



**State of Oklahoma
Oklahoma Health Care Authority**

Amendment of Solicitation

Date of Issuance: March 4, 2015
Requisition No. 8070000805

Solicitation No. 8070000805
Amendment No. 1

Hour and date specified for receipt of offers is changed: No Yes, to: 3/12/2015 3 00 CST

Pursuant to OAC 580:15-4-5(c)(5), this document shall serve as official notice of amendment to the Solicitation identified above. Such notice is being provided to all suppliers to which the original solicitation was sent. Suppliers submitting bids or quotations shall acknowledge receipt of this solicitation amendment prior to the hour and date specified in the solicitation as follows:

- (1) Sign and return a copy of this amendment with the solicitation response being submitted; or,
- (2) If the supplier has already submitted a response, this acknowledgement must be signed and returned prior to the solicitation deadline. All amendment acknowledgements submitted separately shall have the solicitation number and bid opening date printed clearly on the front of the envelope.

ISSUED BY and RETURN TO:

U.S. Postal Delivery:

Sheila Killingsworth
 Contracting Officer

(405) - 522 - 7846
 Phone Number

, OK -
 or

Personal or Common Carrier Delivery:

Sheila.Killingsworth@okhca.org
 E-Mail Address

,OK -

Description of Amendment:

a. This is to incorporate the following:

1. Questions and Answers to the RFP
2. Language Revised-Section I: General Information (A.) Introduction (all changes in red)
3. Language Revised-Section I: General Information (D.) Budget (all changes in red)
4. Schedule Change (all changes in red)
5. Form 4 Price Proposal (all changes in red)

b. All other terms and conditions remain unchanged.

Supplier Company Name (**PRINT**) _____ Date _____

Authorized Representative Name (**PRINT**) _____ Title _____ Authorized Representative Signature _____

Multimedia Marketing Services RFP Questions & Answers

Question #	RFP Section(s):	Entity Question	OHCA Answer
1	Section I D	Confirming the media buys are to run between April 1, 2015 and June 30, 2015 - not June 30, 2016. Please confirm the year.	Media buys are to run between April 1, 2015 and December 31, 2015. Pending the extension of the Insure Oklahoma program, more funding could be available.
2	Section II E 8	States all names will be eliminated from the response, however, Bidder's Response Form-6 Question 4 requires names and resumes of project director, staff and subcontractors.	The corrected forms will be added to the amendment and will be uploaded to the website.
3	Section II F 6	States Form 7 is to be limited to 11 pages, however, Form 7 only states that a Project Director will be required and OHCA will designate a Program Monitor. Also states Form 7 is to cover proposed scope of work, but scope is included in Form 6. Does the 11 page maximum pertain to Form 6?	See question #2.
4	Forms Package: FORM 4	Are the blue rows headers for the rows below?	Yes.
5	Forms Package: FORM 4	Should we present rates for Production Costs (copywriting and editing, bilingual translation, and photography services) in an hourly rate?	Yes.
6	Forms Package: FORM 4	Should we present rates for Production Costs (direct marketing campaign, development and execution; newsletter/publications; website design; television ad production; print ad production; and digital ad production) and Media Buying (total media buy budget) in a project rate?	Yes.
7	Forms Package: FORM 4	Can prices be presented in a range?	No, all prices need to be listed as an hourly rate without ranges. If a range is submitted, the average of the range will be used for evaluation purposes.
8	Forms Package: FORM 6, Bidder's Response, 2.a.i	Should there be categories where to which we should respond with the number of years of experience?	See question #2.
9	Section 1: A	Can we submit a response to Section 1: A, 2 and 3 only?	No, as a contractor for this project, a resign of Insure Oklahoma's website, on Ektron platform is required.
10	Website Question	Will there be any new features desired for the redesign of Insure Oklahoma's website?	We are open to new features, including but not limited to: a blog page, form libraries and a provider search. We expect the contractor to make suggestions for new features based on industry best practices and improving useability.
11	Website Question	Does "excluding coverage application and pages behind portal log-in" refer to the website redesign, or to what part of the website is Section 508 compliant?	It refers to the website redesign. The coverage application and pages behind portal log-in will not be redesigned as part of this project. The entire website must be Section 508 compliant.
12	Website Question	Is there a specific reason Ektron is the pre-selected CMS? Is there a specific reason for .NET?	OHCA has an established onsite Ektron CMS environment which houses both of our public-facing websites. Our current technology strategy is to maintain our website environments in-house. Also, we have existing resources with the skillset to maintain and extend the Ektron/.NET environment. While this strategy may change in the future, our current preference is to continue centralizing our websites on our in-house web server.
13	Website Question	Is OHCA open to using an open-source content management system?	No, not at this time.
14	Website Question	Would the selected vendor be rebuilding the Find Agent application? If yes, what features are required?	Yes, with enhanced location-based search fields and mappable results.
15	Website Question	Would the selected vendor be updating the Qualified Agent Form? If yes, what features are required?	Yes. The updated form would be much shorter and need to feed the "Find an Agent" function. See question 20.
16	Website Question	What happens to the data when a user submits the form? What action does the user experience? (A confirmation screen? Receives an email?)	An e-mail is sent to an agency e-mail address containing the form responses which is then used by agency staff to perform further processing. An e-mail is also sent to the respondent confirming successful submission of the form data and a confirmation webpage is displayed.
17	Website Question	Are there other areas of the site that feature applications or widgets that are more than on-page content or downloadable files?	No.
18	Website Question	Is the site importing data? How is that currently achieved? How do you wish this to behave with the redesign? (E.g., How does the find agent app get updated?)	No. There is an administrative screen which OHCA staff use to manage the list of agents for the Find an Agent application. Agent information from the Qualified Agent form response email (see question 16) is manually added to the list by staff. The agent data is stored on the backend in a custom SQL database. We would like to streamline this process by adding a moderation feature that staff can use to approve agent listing submissions without manually entering the information into the list.
19	Website Question	Is the site exporting data? How is that currently achieved? How do you wish this to behave with the redesign? (E.g., qualified agent form)	Currently, no exporting occurs.
20	N/a	Is OHCA open to the redesign of the Insure Oklahoma logo?	Yes.
21	N/a	Is any medium or type of advertising off-limits, in regards to creation/production of communications tools?	Any medium that supports campaign objectives strategically, is cost-effective, in good taste, and appropriate for the image of Insure Oklahoma and Oklahoma Health Care Authority may be considered.
22	N/a	Should Insure Oklahoma not have authorization to operate beyond Dec. 31, 2015, what would be the status of the marketing contract?	If Insure Oklahoma ends on December 31, 2015, the contract will be terminated.
23	N/a	Do you anticipate the program's name changing as you look to extend its operations?	No.
24	N/a	Does the contract go from April 1, 2015, to June 30, 2015 or June 30, 2016?	The contract will be effective based on the State Fiscal Year and will term on June 30, 2015. However, a renewal of the contract will occur for July 1, 2015 thru December 31, 2015, or potentially longer, pending legislation.

2. SECTION I GENERAL INFORMATION

A. **Introduction**

OHCA is issuing this Request for Proposal (RFP) for the services of a vendor to develop and implement a multimedia marketing campaign to promote Insure Oklahoma throughout the entire State of Oklahoma.

The Vendor shall assist OHCA to achieve the following goals:

1. Redesign Insure Oklahoma's website on Ektron platform, version 8.0.2.035, Section 508 Compliance (excluding coverage application and pages behind portal log-in); and
2. Create, write, design and produce all types of communication tools that are effective in generating increased target audience knowledge and awareness.
3. Negotiate and purchase media buys within allotted budget after developing campaign strategy.
4. Act as the administrative agent in reimbursing insurance agents who utilize Insure Oklahoma funds for advertising purposes. This will consist of receiving invoices from insurance agents, reimbursing the costs, and billing the costs back to the Oklahoma Health Care Authority (historical data is attached).

3. SECTION I GENERAL INFORMATION

D. **Budget**

In consideration for the satisfactory performance of the services under this Contract, OHCA shall pay Contractor in accordance with the amounts shown on the Contractor's Price Proposal (See Form-4). The budget for this RFP is not to exceed \$450,000 with included media buys, and monies reimbursed to insurance agents, including contractor's administrative charge, for the period April 1, 2015 - December 31, 2015. (The contract will terminate on June 30, 2015 at the end of the State Fiscal Year, but will automatically renew through December 31, 2015.) ~~30, 2015~~, with options to renew for two additional one-year periods ~~(July 1st - June 30th)~~. The option to renew shall be contingent upon the needs of the OHCA, funding availability, and is at the sole discretion of the OHCA. If OHCA does not intend to issue a change order for the new fiscal year, it will notify the Contractor. The budget for subsequent fiscal years shall not exceed \$300,000. Final approval of renewal amounts will be at the sole discretion of the OHCA. Increases or decreases at the time of renewal shall not require a modification in accordance with this RFP's amendment clause.

4.

ACTIVITY	DATE
RFP available on OHCA website/email vendors	February 17, 2015
Questions due to OHCA by 3:00 p.m. CT	March 6, 2015
RFP answers available on website	March 9, 2015
Proposals Due to OHCA by 3:00 p.m. CT	March 12, 2015
Proposal Presentation	March 18, 2015
Award of Contract	March 30, 2015
Operations Begin	April 1, 2015

5.

TASK	
Production Costs	Hourly Rate
Copywriting and Editing	
Bilingual Translation	
Photography Services	
Production Costs	Project Rate
Direct Marketing Campaign, Development & Execution	
Newsletters/Publications	
Website Design	
Television Ad Production	
Print Ad Production	
Digital Ad Production	
Media Buying	Project Rate
Total Media Buy Budget	
Administrative Costs	Percentage Rate (of total invoice reimbursement)
Fee for Handling Insurance Agent Reimbursement	

2009

Insurance Agent Reimbursement

MONTHLY INVOICES

January	65.00
	375.00
	599.50
	85.00
	78.00
	77.50
	283.50
Monthly total	1,563.50
February	400.00
	65.00
	65.00
	78.00
	77.50
	599.50
	75.00
	112.50
Monthly total	1,472.50
March	212.62
	78.75
	12.50
	750.00
	750.00
	375.00
	78.00
	77.50
	599.50
	400.00
	65.00
	65.00
	100.00
	400.00
Monthly total	3,963.87
April	112.50
	283.50
	262.50
	599.50
	400.00
	65.00
	65.00
	12.50
	12.50
	12.50
	12.50
	97.50
	77.50
	300.00
	500.00
	750.00
	750.00
	112.50
Monthly total	4,425.50
May	750.00
	750.00
	87.50
	65.00
	65.00
	354.37
	300.00
	78.00
	37.50
	599.50
	400.00
	112.50
Monthly total	3,599.37
June	400.00
	283.50
	750.00
	50.00
	750.00
	50.00
	750.00
	300.00
	599.50
Monthly total	3,933.00

July	283.50
	599.50
	87.50
	65.00
	65.00
	400.00
	96.25
	75.00
	77.50
	97.50
	1,516.21
	2,768.28
Monthly total	6,131.24
August	459.28
	599.50
	354.37
	1,250.12
	36.00
	78.00
	400.00
	1,020.80
	750.00
	406.25
	135.00
	50.00
	50.00
	50.00
	67.20
Monthly total	5,706.52
September	108.00
	112.50
	45.00
	599.50
	400.00
	97.50
	659.35
	65.00
	65.00
	65.00
	375.00
	750.00
	150.00
	112.50
Monthly total	3,604.35
October	140.00
	599.50
	65.63
	262.50
	1,440.00
	1,440.00
	441.00
	441.00
	100.00
	226.70
	212.62
	283.50
	750.00
	150.00
Monthly total	6,552.45
November	400.00
	400.00
	283.50
	112.50
	1,440.00
	84.37
	234.00
	112.50
Monthly total	3,066.87
December	350.00
	3,750.00
	311.25
	1,440.00
	400.00
	599.50
	209.75
	50.00
	283.50
	375.00
	375.00
	2,233.50
	1,440.00
	1,315.92
	400.00
	75.00
	294.50
	750.00
	150.00
	750.00
	750.00
	4,288.91
	84.37
	140.00
	112.50
	400.00
	354.37
	150.00
	300.00
Monthly total	22,133.07