

# Q & A for RFP Advertising Services

## RFP 2016-023

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1. Does the \$250,000 budget include media costs? Yes
  2. Who was the last contractor? HLD/DIDIT
  3. Would monthly fee be acceptable instead of fixed hourly rate? No
  4. Are you looking for average hourly rate? Yes
  5. Can I include disk of examples of work? Yes
  6. Do you want a few samples of work? Please refer to RFP
  7. Can we be a subcontractor? We are seeking one firm to execute the entire scope of services
  8. Is \$250,000 budget for the entire year? Yes
  9. Can I provide interim financial reports? No
  10. What is the time frame of the contract? February 1, 2017 to January 31, 2018
  11. Where will Q & A be published? On website [www.numc.edu](http://www.numc.edu), homepage, Doing Business with NuHealth, RFP for advertising, Q & A
  12. How many firms do you expect to respond? Unknown at this time. We encourage all firms to review scope of services and respond
  13. Will you be sharing the names of companies responding? No
  14. How many firms do you intend on bringing in for interviews? If interviews are required, typically three
  15. Are you considering local firms or will you consider out of town firms? All proposals will be considered but preference will be given to local firms
  16. Are you looking at niche healthcare consulting firms? All proposals will be considered
  17. Is \$250,000 figure flexible? No
  18. When will answers be provided? As of October 7, 2016
  19. When do you plan on choosing a partner? Certainly by end of year 2016
  20. Are you looking for partner on as needed basis? Looking for proposals on planned awareness campaigns for throughout the entire year
  21. Do you anticipate any media buy? Yes
  22. Are you looking for only English or will you need translation management? Please see RFP and scope of services
  23. Are you looking for fixed hourly rate? Yes
  24. With whom will agency be working? Shelley Lotenberg, Director of Public Affairs at NUMC
  25. Are you ok with receiving work of only some clients as some wish to remain confidential? Please see RFP
  26. Do we need to follow MWBE participation guidelines? Yes
  27. Do you have marketing strategy roadmap? Please refer to RFP
  28. Is part of plan going to include technology initiatives to increase marketing options and success? Yes
  29. Are you requesting a breakdown of how we would implement a \$250,000 budget? Yes
  30. Does budget of \$250,000 include design and development of website as well as media placements? Yes
  31. What do you mean by projects worked on during last 18 months? Proposer should describe projects for similarly sized clients and list experience with public benefit corporations, governments and health care entities.
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32. How would you like us to divide up budget? Please refer to RFP and scope of services
33. Are we developing new creative direction or continuing with already established strategy? New creative direction and strategy
34. Must all scope of services receive some of the budget? Yes
35. Has NuHealth used TV in past year, along with print, digital, radio, brochures, social, web maintenance, etc? No television advertising was done in 2016
36. Can you specify the nature of the campaign? Please refer to RFP and scope of services
37. Is campaign about overall image? Yes
38. Are you looking for a newly designed website or maintenance? Mostly maintenance, but all proposals will be considered
39. How many videos? Please provide proposal for how best to allocate budget
40. How many newsletters and do we need to write content? One to two a year and yes content needs to be written
41. Do you want hourly rate for each person involved in project or average hourly rate? Hourly rate for each person and estimated number of hours for each
42. Are services needed for fundraising? No
43. Is there a current brand style guide? No
44. What is socio-economic breakdown of patients? Latest approximate figures are 50% Medicaid, 20% Medicare, 20% Commercial Insurance and 10% Self-Pay
45. Where have your advertisements been placed? Newsday, Anton's, Herald and Noticia
46. Do we need to include public relations services in proposal? No, as we have an outside public relations firm on retainer
47. Are we replacing website or updating look? Updating and maintaining website
48. Are you looking to change website technology? Not change, improve existing
49. Can we provide samples or do we need to create ad campaign? Samples are fine
50. Do we need financial statements? Yes
51. Do you need us to confirm solid financial standing? Yes
52. Is hourly rate included in budget? Yes
53. Can we submit flash instead of CD? Yes
54. Do you anticipate build-out of web pages? Yes
55. Is there an in-house marketing team? Just one, the director of public affairs

Questions outside the scope of those answered may require a FOIL request.