

Questions and Answers

DEPARTMENT OF HEALTH

REQUEST FOR PROPOSALS (RFP)

Marketing



RFP#

00-66500-22-DOH042022

Issue Date:

Tuesday, April 26, 2022

Proposal Due Date:

Friday May 27, 2022

Questions about RFP

1. Question – Section B. 3. Mandatory Specification. It states: “Design a data-driven sample campaign for reducing diabetes among New Mexicans that addresses inherent disparities. Suggest related graphic design elements, multi-media channel placement, and key performance indicators (KPIs) for measuring impact.”

Typically, in government proposals, a mandatory specification to this extent is not a pre-requisite, but we as a small business can provide. We humbly request that you detail out and provide specifications as to what is to be included in this specification and to what extent. This can be anything from a two-page generalized brief to a full-scale demonstration of 15+ pages and examples of execution. As you are aware, this will take a great deal of time from our team to develop to the satisfactory of NDMDOH. Clarification requested and much appreciated.

Answer – Sample Campaign only. It can be as brief or extensive as you deem appropriate based on what makes sense for your small business. Suggest addressing at least the graphic design elements, multi-media channel placement, and key performance indicators (KPIs) as listed above.

2. In section IV.B.3 (Mandatory Specification), the RFP states that the Offeror must (a.) propose a sample marketing plan, (b.) design a data-driven sample campaign for reducing diabetes, and (c.) develop a cooperative marketing program. Are Offerors expected to complete these as part of this proposal, or are we expected to describe our approach to these tasks if we are selected?

Answer – Offerors should provide a sample campaign with their proposals. It can be as brief or as extensive as offeror deems appropriate.

3. Will the contracted vendor be given access to NMDOH's Google Analytics and/or other analytics tools?

Answer – Yes, access to data analytics will be made available to the awarded vendor.

4. Can you provide additional details on goals for the new website?

Answer – Overarching goal for website is to create better user experience. Additional updates will be in collaboration with NMDOH IT, divisions, bureau chiefs, and program directors, and may vary based on their specific goals and needs.

5. Is there a preferred CMS for the redeveloped website?

Answer – No, there isn't a preferred content management system, but the platform selected should provide a user- and admin-friendly interface for ease of navigation and on-site updates.

6. If no CMS preference, is there a preference of open source or closed source?

Answer – No preference.

7. What training will be required for NMDOH team for the new website?

Answer – Technical training and support that allows NMDOH IT and various divisions to manage navigation, pages, content, etc. and additional training to address needs as they arise.

8. What percentage of the media campaigns do you expect to be traditional vs. digital?

Answer – This is for the submitter to determine and recommend. Once awarded, media mix will be determined by goals and success measures of media campaigns and the result of collaboration between NMDOH and contractor.

9. Is there any existing audience research that can be made available to vendors, either before or after contract?

Answer – Before award, Offerors may reference any public information found on <https://www.nmhealth.org/>. After award, contractor will be given access to other data as necessary.

10. Is there a Not to Exceed (NTE), Budget or Independent Government Estimate (IGE) for this on a yearly basis that will narrow down the \$2M - \$10M?
Answer – No, this is an estimation.
11. Please confirm that verification of insurance is Not required until the date of contract award.
Answer – No, erification of Insurance is only required for the awarded vendor.
12. Will you please consider extending the proposal due date by seven (7) days?
Answer – Yes, see amendment one (1)
13. In section IV.C.1., the RFP states that Financial Stability documents must include “the most current 10-K.” Our company is not required by the SEC to file a 10-K. How should we address this requirement in our proposal?
Answer – Offerors should provide whatever financial information is available at the time of submission, if they exist.
14. In section IV.B.3.a, the RFP states, “Propose a sample marketing plan that leverages the data collected by the Department’s COVID-19 vaccine registration tool to identify target audiences and connect them with healthcare resources with the goal of improving overall health outcomes.” What data is referenced here? Is this just the information that people filled out on the one-page vaccine registration form? Can the DOH release all the COVID-19 registration data and contact information for individuals in the data base?
Answer – Data referenced is information people filled out on the vaccine registration form. It is not necessary to have access to create the sample marketing plan. Due to federal guidelines and requirements along with privacy regulations, NMDOH cannot release all the COVID-19 registration data and contact information for individuals in the database.
15. In section IV.A.1e, the RPF states, “Contractor shall develop the following advertising creative and/or media plans, in consultation with NMDOH leadership and proprietary research studies...” Are these existing proprietary studies, or studies that will be undertaken as part of the RFP? If existing, what types of studies are these?
Answer – Proprietary research studies may be provided by NMDOH Epidemiology and Response Division, Public Health Division, etc. Research studies will also be undertaken as part of the RFP (refer to section IV.A.1.b).
16. In section IV.A.1b, the RFP states, “Contractor shall conduct research to define a baseline for public health in New Mexico that will inform campaign strategy and serve as the point of reference for evaluating the effectiveness of marketing campaigns by pre-determining key performance indicators for measuring and reporting campaign results, health outcomes, and return and investment.” What type of research is required? Will the research use existing health data provided by DOH, or is this new research that needs to be done? How are health outcomes supposed to be measured? All the data we have looked at from DOH and the NM-IBIS appears to be outdated. Also, how is ROI supposed to be calculated?
Answer – Type of research to be conducted remains to be determined. Research methodology and goals will be recommended by awarded contractor and developed in collaboration with NMDOH division directors. NMDOH has existing data and this research will deliver new and different data. Health outcomes and ROI can be measured in a variety of ways. Some examples can be found in the State Health Improvement Plan located at <https://www.nmhealth.org/publication/view/plan/5311/>.
17. In section III.C.1.G.8, the RFP states that New Mexico Preferences (if applicable) should be included in the proposal. However, section II.B.32 states, “The New Mexico Preferences shall not apply because the expenditures for this RFP include federal funds.” Could you please clarify whether New Mexico Preferences should be included in proposals?
Answer – The New Mexico In-State Preference will not be utilized for this RFP due to federal funds being used for these services..

18. In section III.C.1.G.7, the RFP states that a Performance Surety Bond (if applicable) should be included in the proposal. Could you please clarify which situations would require that a contractor hold a Performance Surety Bond?
Answer – a performance bond will NOT be required for this RFP.
19. In section III.C.1.G.5, the RFP states Desirable Specification must be part of the proposal without any further explanation. Could you elaborate on what is expected in this section?
Answer – Desirable specifications do NOT apply for this RFP.
20. In section II.B.5.A, the RFP states, “Proposals must be addressed and delivered to the Procurement Manager at the address listed in Section I.” However, no mailing address is listed in Section I. Could we confirm the physical address where proposal deliverables should be sent?
**Answer – Proposals should be mailed or hand delivered to this address:
1190 S. St. Francis Drive, N-3215 Santa Fe, NM 87505**
21. Is NMDOH’s current IT vendor allowed to provide marketing services under this contract?
Answer – This RFP is separate from any work currently being provided by another vendor.
22. Would NMDOH consider forgoing this RFP, and buying all or parts of this work from our State of New Mexico General Services Department Statewide Price Agreement? (Agenda, LLC, Price Agreement Number 20-00000-21-00009R.)
Answer – Not at this time.
23. Is the budget range listed in the RFP (\$2,000,000 - \$10,000,000) the amount available to cover all of the maximum 4 Year procurement term (or however long the DoH maintains the contract), or is it an annually appropriated amount?
Answer – No, this budget is an annual estimate only and will change as needs change.
24. Can we submit the proposals via email?
Answer – No, RFP must be mailed or hand delivered to the Procurement Manager Gabriel Aragon 1190 S. St. Francis Drive, N-3215 Santa Fe, NM 87505
25. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer – Yes
26. Whether we need to come over there for meetings?
Answer – Work can be performed via digital means, though in-person meetings may be requested at certain times. Offerors should address travel in their proposal.
27. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Answer – Yes
28. Is branding the NMDOH one of the elements of the final SOW for which we need to estimate a budget?
Answer – Yes
29. Does NMDOH own the copyright to creative concepts and graphics in the RFP without a signed contract? Can we label our speculative work as proprietary until the rewarding of the contract?
Answer – Yes
30. What is the extent of the research data that will be provided by NMDOH as opposed to what is expected to be performed by the awarded contractor?
Answer – Type of research to be conducted remains to be determined. Research methodology and goals will be recommended by awarded contractor and developed in collaboration with NMDOH division

directors.

31. Will the NMDOH be responsible for fact-checking and proofreading marketing materials and creative prior to launching materials?

Answer – Yes

32. Are there campaigns by other Departments of Health that you think are effective? If so, which ones are they?

Answer – The NM Department of Health is not familiar with other State Campaigns.

33. Are you happy with your current agency?

Answer – The Department will not comment about vendor performance or satisfaction.

34. Could you please let me know where the proposals are to be delivered?

Answer – 1190 S. St. Francis Drive, N-3215 Santa Fe, NM 87505