

Request for Proposal No. SEHA-G/RFP/12/2010

Design, prepare and manage New Customer Service Rollout Campaign

Issue date: 14th June, 2010

Submit Proposals to:

Attn: Procurement and Services Manager
Abu Dhabi Health Services Company (SEHA)
Hazzaa Bin Zayed the 1st Street
P.O.Box 109090
Abu Dhabi, UAE
Tel: +971-2-632 7600

Closing date and time:

Proposals must be received by 10:00 A.M. on 4th July, 2010

For ALL inquiries, please contact:

Mr. Mohamed Al Zaabi – Purchasing Specialist

E-mail: mozaabi@seha.ae

BACKGROUND

The Abu Dhabi Health Services Company, whose corporate identity is SEHA, was launched on 29th November 2007 under Emiri Decree #7, April 2007. SEHA is owned by the Government of Abu Dhabi and registered as a Public Joint Stock Company (PJSC). While the full name of the company is Abu Dhabi Health Services Company, the corporate name is SEHA. The word SEHA represents an English phonetic pronunciation and translation of the Arabic word for Health.

SEHA was created to manage and develop the curative activities of the public hospitals and clinics of the Emirate of Abu Dhabi. SEHA manages 8 hospital systems totaling 12 facilities, 2,644 beds, more than 55 Primary Health Clinics and employs about 15,500 physicians, nurses, technicians, allied health and administrative personnel. SEHA is working to earn the trust of the public and be their healthcare partner for life. We are partnered with healthcare leaders internationally recognized for their outstanding performance in their markets. Our partners include Johns Hopkins Medicine, Cleveland Clinic, Bumrungrad International, and New England Center for Children, Vamed, and Medical University of Vienna.

SEHA is launching a new walk-in customer service center and toll free customer service line to respond to and service patients and patient families in relation to their healthcare needs, wants and issues. This new stand-alone facility will set a new standard in patient satisfaction. We want to let the public know of its existence, how to access services and drive traffic to the 800 number and the web site which includes an e-complaint and e-feedback tool for use by the public to resolve their issues or answer their questions. We also want to assess the success of the new service and learn how to promote the program longer term.

PURPOSE

SEHA wishes to engage a marketing and public relations company to design a marketing and public relations program around this new venture, develop all the collateral necessary to promote the new center, develop the PR pieces to publicize its mission, vision and operational objectives, promote success stories and provide three to six months of ongoing PR and marketing support as the venture stabilizes and new needs are identified. In addition the following needs to be achieved:

- Although 800-SEHA toll free number is operational, it has not been in **effective use** and so as the facility need to know about it
- Introduce the Call Center to the general public and prompt them to use this. At present, people are not **aware of this service**.
- Very often patients and potential customers **contact HAAD** which is a Government regulatory authority and not an operational one. These calls are then diverted to SEHA which leads to slow feedback and action.
- This campaign will also act as an **image building** exercise for SEHA as it will project SEHA's role as the Government healthcare provider
- Call Centre marketing will boost **customer confidence** and trust ,as SEHA becomes more visible to community

SCOPE OF SERVICES

Prospective company will provide SEHA with a complete slate of marketing and public relations services to include development of the marketing plan, development of the public relations plan, creation of marketing material including pamphlets, advertizing, bill boards, radio and tv spots, promotional signage, voicemail and telephone tree greetings and design, grand opening event planning and management, press conference, press releases and press packages, photography as required, consulting services, secret shopper services, surveys and analysis and other related services as deemed required for such a venture.

DELIVERABLES

1. Consulting services
2. Marketing plan
3. Public relations plan
4. All Marketing materials necessary
5. All PR materials necessary
6. All advertizing design services
7. All signage services
8. All recording of radio and tv spots
9. All billboard and media booking services
10. All grand opening services including flag rentals, food, flowers and promotional giveaways
11. Press conference management
12. Press releases in Arabic and English over a one / three month period
13. All required photography
14. Survey services including survey design, collection, collation and analysis.
15. Other related services incumbent upon a campaign launch

TIMEFRAME

The deadlines and tasks can be negotiated subjective to actual contract agreement date.

TASKS	TENTATIVE DEADLINES
1. "Teaser" campaign begins	August 1, 2010
2. Newspaper, radio and tv ads begins. Brochures and collateral ready for distribution. Telephone tree and VM recorded and ready for opening	August 15, 2010
3. New Center officially opens. Grand opening celebration with press conference and opening promotional campaign	September 1, 2010
4. Follow-on PR	Week of September 25 going forward

5. Project report to include cost summaries, traffic analysis, survey results, next steps and cost projections to enhance positioning and increase traffic	October 15, 2010
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GENERAL INFORMATION FOR THE PROSPECTIVE COMPANIES

1. The bidders shall provide information that demonstrates that it possesses the technical expertise that SEHA requires for this RFP.
2. Bidders should submit references from owners of projects that are comparable in size, complexity, and scope of work sought by this RFP. The references should also demonstrate the bidders experience in preparation similarly scaled marketing and public relations programs for new service rollouts for other companies in the UAE. All references should include the name, title, telephone number owner of the project.
3. The bidders must demonstrate adequate experience in the following areas:
 - 3.1. The company must be certified and licensed (accredited) by a licensure body in the country of origin or in the UAE. A copy of the certificate must be provided to the SEHA.
 - 3.2. Previous track record of producing integrated marketing and public relations program in the UAE, preferably for the Abu Dhabi marketplace.
4. SEHA may, at its sole discretion, host a bidders conference either by telephone or in person with all prospective respondents, such conference to take place during regular business hour at a time and place of SEHA's choosing. Bidders will be notified at least 48 hours in advance of scheduling such a conference.

REPORTING

The company selected will be required to provide and/or obtain information/approvals on each aspect of the proposed annual report from the Marketing Manager of SEHA and/or the Manager of Customer Service of SEHA as required.

RESPONDENTS AND THEIR COMPANY MUST AGREE TO THE FOLLOWING TERMS.

1. The company will produce a product of the highest quality and content and not exceed the fee schedule in their proposal.
2. The company may not bill any individual or any staff member for any charges not authorized for payment by SEHA.
3. The company must ensure the confidentiality of information and any other records related to the SEHA confidential records.

4. The company will not make any subcontracts other than those agreed as part of their proposal. If during the performance of their contract it should be required to obtain additional outside services not contemplated, written approval of SEHA will be required.

SUBMISSION OF PROPOSALS

1. Proposals should identify the name, address, and telephone number of the individual who can answer any questions and serve as contract officer and/or agency liaison.
2. All proposals received prior to the RFP closing date will become the property of the Abu Dhabi Health Services Company and will not be returned to the respective submitting companies.
3. SEHA's ownership of proposals shall not be affected by cancellation of the RFP after receipt of proposals, declaration of any proposal as nonresponsive or unacceptable, or non selection of a proposer as consultant.
4. SEHA may, but is not required to, contact proposers for clarification of their proposal prior to declaration that a proposal is nonresponsive

SELECTION PROCESS

Proposals will be evaluated by a selection committee that will include members from relevant departments of SEHA, including Hospital Operations, Marketing, Legal and the Office of the Managing Director. Proposals will be evaluated, in part, on the Respondent's ability, in SEHA's sole judgment, to demonstrate technical and financial capacity to perform the work it proposes in accordance with the requirements of this RFP. Respondents are accordingly required to furnish the information described on the next page.

The Committee's review will be based on the following criteria:

Criteria	Percentage
Qualifications and Experience of company: • Provide information that demonstrates that it possesses the technical expertise that SEHA requires for this RFP. • References from owners of projects that are comparable in size, complexity and scope of work sought by this RFP • Respondent must demonstrate adequate experience in the following areas: ○ Design of marketing and public relations programs that were	40%

successful and delivered value to their client(s) ○ Competence in writing and editing of press releases in both Arabic and English ○ Graphical design and layout capabilities ○ Project management skills and experience to meet milestones by agreed dates ○ Expertise and resources to produce all necessary deliverables	
Creativity of material ○ Sample of other campaigns you have designed and executed. Please indicate work that is exclusively yours vs. that of third parties or as supplied by clients. ○ Initial creative ideas and preliminary campaign ideas and proposals for SEHA made as part of your response.	30%
<u>Cost Proposal:</u> • Payment schedule setting forth the frequency and amount of progress payments, and identifying the tasks and deliverables (“milestones”) to be completed for each payment to be deemed earned.	30%
<u>Total</u>	100%

EVALUATION

1. Upon receipt, the proposal information will be disclosed only to persons participating in the evaluation or contracting process until the proposal has been reviewed and all marked trade secrets have been removed.
2. After this review, all remaining proposal materials will be open to the internal and external stake holders of SEHA. The proposals will be evaluated as being responsive or nonresponsive.
3. All meetings of the evaluation committee are open to the Sr. Management of SEHA.

PRICING

The company will be required to submit their fee or expenditures associated with the activities as mentioned in the deliverables and in the scope of services. Proposed cost should include all logistics cost needed to accomplish the stated objectives herein.

When preparing the fees for services requested, justification should take into consideration changes that may occur due to changes or requests from the Chairman or the Board of Directors of SEHA, some of which may be last minute or ad hoc. For example, changes to press releases or ads or multiple renditions of the same ad in different formats should be expected and planned for in terms of resource allocation and response times.

SEHA possess only a small photo library. Companies should plan on additional photography and that any stock buys be for our exclusive use and ownership for the duration of any campaign contemplated.

Companies shall submit detailed costs based on the tasks specified under scope of work and deliverables/task as follows:

For Customer Service Marketing and PR Campaign Rollout 2010

Component	Cost (AED)	Comment
Retainer/consulting fee/project management fee including final report, analysis and recommendations		Fixed. Non-Variable
All design services including any and all graphical design required for ads and collateral		Fixed. Non-Variable
Writing, editing and placement of all press releases		Fixed. Non-Variable
Cost of promotional giveaway and related materials (note 1)		
Photography including studio, location shoots and editing		Detail required
Purchase rights for stock photography		Detail required
Media Costs per plan including breakdowns by newspaper, radio, tv, outdoor, SMS, Bluetooth, Mall promotions etc (note 2)		Detail required
Printing services (note 3)		Detail required
Other third party costs other than printing		Detail required
Other costs not detailed above		Detail
TOTAL BID (note 4)		

(This detailed table of cost is a minimum; companies are encouraged to submit further detailed items as necessary based on best practices and your expertise in marketing a public relations of a project of this scope). Note:

- (1) Assume 50,000 of each item recommended
- (2) Any staffing necessary for information booths, secret shoppers should be included in your bid
- (3) Include a cost per 1,000 in your bid but assume 100,000 pieces initially for each brochure or pamphlet.
- (4) Your final bid cost should include all services requested in Deliverables. If you are recommending other services based on best practices or your expertise, please detail those services separately.

ACCEPTANCE/REJECTION OF BIDS OR PROPOSALS

SEHA reserves the right to accept or reject any or all proposals, wholly or in part, to make awards in any manner deemed in the best interest of the SEHA.

Discussion/Negotiation

Although proposals may be accepted and a contract awarded without discussion, SEHA may initiate discussions should clarification or negotiation be necessary.

Reports given to or prepared or assembled by the bidders under this contract shall be kept as confidential and not divulged or made available to any individual or organization without the prior written approval of SEHA.

PROPOSAL PREPARATION COSTS

Bidders are solely responsible for their own expenses in preparing proposals and/or for subsequent negotiations with SEHA, if any. If SEHA elects to reject all proposals, SEHA will not be liable to pay and/or reimburse any bidder for any claims, whether for costs or damages incurred by the Bidder with respect to the preparation, evaluation and/or submission of the proposal.

CLOSING DATE AND TIME

The proposal must be submitted by the closing date and time specified on the schedule of events table.

DELIVERY OF PROPOSALS

All proposals must be delivered or mailed to the address specified on the cover page of the RFP. Proposals sent by facsimile or e-mail or unsolicited proposals will **not** be accepted.

IRREVOCABILITY OF PROPOSAL

By submission of a clear and detailed written notice, the bidder may amend or withdraw its proposal prior to the closing date and time. However, upon the elapse of the closing date and time, all proposals become irrevocable. By submission of a proposal, the Bidder agrees that should his/her proposal be deemed successful, the Bidder will enter into a contract with SEHA.

VALIDITY OF PROPOSAL

Proposals shall remain valid for a period of 120 days from the RFP's closing date.

PROPOSAL PREPARATION AND SUBMISSION

SEHA discourages overly lengthy and costly proposals; however, in order for SEHA to evaluate proposals fairly and completely, bidders must follow the format set out in this RFP and provide all requested information. Please read this section closely in order to avoid disqualification.

- Bidders should submit technical proposal and cost proposal in **separate** sealed envelopes.
- A **sealed technical proposal** contains one (1) original, five (5) copies, and one (1) electronic copy on a CD in Microsoft Word format;
- A **separate sealed cost proposal** containing one (1) original and one (1) copy.
- The language of the proposal shall be English.
- The contents of the two proposals shall be prepared and submitted in accordance with the following outline:

I. Technical Proposal

The technical proposal should contain the following information **with no pricing details:**

- A. **Letter of intent** highlighting the company's capabilities and expertise as well as a statement indicating acceptance of RFP's terms and conditions. The letter must be printed on the company's letterhead signed by the authorized bidder's representative.
- B. **Copy of the Company's Business license.**
- C. **Executive Summary** of the proposal (1-3 pages).
- D. **Your proposed preliminary marketing and public relations plan**

II. Cost Proposal

The financial proposal shall include staff costs as well as other direct costs as described in the pricing section of the RFP. Any requirements for advance payments prior to final product deliverable should be clearly stated and may be a minor factor in selecting a company for contract.

5% Bid Bond of the total tender value exceeding AED 50,000 (Fifty Thousand Dirham's) to be submitted as a Bank Guarantee **(To be Enclosed in the Financial Offer Envelop).**

CURRENCY AND TAXES

Prices quoted are to be in United Arab Emirates Dirham or USD (\$); inclusive of tariffs and/or taxes, where applicable.

AWARD

Contractual agreement for the work specified in this RFP and any additional work resulting from negotiation will be established through SEHA. The contract will specify all deliverables agreed to along with a work plan and milestones for payment of services. SEHA may, at its sole option

elect to continue services with the vendor or terminate the agreement without further cost or obligation. SEHA may then select another vendor of SEHA choosing.

(10% Performance Guarantee of the total award value to be submitted upon award of the tender).

Bidders requesting advanced payments will be required to submit a bond of equal amount issued by a UAE Bank with one (1) year validity.

SEHA'S RIGHTS AND OPTIONS

SEHA expressly reserves the right to:

- A. Modify, amend, or substitute the RFP at any time.
- B. Cancel the RFP.
- C. Issue additional instructions or requests to prospective bidders.
- D. Conduct investigations about the qualifications and experience of responsive bidders.
- E. Request additional information from selected bidders if deemed necessary for the proposal evaluation or award selection. This may include asking bidders to present their proposals to SEHA Management.
- F. Waive any irregularities in received proposals.
- G. Discuss or negotiate with selected bidders proposal's terms and conditions.
- H. Accept or reject any or all proposals, including awarding all or part of the required services without issuing further solicitations.
- I. Procure services specified in the RFP by any other means.
- J. Accept other than the lowest fee proposal and shall not be bound to give any reasons for non-acceptance of any proposal it may receive.
- K. Have and retain all copies of proposals or information submitted to support a proposal.
- L. Require the selected Bidder to participate in negotiations on the terms and conditions of a contract and to submit revisions, including price revisions that may result from such negotiations.
- M. The proposal, once evaluated, shall be considered a public record except for the material that the Bidder specifically requests to be considered a "trade secret".

TERMS AND CONDITIONS

By submitting a proposal the Bidder agrees to the terms and conditions of this RFP.

TERMINATION

SEHA may terminate this Contract at any time by thirty (30) days notice in writing from SEHA to the Company. In that event, all completed or uncompleted deliverable items prepared by the Company under this contract shall, at the option of SEHA, become its property. If the contract is terminated by SEHA as provided herein, the Company shall be paid for services satisfactorily completed, less payment or compensation previously made.

Mohamed Al Zaabi
Purchasing Specialist

END OF RFP DOCUMENT

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