

**Request for Proposal
Marketing & Advertising Agency of Record 2020**

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1 Introduction and General Background

Santa Clara Family Health Plan (SCFHP), a local not-for-profit Medicare and Medi-Cal managed care health plan in Santa Clara County, is seeking the services of a qualified agency to promote the SCFHP brand and make us the choice for beneficiaries enrolling in Medi-Cal and Cal MediConnect. It is SCFHP's intent to appoint the selected bidder as SCFHP's agency of record to assist with future marketing and advertising campaigns. The chosen agency will be required to:

1. Conduct market research
2. Pitch strategic, research-based recommendations
3. Develop and produce creative
4. Plan strategic media buys and placements
5. Report and analyze results

1.1 Definitions

- a. As used herein, "RFP" means "Request for Proposal." An inquiry that spans the market for information about specific solutions, but also asks for pricing information based on general requirements.
- b. As used herein, "SCFHP" means "Santa Clara Family Health Plan."
- c. As used herein, "AOR" means "Agency of Record"

1.2 Statement of Purpose

- a. SCFHP is soliciting responses from qualified bidders to address the stated requirements of this RFP. A qualified bidder, for the purpose of this RFP, is one that can reliably provide the required services to SCFHP and perform to the satisfaction of SCFHP and its regulators for the entire term of the agreement.
- b. Upon receipt of this RFP, recipients are expected to read and understand the service priorities and requirements that have been defined by SCFHP. Ample opportunity will be given to ask questions and receive clarification. The final quote submitted should include all appropriate goods and services required to satisfy the identified priorities and requirements.
- c. Vendors should evaluate their solutions and specify how they will provide SCFHP with a complete or discrete solution. If the vendor has partnerships that provide solutions that are more complete, they should be included in the RFP response. SCFHP will look to the selected vendor to assist in providing professional marketing and advertising services to the satisfaction of SCFHP during the entire term of the agreement. The vendor responses should quantify potential benefits to SCFHP and be educational regarding industry best practices and federal/state regulations. In addition, the responses should include cost information to assist SCFHP with budgeting.
- d. The successful bidder who is appointed the AOR will enter into a Master Services Agreement for marketing and advertising services with SCFHP. The AOR shall provide to SCFHP services as specified in statements of work (SOW) that are signed by both parties. SOWs shall constitute the only authorization for the AOR to take any action that will result in expense to or otherwise on behalf of SCFHP.

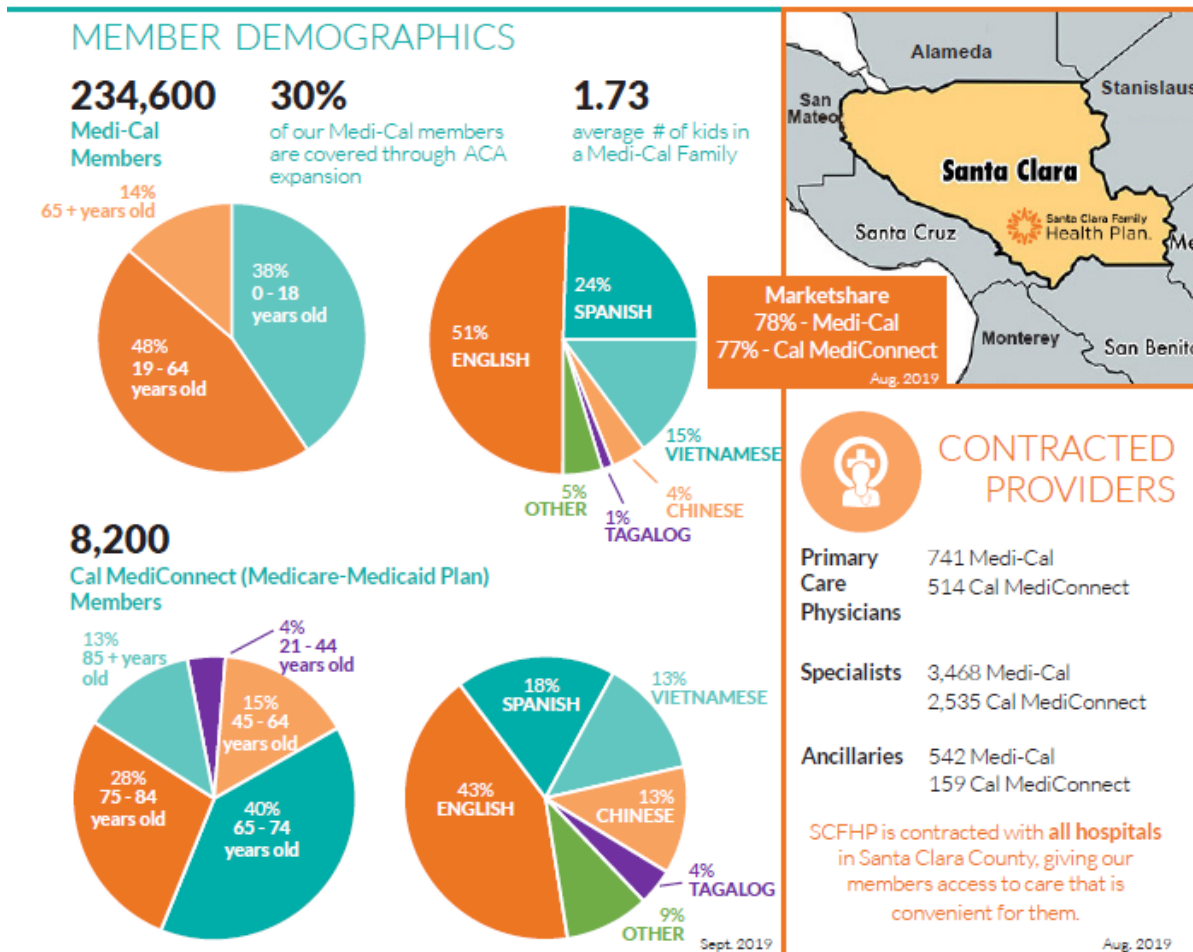
The AOR will be responsible for providing the Master Services Agreement and SOWs to be signed by all parties.

1.3 Demographics and Corporate Structure

Santa Clara County Health Authority, dba Santa Clara Family Health Plan (SCFHP), is a local public agency, created by ordinance of the Santa Clara County Board of Supervisors. Working in partnership with providers and community organizations, we serve our neighbors through our Medi-Cal and Cal MediConnect (Medicare-Medicaid Plan) health plans. SCFHP provides covered health services to our

members pursuant to contracts with the California Department of Health Care Services (DHCS) and the Centers for Medicare and Medicaid Services (CMS).

SCFHP began offering coverage in 1997 and is now proud to provide services to over 240,000 residents of Santa Clara County. Through devotion to outstanding service and care for the community, SCFHP is committed to providing quality, affordable health insurance to the underserved in Santa Clara County's diverse population.



1.4 Questions About the RFP

Questions regarding the RFP may be sent electronically to:

Cristina Hernandez, Marketing Project Manager

chernandez@scfhp.com

2 Response Instructions

2.1 Response Submission and Schedule Dates

Listed below are the important actions including the dates and times by which actions are to be taken or responses completed. SCFHP would like to begin implementation in March 2020.

Date	Event
January 8, 2020	Date SCFHP sends RFP to bidders
January 8, 2020 – January 22, 2020	Date range SCFHP will accept RFP questions from bidders
January 22, 2020	Closing date for all RFP bids to SCFHP
March 2020	Project expected to begin

- Before submitting a quote, each bidder is expected to thoroughly examine the specifications including any subsequent amendments to the RFP. Failure to do so will be at the bidder's risk and will not negate the bidder's obligation to perform if a contract is awarded pursuant to this RFP.
- All quote responses must be submitted electronically by the RFP closing date to Cristina Hernandez, chernandez@scfhp.com.
- Responses should not exceed 100 pages, excluding appendices, attachments, and reference materials.
- The signature page should be signed by an official and/or agent of bidder's firm, which shall be binding.
- SCFHP does not guarantee the above quote submission schedule and reserves the right to modify this schedule to best meet its needs.

Except as described above, responses received after the RFP closing date may be rejected and returned unless the delay is due to negligence of SCFHP. It is the bidder's sole responsibility to ensure that its quote is received on or before the RFP closing date. Telegraphic, facsimile, and oral responses will not be accepted.

2.2 Scope of Work

For each of the following project areas, the bidder should prove capability and describe strategies to be used along with quality controls. The successful bidder should demonstrate knowledge and understanding of a brand in the local Santa Clara County marketplace, shifting dynamics of how consumers receive and use information today, and the complex regulatory landscape of managed health care marketing. Project areas and expected deliverables are:

- Account Management:** Maintain a relationship with SCFHP to evaluate and respond to current and future business needs upon mutual agreement to a statement of work.
- Market Research:** Conduct extensive market research in the form of focus groups and/or surveys.
- Brand Awareness Campaign:** Launch an SCFHP brand awareness campaign.
- Production/Creative:** Manage the development of creative to support the campaign.
- Media Planning and Buys:** Develop strategic media planning and manage media placements/buys.
- Reporting and Analytics:** Provide timely updates and reports to monitor, measure, and evaluate the campaign's objective.

SCFHP reserves the right to place certain media on its behalf and to enter into partnership marketing opportunities with outside companies which may bypass the contracted agency in certain circumstances.

Proposed bids must support:

- a. Ability to meet federal and California state regulations as applicable, including (but not limited to):
 - California Code of Regulations: Title 22, Title 28
 - California Health & Safety Code: 1363, 1367.27 (SB 137), 1367.031 (SB 1135)
 - California Welfare and Institutions Code 14408
 - Sections 504 and 508 of the Rehabilitation Act
 - CMS Medicare Communications & Marketing Guidelines
 - California Addendum to CMS Medicare Communications & Marketing Guidelines
 - Code of Federal Regulations, 438.10 (Medicaid Final Rule)
 - Telephone Consumer Protection Act (TCPA)
 - Section 1557 of the Affordable Care Act
 - HIPAA Privacy Rule
- b. Implementation in all of SCFHP's threshold languages:
 - English
 - Spanish
 - Vietnamese
 - Tagalog
 - Chinese (simplified and traditional)
 - Farsi
- c. Media planning and buys should describe the agency's ability to incorporate ethnic media outlets.
- d. SCFHP's final approval will be required for all aspects of projects undertaken on its behalf. Including:
 - All creative materials
 - Budget revisions
 - Scope of work revisions

2.3 Withdrawal or Modifications

Responses may be withdrawn or modified by written request from the bidder prior to the time set for receipt of responses. No oral withdrawals or modifications will be accepted.

2.4 Costs for Quote Development

All costs associated with the development of the quote shall be borne entirely by the bidder.

2.5 RFP Distribution

Except as provided in this RFP, the distribution of this RFP to parties other than those specifically designated is not authorized. Failure to observe this guideline may result in bidder disqualification.

2.6 Revisions

SCFHP may modify the RFP prior to the date set for its receipt of responses, by the issuance of amendments. Amendments will be clearly marked as such. Each amendment will be numbered consecutively and will become part of this RFP.

2.7 Acceptance or Rejection of Responses

SCFHP reserves the right to (i) solicit responses again and/or (ii) accept a quote without further bidding and/or (iii) negotiate further with the selected bidder. SCFHP does not guarantee that an actual agreement will result from the quote.

2.8 Multiple Responses

Additional offerings not listed in this RFP are encouraged and will be considered. However, the bidder must price and answer all initial questions presented in this RFP.

2.9 Validity Period

Responses are to remain valid through December 31, 2020.

2.10 Confidentiality

- a. This RFP is considered SCFHP proprietary confidential information. In responding to this RFP, the bidder agrees to keep confidential this RFP and all information and materials which may be disclosed by SCFHP to bidder's employees, agents, and or subcontractors in the conduct of business under this RFP.
- b. Confidential Information shall not include information that: (i) is or becomes a part of the public domain through no act or omission of the other party; (ii) was in the other party's lawful possession prior to the disclosure and had not been obtained by the other party either directly or indirectly from the disclosing party; (iii) is lawfully disclosed to the other party by a third party without restriction on disclosure; or (iv) is independently developed by the other party without the use of confidential information.

2.11 RFP Incorporation into Master Services Agreement

In order to ensure the integrity of the RFP process, the completed RFP will be incorporated by reference into the final Master Services Agreement. This ensures that responses and capabilities represented by the bidders in the RFP that lead to the reward of a contract are not inconsistent with representations made during the contracting and implementation process. To the extent any inconsistencies are identified during the contracting and implementation process, SCFHP retains the right to renegotiate terms to the agreement.

2.12 Ownership of Documents Responsive to this RFP

All written quote responses to this RFP shall become the property of SCFHP.

2.13 Regulations

Bidder recognizes that Medicare and Medi-Cal Managed Care programs are dynamic programs that are subject to numerous legislative and regulatory changes, which will likely require the successful bidder to implement related changes to the agreement that may be awarded pursuant to this RFP.

2.14 Acceptance of Bid

Acceptance of bid by SCFHP does not imply that contract negotiations will commence or that a legal contract for services must follow.

3 Bidder Response

Below is the type of content SCFHP would like to see in each response to enable us to make an objective appraisal of your proposal.

We realize bidders may have questions that are not answered in this RFP. Please contact Cristina Hernandez with any questions: chernandez@scfhp.com, 1-408-874-1912.

3.1 Response Contents and Format

The proposal should consist of business, services, and pricing information. It should contain a detailed description of how the AOR will address the full scope of work. Any proposed changes to the scope of work should be fully described. Responses should:

- Be organized in a format to be easily read
- Address all project areas listed in the scope of work
- Describe your corporate history, philosophy, vision, financial strength, and clients
- Describe the history/future of the services your agency offers
- Describe the current state of the services your agency offers
- Provide pricing information for each project area (see Appendix A for pricing sheet). Contractual pricing will be determined during the due diligence phase.
- Provide references where you have successfully provided services. Preference will be given to AORs with experience working in the local market and/or within the managed health care industry. (Note: SCFHP may call/visit any reference provided. Arrangements will be made with the vendor prior to formal calls.)
- Include details about the following:
 - Account team structure that includes agency roles and how they support campaign objectives
 - List of sub-contractors and services they may provide
 - Capacity to analyze, plan, and make recommendations to optimize advertising campaigns
 - References and examples of similar clients with similar needs

A. RFP Response

The following is a detailed description for each section:

1. Proposal Letter

The proposal shall include a transmittal letter signed by a representative of the vendor authorized to make such an offer.

2. Vendor Background

The proposal should include the following information about the vendor:

- Company name
- Home office address
- Mission and vision statements and business strategies
- Company years of continuous service
- Team structure identifying the individuals who will have a role in the SCFHP account
 - Identify the Account Manager who will manage the full scope of work. Document overall experience in providing services as described in the scope of work. Provide detail on the Account Manager's experience, education, affiliations, memberships, awards, and recognitions received for similar services.
- Number of similar clients or similar brand awareness campaigns
- Percentage of customers by industry segment

3. Response to Scope of Work

Provide sufficient detail in response to the questions below and include examples of past projects, the ability to meet deadlines, and managerial experience.

- **Market Research**

What strategy will you use to conduct focus groups and/or surveys?

- **Brand Awareness Campaign**

As an AOR, demonstrate how you use market research to approach client brand advertising and how you integrate a variety of media channels into the overall strategy. Explain how your agency evolves based on the way consumers receive and use their information.

- **Production/Creative**

Provide examples of current and/or past clients' creative and how your brand development moves across all media including across ethnic media outlets. Disclose whether the creative was done in-house. Note, the AOR does not need to do production or creative in-house but must demonstrate clear oversight of all creative concept development and production.

- **Media Planning and Buys**

As an AOR, how do you decide where, when, and how to purchase media? What are the determining elements that inform your purchasing decisions? Provide insight into optimization strategy. Be sure to include any tools and analytics that are used.

- **Reporting and Analytics**

Provide an overview of how you determine success for a campaign. Disclose what tools or services your agency uses. Explain how your analytics are converted into insights, and how the insights are used to guide clients in future marketing decisions.

4. Pricing and Options

The budget for the initial brand awareness campaign could potentially scale to \$150,000, with additional campaigns to be evaluated and budgeted based on results.

Unless otherwise expressly noted, prices should include all charges relating to the project, such as project management, creative, production costs, media buys, travel, reporting tools, etc.

Use Appendix A to provide a breakdown of the total cost for the full scope of work. The appendix is an example, the bidder can provide their own breakdown but it must list project management, market research, the hard cost for media spend, and any media planning/negotiation fees as separate line items.

5. Customer Reference List

SCFHP reserves the right to contact current clients of the AOR to obtain additional information about their experience with the vendor's services.

Provide a client list, including similar campaigns that you have implemented. The client list should include six contact references, with at least two having the Account Manager named in this RFP. Include the following information:

- Company name
- Industry
- Summary of the organization
- Summary of services provided
- Date of campaign

6. Additional Examples/Case Studies (optional)

Include examples or case studies that highlight your agency's capabilities.

3.2 Sub-Contracting

If applicable, the AOR must give information in their response relating to the portions of work, if any, expected to be performed by subcontractors. Such subcontracts and the proposed subcontractors must be approved by SCFHP prior to the effective date of any such subcontract. However, the prime contractor with SCFHP will, in all instances, be responsible for the performance of all its contractual obligations and will not be relieved of responsibility therefore in the event of nonperformance by its subcontractors.

3.3 Offshore Contractors

In the event the AOR performs work under the Master Service Agreement at an Offshore (Non-United States) location (referred to as "Offshore Contractor" or "Offshore Subcontract Arrangement/Agreement"), including but not limited to work at an Offshore location by the AOR's employees or entering into an agreement with a subcontractor or Downstream Entity to perform work at an Offshore location, the AOR must notify SCFHP at least 30 days in advance of the finalization of any contractual obligations that impact SCFHP's government programs (e.g., Medi-Cal or Cal MediConnect) under the Offshore Subcontract Arrangement/Agreement. The AOR shall provide SCFHP the name, address and narrative description of the offshore functions, a narrative outlining how the AOR is going to conduct oversight, monitoring and auditing of the Offshore Subcontractor, the extent to which SCFHP member Protected Health Information (PHI) or Personally Identifiable Information (PII) is implicated in the Offshore Subcontractor's functions and how the AOR is going to assess the Offshore Subcontractor's readiness for HIPAA and HITECH standards, and state the proposed or actual effective date for the Offshore Subcontract Arrangement/Agreement. The AOR further agrees to provide a CMS Offshore Attestation annually (template will be provided by SCFHP) to SCFHP to be received no later than August 31st of each year.

4 RFP Signature Verification

All offers in response to this RFP must be received on or before **January 22, 2020**.

Please submit the offers by email to Cristina Hernandez: chernandez@scfhp.com

All offers are subject to the instructions and conditions, general provisions, special provisions, and attachments.

The undersigned agrees, if its offer is accepted (in whole or in part) to provide products, other materials, and services, it shall do so in accordance with the provisions of this RFP.

Please Complete:	
Name and title of person authorized to sign offer:	
Address:	
Phone Number:	
Fax Number:	

Signature

Date

APPENDIX A – Budget Breakdown

Account Management:	
Market Research:	
Campaign Strategy/Copy:	
Graphic Design:	
Media Planning/Negotiations:	
Media Spend:	
Reporting and Analytics:	
TOTAL COST	Not to exceed \$150,000