitis due to the diphtheria, tetanus, or pertussis vaccine on or before the delivery date.

**Numerator 3 Immunization Status: Combination**

- Deliveries that met criteria for both numerator 1 and numerator 2.

**Note:** A higher rate indicates better performance. The denominator for this measure is based on deliveries, not on members. **Exclusions:** Members in hospice. Deliveries that occurred at less than 37 weeks gestation

[AetnaBetterHealth.com/NewJersey](http://AetnaBetterHealth.com/NewJersey)  
NJ-25-02-03

Aetna Better Health® of New Jersey

### Lullabies & Love Baby Shower

Hosted by Aetna Better Health of Virginia at Colonial Heights Food Pantry

Free and open to all new and expecting families

Join us to learn about the ABCs of safe sleep, featuring expert speakers and a live safe sleep and hands-only CPR demo.

**Thursday, October 16**  
**4 PM to 7 PM**  
**Colonial Heights Food Pantry**  
530 Southpark Blvd., Colonial Heights, VA 23834

Plus, our staff can help you learn about added benefits for Aetna Better Health of Virginia members. Qualify for Medicaid? Eligible members who enroll with us can get:

<b>300</b> free diapers	<b>\$25</b> monthly stipend for mom and baby products	<b>\$20</b> monthly stipend for period products	<b>\$200</b> annually for healthy activities, like after school or sports programs
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\*Some benefits have certain restrictions. Call 1-800-279-4878 (TTY: 711) to learn more and to see what benefits you're eligible for.

This special event is brought to you by Aetna Better Health of Virginia, together with the Colonial Heights Food Pantry and the American Heart Association

[AetnaBetterHealth.com/Virginia](http://AetnaBetterHealth.com/Virginia)  
VA-25-08-02 (2/23)

Aetna Better Health® of Virginia

### Care that grows with your whole family

Families and kids who qualify for Medicaid can get great extra benefits as Aetna Better Health of Virginia members:

<b>No-cost sports physicals for kids ages 7 to 18</b>	<b>No-cost swimming lessons for kids ages 6 and under</b>
<b>\$20 per month to spend on period care products</b>	<b>\$200 to engage in healthy programs and activities, like after-school programs, sports programs, and zoo or state park admissions</b>

[AetnaBetterHealth.com/Virginia](http://AetnaBetterHealth.com/Virginia)  
VA-25-12-04

Aetna Better Health® of Virginia

### Expecting a baby? Join our Virtual Baby Shower!

Aetna Better Health hosts a Virtual Baby Shower for moms. You can attend if you're pregnant or have already delivered (up to 6 months postpartum).

Get a free mini crib for attending.

[aetnabetterhealth.com/virginia/](http://aetnabetterhealth.com/virginia/)

25-06-03

PORTFOLIO – ADDITIONAL WORK

# Aetna New Jersey

Named and branded the first storefront for Aetna Better Health of New Jersey of New Jersey. We created 'Healthcare Central' and enforced the brick and mortar aspect of the program with the visuals. We promoted the location through collateral and advertising throughout the area.



### EXPERT STAFF

Healthcare Central is staffed with knowledgeable and friendly Member Services staff from Aetna Better Health of New Jersey.

**Our experts can help you:**

- Choose or change a primary care provider (PCP) or a primary care dentist (PCD)
- Tell you about your PCP's or PCD's medical and educational background, office locations and office hours
- Teach you and your family about NJ FamilyCare, including the services available, and the role of your PCP
- Understand your rights and responsibilities as a plan member

- Get connected to health services, community resources, answer your questions and solve problems
- Tell you about your benefits and services (what is covered and not covered)
- Schedule health appointments
- Learn what help may be available to you and your family
- Understand fraud, waste and abuse rules and help you report incidents
- Help understanding the NJ FamilyCare renewal and application process

### DEDICATED TO BETTER HEALTH

Helping you stay on the road to good health is our goal. That's why we provide more than access to providers and dentists. Aetna Better Health of New Jersey members can take advantage of:

- **Case Management**  
If you have special health care needs or a serious medical condition, you can get extra help.
- **Transportation**  
Members can get rides to all health care visits.
- **Health Rewards Program**  
Stay on top of your preventive health screenings, and we'll reward you with a \$15 over-the-counter (OTC) gift card. (Eligibility requirements must be met)
- **Language Services**  
Receive member information in another language or format. We also offer language interpretation services, including sign language.
- **24/7 Nurse Line**  
Members can get health advice 24/7
- **Dental Home Program**  
A Dental Home is the office where kids under age 20 get dental and oral (mouth) care.

Questions about NJ FamilyCare eligibility? We're here to walk you through the steps.

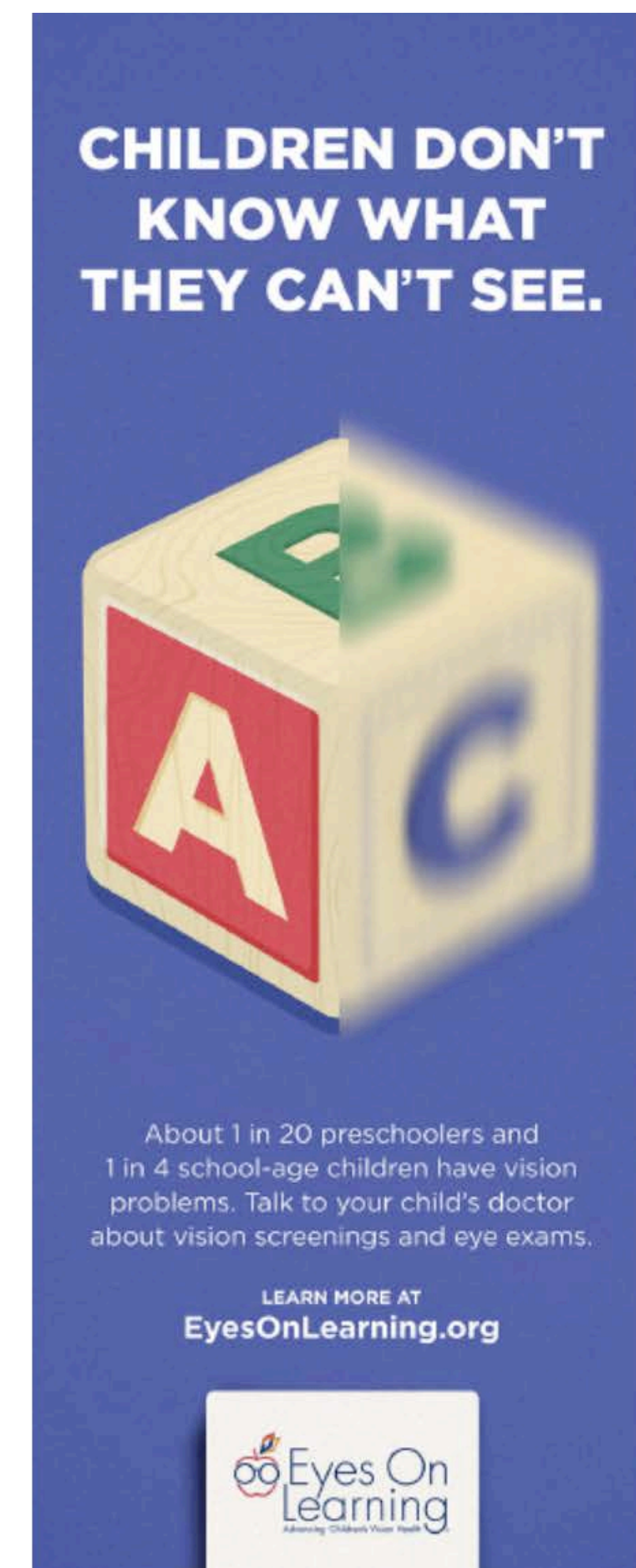
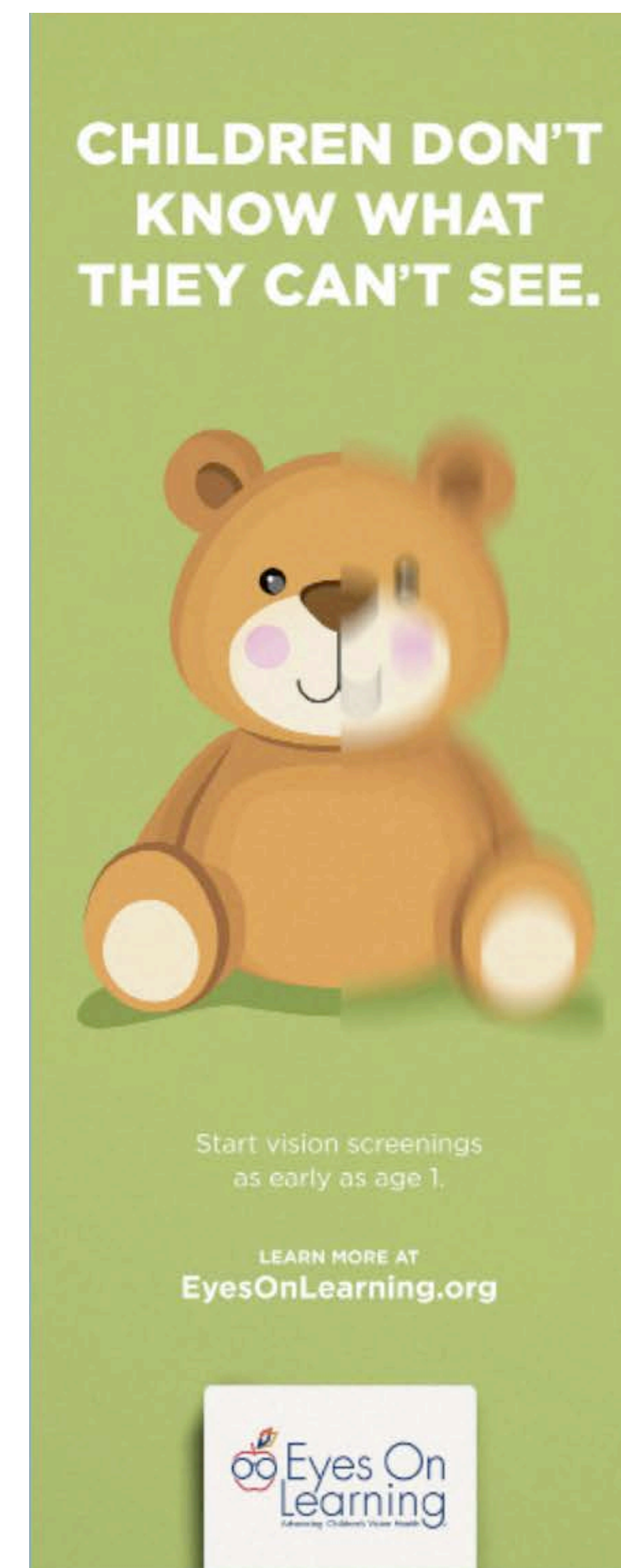
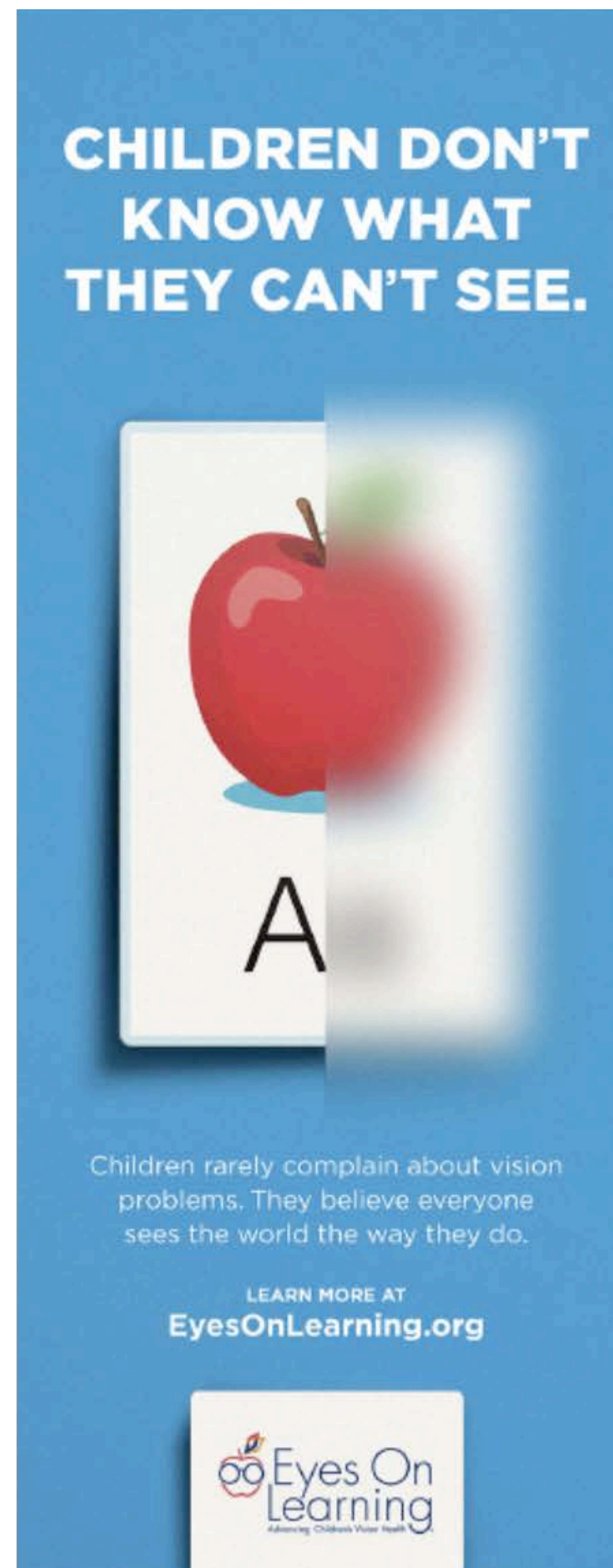
Learn about providers' backgrounds, locations, hours and more to help you find the provider or dentist who's right for you.

Don't risk losing your benefits. At Healthcare Central, we'll help you renew your plan.

Make sure you know what is covered and what isn't — and how to make the most of your membership.

# Eyes on Learning

Eyes on Learning and Virginia G. Piper Charitable Trust asked Fervor to create an awareness campaign that educated parents on the importance of early vision testing for children. We tested the campaign with several variations on imagery and messaging to measure its effectiveness with multiple focus groups across multiple demographics throughout Arizona. Our campaign strategy also took into account a process that considered both Spanish speaking populations as well as Native Americans.



## PORTFOLIO – ADDITIONAL WORK

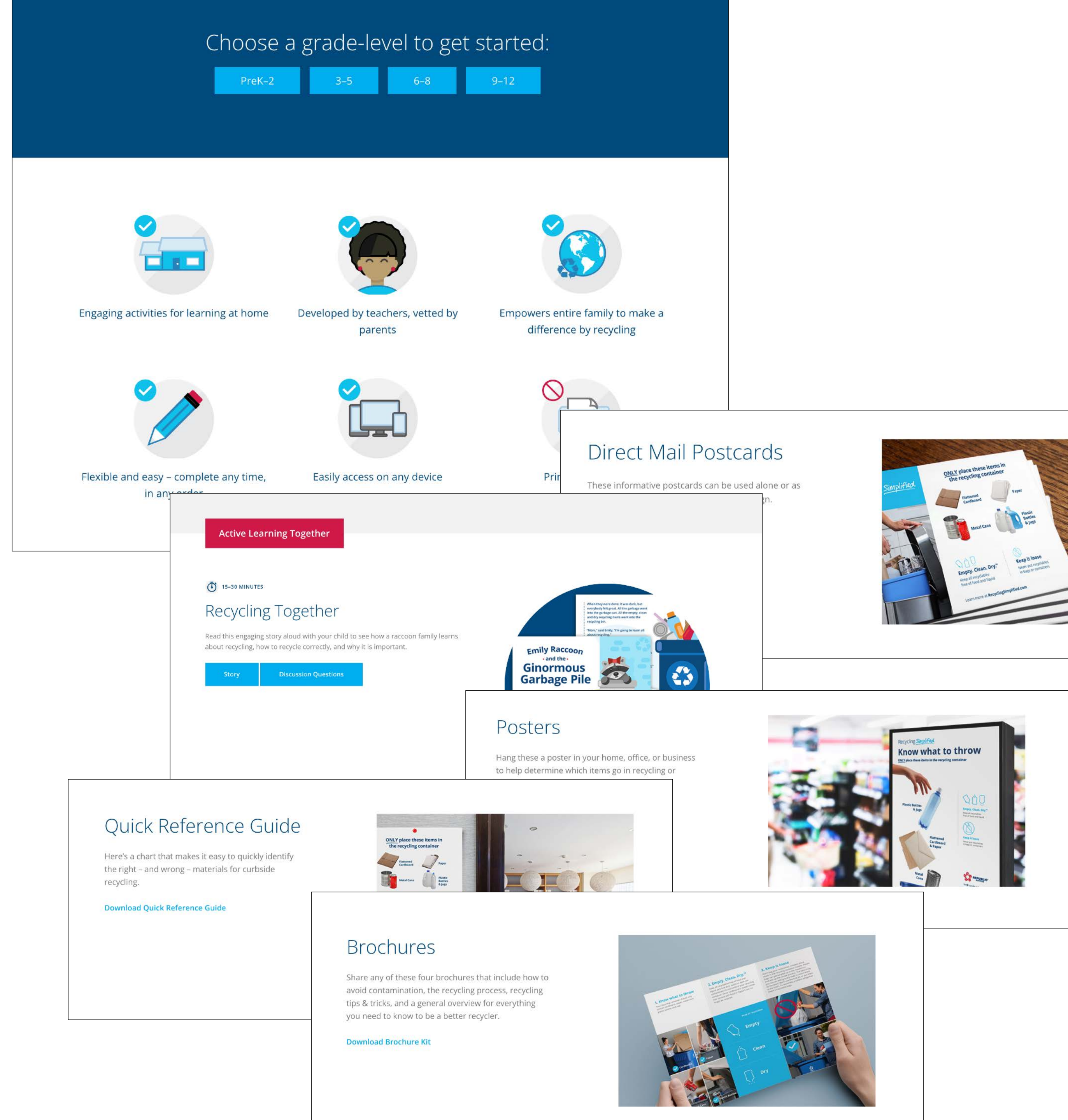
# Recycling Simplified

Fervor Creative has worked with Republic Services for over ten years becoming an extension of their marketing team. We work on unique campaign needs, environmental (including the current interiors of their new head quarters), digital, videography and photography solutions. We created the campaign landing page which houses information and resources for the various audiences.

Republic Services wanted to educate our communities about the ways in which we can recycle more and keep our communities sustainable. Fervor created a “recycling simplified” campaign that serves to educate our community, making it simple and easy to do our part in the recycling process.

### Links

[Website & Resource Kits](#)



PORTFOLIO – ADDITIONAL WORK

# Center for the Future of AZ

Often, with educational initiatives, it's difficult to visually show real impact in the classroom. The Center for the Future of Arizona wanted to show how its programs involved student feedback and educator partnerships to make a difference in our schools. Fervor Creative's concept was to build a large library of documentary/reportage style photographs that documents real students in real environments, thereby speaking to tangible results. These photos and video clips are being used to tell stories of success – from the eyes of the students we impact – to key stakeholders, administrators and community members across Arizona.

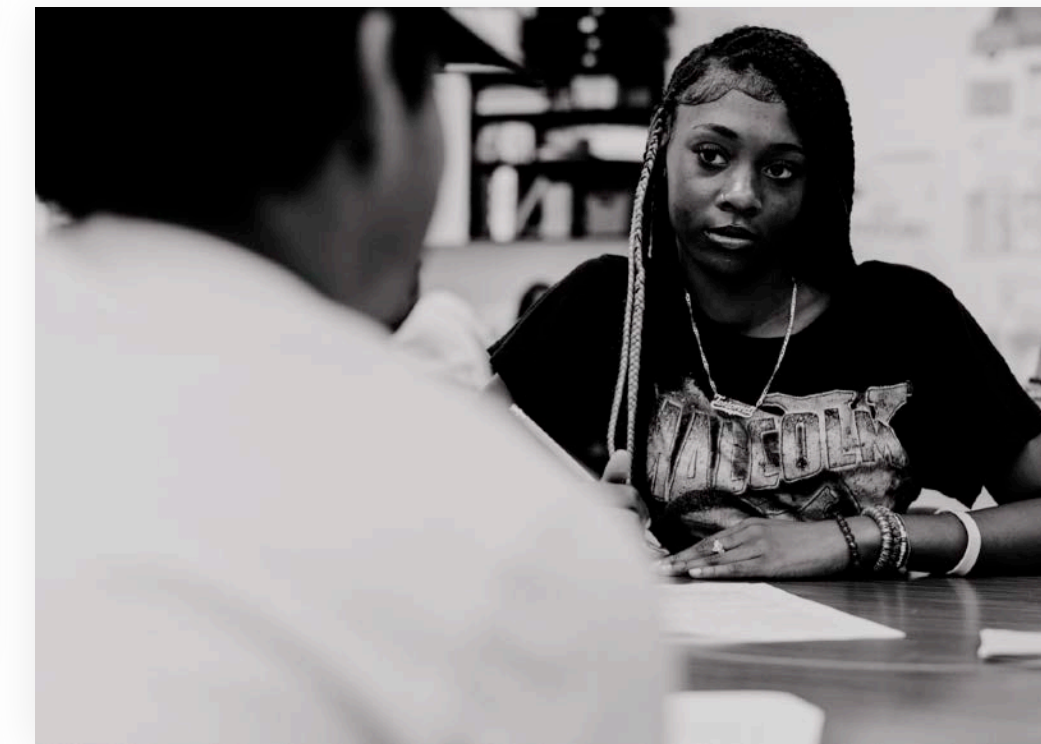
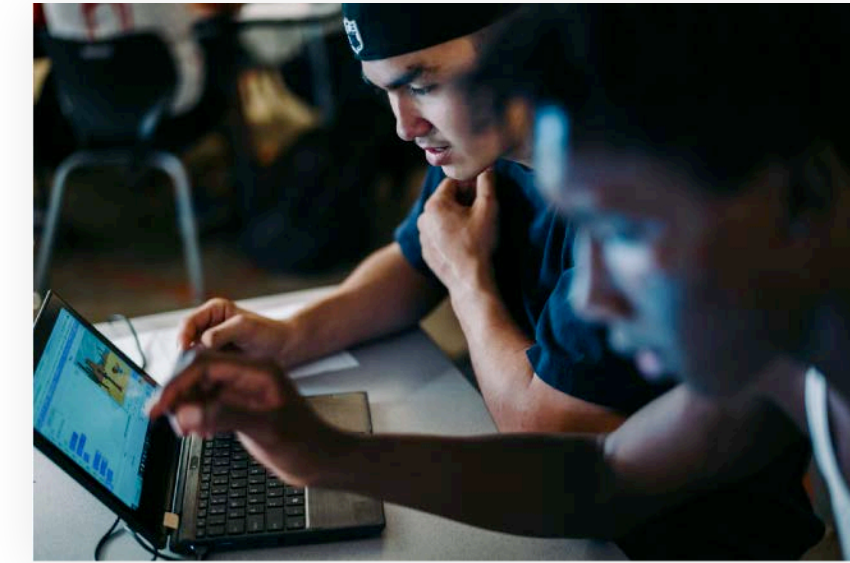
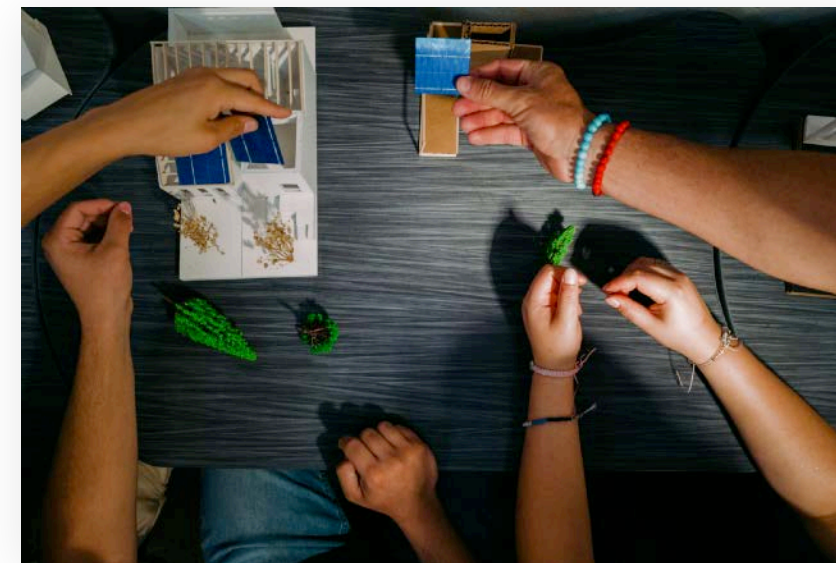
Projects

Photography & Videography

Messaging

Case Studies

FERVOR CREATIVE



# ASU Health

Fervor Creative partnered with Arizona State University to launch the new School of Medicine and Advanced Medical Engineering, helping introduce a first-of-its-kind approach to medical education that combines medicine, engineering, technology, and human-centered care. Our team developed the brand story, website, photography, videography, and supporting materials that translated a complex academic vision into a clear and compelling narrative for prospective students, partners, donors, and the broader community.



Thank You!

**FERVOR**