

NASSAU HEALTH CARE CORPORATION
a/k/a the NuHealth System

Q & A

Public Relations

RFP 2016-020

1. Is there a chance you could tell me how competitive the RFP will be and how many firms will be bidding? **We encourage all firms to apply.**
 2. What is the duration of the contract? **One year, from January 1, 2017 through December 31, 2017.**
 3. Can companies outside the USA apply for this RFP? **We will give priority to local and in-state responses. Our health care system is a public benefit corporation located within the metro NY area, specifically Nassau County, and familiarity with the area may help with a firm's suggestions for publicity initiatives and public relations campaigns. We may have in-person meetings during the interview stage (if necessary); we expect in-person meetings during the term of the contract.**
 4. Do you currently employ a public relations firm? **Yes.**
 5. There are two requests for references. Do all these all need to be separate individual references? **No.**
 6. If singles references can address multiple requests, how many unique references are required? **References and project contact may overlap.**
 7. There is a request for a list of all projects in the past 18 months. Is this intended to include only health care related work? **Proposer may limit its response to hospital health care or public agency work.**
 8. Will detailed bios or single page CVs be accepted? **Yes.**
 9. If the firm does not plan to use subcontractors, does the MWBE requirement of 20% still apply? **Please refer to section IV Anti Discrimination and MWBE participation.**
 10. Would a letter from an outside accountant meet needs for financial disclosure? **Please see the requirements listed in the RFP.**
 11. As A. Holly Patterson appears to be included in this PR effort, can we cite experience with skilled nursing/senior living clients? **Yes**
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12. Can skilled nursing/senior living be included in list of current experience? **Yes**
13. You mentioned both “municipal” and “public agency” experience ... do you view them as the same thing? **Yes**
14. Requirement to “demonstrate” placements – do you want to see printed clips (as addendum) – or just a list articles with dates, outlet, etc? **List**
15. For electronic media placements, can we provide a DVD? **Yes**
16. “Resumes” are requested – are “bios” OK? **Bios are ok**
17. RFP talks about including expenses (p4). We assume this means routine travel, telephone, Xeroxing, etc. Normally there will be outside costs for printing, photography, graphics, etc. At the moment, we do not know what they are. Should we set a monthly budget for those items as well? **Yes, all anticipated expenses should be included.**
18. Regarding references (p4), is it correct that you want two current clients (hospital OR healthcare system OR public agency) and one current client that became a client in the last three years? **Yes**
19. You mention “business” references on p7 -- are you referring to our bank(s), landlord, accountant, etc.? **Yes**
20. On p8, you ask for “all projects Proposer has completed or are in progress for the past 18 months.” That sounds like listing every client for the past 18 months ... could you clarify? (Also, FYI, due to confidentiality, especially with crisis management clients, we cannot name all our clients.)

Proposer should list experience and qualifications for similarly sized clients and list experience with public benefit corporations, governments and health care entities.

21. Re M/WBE Utilization Plan: we are a NYS WBE firm and we are not subcontracting work. Should we just list our firm? **Yes**

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