

DEPARTAMENTO DE
SALUD



Puerto Rico Department of Health
Recertification Publicity Campaign
Request for Proposal (RFP)

2023-PRMP-RPC-008

October 26, 2023

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Acronyms

Acronym	Definition
APA	American Psychological Association
ASES	Administración de Seguros de Salud (State Health Insurance Administration)
CHIP	Children's Health Insurance Program
CMS	Centers for Medicare
CV	Curriculum Vitae
MCO	Managed Care Organization
MPPIPR	Medicaid Program Promoting Interoperability of Puerto Rico
PM	Project Manager
PMO	Project Management Office
PRDoH	Puerto Rico Department of Health
PRMP	Puerto Rico Medicaid Program
RPC	Recertification Publicity Campaign
Q&A	Questions and Answers
RFP	Request for Proposal
WBS	Work Breakdown Structure

1. RFP QUICK FACTS SHEET

1.1 Summary of the RFP

The Puerto Rico Medicaid Program (the Program) is soliciting assistance from interested entities in the recertification process of all Medicaid beneficiaries. The Federal Government has imposed a deadline of March 30, 2024, to complete this task. To meet this deadline, the Program is soliciting interested entities with significant experience in advertising. The Vendor will work with PRMP on advertising campaigns for the Recertification Process, to accomplish the goal of increasing awareness and participation of beneficiaries in the process.

Through this invitation, the Program is welcoming interested entities to propose and implement different strategies that would vigorously promote an effective participation of beneficiaries in their process of recertification.

1.2 Period of Performance and Budget

The term to perform the services requested in this RFP ends on March 30, 2024, subject to formalization of an agreement between PRDoH and the selected. The available budget is \$3,000,000.00. An extension to the contract could be provided in case the federal government extends the deadline for the recertification process. The maximum extension length to the contract will be until September 30, 2024. Any other additional extension will require the celebration of a new competitive process.

1.3 RFP Process Schedule

RFP Released to Public	10/27/2023
Vendor's Written Questions Submission Deadline	10/31/2023
Questions Responses Posted	11/02/2023
Proposal Submission Due Date	11/06/2023
Notice of Intent to Award	11/14/2023

1.4 RFP Communications

Vendors must direct communications concerning this RFP to the following person designated as the Solicitation Coordinator and the email address for all solicitation communications:

Elizabeth Otero-Martinez: elizabeth.otero@salud.pr.gov

Only PRDoH's official written responses and communications with vendors are binding with regards to this RFP. Oral communications between a PRDoH official and one or more vendors are unofficial and non-binding. Vendors must ensure that PRDoH receives all questions and comments via email, including questions and requests for clarification, no later than the questions submission deadline detailed above.

1.5 Proposal Submission

Vendors should submit one printed proposal accompanied by two (2) electronic copies (PDF) of the proposal. The electronic version must include required dates and signatures as they appear in printed format. Vendors shall follow the format provided in Section 4.

Proposals should be submitted to the address below:

Puerto Rico Department of Health
Medicaid Program, ATTN: Elizabeth Otero-Martinez
268 Luis Muñoz Rivera Ave.
World Plaza – 12th Floor (Suite 12)
San Juan, Puerto Rico 00918

2. Overview

2.1 Background

PRDoH is responsible for most of Puerto Rico's health and social service programs and services, including the Puerto Rico Medicaid Program (PRMP), the Children's Health Insurance Program (CHIP), public health services and public hospitals. PRDoH is also the single state agency for the Medicaid program, in conjunction with a cooperative agreement with Administración de Seguros de Salud (ASES) which implements and administers the island-wide health insurance system.

States and territories must complete renewals and other eligibility actions within 14 months after the beginning of the unwinding period that started on April 2023. States are allowed to determine how to prioritize their unwinding plans based on the state's needs. PRMP is ensuring everyone has access to quality healthcare coverage and one of the ways we are doing it is by spreading the word about the Medicaid renewal process.

2.2 Purposes

The main purpose of the RFP is to select a vendor with experience advertising campaigns to assist Medicaid with a campaign strategy development tailored to Medicaid recipients. PRMP is looking for vendors with interest in exploring strategies that go beyond standard approaches. The goal is to achieve the recertification of all Medicaid beneficiaries by the federal government-imposed deadline.

Through the Medicaid renewal process, PRMP is committed to ensure that beneficiaries have the information and support they need to renew their benefits and that everyone eligible for Medicaid is covered.

3. Project Requirements

3.1 Scope of Work

PRDoH is seeking to contract with an individual, firm or organization with proven expertise in advertising campaigns to support Puerto Rico Medicaid Program through the recertification process. Expected services include, but are not limited to, the following:

- Develop, implement, and execute an advertising strategy to reach Medicaid beneficiaries.
- Identify key messaging and communication channels to reach the target audience effectively.
- Develop an advertising campaign, create, and develop advertising materials, schedule media advertising.
- Carry out a strategic location plan for the purchase of media entertainment for the dissemination of information as part of a programmatic plan.
- Design, create and prepare a media plan for advertising campaigns and the corresponding budget.
- Develop newspaper, television, and radio advertising for the Recertification Campaign.
- Creative concept and design: develop creative contents for advertisements, visuals, and content.
- Procure articles, materials, and equipment for promotional purposes.
- Events and promotions.
- Measurement and reporting on campaign effectiveness, provide regular reporting on campaign progress, including insights and recommendations for optimization.

Puerto Rico Medicaid Program beneficiaries, estimated in 1.6 million participants, are composed of a diverse group of all ages from across the Island. The PRMP expects a campaign or set of campaigns targeted at reaching every group through the most innovative and adequate means. Vendors are encouraged to develop innovative and “out of the box ideas” that could increase

chances to accomplish the PRMP's goal: the recertification of all beneficiaries. Creativity and innovation are the most important factors for this RFP to be awarded.

3.2 Requirements to all participants

Vendors shall provide information regarding the firm/organization so PRMP can evaluate the vendor's ability to provide the services requested herein. Vendors shall follow the proposal format detailed in section 4. At its discretion, PRMP may require vendors to provide additional information and clarify information. This may include written questions or oral presentations.

To be considered for award, a vendor must provide evidence of compliance with all requirements by law to operate in Puerto Rico and contract with Puerto Rico Government.

- **Prior to the vendor submission of its proposal**, the vendor must be registered with the “Registro Único de Proveedores de Servicios Profesionales” (RUP) from the Puerto Rico General Services Administration (ASG) and with the Puerto Rico Treasury Department (Hacienda) for the collection of sales and use tax (IVU) as a provider (if applicable) in the Sistema Unificado de Rentas Internas (SURI). The PRMP shall not award a contract, unless the vendor provides proof of such registration or provides documentation from the Puerto Rico Treasury Department that the vendor is exempt from this registration requirement in the SURI system. The foregoing is a mandatory requirement of an award of a contract pursuant to this solicitation. For more information, please refer to the PR Treasury Department's web site <http://www.hacienda.pr.gov>.
- Certificate of good standing of the Department of State of Puerto Rico.
- Show compliance with other relevant Commonwealth and federal regulations.

3.2.1 Qualifications and Experience of Key Personnel

Vendors shall submit resumes for proposed Key Personnel to demonstrate evidence of relevant qualifications and experience necessary according to the scope of this RFP. Some personnel should be fully bilingual so they can communicate effectively and without delay.

3.2.1.1 Staff Qualifications

The Contractor shall warrant that all persons assigned shall be employees of the Contractor (or specified Subcontractor) and shall be fully qualified to perform the work required. The Contractor shall include a similar provision in any contract with any Subcontractor selected to perform work under this contract. Failure of the Contractor to provide qualified staffing at the level required by the contract specifications may result in termination of this contract or damages.

3.2.1.2 Subcontractors

The Contractor shall be the primary vendor for the contract. PRDoH will not subcontract any work under the contract to any other firm and will not deal with any subcontractors. The Contractor is solely responsible for all actions and work performed by its subcontractors. All terms, conditions, and requirements of the contract shall apply without qualification to any services performed or goods provided by any subcontractor.

3.2.2 Ownership

PRDoH shall own all data, forms, procedures, and work products developed or accumulated by the Contractor under this contract. The Contractor may not release any materials without the written approval of PRDoH.

3.2.3 Proof of Insurance

Upon request, the Contractor shall present an affidavit of Worker's Compensation, Public Liability, and Property Damage Insurance to the Division of Purchases.

3.2.4 Conflict of Interest

The Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any professional personnel who are also in the employ of the Commonwealth and providing services involving this contract or services similar in nature to the scope of this contract to the Commonwealth. Furthermore, the Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any Commonwealth employee who has participated in the making of this contract until at least two years after his/her termination of employment with the State.

3.3 Criteria

Proposals that comply with all requirements will be evaluated by a PRDoH appointed panel, according to a weight/value method. Weight is assigned by PRMP from a scale of 1 through 5. Value is given by the Evaluation Committee from a scale of 1 through 4. Members of the committee first evaluate each proposal at an individual level, then convene to reach a consensus value for each criterion. The score for each criterion is the product obtained by the multiplication of its assigned weight by the consensus value given by the Evaluation Committee. The following criteria will be used during the evaluation process:

Criteria	Weight
Experience and Trajectory ¹	3
Planification, Logistics, Flexibility and Adaptation capabilities ²	4
Creativity and Innovation ³	5
Human resources and technical capabilities ⁴	4

The maximum obtainable score is 64 points.

The Evaluation Committee will grant a value from 1 through 4 according to the following rubric:

- 4 – excellent
- 3 – good
- 2 – average
- 1 – poor

¹ Expected to be discussed in Business Background, Business Experience, and References and Recommendations sections of format proposal (see section 4).

² Expected to be discussed in Business Services, Business Tools and Certifications/Credentials, and Business Results and Achievements sections of format proposal (see section 4).

³ Expected to be discussed in Business Execution, and Business Results and Achievements sections of proposed format (see section 4).

⁴ Expected to be discussed in Business Structure, Business Results and Achievements, and Knowledge sections of the proposed format (see section 4).

To be evaluated, proposals must be:

- Received by the due date/time.
- Meet proposal style requirements.
- Follow proposal format.
- Be complete and have all supporting documents required.

3.4 Award according to PRMP best value

The Buena Pro will be awarded in favor of the proposal that in the view of the Evaluation Committee has the greatest possibility to achieve the desired goal, for which it represents the best value for Puerto Rico Medicaid Program, the Puerto Rico Department of Health, and for the Commonwealth of Puerto Rico.

PRMP will issue a notice of intent to award a contract, announcing that it has completed the bid evaluation process and has selected the vendor with the highest score. PRMP will convene the proposed winner for an in-depth discussion of its concept to provide the required service. This is the moment for vendor to present a detailed proposal and showcase its campaign strategy. Negotiations will be allowed to tailor proposals according to PRMP suggestions and needs. Available budget is non-negotiable.

If an agreement is reached, PRMP will proceed with the adjudication of a contract. If PRMP and selected vendor cannot reach an agreement, PRMP will discard its proposal and will repeat the process with the vendor with the second higher score; and so on, until an agreement is reached with a vendor.

4. Proposal Response Instructions

4.1 Proposal Format

Vendors shall use the following format:

- Cover letter
 - State vendor's intent to bid for this RFP, signed in blue ink by an authorized signatory legally binding the vendor and include it in the labeled "Original Proposal".
 - Must include:
 - Proponent's full name postal address, and contact information (email)
 - Contact person name and title, authorized to represent firm/organization during negotiations.
 - Name of person or business who developed the proposal.
 - If proposal is a business entity, name state of incorporation.
- Table of content
- Firm/organization business background
 - Brief history of the firm/organization, trajectory, and motivation.
- Firm/organization business experience⁵
 - Experience and who are your clients (private and government)
- Firm/organization business structure
 - Work team, divisions and or departments
 - Organizational chart
- Firm/organization services
 - Detail offered services (e.g.):
 - Account administration
 - Digital social media
 - Public relations
 - Creative design

⁵ Individual achievements could be used to illustrate experience and performance in cases of new firm/organization.

- Community management
 - Development of digital platforms (apps, web pages, channels, etc.)
 - Design and development of strategies
 - Event coordination
 - Production
 - Development of media plans
 - Crisis management
 - Others
- Firm/organization tools and certifications/credentials
 - Tools used to facilitate the development and communication skills with clients (programs and platforms)
 - Certifications and credentials (corporate or personal) to achieve goals.
 - Firm/organization execution (design and creativity)
 - Illustrate business diversity; handling among different communications media (e.g., radio, press, TV, social platforms, production, etc.)
 - Firm/organization results and achievements – publicity campaigns (one to three previous campaigns)
 - Goals and objectives
 - Target
 - Creative concept
 - Performance
 - Accomplishments (KPI, client’s level of satisfaction, etc.)
 - Firm/organization knowledge of proposed service
 - Illustrate firm/organization knowledge regarding the purpose of this RFP.
 - Provide a brief statement of how will tackle this RFP in case of being selected.
 - Illustrate in creative ways why your firm/organization should be awarded this RFP.
 - Firm/organization references and/or recommendations
 - Provide references and/or letters of recommendation.

4.2 Proposal Style Requirements

- 12-point font; 1.5 spacing.

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- One-inch margins.
- 8.5' x 11' Letter Paper size/portrait orientation.
- No page minimum or maximum.

5. Administrative and Judicial Review Process

Any person or party adversely affected or aggrieved by an award made regarding this Request for Proposal proceeding may, according to 3 L.P.R.A. § 9659, file a motion for reconsideration with the Puerto Rico Department of Health (PRDoH), within a term of ten (10) days from the date of the notification of the award. The PRDoH must consider the motion for reconsideration within ten (10) business days of being filed. If any determination is made in its consideration, the term to request the appeal for judicial review will begin from the date on which a copy of the notification of the decision of the PRDoH is filed on record, according to the case, resolving the motion for reconsideration. If the filing date of the copy of the notification of the decision is different from that of the deposit in the ordinary mail or the sending by electronic means of said notification, the term will be calculated from the date of the deposit in the ordinary mail or sending by electronic means, as appropriate. If the PRDoH fails to take any action in relation to the motion for reconsideration within ten (10) days of its filing, it shall be understood that the motion was denied outright, and the time to request judicial review shall start to run from said date.

If the PRDoH accepts the reconsideration request within the term provided, it must issue the reconsideration decision or resolution within thirty (30) days following the filing of the motion for reconsideration. If the PRDoH accepts the motion for reconsideration but fails to take any action in relation to the motion within thirty (30) days of its filing, it will lose its jurisdiction and the term to request the judicial review will begin from the expiration of said term of thirty (30) days. The Department of Health may extend said term only once, for an additional period of fifteen (15) days.

Any person or party adversely affected by a final reconsideration decision or resolution may file a petition for review with the Puerto Rico Court of Appeals within a term of twenty (20) business days of such final decision or determination being filed. See 3 L.P.R.A § 9672.

The mere presentation of a motion for reconsideration does not have the effect of preventing the PRMP from continuing with the procurement process intended within this Request for Proposal.