

## QUESTIONS SUBMITTED IN RESPONSE TO RFP 2020-006 – PUBLIC RELATIONS AND HEALTHCARE MARKETING SERVICES

Please visit the NuHealth website for additional information

1. What is the anticipated budget for the three-year contract and how will it be allocated to public relation and marketing efforts?
  - a. All proposals will be accepted and reviewed.
2. What internal public relations and marketing resources do you have and who would the awarded agency be interfacing with to provide services?
3. What necessitated the RFP? What significant challenges or opportunities do you face and that prompted you to issue the RFP? What are the challenges or barriers that prevent NHCC from reaching its KPIs and growth hitting goals?
  - a. NHCC is required to RFP services.
4. How many agencies do you expect to interview or to enter the final selection process?
  - a. To be determined and advised.
5. Who will be evaluating the agency responses to the RFP?
  - a. The NHCC RFP Committee
6. Have you worked with a public relations or marketing agency in the past and if so, how would you characterize that relationship?
  - a. Yes, public relations.
7. What criteria are used to evaluate proposals?
  - a. The criteria used include proposed solutions for NHCC; vendor's history and service background; proposal conciseness, completeness, and clarity of presentation; and program cost.
8. Should our scope of recommended services include specific tactics not outlined in your RFP if we believe they're warranted?
  - a. NHCC is considering all potential services. Please submit proposal if interested.
9. What is the anticipated timing for the start of communications in market?
  - a. Immediately upon commencement of contract.

10. What impact may the financial uncertainty of NUMC have on the potential three-year contract?
  - a. It is considered in all of our contracting. Please submit a proposal if interested.
11. Would you consider adding a 6% SDVOB participation goal?
  - a. It is considered in all of our contracting. Please submit a proposal if interested.
12. What facilities does this scope of services cover?
  - a. Nassau University Medical Center and A. Holly Patterson Extended Care Facility
13. What is the cost of the current vendor?
  - a. \$5,000 a month
14. Does the scope of services include crisis management?
  - a. Yes
15. Who will the vendor be directly working with or reporting to?
  - a. CEO and General Counsel
16. Is there an incumbent? If yes, who and how long have they worked with NHCC? Will the incumbent be bidding?
  - a. Yes, there is an incumbent for many years. We do not have knowledge if incumbent is bidding.
17. Aside from the deliverables listed in the RFP, what characteristics / type of partnership are you looking for in your agency?
  - a. Please refer to the RFP.
18. Are there other acceptable options to fulfill the requirement of audited financials and quarterly financial reports, for example tax returns and/or financial statements?
  - a. Please submit a proposal if interested.
19. Can you share information on what your internal compliance review is like for creative and messaging development?
  - a. Approval by General Counsel.
20. What are the greatest successes in terms of metrics with your marketing campaigns over the last three years? How could your marketing and branding campaign improve?
21. Are there current perception challenges that NHCC seeks to change in the market?

22. What are your priority segments to target for growth?
  - a. Information of services and events to community.
23. Are there other current agency relationships that should be taken into consideration when submitting the RFP?
  - a. No.
24. Is there an opportunity to ask questions over the phone / talk directly with the team prior to a proposal submission?
  - a. No.
25. Is this a State mandated review?
  - a. No.
26. What is the desired length for this contract period?
  - a. 2 years.
27. Can you explain in a bit more detail the affiliation with Northwell and Stony Brook?
  - a. There is no formal affiliation with either hospital.
28. Can you provide an idea of volume of assets / output and or expected team size and / or percentage of services needed as part of the total scope to assist with estimation?
  - a. All proposals will be considered.
29. Can you share the planned media spend against the marketing initiatives for the length of the desired contract period?
  - a. All proposals will be considered.
30. What is the timeline for this RFP process once submitted on 9/11? What is the projected date for a final decision?
  - a. Proposals due 9/11 will be reviewed by the NHCC RFP Committee by October 1<sup>st</sup>.
31. Does the desired patient base reside on Long Island and more specifically in Nassau County?
  - a. Yes.

32. Where it states "Create, develop, and implement a marketing and public relations strategic plan for NHCC, both verbal and visual" - can you give a bit more information on what you mean by "verbal"?
  - a. Verbal marketing includes NHCC brand voice, history, mission, and messaging platform.
33. What do you consider to be your main "reasons to believe" or top claims to make regarding your organization?
  - a. Clinics, Level 1 Trauma, PMB, dental clinic, etc.
34. Is production considered as part of the overall estimate or will there be a separate budget for production of assets?
  - a. All proposals will be considered.
35. May the RFP provided on the flash drive contain links to video / online sources of creative work to support the proposal?
  - a. Yes.
36. Can you share some background on the crisis communication work you will need or past crisis experiences?
  - a. Emergencies such as weather advisories.
37. Can you provide more context for your speech writing needs and the audience it will serve?
  - a. Press conferences.
38. How many agencies was this RFP sent to?
  - a. The RFP was published on the NHCC website.
39. We do not release revenue information. Will it have an adverse effect on us during the RFP process – or even exclude us altogether, at the outset?
  - a. No, it will not have an adverse effect.
40. Are responses accepted only in hard copy and flash drive?
  - a. Please refer to the RFP.