



**AMENDMENT #1  
REQUEST FOR PROPOSAL  
MDM0031037031  
MHBE Full-Service Communications and Marketing Services  
March 19, 2018**

This Amendment is being issued to amend and clarify certain information contained in the above named RFP. All information contained herein is binding on all Offerors who respond to this RFP. Specific parts of the RFP have been amended. The following changes/additions are listed below; new language has been underlined and language deleted has been marked with a strikeout (ex. ~~language deleted~~).

**1. Amend RFP 5.4.2.3 Transmittal Letter as follows:**

5.4.2.3 Transmittal Letter (Submit under TAB B). A Transmittal Letter shall accompany the Technical Proposal. The purpose of this letter is to transmit the Proposal and acknowledge the receipt of any addenda. The Transmittal Letter should be brief and signed by an individual who is authorized to commit the Offeror to the services and requirements as stated in this RFP. The Transmittal Letter should include the following:

1. Name and address of the Offeror;
2. Name, title, e-mail address, and telephone number of primary contact for the Offeror;
3. Solicitation Title and Solicitation Number that the Proposal is in response to;
4. Signature, typed name, and title of an individual authorized to commit the Offeror to its Proposal;
5. Federal Employer Identification Number (FEIN) of the Offeror, or if a single individual, that individual's Social Security Number (SSN);
6. Offeror's eMM number;
7. Offeror's MBE certification number (if applicable);
8. Acceptance of all State RFP and Contract terms and conditions (see Section ~~4.17~~4.21); if any exceptions are taken, they are to be noted in the Executive Summary (see Section 5.4.2.4); and
9. Acknowledgement of all addenda to this RFP.

**2. Amend RFP Section 5.4.2.6 Offeror Technical Response to RFP Requirements and Proposed Work Plan as follows:**

5.4.2.6 Offeror Technical Response to RFP Requirements and Proposed Work Plan (Submit under TAB E).

5.4.~~5~~2.6.1 The Offeror shall address each Scope of Work requirement (RFP Section 2) in its Technical Proposal and describe how its proposed services, including the services of any proposed subcontractor(s), will meet or exceed the requirement(s). If the State is seeking Offeror agreement to any requirement(s), the Offeror shall state its agreement or disagreement. Any paragraph in the Technical Proposal that responds to a Scope of Work requirement shall include

an explanation of how the work will be done. Any exception to a requirement, term, or condition may result in having the Proposal classified as not reasonably susceptible of being selected for award or the Offeror deemed not responsible.

5.4.-~~52~~.6.2 The Offeror shall give a definitive **section-by-section** description of the proposed plan to meet the requirements of the RFP, i.e., a Work Plan. The Work Plan shall include the specific methodology, techniques, and number of staff, if applicable, to be used by the Offeror in providing the required services as outlined in RFP Section 2, Scope of Work. The description shall include an outline of the overall management concepts employed by the Offeror and a project management plan, including project control mechanisms and overall timelines. Project deadlines considered contract deliverables must be recognized in the Work Plan.

5.4.-~~52~~.6.3 The Offeror shall identify the location(s) from which it proposes to provide the services, including, if applicable, any current facilities that it operates, and any required construction to satisfy the State's requirements as outlined in this RFP.

5.4.-~~52~~.6.4 The Offeror shall provide a draft Problem Escalation Procedure (PEP) that includes, at a minimum, titles of individuals to be contacted by the Department's Contract Monitor should problems arise under the Contract and explains how problems with work under the Contract will be escalated in order to resolve any issues in a timely manner. Final procedures shall be submitted as indicated in RFP Section 3.3.

5.4.-~~52~~.6.6 The Offeror shall provide a detailed explanation of service capabilities to address each of the following:

- Describe the Offeror's understanding and knowledge of both the federal and state requirements of the Affordable Care Act as it pertains to a state-based health insurance exchange;
- Describe the Offeror's understanding and knowledge of the goals and objectives of the Maryland Health Benefit Exchange and the stakeholders involved in the process;
- Describe the Offeror's understanding and knowledge of the goals and objectives of the communications and outreach campaign as described in Section 3 of this solicitation;
- Provide examples of the Offeror's capabilities, skills, and experience with prior projects in successfully and effectively developing and implementing creative advertising campaigns including television, radio, print, outdoor, mobile, online, and other mediums. Include impact analyses and results as well as examples;
- Provide examples of the Offeror's capabilities, skills, and experience with prior projects in effectively and successfully developing and designing comprehensive statewide marketing, outreach and education campaigns for health care, public health or related programs;
- Describe and provide examples of the Offeror's knowledge and experience with prior projects involving successful marketing, outreach and education campaigns which targeted diverse, multicultural and "hard to reach" populations;



In addition to addressing Section 2 Scope of Work requirements, also provide a detailed implementation plan that clearly demonstrates the Offeror's ability to meet the MHBE's requirements. This implementation plan should include a list of specific implementation tasks and transition protocols, a timetable for initiation and completion of such tasks, beginning with the contract commencement and continuing through the end of the campaign. This plan should address any specific milestones identified in Section 2 and all other tasks and protocols necessary for successful implementation. The implementation plan should be specific about requirements for information transfer as well as any services or assistance required from the MHBE during implementation. The implementation plan should also specifically identify those individuals, by area of expertise, responsible for key implementation activities and clearly identify their roles for implementation. The plan shall also include a description of how communication is to be accomplished for at-risk and minority populations and for persons with disabilities, including native language testing and development of messaging, strategies and materials that are linguistically and culturally appropriate

Please provide a mock proposed budget (ATTACHMENT J) that describes the percent of overall effort per labor category the Offeror proposes for each of the Scope of Work categories described in RFP Section 2.3. The mock budget will describe the percentage effort each Offeror recommends for each category and the percentage split between labor categories. Offerors should consider the existence of MHBE staff resources, especially in the areas of social media marketing. The mock budget is for evaluation purposes only.

3. Amend RFP Section 5.4.3.a as follows:

a. Completed Bid/Proposal Affidavit (RFP ~~Attachment B~~ Attachment C).

4. Amend RFP Section 6.3.3 as follows:

6.3.3 Offeror's Technical Response to RFP Requirements, Work Plan and creativity of samples. (See RFP § 5.4.2.6 and 5.4.2.4~~6-15~~).

MHBE will evaluate the Offeror's comprehensive understanding of the RFP's work requirements and mastery of the relevant subject matter, as demonstrated in the Offeror's Proposal responding to the work requirements set forth in the RFP, including an explanation of how the work will be done. Understanding of the work requirements will be determined by evaluating the Offeror's ability to articulate strategic recommendations, tactics, and creativity, how the proposed recommendations will reduce the number of uninsured individuals in Maryland and increase enrollment of small businesses and individuals through Maryland Health Connection. The creativity of the samples will be evaluated based on the Offeror's work samples and their relevance to the Scope of Work.

Date Issued: March 19, 2018  
Michelle Compton  
Procurement Officer