

STATE OF GEORGIA  
GEORGIA DEPARTMENT OF COMMUNITY HEALTH

ADDENDUM NUMBER: 01

DATED: 9-15-2011

REQUEST FOR PROPOSAL NUMBER DCH-HIT-02  
FOR:

Advertising and Public Relations Services  
For  
Health Information Technology

The attached information is made a part of this RFP. The purpose of this addendum is to provide the following:

- 1) Provides answers to Vendor questions received.

**Information concerning this solicitation may be found at:**

[http://dch.georgia.gov/00/channel\\_title/0,2094,31446711\\_98666125,00.html](http://dch.georgia.gov/00/channel_title/0,2094,31446711_98666125,00.html)

**Bidders should check these electronic pages daily!**

*Note: Review Carefully!*

In the event of a conflict between previously released information and the information contained herein, the latter shall control.

**NOTE: A signed acknowledgment of this addendum (this page) should be attached to your RFP response. A signature on this addendum does not constitute your signature on the original RFP document. The original RFP response must also be signed in the proper places.**

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
\_\_\_\_\_

## QUESTIONS AND ANSWERS

#	Questions	Referenced RFX Section	Answers
1.	<p>On Page 5 of the RFP, Paragraph 1.2.1 sets out the first of the five mandatory requirements and says the offeroring entity must have “a minimum of three (3) years experience with <b>large health care marketing projects ...</b>” [Emphasis added] However, the parallel paragraph on Appendix C (“Acknowledgment of Mandatory Requirements), on Page 32 of the RFP, refers to “...<b>large health information technology projects.</b>” [Emphasis added]</p> <p>My obvious question is: Which is it? Large “health care marketing” projects? Or large “health information technology” projects?</p>	<p>Page 5, Mandatory Item 1.2.1 &amp; Page 32 Appendix C, item 1</p>	<p>The correct information is as follows: “Offeror’s Company, or a principal member of the Company/bidding team, must have a minimum of eight years advertising and public relations experience, with a minimum of three (3) years experience with large health care marketing projects (greater than \$500,000 per project for a single client), market and user research, user persona development, brand image development, user experience and digital interactive marketing</p> <p>Please replace current Appendix C, page 32, and replace with new Appendix C, contained at Attachment 1 to this Addendum.</p>
2.	<p>Section 3.4.3.2 refers to the MCP including “plus sales”. What does this mean?</p>	<p>Page 13, paragraph 3.4.3.2</p>	<p>Please delete “plus sales” from paragraph 3.4.3.2.</p> <p>Please replace current page 13, paragraph 3.4.3.2 and replace with new 3.4.3.2 , contained at Attachment 2 to this Addendum</p>

#	Questions	Referenced RFX Section	Answers
3.	Section 3.4.4.2 states that digital media plan components will be “produced,” including a fully operational website within 15 calendar days of MCP approval. Does this mean we would have 15 days to design and secure necessary approvals, and then build and launch a functioning website from date of approval of the plan? Or that the details of the digital media plan components and their implementation plan will be due at the end of those 15 days?	Page 13, paragraph 3.4.4.2	Yes, draft produced at the end of the 15 days.
4.	In Section 4.3.1, there are references to page limits in some areas but not in others. For example, is there a total technical proposal page limit desired? Is there a limit for section 4.3.1.3 or 4.3.1.3.4 or 4.4?	Page 18, paragraph 4.3.1	No page limit.
5.	Section 4.5 refers to the Contract and its exceptions. Does a signed contract need to be included with this submittal? Or merely an unsigned copy indicating full approval of contents, or an unsigned copy indicating desired revisions?	Page 19, paragraph 4.5	No signed contract is required, but Offerors need to indicate exceptions to contract as per paragraph 4.5 of the RFP and Appendix B, Offeror Contact Form.

#	Questions	Referenced RFX Section	Answers
6.	Section 4.3.1.3.5 asks for slightly different information in a slightly different order than the requested Appendix F requests. Which format should be used to supply to supply information?	Page 18, paragraph 4.3.1.3.5	Please delete the current language in paragraph 4.3.1.3.5 and Appendix F, References and replace with and follow the directions in the new paragraph 4.3.1.5 contained at Attachment 3 and complete and submit the new Reference Form contained at Attachment 4 to this Addendum
7.	An earlier iteration of this RFP was issued several weeks ago. What is the reason for the reissuance of the RFP?	N/A	The earlier RFP was cancelled to allow for revisions to be made to the RFP and to also allow for the contract to be available for posting with the RFP.

APPENDIX C

ACKNOWLEDGMENT OF MANDATORY REQUIREMENTS

- 1. Offeror’s Company, or a principal member of the Company/bidding team, must have a minimum of eight years advertising and public relations experience, with a minimum of three (3) years experience with large health care marketing projects (greater than \$500,000 per project for a single client), market and user research, user persona development, brand image development, user experience and digital interactive marketing;

YES \_\_\_\_\_ NO \_\_\_\_\_

- 2. Offeror must agree to furnish a Payment Bond to secure payment of all claims for materials furnished and/or labor performed by a subcontractor in the event one or more subcontractors are utilized by the awarded supplier in performance of the project and comply with all requirements identified in paragraph 6.13 of the RFP;

YES \_\_\_\_\_ NO \_\_\_\_\_

- 3. Offeror must furnish and maintain all required insurances identified in paragraph 6.12 of the RFP;

YES \_\_\_\_\_ NO \_\_\_\_\_

- 4. Offeror must execute and submit a Proposal Certificate (contained at Appendix A to this RFP);

YES \_\_\_\_\_ NO \_\_\_\_\_

- 5. Offeror must be located within two hours traveling time of metropolitan Atlanta, GA in order to meet with DCH HIT staff as required.

YES \_\_\_\_\_ NO \_\_\_\_\_

COMPANY NAME HERE: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

- 3.4.3.2 At a minimum, the MCP must include situation analysis, research (i.e., highlights from the Benchmarking and Analysis & any secondary research); target markets; products/services; other states/competitive look; plan objectives (i.e., creating and sustaining awareness, etc.); strategies & tactics; budgets; performance measures; flowcharts (i.e., timelines), etc. Sub-plans for each recommended component should be developed and may include, but not be limited to: traditional and interactive advertising; promotion; special events; direct marketing; public/media relations. The MCP must address items 3.3.3, 3.3.4, 3.3.5, 3.3.6, and 3.3.8 of the RFP Section 3.3, Detailed Services Required.

**4.3.1.3.5 References**

The list of references will include all health information technology advertising public relations experience or similar projects currently being performed by the Offeror or completed within the past 3 years. Using the form provided in Appendix F, References, to the RFP, the Offeror shall provide the following information for each reference listed:

1. Name of contracting activity
2. Contract Number
3. Contract type
4. Contract dollar value
5. Brief description of contract work
6. Name, email address and phone number of Contracting Officer and/or Program Manager

The references should be listed in descending chronological order

**APPENDIX F**

**REFERENCES**

The list of references will include all health information technology advertising public relations experience or similar projects currently being performed by the Offeror or completed within the past 3 years:

1. Name of contracting activity
2. Contract Number
3. Contract type
4. Contract dollar value
5. Brief description of contract work
6. Name, email address and phone number of Contracting Officer and/or Program Manager