

## Third Amendment to the IME Professional Services - Member Services Contract

This Amendment to Contract Number MED-10-001-A is effective October 1, 2014, between the Iowa Department of Human Services (Agency) and MAXIMUS Health Services, Inc (Contractor).

### Section 1: Amendment to Contract Language

The Contract is amended as follows:

**Revision 1.** Section 6.5.10.2 e of the RFP Scope of Work, which was incorporated into the Contract in Amendment 2, is hereby amended to read as follows:

- e. Provide an Iowa communication consultant for strategy, support, and event planning in collaboration with DHS related to the enrollment, outreach and education activities of the IHAWP and the Health Insurance Marketplace. Duties include, but are not limited to:
  - i. Development of targeted messaging for the primary audience (potential new members and current members) that promotes the Iowa Health and Wellness Plan and its program components, including, but not limited to enrollment, plan and provider selection, the Healthy Behaviors Program, and Healthy Rewards Incentive Program;
  - ii. Development of targeted messaging for the secondary audience (stakeholders, providers) that promotes the Iowa Health and Wellness Plan and its program components, including, but not limited to enrollment, plan and provider selection and the Healthy Behaviors Program;
  - iii. Creation of specific outreach and education materials and a distribution strategy and plan to get materials to the primary and secondary audiences, including but not limited to:
    - a) Direct mail campaign;
    - b) Premium notices and reminder mailings;
    - c) Posters;
    - d) Flyers;
    - e) Social media strategy and supporting messaging;
    - f) Facebook web banner ad design;
    - g) Online media presence- real time buying;
    - h) Updates to provider and stakeholder toolkit;
    - i) Media relations support;
    - j) Additional support toolkits;
    - k) Website messaging and support (iahealthlink.gov); and
    - l) Branding support and creation of additional templates for materials using branding campaign.

- iv. Continued support of content for the custom branded website, iahealthlink.gov.

**Revision 2:** Section 7.1, Payment Terms and Compensation, paragraph four, is modified to read as follows:

The prices for the three (3) Renewal Option Years are:


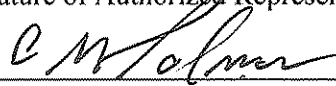
SFY 2014	\$3,666,774.00
SFY 2015	\$5,657,722.32
SFY 2016	\$5,867,013.32

**Section 2: Ratification and Authorization**

Except as expressly amended and supplemented herein, the Contract shall remain in full force and effect, and the parties hereby ratify and confirm the terms and conditions thereof. Each party to this Amendment represents and warrants to the other that it has the right, power, and authority to enter into and perform its obligations under this Amendment, and it has taken all requisite actions (corporate, statutory, or otherwise) to approve execution, delivery and performance of this Amendment, and this Amendment constitutes a legal, valid and binding obligation upon itself in accordance with its terms.

**Section 3: Execution**

IN WITNESS WHEREOF, in consideration of the mutual covenants set forth above and for other good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, the parties have entered into the above Amendment and have caused their duly authorized representatives to execute this Amendment.

<b>Contractor, MAXIMUS Health Services, Inc</b>	<b>Agency, Iowa Department of Human Services</b>
Signature of Authorized Representative: 	Signature of Authorized Representative: 
Printed Name: <b>Adam Polatnick</b>	Printed Name: <b>Charles M. Palmer</b>
Title: <b>Vice President</b>	Title: <b>Director</b>
Date: <b>Assistant General Counsel</b>	Date:
<b>10/22/14</b>	<b>11-20-14</b>