

REQUEST FOR PROPOSALS

CMSP Marketing Vendor

COUNTY MEDICAL SERVICES PROGRAM GOVERNING BOARD

I. GENERAL INTRODUCTION

The County Medical Services Program (CMSP) Governing Board seeks to acquire the services of a qualified California-based marketing firm to support its marketing initiatives. The CMSP Governing Board invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. The work to be performed will support CMSP Governing Board's existing CMSP program as well as a new pilot project to provide primary health care services to undocumented adults ages 21-64, called Path2Health.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered. Copies of this RFP and related documents can be obtained from the Governing Board website at <http://www.mypath2health.org/Marketing.html>.

The initial contract period of the CMSP Marketing Vendor is twelve months. The term is tentatively set to begin November 2018 and end October 2019.

II. BACKGROUND

The County Medical Services Program (CMSP) was established in January 1983, when California law transferred responsibility for providing health care services to indigent adults from the State of California to California counties. This law recognized that many smaller, rural counties were not in the position to assume this new responsibility. As a result, the law also provided counties with a population of 300,000 or fewer with the option of contracting back with the California Department of Health Services (DHS) to provide health care services to indigent adults.

In April 1995, California law was amended to establish the County Medical Services Program Governing Board (Governing Board). The Governing Board, composed of ten county officials and one ex-officio representative of the Secretary of the California Health and Human Services Agency, is authorized to set overall program and fiscal policy for CMSP. Thirty-five counties throughout California participate in CMSP: Alpine,

Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Imperial, Inyo, Kings, Lake, Lassen, Madera, Marin, Mariposa, Mendocino, Modoc, Mono, Napa, Nevada, Plumas, San Benito, Shasta, Sierra, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, Tuolumne, Yolo and Yuba.

CMSP is funded by public funds through State Program Realignment revenue received by the Governing Board and county general purpose revenue provided in the form of County Participation Fees. CMSP members are medically indigent adults, ages 21 through 64, who meet all of CMSP’s eligibility criteria and are not otherwise eligible for Medi-Cal or Covered California. Enrollment in CMSP is handled by county welfare departments located in the 35 participating counties. All CMSP members must be residents of a CMSP county and their incomes must be less than or equal to 300% of the Federal Poverty Level (based on net nonexempt income).

Beginning in 2019, under the Path2Health Pilot Project (“Pilot Project”), the Governing Board seeks to test the effectiveness of providing primary and preventive services to low-income, undocumented county residents that are not otherwise eligible for CMSP and are eligible for and enrolled in emergency medical services under the Medi-Cal program.

The target population for the Path2Health Pilot Project is undocumented adults ages 21-64 that are enrolled in an emergency services only Medi-Cal program aid code and reside in one of the thirty-five CMSP counties. The goal of the Pilot Project is to promote timely delivery of necessary primary and preventive medical services to the target populations to improve health outcomes for the target population, reduce the incidence of emergency services utilization and inpatient hospitalization by the target population, and enable contracting Community Health Centers to redirect resources otherwise dedicated to providing services to the target population to other needs of high priority in the Community Health Center’s service area, including but not limited to assuring delivery of medically necessary services to CMSP enrollees and remaining uninsured county residents.

The Governing Board released a Request for Applications for Community Health Centers to participate in the Path2Health Pilot Project on August 1, 2018. A copy of the Path2Health Request for Applications for Community Health Centers is located at <http://www.mypath2health.org/Participant.html>.

III. TIMELINE

The following tentative timeline shall guide the CMSP Marketing Vendor RFP:

August 6, 2018:	Marketing Vendor RFP Released
September 7, 2018:	Deadline to Submit Questions
September 14, 2018:	Written Responses to All Questions Posted

September 20, 2018:	Proposals Due
October 11, 2018:	Proposals Reviewed and Contractor Selected
October 15, 2018:	Marketing Vendor Announced Via Letter
November 16, 2018:	Marketing Contract Executed
December 21, 2018:	Final Marketing Plan Approved
February 1, 2019:	Path2Health Pilot Projects Begin Implementation

IV. CMSP GOVERNING BOARD’S MARKETING GOALS

Working in collaboration with the Governing Board and staff, the marketing contractor will work toward and measure efforts against the following goals:

1. Effectively reach potential members, including those who are traditionally more uninsured, underinsured and/or experiencing health disparities,
2. Effectively reach partner counties (Boards of Supervisors, County Social Services Departments and County Public Health Departments),
3. Effectively reach medical providers within CMSP counties, and
4. Expand public awareness about CMSP and the Path2Health Pilot Project.

V. SCOPE OF WORK AND DELIVERABLES

The scope of work will include the following:

1. Strategy

- Serve as the Governing Board’s expert advisor for the development and implementation of marketing strategies for the CMSP and Path2Health programs
- Develop a marketing plan focused on achieving the Governing Board’s Marketing Goals

2. Branding

- Create updated brand identities for the CMSP Governing Board, County Medical Services Program (CMSP), and Path2Health programs



3. Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested

- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development

4. Digital

- Design new Path2Health website design (www.mypath2health.com) and perform development services, as needed
- Redesign and restructure existing CMSP website (www.cmspcounties.org) and perform development services, as needed
- Provide social media strategy development, content, and execution

5. Market Research

- Conduct stakeholder and member surveys, as needed

The selected firm will be required to acknowledge the Governing Board's ownership of all of brand identities, websites, print and collateral materials and shall otherwise transfer any ownership and copyright of brand identities, websites, print and collateral materials to the Governing Board upon completion and payment of services.

VI. PROPOSAL REQUIREMENTS

For ease and efficiency of review, the Governing Board has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company Profile

- A. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- B. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- C. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- A. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
- B. Provide a description of your work process.

- C. Describe why and how your firm is uniquely positioned to serve as the Governing Board's lead marketing strategist, implementer, and advisor.
- D. Special consideration: If applicable, describe the experience with and knowledge of marketing health care coverage services.
- E. Special consideration: If applicable, describe the experience working with public sector clients.
- F. Special consideration: If applicable, describe the experience with and knowledge of marketing services in rural and frontier areas.
- G. Special consideration: If applicable, describe the experience with and knowledge of marketing services to primarily Spanish speakers.
- H. Special consideration: If applicable, describe the experience with and knowledge of marketing services to underserved populations.

3. Experience and Qualifications

- A. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work
- B. Provide up to four (4) examples of relevant work and/ or case studies.
- C. Provide a minimum of three (3) client references.
- D. Provide a list of personnel who would be assigned to CMSP's work, along with their credentials and experience.

4. Cost Proposal

- A. Provide a schedule of fees for all relevant services described in the Scope of Work including costs by component for Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- B. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4A.

The Governing Board may request any other information that it deems in its sole discretion is necessary or useful in order to evaluate proposals. The Governing Board reserves the right to contact persons submitting a proposal informally to receive additional information.

VII. PROPOSAL FORMAT INSTRUCTIONS

- A. All Marketing Vendor proposals must be complete at the time of submission and must follow the required format and use the forms and examples provided:
 - 1. Text must appear on a single side of the page only.
 - 2. Assemble the proposal in the order and within the page number limits listed with the Proposal Requirements section.

3. Clearly paginate each page.
- B. Proposals transmitted by facsimile (fax) or e-mail will not be accepted.
- C. Provide one original hard-copy Marketing Vendor Proposal clearly marked original, and two (2) hard copies.
- D. Provide an electronic copy (CD or flash drive) of the proposal.
- E. Do not provide any materials that are not requested, as reviewers will not consider the materials.
- F. Proposals must be received in the office no later than 5:00 p.m. PST on September 20, 2018.

CMSP Governing Board
ATT: Kari Brownstein, Administrative Officer
1545 River Park Drive, Suite 435
Sacramento, CA 95815

VIII. METHODOLOGY FOR REVIEW AND SCORING

The Governing Board reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. The Governing Board also reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this RFP.

Proposals will be evaluated based on the requirements set forth in the RFP. Selection of the firm(s) will be at the discretion of the Governing Board and will be based on the proposal(s) that the Governing Board deems to be the most responsive and effective and best serves the interests of the program. Following the review of all proposals, selected companies may be invited to an onsite interview in Sacramento. Costs and equipment for such presentations are the responsibility of the proposing company. Best and Final offers may be solicited from the pool of finalists prior to selection of the successful firm.

Proposals will be reviewed by a selection committee and will be evaluated based on the following criteria:

1. Firm Experience and Qualifications
 - a. Experience with projects of similar type and scope
 - b. Experience with public sector organizations
 - c. Experience with health care marketing
 - d. Familiarity with marketing services in rural and frontier areas of California

2. Staff Expertise/Implementation and Operational Teams
 - a. Experience of staff proposed to be involved in the project
 - b. Proven and demonstrated hands-on expertise of key management team members and staff in this area of work
 - c. Demonstrated expertise in being a strategic partner with clients
3. Demonstrated ability to:
 - a. Communicate in a variety of media
 - b. Effectively combine words and images
 - c. Write clearly and persuasively in both English and Spanish
 - d. Conduct market research and analyze market data
 - e. Show creativity
4. Cost Proposal
 - a. Total cost to CMSP as it relates to the services
5. References
 - a. Feedback from submitted references

The foregoing criteria are for general guidance only. If the proposals are scored, the scoring will be for guidance and informational purposes only. The Governing Board will award a contract based on the proposal the Governing Board determines, in its sole discretion, is in the best interest of CMSP and the Governing Board.

Proposals which, in the Governing Board's sole and absolute discretion, are deficient, are not competitive, are non-responsive, do not meet minimum standards or are otherwise lacking in one or more categories may be rejected without further consideration.

IX. QUESTIONS

A. Frequently Asked Questions (FAQ)

If you have questions regarding the RFP, please submit the questions in writing to Kari Brownstein, Administrative Officer. Questions can be emailed to Ms. Brownstein at kbrownstein@cmspcounties.org. Include your name, the name of your firm, and your mailing address, email address, fax number, and telephone number.

Questions can be submitted at any time up to midnight on September 12, 2018. The Governing Board will post written responses to all questions received by the Governing Board within the time period indicated on its website as soon as possible after questions are received, and no later than September 14, 2018. For clarity, please cite the page and section to which your questions pertain, and if appropriate, the information you are seeking.

B. RFP Contact Information

Please direct any questions regarding the RFP via email to:

Kari Brownstein, Administrative Officer
CMSP Marketing Vendor RFP
kbrownstein@cmspcounties.org

Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

X. GENERAL INFORMATION

- A. All submitted proposals become the property of the Governing Board and will not be returned to the bidder unless otherwise determined by the Governing Board in its sole discretion.
- B. Any costs incurred by the bidder for developing a proposal are the sole responsibility of the bidder and the Governing Board shall have no obligation to compensate any bidder for any costs incurred in responding to this RFP.
- C. Proposals may remain confidential during this process only until such time as determined by the Governing Board in its sole discretion. Thereafter, all information submitted by a party may be treated as a public record by the Governing Board. The Governing Board makes no guarantee that any or all of a proposal will be kept confidential, even if the proposal is marked "confidential," "proprietary," etc.
- D. The Governing Board reserves the right to do the following at any time, at the Governing Board's sole discretion:
 - 1. Reject any and all proposals, or cancel this RFP.
 - 2. Waive or correct any minor or inadvertent defect, irregularity or technical error in any proposal.
 - 3. Request that certain or all bidders supplement or modify all or certain aspects of their respective proposals or other materials submitted.
 - 4. Modify the specifications or requirements for the Pilot Project in this RFP, or the required contents or format of the proposals prior to the due date.
 - 5. Extend the deadlines specified in this RFP, including the deadline for accepting proposals.
 - 6. Award, or not award, any contract for the market vendor services described in the RFP.