

Answers to Questions Regarding RFP 008-2023: Marketing, Branding and Digital Platform Development

1. Can you define what deliverables you see falling under a “rebranding of NHCC” (brand values, pillars, logos, taglines, visuals, messages, etc.)?
 - a. Logos, visuals, naming, etc.
2. Who will select your new brand development partner? Who will select your new website development partner (names and titles)? Is it the same group or different parties within the organization?
 - a. TBD
3. Who do you consider your main competitors?
 - a. Local healthcare systems.
4. Have funds been secured for this project? Do you have an established budget you need to stay within? If so, are you able to share the amount?
 - a. Yes, depends upon proposals.
5. What are the expectations for website content development? E.g., copywriting, brief videos, photography (lifestyle and clinician / staff portraits), etc.? Are you looking for your partner to develop new content? Edit existing written and photographic content?
 - a. New content.
6. How many website authors currently use the system? And is that the same expectation for this scope? What types of workflow and permission capabilities do they need to review/approve and publish content?
 - a. 2
7. Are all the sites / sections of your current website currently managed on the same CMS?
 - a. Yes
8. What aspects of the current content management experience do not work well and need to be improved?
 - a. TBD

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9. Do you have in house developers that would co-develop or support the new website post-launch? Or would you look to Primacy for all of its web development during the build phase and after go-live for continued support?
 - a. No in-house developers.

10. Are there specific features that are not currently on the website that you want to add?
 - a. TBD

11. Any additional documentation or guidelines related to the RFP that would assist us in preparing a comprehensive response.
 - a. No

12. The deadline for submitting our proposal.
 - a. August 21.

13. As a nationally certified small women owned business, it is prohibitive to create annual audited financial statements. Will a DNB report be sufficient for this requirement?
 - a. Yes

14. What is the intended term of this contract or is Nassau Healthcare Corporation looking for a retainer model?
 - a. TBD

15. Most of our core staff have been with the company for 10+ years or more and may not have resumes. Are short bios ok instead of resumes?
 - a. Yes

16. Is the NYS MWBE certification a requirement for this proposal?
 - a. Yes if doing business as an MWBE.

17. What is your preferred launch date for the website?
 - a. ASAP.

18. What is the makeup of your internal creative/design team?

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a. Not applicable.

19. What is the makeup of your internal digital/web team?

a. Not applicable.

20. What is the makeup of your internal marketing team?

a. Not applicable.