

Health Care Home Public Relations Solicitation Questions

- 1. It was unclear to us whether the “deliverables” are a strategic plan for communications, development of messaging and a seal of health care home certification, or those elements AS WELL AS execution of the plan (for example, development and placement of communications products such as brochures, advertisements, press materials, etc.). Please clarify what the project deliverables should be.**

We are seeking as a deliverable a communications plan with specific recommendations for appropriate consumer-oriented communications tools related to health care homes. We are asking for development of the strategic communications plan, the messaging including the seal and development of tools. We are not planning for execution of the broader communication plan in this contract only those deliverables that are specifically listed. This could include brochures, advertisements, press materials, web and multimedia tools, etc. We are asking for prototypes/templates of those materials but not for the contractor to produce them. We are looking for the bidders innovative recommendations. A key deliverable is the messaging you feel would be most useful and resonant for those tools/materials.

- 2. What is the timeline for the project deliverables? What are your deadlines for this work?**

Project deliverables are conducted over the next 6 months and bidders should develop a prioritization schedule that is part of the communication plan.

- 3. Could you provide for us a general range for the project’s budget? It’s important to us that we propose plans for research, materials development and media placement that are in line with available funds.**

The budget maximum is listed in the RFP, \$50,000.

- 4. Would you be open to having a group of independent consultants manage the project, or does the contracting entity need to be a corporation? We feel that a group of qualified consultants could do this work well, but we noticed that there are a number of contracting requirements regarding various types of insurance that only corporations would have.**

If there is a group of independent consultants, the individual who is the lead project manager would need to obtain the necessary insurance requirements. This can be achieved by purchasing additional insurance through an individual's home owner's policy.

- 5. Would you like us to include timing and budget for qualitative research with target audience members and stakeholders? We believe that such research is important for selecting ideal messages and communications vehicles, but we are not clear on whether the project scope would allow for its inclusion.**

Yes.

- 6. In the Evaluation section of the Informal Solicitation document Section III refers to "completion of financial forms correctly." Would you please clarify what those forms are?**

Please see the directions for completing the forms at the end of the solicitation.

- 7. The RFP states that the goal is to "develop statewide consumer-friendly messages" – is your goal to have primary regional presence or messaging within all counties/communities?**

Our goal is to have input from stakeholders from across the state to ensure that the messages developed resonate for all parts of the state.

- 8. Did MDH conduct prior research (either qualitative or quantitative) with stakeholders? If yes, will that research be available to the firm chosen for this project?**

We did do the statewide capacity assessment, which included consumer feedback. The capacity report is available on the internet:

<http://www.health.state.mn.us/healthreform/homes/capacity/index.html>

Additional detail about the capacity report would be available to the selected contractor.

- 9. Does the estimated cost figure on this include production costs for the deliverables? Or is the intent that the plan and deliverables are conceptualized, designed and developed, but not actually produced? If video is one of the media, are the production costs and media buying outside of the estimated cost?**

The budget estimate on this does not include production costs for the deliverables. The same would be true for production and media buying

related to video – those would be outside the cost estimates included for this contract.

10. What responses you've had on this RFP?

There are no submissions of proposals yet. The due date is May 25, 2010.

11. Do you have a page limit for this RFP and, are you interested in seeing examples of relevant past work?

There is not specified page limit for the RFP. We are interested in seeing examples of relevant past work; however due to time constraints for evaluating the proposals, we suggest five pages maximum for the examples of relevant past work.