

LOUISIANA MAKING MEDICAID BETTER (MMB)
EDUCATION AND OUTREACH CAMPAIGN 2011-2012

305PUR-DHHRFP-ED-OUTREACH-MVA
Proposal Due Date: June 6, 2011 4:00 pm

ADDENDUM #4

Revisions to Making Medicaid Better Outreach and Education RFP Document

CODING: Words ~~struck through~~ are deletions from the RFP language; words underscored are additions.

Page Number	RFP Section Number	Revised RFP Language	Explanation of Amended Section
10	II.B.5.b	If the Department chooses to use innovative channels of communication, including but not limited to, text messaging technology, smart phone applications, Web advertisements, care -wraps, bus boards or billboards, the Contractor shall produce the advertisements or other means of marketing, handling any media services, including production, writing, design, casting, music, editing facility charges and the planning and purchase of any associated media buys. Any necessary production time should be incorporated into the overall costs associated with the ad's creation and will be deducted from the amount allotted for air time costs. The Department shall approve in writing, the contents of any ad prior to airing.	Typo.
11	II.B.7.d	The contractor should assist the Department in disseminating material to identified stakeholders and advocates. <u>Materials should be provided in hard copy as well as digitally.</u> primarily through electronic means for printing by stakeholders.	Revised to remove the burden of printing on the stakeholder.
20, 21	J.3	<p>1. Proposals must be submitted via U.S. mail, courier or hand delivered to:</p> <p style="padding-left: 40px;">If courier mail or hand delivered: Mary <u>Fuentes</u> Gonzalez Department of Health and Hospitals Division of Contracts and Procurement Support 628 N 4th Street, 5th Floor Baton Rouge, LA 70802</p> <p style="padding-left: 40px;">If delivered via US Mail: Mary <u>Fuentes</u> Gonzalez Department of Health and Hospitals Division of Contracts and Procurement Support</p>	Name change.

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		<p>P.O. Box 1526 Baton Rouge, LA 70821-1526</p>	
27	III.N.10	<p>Cost and Pricing Analysis</p> <p>a. Proposer shall specify costs for performance of tasks. Proposal shall include all anticipated costs for successful implementation of all deliverables outlined. An item-by-item breakdown of costs shall be included in the proposal.</p> <ul style="list-style-type: none"> i. <u>Strategy Development and Market Research</u> ii. <u>Outreach</u> iii. <u>Direct Mail</u> iv. <u>Printed and Other Materials</u> v. <u>Multimedia Campaign</u> vi. <u>Field Testing</u> vii. <u>Stakeholder/Advocate</u> viii. <u>Website</u> ix. Strategy Development/Market Research (Focus Group and Field Testing Costs) and Evaluation x. TV/Radio/Multimedia Production xi. Direct Mail and Print Material Design and Production xii. Message Placement/Distribution (Media Buy) xiii. Coordination of Public Events/Outreach Events 	<p>The cost template follows the deliverables section, and not necessarily this list. The section has been modified to reflect the required breakdown as noted in the cost template.</p>

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27, 29	III.O	<p>Evaluation Criteria</p> <p><u>The following criteria will be used to evaluate proposals:</u></p> <p>All responses received as a result of this RFP are subject to evaluation <u>Evaluations will be conducted</u> by a Proposal Review Committee.</p> <p>Evaluations of the financial statements will be conducted by a member of the DHH Fiscal Division.</p> <p>The committee may reject any or all proposals if none is considered in the best interest of the state.</p> <p>The Proposal Review Committee will evaluate each proposal against the evaluation criteria in this RFP, rather than against other proposals, and scoring will be done by consensus of the Proposal Review Committee.</p> <p>Proposals containing assumptions, lack of sufficient details, poor organization, lack of proofreading and unnecessary use of self promotional claims will be evaluated accordingly.</p> <p>Scoring will be based on a possible total of <u>110</u>100 and the proposal with the highest total score will be recommended for award.</p> <p>The following criteria will be used to evaluate proposals:</p> <ol style="list-style-type: none"> 1. Understanding of scope of work: Will be based on an understanding of the needs and objectives of the Making Medicaid Better initiative and the Medicaid Program and its enrollees, as laid out in the RFP. The practicality of the execution of each stage of the project 	Evaluation criteria clarified..

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		<p>will be considered. The rationale and methodology for achieving objectives will be considered as well as the proposer’s organizational approach to the project.</p> <ol style="list-style-type: none"> 2. Creativity and potential impact: Will be based on the creativity of the proposed ideas as well as the contractor’s past creative efforts and their anticipated impact on the target audience, and the perceived ability to meet campaign objectives. 3. Technical proposal/plan for project execution: The practicality of the execution of each stage of the project will be examined. The proposer is required to provide a strategic overview including a summary of outreach and education elements. 4. Prior experience and qualifications: The proposer's experience in implementing public health communication and/or outreach and education campaigns as well as the proposer’s experience with the primary target audience will be considered. 5. Qualification of personnel and other resources: The proposed staffing will be judged on the skills and experience of the management, support and payment /accountability systems as related to the project, availability of local and non-local consultants, the experience levels of the candidates in developing the elements proposed in the RFP as well as potential elements to be developed in the near future. Particular emphasis will be placed on the expertise and experience of key personnel as relates to public health issues. This experience should be described in resumes submitted by the proposer. Major accomplishments of the proposed personnel, including past projects, should be described in detail. Location of active office with full-time personnel will be considered. 6. Cost Evaluation <u>The proposer with the lowest total cost shall receive 25 points. Other proposers shall receive points for cost based upon the following formula:</u> 	

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		<p>Cost will be evaluated as follows:</p> <p>(a) Competitiveness will be based on the following formula:</p> <p>CPS = (LPC/PC)*25</p> <p>CPS = Cost Proposal Score</p> <p>LPC = Lowest Proposal Cost <u>of all proposers</u></p> <p>PC = <u>Individual</u> Proposal Cost</p> <p><u>The assignment of the 25 points based on the above formula will be calculated by a member of the DHH Contracts Office staff.</u></p> <p><u>Additionally, a (b) A maximum of 10 bonus points may be awarded for the cost criteria based on evaluation of reasonableness of cost, based on economies of scale, adequate budget detail, and justification that all cost is consistent with the quality, purpose, objectives and deliverables of the RFP.</u></p> <p><u>The DHH Deputy Undersecretary may provide information with the evaluation of the additional 10 points.</u></p> <p>7. Corporate Financial Requirements: The organization's financial solvency will be evaluated. The proposer's ability to demonstrate adequate financial resources for performance of the contract or the ability to obtain such resources as required during performance under this</p>	

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		<p style="text-align: center;">contract will be given special emphasis.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th data-bbox="499 589 1161 724">Evaluation Criteria</th> <th data-bbox="1161 589 1569 724">Total Possible Points</th> </tr> </thead> <tbody> <tr> <td data-bbox="499 724 1161 794">Understanding of the Scope of Work</td> <td data-bbox="1161 724 1569 794" style="text-align: right;">5</td> </tr> <tr> <td data-bbox="499 794 1161 863">Creativity and Potential Impact</td> <td data-bbox="1161 794 1569 863" style="text-align: right;">20</td> </tr> <tr> <td data-bbox="499 863 1161 933">Technical Proposal/Plan and Project Execution</td> <td data-bbox="1161 863 1569 933" style="text-align: right;">15</td> </tr> <tr> <td data-bbox="499 933 1161 1003">Prior Experience and Qualifications</td> <td data-bbox="1161 933 1569 1003" style="text-align: right;">15</td> </tr> <tr> <td data-bbox="499 1003 1161 1073">Qualification of Personnel and other Resources</td> <td data-bbox="1161 1003 1569 1073" style="text-align: right;">15</td> </tr> <tr> <td data-bbox="499 1073 1161 1143">Cost of Entire Project</td> <td data-bbox="1161 1073 1569 1143" style="text-align: right;">25</td> </tr> <tr> <td data-bbox="499 1143 1161 1213"><u>Reasonableness of Cost (Optional)</u></td> <td data-bbox="1161 1143 1569 1213" style="text-align: right;"><u>10</u></td> </tr> <tr> <td data-bbox="499 1213 1161 1282">Corporate Financial Requirements</td> <td data-bbox="1161 1213 1569 1282" style="text-align: right;">5</td> </tr> <tr> <td data-bbox="499 1282 1161 1352">Total</td> <td data-bbox="1161 1282 1569 1352" style="text-align: right;"><u>110</u> 100</td> </tr> <tr> <td data-bbox="499 1352 1161 1414"></td> <td data-bbox="1161 1352 1569 1414"></td> </tr> </tbody> </table>	Evaluation Criteria	Total Possible Points	Understanding of the Scope of Work	5	Creativity and Potential Impact	20	Technical Proposal/Plan and Project Execution	15	Prior Experience and Qualifications	15	Qualification of Personnel and other Resources	15	Cost of Entire Project	25	<u>Reasonableness of Cost (Optional)</u>	<u>10</u>	Corporate Financial Requirements	5	Total	<u>110</u> 100			
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3	E. 1	The Department will consider written inquiries regarding the requirements of	Incorrect DHH Web site																						

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		<p>the RFP or Scope of Services to be provided before the date specified in the Schedule of Events. To be considered, written inquiries and requests for clarification of the content of this RFP must be received at the above address or via the above fax number or email address by the date specified in the Schedule of Events. Any and all questions directed to the RFP coordinator will be deemed to require an official response and a copy of all questions and answers will be posted by the date specified in the Schedule of Events to the following web links: http://www.dhh.louisiana.gov/publications.asp?ID=1&CID=25 http://new.dhh.louisiana.gov/index.cfm/newsroom/category/47 and http://www.makingmedicaidbetter.com and http://wwwprd.doa.louisiana.gov/OSP/LaPAC/bidlist.asp?department=4</p>	
3	D.2	<p>This RFP is available in pdf at the following weblinks: http://www.dhh.louisiana.gov/publications.asp?ID=1&CID=25 http://new.dhh.louisiana.gov/index.cfm/newsroom/category/47 and http://www.makingmedicaidbetter.com and http://wwwprd.doa.louisiana.gov/OSP/LaPAC/bidlist.asp?department=4</p>	Incorrect DHH Web site.
4	G	<p>In the event it becomes necessary to revise any portion of the RFP for any reason, the Department shall post addenda, supplements and/or amendments to all potential proposers known to have received the RFP. Additionally, all such supplements shall be posted at the following web addresses: http://www.dhh.louisiana.gov/publications.asp?ID=1&CID=25 http://new.dhh.louisiana.gov/index.cfm/newsroom/category/47 and</p>	Incorrect DHH Web site.

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		http://www.makingmedicaidbetter.com and http://wwwprd.doa.louisiana.gov/OSP/LaPAC/bidlist.asp?department=4	
8	II.B.2.e	Contractor shall provide assistance and logistical support for training sessions hosted by <u>the</u> Department <u>for</u> outreach staff, outreach contractors and stakeholders.	Clarification of language, missing words.
9	II.B.3.e	The contractor shall handle all printing of materials to be mailed, <u>including assisting with the coordination of mailing, in keeping with HIPAA compliance.</u>	Clarification of deliverable. Cost of postage will not be the responsibility of the contractor, but coordination of the mailing, from printer to post office, will be part of the deliverable. If mailing lists are used, HIPAA level compliance will be needed.
9	II.B.3.d	All materials should be made available in, at a minimum, English, Spanish and Vietnamese. <u>in all prevalent non-English languages.</u> Prevalent non-English languages would include those languages that are spoken as <u>the primary language for 200 or more members of the target population within a GSA.</u>	Clarified to keep with the non-English printing requirements of the CCN Prepaid and CCN Shared Savings RFPs.
Cover Page	n/a	RFP # 305PUR-DHHRFP-ED-OUTREACH-MVA Proposal Due Date/Time: <u>June 6, 2011 4:00 p.m.</u> Release Date: <u>May 3, 2011</u>	Due date and release date inadvertently left off of the cover page.
6	Attachment IV – Cost Proposal	<u>Please note the following for cost evaluation purposes:</u> <ul style="list-style-type: none"> • Total points for cost evaluation is <u>35</u> 25. • Of those <u>35</u> 25 points: <ul style="list-style-type: none"> ○ <u>25</u> 15 points will be based on the lowest cost proposer ○ 10 points will be based on reasonableness of cost 	Cost evaluation points were incorrectly noted in the prior cost template and the RFP. The language has been modified in both references. 25 points will be available based on lowest cost. Another 10 points are available for reasonableness of cost. <i>Revised cost template is below.</i>

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Attachment IV

CCN Outreach and Education Cost and Pricing Template

Cost and Pricing Analysis

The information requested herein shall constitute the Cost Proposal. The Cost Proposal should be placed in a separate sealed envelope within the sealed proposal, separated from the technical submittal.

Proposers shall submit the cost and pricing analysis using the Cost and Pricing Templates for State Fiscal Year (SFY) 2012 (12 contract months) and SFY 2013 (6 contract months) in accordance with the instructions provided below. Where noted, cost should be subdivided by Geographic Service Area (GSA).

This Attachment contains the following sections:

- Cost and Pricing Template Instructions
- Cost and Pricing Template
- Comments Page

Using the Cost and Pricing Templates, detail costs in each respective category by year. The cost proposal shall also contain the total cost for the entire contract per each SFY and a total cost for the entire proposal.

COST AND PRICING TEMPLATE INSTRUCTIONS

General Instructions

Any area "grayed out" in the columns below does not require a response from the proposer.

Column Descriptions

Proposal Cost Category

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DELIVERABLES – The proposer will provide a breakdown of all costs associated with the completion of each deliverable. Each item listed in this category represents an item that has an associated cost. All items listed must have a cost response listed in the columns to the right that have not been “grayed out”. Any staffing and agency costs (such as meetings, strategy, accounting, etc.) that are associated with each deliverable should be included in this cost breakdown.

OPERATING COSTS – The proposer will provide a breakdown of any operating costs that will be applicable/billable as part of the overall cost of this contract. This may include rent, utilities, telephone, insurance, office supplies, etc. The proposer will use this area to list operating costs, adding rows as needed.

TRAVEL – The proposer will provide a breakdown of travel costs anticipate as part of the contract. This includes in and out of state travel.

OTHER – The proposer will provide a breakdown of any additional direct costs anticipated as part of the contract that are not included in the three prior proposal cost categories.

TOTAL SFY COST – The proposer will provide the total cost for the entire year, inclusive of all services provided and agency expenses necessary to complete those services. The cost listed here should be the sum total of all TOTAL COST FOR ALL AREAS rows. The TOTAL SFY COST for SFY12 and SFY13 will be added together at the end of the Cost and Pricing Template to produce the total proposal cost.

GSA “A” COST, GSA “B” COST and GSA “C” COST – Any column area not grayed out in any of these three columns must include a breakdown in cost for that specific Geographic Service Area. These calculations can be determined using data from the RFP procurement library, including potential enrollment numbers. If the GSA columns are grayed out, only the TOTAL COST FOR ALL AREAS column, representing the cost to provide this category to the entire state, is needed.

TOTAL COST FOR ALL AREAS – Every proposal cost category must include a total cost to cover all GSAs. If the GSA columns have been filled in, this will represent a combined total for all areas. If there are no GSA areas to fill in, this will be the total cost to provide this contract cost category for the entire state.

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COST AND PRICING TEMPLATE

PROPOSER	
ADDRESS	
CITY, STATE, ZIP CODE	
EMAIL CONTACT	

TOTAL PROPOSED COST SFY 2012 (July 2011 - June 2012)

PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
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TOTAL PROPOSED COST SFY 2012 (July 2011 - June 2012)				
PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
DELIVERABLES (Section II, B)				
<ul style="list-style-type: none"> • Strategy Development and Market Research (Section II, B, 1) 				
<ul style="list-style-type: none"> • Outreach – Coordination of public relations and special outreach events (Section II, B, 6) 				
<ul style="list-style-type: none"> • Direct Mail – Development, production and implementation(Section II, B, 3) 				
<ul style="list-style-type: none"> • Printed and Other Materials – production (Section II, B, 4) 				
<ul style="list-style-type: none"> • Multimedia Campaign - Development, production and implementation (Section II, B, 2) 				
<ul style="list-style-type: none"> • Field Testing - For all produced campaign materials (Section II, B, 5) 				
<ul style="list-style-type: none"> • Stakeholder/Advocate - Development of materials and implementation of outreach efforts for stakeholders/advocates (Section II, B, 7) 				
<ul style="list-style-type: none"> • Website – Assist in maintaining <u>www.MakingMedicaidBetter.com</u> (Section II, B, 8) 				

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TOTAL PROPOSED COST SFY 2012 (July 2011 - June 2012)				
PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
OPERATING COSTS (list)				
TRAVEL (list)				
OTHER (list)				
TOTAL SFY 2012 COST				

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TOTAL PROPOSED COST SFY 2013 (July 2012 – December 2012)				
PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
DELIVERABLES (Section II, B)				
• Strategy Development and Market Research (Section II, B, 1)				
• Multimedia Campaign - Development, production and implementation (Section II, B, 2)				
• Direct Mail – Development, production and implementation (Section II, B, 3)				
• Printed and Other Materials – production (Section II, B, 4)				
• Field Testing - For all produced				

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PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
<i>campaign materials (Section II, B, 5)</i>				
<ul style="list-style-type: none"> Outreach – Coordination of public relations and special outreach events (Section II, B, 6) 				
<ul style="list-style-type: none"> Stakeholder/Advocate - Development of materials and implementation of outreach efforts for stakeholders/advocates (Section II, B, 7) 				
<ul style="list-style-type: none"> Website – Assist in maintaining <u>www.MakingMedicaidBetter.com</u> (Section II, B, 8) 				
OPERATING COSTS (list)				
TRAVEL (list)				
OTHER (list)				

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TOTAL PROPOSED COST SFY 2013 (July 2012 – December 2012)				
PROPOSAL COST CATEGORY	GSA "A" COST	GSA "B" COST	GSA "C" COST	TOTAL FOR ALL AREAS
TOTAL SFY 2013 COST				

TOTAL PROPOSED COST	
Total SFY 2012 Cost	
Total SFY 2013 Cost	
TOTAL COST FOR OUTREACH AND EDUCATION RFP	

Please note the following for cost evaluation purposes:

- Total points for cost evaluation is 35
- Of those 35 points:
 - 25 points will be based on the lowest cost proposer
 - 10 points will be based on reasonableness of cost

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COST AND PRICING TEMPLATE COMMENTS

Proposers shall explain their methodology for proposal costs below.

1. Provide a detailed explanation of how you reached each total figure in the cost template, demonstrating specifically how much will be spent on staffing, production, materials, creative, agency fees, media buys, printing or other associated costs.
2. Include additional comments or list attached/supporting documentation.