

REQUEST FOR PROPOSAL

EXTERNAL COMMUNICATION & MARKETING SERVICES

SANTA CLARA VALLEY HEALTH & HOSPITAL SYSTEM

**Santa Clara Valley Health & Hospital System
2325 Enborg Lane, Suite 220
San Jose, California 95128**

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SECTION A INTRODUCTION

Santa Clara Valley Health & Hospital System is comprised of Santa Clara Valley Medical Center, Department of Alcohol & Drug Services, Mental Health Department and Public Health Department. Santa Clara Valley Health & Hospital System (SCVHHS) wishes to retain the services of qualified firm or firms to assist as directed in the development and coordination of services in the following areas:

General external communication services, strategy and message development, brand management and implementation, media relations, marketing including the development of materials and paid advertising, web development and enhancements, and the development and implementation of communication strategies for Santa Clara Valley Medical Center (SCVMC), Department of Alcohol & Drug Services, Mental Health Department, Public Health Department, and Valley Health Plan.

Santa Clara Valley Health & Hospital System (SCVHHS) intends to negotiate a contract or contracts with the vendor(s) whose proposal(s) best demonstrate the ability to meet the requirements of SCVHHS at a reasonable cost. SCVHHS reserves the right to reject all proposals and to accept portions of one or more submittal(s) that meet organizational requirements. It reserves the right to approve all staff appointed by the selected firm(s) and any subcontractors retained. SCVHHS intends to select a firm or firms with whom to negotiate contracts, preferably for a term of three (3) years. SCVHHS intends to have the option to extend the contract(s) for up to two (2) additional one-year terms.

To be considered in the selection process, interested firms must submit ten (6) copies of a proposal no later than 4:00 p.m., Thursday, July 16, 2009. Failure to comply with any part of the Request for Proposal may be cause for the proposal being eliminated from consideration.

Proposals shall be mailed or delivered to:

Joy Alexiou
Public Information Officer
Santa Clara Valley Health & Hospital System
2325 Enborg Lane, Suite 220
San Jose, California 95128

MISSION

It is the mission of the Santa Clara Valley Health & Hospital System (SCVHHS) to provide leadership in developing and promoting a healthy community through a planned, integrated health care delivery system which offers prevention, education and treatment programs to residents of Santa Clara County, regardless of ability to pay.

GOALS OF SCVHHS

To provide medical, alcohol and drug, mental health, and public health services to all resident of Santa Clara County, regardless of ability to pay.

To provide regional specialty and tertiary inpatient, outpatient and emergency hospital services.

To deliver substance abuse services for the prevention, treatment, recovery and rehabilitation of the substance abuse population.

To deliver mental health services in the most accessible environment, respectful of a person's family, language and culture.

To provide public health programs and services, promote healthy lifestyles, behaviors, and environment, and respond to disasters and disease outbreaks and epidemics.

To develop, promote and participate in the development and implementation of managed care strategies to successfully compete in present and future managed care markets, and to ensure high quality, cost effective, services are delivered to our members and clients.

To ensure the financial viability of the health and hospital system and that each component of the system has the means necessary to realize their goals.

To develop and refine information about service performance, including data collection, process and outcome measures, and targeted programs of monitoring and evaluation.

To maintain a work force which is culturally and linguistically competent, and representative of the diverse communities we serve.

GOALS OF PUBLIC INFORMATION & COMMUNICATIONS DEPARTMENT

To increase public awareness and enhance the positive public image of SCVHHS.

To conduct activities in support of efforts to maintain and increase the number of patients, clients or members served, as well as referrals to Santa Clara Valley Medical Center.

To reach diverse audiences who reflect a wide array of customers, clients and residents in a culturally and linguistically appropriate way.

SECTION B

DESCRIPTION OF AREAS TO BE SERVED BY CONTRACT(S)

SCVHHS consists of Santa Clara Valley Medical Center, Department of Alcohol & Drug Services, Mental Health Department, Public Health Department and Valley Health Plan. SCVHHS is owned and operated by the County of Santa Clara. The following are descriptions of these departments as well as descriptions of other departments, units and programs to be serviced by this contract(s).

Santa Clara Valley Medical Center

Superior inpatient and outpatient care is provided at Santa Clara Valley Medical Center (SCVMC). The 574-bed hospital is recognized as providing sophisticated specialty services, many of which are only available at SCVMC. These services include a world-class Rehabilitation Center, Regional Burn Center, High-Risk Maternity Program, Neonatal Intensive Care Unit and Trauma Center.

Every year SCVMC cares for thousands of patients and provides for over a half-million outpatient and emergency visits. SCVMC is the only hospital in our county with an open door policy guaranteeing residents access to needed medical care, regardless of ability to pay. Santa Clara Valley Medical Center's range of services, national recognition and commitment to quality care make it a valuable community resource. SCVMC is "dedicated to the health of the whole community".

Santa Clara Valley Medical Center extends health care services into the community through a network of seven neighborhood health centers located throughout Santa Clara County. Valley Health Centers provide comprehensive primary care services to area residents and offer a full range of services including family practice, geriatrics, internal medicine, obstetrics and gynecology, pediatrics, radiology, pharmacy, health education, nutrition and social services.

The mission for this department is to provide high quality, cost-effective medical care to all persons in Santa Clara County—regardless of ability to pay. This is accomplished in an environment where the needs of the patients are paramount and where patients, their families, and visitors are treated in a compassionate, supportive, friendly, and dignified manner. We provide quality medical education and professional training for the welfare and benefit of patients and community.

Department of Alcohol & Drug Services

The Department of Alcohol & Drug Services provides a full continuum of care including prevention and education, early intervention, and treatment and recovery services. The adult treatment system operates as a single, managed system of care. The Department served more than 8,000 Santa Clara County residents last year through partnerships with county and community-based providers in 56 locations in our county.

A variety of specialized services are available for clients with coexisting mental illness; women with children; clients involved in criminal justice or child welfare systems; children and families. School- and community-based treatment is available for adolescents. Additional support services—including transitional drug-free housing, employment training, crisis and family counseling—are available to help people recovering from alcoholism and drug addiction. Services are open to all residents—regardless of ability to pay—and services are fully accessible.

Mental Health Department

The Mental Health Department consists of county operated services and contract services. Together, these programs create systems of care for Santa Clara County residents of all ages experiencing mental health problems. Most services are provided in the major language spoken by county residents by staff skilled at using the individual's culture as a foundation for service delivery. The systems of care contain specialized services developed for three age groups (children, adults, & older adults) and includes Inpatient Care, both short-term inpatient services as well as long-term hospitalization services for those who need psychiatric hospitalization, and Outpatient Mental Health Services which offers a wide range of services offered to individuals, individuals with their families, or group settings, including:

- Medication Services that prescribe, make available and check on medications that are needed to help stop the signs of mental illness.
- Case Management Services to connect clients with any needed mental health or rehabilitation service.
- Crisis Services for quick help in crucial situation to help residents through a crisis. Services can be short-term outpatient interventions, as well as long- term residential and crisis residential treatment.
- Day Services in rehabilitation and therapy programs to help clients get better and keep or restore control of their life and activities.

Public Health Department

The Public Health Department (PHD) is committed to improving the health of Santa Clara County residents by protecting health, preventing disease, injury, premature death and disability, promoting healthy lifestyles, behaviors and environments, and responding to disasters and disease outbreaks and epidemics.

PHD Divisions focus on three functions: assessment, policy and assurance. The Health Promotion Division promotes the health and well being of families by influencing policy, delivering services and providing educational information. The Health Protection Division provides education, epidemiological investigation, case management and treatment towards the prevention and control of disease and injury. The Health Planning & Evaluation Division conducts community planning and evaluation supported by data and statistics. Regional Community Based Services provides health teams responsible for identifying and analyzing health problems through case management, home visits and community interventions. Emergency Medical Services coordinates all emergency medical activities with fire departments, emergency medical services providers, emergency dispatchers, air medical providers, and law enforcement.

Valley Health Plan

Valley Health Plan (VHP) was established in 1985 as a licensed health plan for Santa Clara County employees and retirees. Valley Health Plan members can obtain primary care services in Valley Health Centers and other clinics located throughout our county.

In 1996, VHP's license was modified to accept and manage Medi-Cal members on behalf of Santa Clara Valley Medical Center. Since then, Valley Health Plan has expanded its network of health care providers in our county. Future plans include insuring non-profit employer groups and supporting efforts to improve access to insurance for the residents of Santa Clara County.

MANAGEMENT

The Chief Executive Officer administers the Santa Clara Valley Health & Hospital System and reports to the County Executive of the County of Santa Clara. The County of Santa Clara Board of Supervisors serves as the governing body for SCVHHS. The management of ongoing operations of Santa Clara Valley Medical Center and the Departments of Alcohol & Drug Services, Mental Health and Public Health, is conducted by Executive Directors, Directors, Associate Directors, and staff.

The Associate Director of SCVHHS is responsible for the administration of the Public Information & Communications Department. The Public Information Officer is responsible for external communications services and functions including research, brand management and on-going implementation, media relations, marketing including the development of materials and paid advertising, web development and enhancements, as well as the development and implementation of communications strategies for SCVHHS.

MANAGEMENT OF THE CONTRACT(S)

The Public Information Officer (PIO) will supervise the Contractor(s) performance and progress of the contract. The PIO will provide direction to the Contractor(s) in areas relating to policy, information and procedural requirements, and the overall management of the contract(s).

SECTION C SCOPE OF SERVICES

The overall objective of the contract is to engage services providing general external communication services for external communications areas including brand management, implementation of brand standards and guidelines, message development, media relations, marketing including the development of materials and paid advertising, web development and enhancements, as well as the development and implementation of overall communications strategies for Santa Clara Valley Health & Hospital System.

Santa Clara Valley Health & Hospital System

Services to be provided by the Contractor(s) on the behalf of SCVHHS are outlined below and broadly include:

- Overall communication services, planning and activities
- Brand management and implementation
- Message development, review and enhancements
- Media strategy, planning, relations and implementation
- Web development, enhancements and implementation
- Material development including copy, design, layout, and pre-print production

Brand Management and Implementation

Services to be provided by the Contractor(s) broadly include the following activities:

- Oversee and assist in management and implementation of SCVHHS brand
- Update brand guidelines and policy as warranted
- Develop additional SCVHHS templates
- Assist in building the SCVHHS photo library
- Oversee and manage at least one photography shoot
- Review and provide guidance/feedback in the development of various materials and advertisements
- Develop collateral materials including copy, design, and layout to pre-print production
- Participate in overall communication planning meetings and other activities

Message Development

Services to be provided by the Contractor(s) broadly include the following activities:

- Oversee and assist in management and implementation of SCVHHS key messages
- Update messages as needed
- Develop additional key messages for SCVHHS departments
- Review and provide guidance/feedback to incorporate key messages during the development of various materials and advertisements
- Participate in overall communication planning meetings and other activities

Media Services – Earned and Paid

Services to be provided by the Contractor(s) broadly include the following activities:

- Assist in development of SCVHHS media strategy and planning
- Implement media strategy, including on-line promotion or advertising
- Write news stories, advisories and releases, and pitch stories to the news media
- Send information to news agencies and on-line providers, conduct follow-up calls and provide media relations
- Conduct media trainings
- Provide staff to news events and conferences
- Update media list quarterly

- Provide copy, design, media placement, buys, and pre-placement production for paid advertising
- Participate in overall communication planning meetings and other activities

Web Development

Services to be provided by the Contractor(s) broadly include the following activities:

- Provide overall recommendations regarding the development of various SCVHHS web sites, within current Vignette parameters
- Oversee and manage development and enhancements to web sites
- Write and/or edit web content and provide changes
- Design web banners, pages and other web site features
- Provide appropriate art and web layout designs
- Assist in the development and manage the implementation of new media
- Assist in the development and manage the implementation of transactional function
- Participate in overall communication planning meetings and other activities

Material Development

Services to be provided by the Contractor(s) broadly include the following activities:

- Apply SCVHHS Brand Guidelines to all projects
- Plan and produce materials for SCVMC and its departments, and other SCVHHS departments as identified
- Write and design at least one (1) SCVHHS departmental brochure
- Assist in the planning and development of at least two (2) SCVMC brochures
- Write, design, edit, layout, take to pre-print production and conduct press checks of SCVMC brochures and other materials
- Assist in the planning and development of provider communications
- Write, design, edit, layout, take to pre-print production and conduct press checks of provider communication materials
- Assist in the planning and development of Ambulatory Care materials, including patient education materials
- Write, design, edit, layout, take to pre-print production and conduct press checks of Ambulatory Care materials
- Assist in the planning and development of materials for other SCVHHS departments
- Write, design, edit, layout, take to pre-print production and conduct press checks of SCVHHS materials
- Assist in the planning, development and implementation of VHP Open Enrollment activities and materials
- Write, design, edit, layout, take to pre-print production and conduct press checks of VHP materials
- Produce various advertising, including copy, design, media placement and buys, as well as pre-placement production
- Participate in overall communication planning meetings and other activities

Special Projects

Services may be provided by the Contractor(s) broadly include the following activities:

- Special Events including the opening of new facilities
- Public Education and Awareness Campaigns including the development of a plan that would include target audience, key messages and tools for reaching those audiences, the development of needed materials, and the implementation of the plan.
- Other special projects work as identified

GOALS OF CONTRACT

The specific goals of this contract are to enable SCVHHS to raise public awareness and enhance the image of SCVHHS; enhance communication with and market to a multi-lingual, multi-culture, low income population; increase communication with and market to health care payors, providers and physicians for privately insured patient business; enhance communication with and market to individuals eligible to choose Valley Health Plan; support activities generating funds for SCVMC; and to operate within budget constraints. The qualified contractor(s) should be flexible and adaptable in meeting these goals. Contractors with health care and public sector experience are preferred.

EXAMPLES OF FUTURE PROJECT

The following is a list of possible projects to be completed in fiscal year 2009-2010. This is not a complete list and may be revised or changed because of available funding and/or changes in the organization's priorities.

SCVHHS: Design and pre-print production of Connections (employee newsletter) and on-going message development for SCVHHS and SCVHHS departments.

SCVMC: Web updates and enhancements, SCVMC brochure and other materials, support physician referral initiatives, as well as earned and paid media.

Ambulatory and Managed Care: Patient education materials and program brochures, as well as physician referral program for Valley Specialty Center.

Public Health Department: Redesign of Web navigation, design and content, Public Health brochure and other materials, conducting a public education and awareness campaign, as well as earned and paid media.

Mental Health Department: Web updates and enhancements, as well as earned media.

Valley Health Plan: Open Enrollment activities and materials, Web updates and enhancements, and a number of collateral and member materials.

DADS: Plan for Web update, possible redesign of Web navigation, design and content.

SECTION D CONTRACTOR QUALIFICATIONS

Interested and qualified contractors who have demonstrated their ability to successfully perform such services as described in the RFP are invited to submit proposals.

GENERAL QUALIFICATIONS

A qualified and responsible contractor must demonstrate the following requirements:

1. Adequate financial resources, or the ability to obtain such resources as required during the performance of the contract;
2. An organization that is adequately staffed with appropriately trained individuals to perform the required services and/or can demonstrate the capability to recruit such staff, as well as make appropriate adjustments to meet the needs of the SCVHHS Public Information & Communications Department;
3. The ability to perform the required services as presented in Section C, taking into consideration available expertise and any existing business commitments;
4. Has experience working with diverse population and in multi-lingual and multi-cultural work;
5. A track record of satisfactory performance, integrity, and business ethics;
6. Must be accessible and available on short notice;
7. Must be familiar with and understand health care issues and financing;
8. Must comply with all applicable non-discrimination and equal opportunity provisions of the law including the Civil Rights Act of 1964 and the Rehabilitation Act of 1973;
9. Has necessary insurance;
10. Is otherwise qualified and eligible to be awarded the contract under applicable statutes and regulations, including compliance with Santa Clara County's contracting principles.

STATEMENT OF EXPERIENCE

Contractors must submit a statement of experience with the following information:

1. Complete business name and address of the contractor and the legal entity in which the proposed will be submitted;
2. Number of years the contractor has been in business under the present business name, as well as related prior business names;
3. Number of years of experience the contractor has performing the type of work required in this proposal as well as equivalent and related service;
4. Provide names and resumes of project leader and principal personnel for this contract; provide the same information on sub-contractors to be assigned this project; describe the experience and background qualifications of all members of the project team, identifying key personnel and sub-contractors;
5. The following specific experiences are desirable:
 - Communication and marketing with low-income populations
 - Multi-cultural and multi-lingual communications
 - Marketing to privately insured physicians and patients
 - Health care communications and marketing
 - Media response and free media placement
 - Web development, design and management
 - Operating in a public sector environment
 - Operating with known budget constraints

SECTION E PERFORMANCE CRITERIA

Qualified contractors will demonstrate their ability to meet performance criteria. Complete performance standards will be developed for selected contractor(s). The following specifics are required:

- Provide a budget for assigned projects prior to beginning work on the project.
- Provide draft layout and design within six (6) working days of written request by client;
- Provide draft copy in no more than ten (10) working days of written request of client;
- Provide revisions on any project within four (4) working days from receipt of changes from client;
- Provide rush services within 24 to 48 hours of written request from client;
- Adhere to established timelines and deadlines on elements to be provided by contractor for each project, as determined and fixed by contractor(s) and client;
- Provide accurate billing, including an account of billable hours for each project.

SECTION F REQUIRED PROPOSAL FORMAT AND CONTENT

The proposal shall not exceed twenty (20) pages of written material including a cover letter. The proposal does not have to encompass the entire breadth of the RFP and may address particular project areas, or one or more components of the RFP. Pages shall be numbered consequently and shown in a Table of Contents. All responses must be organized according to the following proposal format and content.

1. Cover Letter;
2. Table of Contents;
3. Identification of Primary Firm: Provide the legal name of the firm, the firm's address, telephone and facsimile numbers; Include a brief history and description of the firm and its clients; Name the person correspondence should be directed;
4. Project Team: Identify the primary firm as well as any associates and sub-contractors who intend to respond to this RFP as a team; Provide the names of principles, associates and all sub-contractors;
5. Contractor Qualifications: Provide a statement of qualifications of all personnel involved in the contract as specified in Section D of this RFP;
6. Team Commitment: For each individual who will be assigned to this contract, describe the specific role for each team member;
7. Project Approach: Discuss how the various components of the contract will be managed, including sub-contractors if applicable; Discuss demonstrated success in controlling project costs and schedules, and quality measures; Provide internal job sheets, tracking forms, approval forms, etc.; Describe fundraising approach and demonstrate fundraising success; Demonstrate improvements in business goals of at least two (2) of your previous clients;
8. For contracts currently in effect or completed during the last year, which pertain to similar services, indicate the date and duration of the contract, type of service, total dollar amount awarded, name and address of agency with which you contracted, details of any failure to complete the contract;
9. Provide a list of at least three (3) client references with names and telephone number of project leaders and sub-contractors if applicable.
10. Samples of previous work may be included as an amendment to the proposal. Samples should reflect work that relates to items outlined in Section D, Statement of Experience, item #5.

SECTION G GENERAL INFORMATION AND DEADLINE REQUIREMENTS

CONTRACT PERIOD

The contract will be awarded for a three-year period from October 1, 2009 through September 30, 2012, with SCVHHS having an option to extend the contract for two (2) one year periods. Because of local and state budget situations, contracts may be terminated without cause if funding is no longer available.

PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held Friday, June 26, 2009 from 2:00 p.m. to 4:00 p.m. at the following location:

Santa Clara Valley Health & Hospital System
2325 Enborg Lane
Conference Room 206
San Jose, California 95128

The purpose of the conference will be to clarify any questions potential contractors may have regarding the RFP specifications prior to the submission of proposals. Please confirm your intent to attend by calling 408.885.4164. Questions may be submitted in writing in advance to Joy Alexiou at joy.alexiou@hhs.sccgov.org. (Please do not post questions to the BidSync website.) Questions and Answers will be posted on BidSync following the Pre-Proposal Conference.

SUBMISSION OF PROPOSAL

Six (6) copies of the complete proposal are required. **Proposals must be received no later than 4:00 p.m., Thursday, July 16, 2009.** At the time of receipt, each proposal will be time-stamped and recorded. Proposals shall be addressed and delivered to:

Public Information Office
Santa Clara Valley Health & Hospital System
2325 Enborg Lane, Suite 220
San Jose, California 95128

All responses to this Request for Proposal become the property of SCVHHS. No proposal shall be open to public inspection until they are forwarded to the Clerk of the Board of Supervisors, Santa Clara County.

REVIEW OF PROPOSALS

All proposals complying with the submittal requirements will be reviewed. A Selection Committee will evaluate proposals. The criteria used for selection will be based on the effectiveness of the Contractor's approach to services in a health care setting, qualifications, overall experience, and experience in working with diverse populations. SCVHHS maintains flexibility in selecting proposals; it may award more than one contract to different contractors for different portions of this proposal. It also reserves the right to reject any or all proposals and to request additional information from potential contractors.

The Selection Committee will invite qualified contractors for a presentation and interview. Approximately thirty (30) minutes will be allowed for the presentation to the Selection Committee and thirty (30) minutes for the interview. The project leader must lead the presentation and all principal team members must participate in the interview. The Selection Committee will notify contractors by Friday, August 7, 2009 of the recommendations for

presentation/interview. Those selected for presentations and interviews will be notified at that time of the date and time of their presentation. All presentations/interviews will be held during the week of August 24, 2009. Additional materials and information may be requested prior to the presentation/interview. The Selection Committee will make the final selections recommendations to the Chief Executive Officer of SCVHHS.

Upon the recommendation of SCVHHS, the Board of Supervisors will award contract(s) to the contractor(s) which best meets the requirements of SCVHHS, all factors considered.

SCHEDULE OF EVENTS

The following dates are tentative. All participants will be notified of any changes to this schedule.

Issue Request for Proposal	Monday, June 15, 2009
Pre-Proposal Conference	Friday, June 26, 2009 2:00 p.m. to 4:00 p.m.
Deadline for Submission of Proposals	Thursday, July 16, 2009 4:00 p.m.
Interview Notice	Friday, August 7, 2009
Interviews	Week of August 24, 2009
Contractor Selection Announcement	August 28, 2009
Board of Supervisors Action	September 2009
Effective Date of Contract	October 1, 2009

REQUESTS FOR ADDITIONAL INFORMATION

The Public Information Officer will be available to answer questions and respond to any concerns at the pre-proposal conference. Firms qualifying for the interview will have the opportunity to ask further questions between the interview notice and the date of the interview. Potential contractors are requested not to communicate with other members of the Selection Committee, or any other decision-makers, during this process. Proposals will be available for review upon the conclusion of the selection process.