

**TASK ORDER SOLICITATION  
AMENDMENT #2**

<p>YH26-0082 YH26-0082 H.R. 1 Community Engagement &amp; Medicaid Work Requirements Communications</p>	<p>Task Order due date: Tuesday, June 2, 2026, 3:00 P.M. Arizona Time</p>	<p>Procurement Officer: Tiffanie Blanco Email: <a href="mailto:procurement@azahcccs.gov">procurement@azahcccs.gov</a></p>
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**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:		TYPED NAME: Meggan LaPorte, CPPO, MSW
TITLE:		TITLE: Chief Procurement Officer
DATE:		DATE: 5/19/2026



## QUESTIONS AND ANSWERS FORM

**Task Order #YH26-0082**

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

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**May 5, 2026, 3:00 PM Arizona Time**

Question#	VENDOR NAME	Paragraph # or Title	Page #	Vendor Question	Leave Blank for Response
1.	Sportscom, Inc.dba HMA Public Relations	Section 2, Project Timeline	2	I see a start date of September 1, 2026 – what is the end date for the project?	To clarify, public facing communications begin no later than September 1, 2026 however Phases 1 & 2 will need to be completed before then. The project is currently structured to conclude when all available funding has been fully utilized or formally repurposed; therefore, a fixed end date has not been established.
2.	Gordon C. James Public Relations	8.2.3.3 Communication Channels	5-6	<p><b>Scope of Content vs. Development (Social &amp; Member Platforms)</b> Can you please clarify whether the contractor is expected to:</p> <ul style="list-style-type: none"> <li>Design/create net-new content assets and campaigns (social posts, member-facing content, FAQs) for existing AHCCCS sites and profiles, or</li> </ul> <p>Also develop and manage new websites/social profiles across platforms</p>	The vendor would be expected to develop content assets and campaign materials to support existing AHCCCS websites and social media profiles, with all content and design deliverables submitted to the agency for review and approval. While the contractor may support content development and provide recommendations for digital channels, AHCCCS will retain responsibility for managing and maintaining website back-end systems and infrastructure. Establishment and administration of new websites or social media profiles will be coordinated with and approved by the agency.
3.	Gordon C. James Public Relations	8.2.3.3.1 AHCCCS website landing page	5	<p><b>AHCCCS Website Deliverables</b> For section 8.2.3.3.1 (AHCCCS website landing page(s)), is the expectation that the contractor will:</p> <ul style="list-style-type: none"> <li>Provide content, UI/UX recommendations, and wireframes for AHCCCS’s existing web team to implement, or</li> </ul> <p>Be responsible for full design and development of new landing pages within the AHCCCS website?</p>	Yes – AHCCCS existing web team will implement.
4.	Gordon C. James Public Relations	8.5 Digital & Web Content	7	<p><b>New Website vs. Enhancements to Existing Site</b> Should the scope be interpreted as:</p> <ul style="list-style-type: none"> <li>Enhancements to the existing Arizona Health Care Cost Containment System website (new sections, landing pages, FAQs), or</li> </ul> <p>The creation of a separate, standalone website or microsite?</p>	The scope should be interpreted as enhancements to the existing AHCCCS website, including the development of new sections, landing pages, and FAQs related to this issue. The project does not include the creation of a separate standalone website or microsite.
5.	Gordon C. James Public Relations	8.2.3.3.2 Member portals	5	<p><b>Member Portals (like HEAplus)</b> For section 8.2.3.3.2 (Member portals such as HEAplus), is the contractor expected to:</p>	Provide new content and messaging recommendations.



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				<ul style="list-style-type: none"> <li>Provide new content and messaging recommendations, or</li> </ul> Directly implement updates within the portal interface?	
6.	Gordon C. James Public Relations	8.1	5	Do you have the current breakdown of the member size of 8.1.1.1, 8.1.1.2 and 8.1.1.3?	Some messaging will be used with the current estimated targeted adult population of 429,000. However, there will also be some general content that would be used with the state's total Medicaid population (1,799,000).
7.	ANDERSON Advertising	Section 7.2.2	4	To what degree will AHCCCS assist in recruitment and coordination of stakeholder participants, including Medicaid members, providers, MCOs, and advocacy organizations, if at all?	AHCCCS will play an important role in supporting stakeholder engagement by facilitating connections between the contractor and key stakeholder groups, including Medicaid members, providers, MCOs, and advocacy organizations. The contractor will be responsible for leading engagement activities, with AHCCCS providing coordination support, introductions, and guidance to help ensure appropriate and effective participation.
8.	ANDERSON Advertising	Section 8.1.2.4 & 8.3	5-6	While this awareness campaign specifies public messaging, would AHCCCS want the response to consider any internal audiences who may be working directly with members through the process and therefore need messaging as well?	While the campaign is primarily focused on public-facing messaging, AHCCCS anticipates the need for select internal-facing materials to support staff who interact directly with members. This may include assets such as talking points, FAQs, or other guidance to help call center and customer service teams respond consistently and accurately to inquiries related to the campaign.
9.	ANDERSON Advertising	Section 8.2.3.3 – /Section 14.2	5-6 & 10	Is AHCCCS seeking paid digital and social media channels too?	AHCCCS is open to the use of paid digital and social media channels, provided they align with the overall campaign strategy and are achievable within the approved budget.
10.	Advocatia Solutions	Response Submission Requirements	1	What organizations were selected as the contractors that were awarded under the Statewide Marketing Services?	The procurement file containing the initial contract award determinations for the Statewide solicitation, which are separate and distinct from this task order, may be found on the APP system under RFP Solicitation No. BPM003518.
11.	LAVIDGE	14.2.2	10	Section 14.2.2 notes that pricing must include estimated costs such as media fees. \$750,000 can be quickly exhausted by a statewide media buy, does AHCCCS anticipate that additional media funds may be available?	AHCCCS is open to the use of paid digital and social media channels, provided they align with the overall campaign strategy and are achievable within the approved budget.
12.	LAVIDGE	#2	2	The task order notes that all activities, deliverables, and timelines are subject to CMS review and approval. To help us build an accurate proposed timeline, what is the standard or anticipated turnaround time for CMS to review and return feedback on campaign assets?	CMS approval is estimated to take 60 days or less.
13.	LAVIDGE	#2	2	Public-facing communications must initiate no later than September 1, 2026. Assuming an award in June, this leaves approximately 8–10 weeks to conduct qualitative Stakeholder Input (Phase 1) and complete Planning & Message Development (Phase 2), inclusive of CMS approvals. Is AHCCCS	Yes, AHCCCS is open to an accelerated or phased rollout approach for Phase 1 to support meeting the September 1, 2026 deadline, provided the approach aligns with the overall campaign strategy and objectives.



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				open to an accelerated or phased rollout for Phase 1 to meet the September 1 deadline?	
14.	LAVIDGE	8.2.3.2	5	To right-size the Stakeholder Input Plan and overall campaign reach, roughly how many Medicaid members does AHCCCS currently estimate will be subject to the H.R. 1 community engagement requirements? Will LAVIDGE be provided with direct contact lists for email/SMS outreach?	Some messaging will be used with the current estimated targeted adult population of 429,000. However, there will also be some general content that would be used with the state's total Medicaid population (1,799,000). The vendor would be given relevant contact information.
15.	LAVIDGE	8.4.6.3	6	Section 8.4 mentions pricing options for creative assets in English and Spanish, but Section 8.4.6.3 requires assets to be available in "required languages". Are there specific languages beyond English and Spanish that AHCCCS anticipates needing for this campaign?	AHCCCS is only required to provide materials in English and Spanish.
16.	LAVIDGE	8.2.1	5	Section 8.2.1 states that previous Public Health Emergency (PHE) materials will be provided as reference examples. Can these examples be provided to vendors during the current Q&A period to help inform our proposed methodology and creative concepts?	AHCCCS can share samples and examples of materials that were used for the PHE.
17.	LAVIDGE	6.2	3	Can you further clarify the creative concept ask in 6.2.2 and whether this refers to a single campaign platform or multiple concepts, and how they are expected to translate across channels and deliverables in Phase 3?"	The expectation is one unified campaign concept with audience-specific executions, designed to ensure clarity, consistency, and scalability across all communications. The campaign should establish a clear, consistent theme, tone, and visual identity that can be scaled and adapted across all audiences and communication channels. Within that single platform, targeted variations are expected to address the needs of different audiences: <b>Impacted members:</b> messaging focused on what is changing and what actions (if any) they need to take <b>Unaffected members:</b> reassurance messaging making it clear no action is required <b>Stakeholders</b> (providers, MCOs, advocacy groups, etc.): adaptable toolkits that enable them to reinforce and distribute campaign messaging through their own channels <b>AHCCCS staff:</b> internal messaging, scripts, and talking points to ensure consistent communication in direct interactions
18.	LAVIDGE	7.1	3	What level of stakeholder access will AHCCCS provide for Phase 1? Will AHCCCS facilitate introductions to members,	AHCCCS will play an important role in supporting stakeholder engagement by facilitating connections between the contractor and key stakeholder groups, including Medicaid members, providers, MCOs, community-based organizations



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				providers, MCOs, and advocacy groups -- Or is the contractor responsible for recruitment and outreach?	and advocacy organizations. The contractor will be responsible for leading engagement activities, with AHCCCS providing coordination support, introductions, and guidance to help ensure appropriate and effective participation.
19.	LAVIDGE	8.2.3.2	5-6	Can AHCCS clarify roles and responsibilities for execution across channels, e.g., email, website, social media), including whether the contractor will have direct publishing access or if AHCCCS will manage through its internal systems?	AHCCCS existing teams (web & social) will implement
20.	LT	Section 4	2	What does success look like beyond awareness, and have you defined how you will measure it?	The expectation is that we will evaluate campaign success across a variety of dimensions including Reach (who we reached), Engagement (who interacted), Understanding (who comprehends eligibility requirements), and Behavior Change (who successfully completes applications and renewals). We can validate these through operational metrics such as call volume, error rates, and processing efficiency. For reach and awareness, that will include total impressions (digital, print distribution, SMS sends, etc.), reach among target populations (members, assistors, subgroups) and channel performance (email open rates, SMS delivery/read rates, social media reach, traffic to eligibility pages).
21.	LT	Section 7.7	7	What do members misunderstand most today, what questions are already coming into call centers?	Based on current feedback and early inquiries, the most common questions from members are: <ul style="list-style-type: none"> <li>• “Does this apply to me?”</li> <li>• If so, “What do I need to do, and when do I need to do it?”</li> </ul> These questions highlight a need for clear, straightforward messaging that helps members quickly determine relevance and understand any required actions and timelines.
22.	LT	Section 7.1	5	Are there specific populations where compliance risk is highest?	Populations where compliance risk is anticipated to be highest include individuals experiencing homelessness, those with serious mental illness (SMI), and individuals residing in rural communities. These groups may be more difficult to reach through traditional communication channels and may require more targeted and tailored engagement strategies.
23.	LT	Section 8-Phase 3 Section 10	7-8 & 9	1. What level of control will the contractor have over channels? a. Will the contractor: i. directly execute (post, send, publish) or primarily create assets for AHCCCS to deploy?	AHCCCS will retain control over its communication channels and will be responsible for posting, sending, and publishing content across its web and social platforms. The contractor will primarily be responsible for developing and delivering content assets for AHCCCS to review and deploy.



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24.	LT	Section 8.4	7	Are there existing vendor partners with overlapping scopes, if so, where do the scopes overlap?	Yes, there are existing vendor partners with related and potentially overlapping scopes. Most notably, there may be overlap with the implementation vendor responsible for the eligibility system as well as AHCCCS Connect, including the direct member communications generated from the eligibility system (e.g., notices, SMS, email, and outbound messaging). As a result, activities related to outreach, messaging, or system-driven communications will require coordination to ensure alignment, avoid duplication, and maintain consistency across channels In addition, there should be an expectation that collaboration will be required with <b>AHCCCS's project management vendor</b> , particularly where schedules, dependencies, governance, and delivery coordination intersect across vendors and workstreams. This collaboration is critical to ensuring clear ownership, proper sequencing of work, and alignment with overall program timelines and objectives.
25.	LT	Section 7.2	5	How much flexibility is there in creative concepting? Are you looking for continuity or a completely new direction?	We require the selected vendor to align with current AHCCCS brand standards to maintain a consistent and familiar look and feel for members; however, we remain open to creative approaches and strategies, including white label assets that can be adapted by other organizations.
26.	LT	Section 9-Phase 4	8-9	<ol style="list-style-type: none"> <li>1. What data sources will be available to the contractor?               <ol style="list-style-type: none"> <li>a. Call center logs</li> <li>a. Website analytics</li> <li>a. Enrollment / disenrollment data</li> </ol> </li> </ol> MCO reporting	Full population data from the eligibility system will be shared with the awarded vendor.
27.	LT	Section 10	9	<ol style="list-style-type: none"> <li>1. What internal resources will AHCCCS provide?               <ol style="list-style-type: none"> <li>a. Subject matter experts</li> <li>a. Communications team support</li> </ol> </li> </ol> Stakeholder access	AHCCCS will provide internal support across all identified areas, including access to subject matter experts, communications team support, and assistance with stakeholder engagement and coordination.
28.	LT	Section 3 & Section 4	2-3	What would failure look like for this campaign?	Failure would be indicated by little to no improvement in member and assister understanding or confidence regarding the new H.R. 1 eligibility requirements and how to maintain compliance. In this scenario, we would likely see a sustained or increased volume of inquiries to call centers and eligibility staff, signaling that key questions are not being addressed effectively through campaign materials. Additionally, failure would mean the campaign does not successfully anticipate and resolve common points of confusion through its messaging, content, and outreach strategies. Our objective is to proactively answer as many eligibility-related



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					questions as possible through clear, accessible content and targeted communication approaches delivered by the selected vendor. If these efforts do not reduce reliance on direct support channels or improve user comprehension, the campaign would not be meeting its intended goals.
29.	LT	6.2.2	4	1) Will AHCCCS source the necessary stakeholders for interviews? <ul style="list-style-type: none"> <li>a. Can you provide a range of what that total stakeholder list size might be?</li> <li>b. Are you comfortable providing incentives to AHCCCS member stakeholders to participate in interview?</li> </ul>	a. AHCCCS will play an important role in supporting stakeholder engagement by facilitating connections between the contractor and key stakeholder groups, including Medicaid members, providers, MCOs, and advocacy organizations. The contractor will be responsible for leading engagement activities, with AHCCCS providing coordination support, introductions, and guidance to help ensure appropriate and effective participation. b. AHCCCS would consider incentives on a case by case basis depending on the stakeholder type
30.	LT	6.2.4	4	Can you estimate the layers of approval we should plan for, for deliverables?	<b>AHCCCS</b> internal review and approval, estimated at approximately one (1) to two (2) weeks. This estimate reflects a typical review duration and may vary based on the complexity of the deliverable.
31.	LT	7.3.1.2	6	Will toolkits developed need to be printed?	No
32.	LT	-	-	Can you please confirm & clarify any differences between this revised task order and the previous one?	The revised task order includes the addition of a defined budget amount and incorporates refinements to streamline and clarify certain processes compared to the previous version.