

Altamed

Request for Proposals (RFP) Graphic Design Services

OVERVIEW

Altamed Health Services (Altamed) seeks proposals from senior graphic designers/ design firms in the Southern California region to assist with the design and development of various marketing and communications collateral. Altamed unveiled a new brand identity system in March 2010 and is now prepared to launch the new identity system across all internal and external platforms. The graphic designer will follow design guidelines set forth in Altamed's Brand Identity Styleguide.

The successful candidate will work closely with the Corporate Communications & Public Affairs Department, brand consultants, and other contracted vendors. Firm/contractor will define project work plan(s) and timeline(s), develop design approach options, refine selected direction, create final comps for approval and supervise execution.

TIMELINE

The anticipated schedule for this RFP and contract approval is as follows:

RFP Issued..... April 27th
****Proposals Due.....May 12th**
Final Selection.....Week of May 17th
Project Commencement.....Week of May 24th

CONTACT INFORMATION

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SCOPE OF WORK.....See Attachment A

PROPOSAL INSTRUCTIONS..... See Attachment B

ALTAMED BACKGROUND INFORMATION.....See Attachment C

OTHER INFORMATION..... See Attachment D

Attachment A – Scope of Work

Graphic Design Professional Services

AltaMed intends to establish a term contract for professional senior-level graphic design services to fulfill graphic design projects on an “as needed” basis. The graphic designer must be detail oriented and adhere to AltaMed’s Styleguide specifications. Previous experience launching a brand is strongly preferred in addition to excellent copy editing and copy development skills.

Marketing and communications projects may include, but not be limited to, brochures, flyers, electronic and print newsletters, reports, print advertisements, social and interactive media marketing materials, display signage, direct mail, electronic and print communications templates, on-air graphics, vehicle wraps, PowerPoint presentations and other materials as needed.

Experience producing the above deliverables is a must. The candidate must also have proven skills in developing innovative marketing and communications pieces that will set AltaMed apart from its competition.

The graphic designer may be asked to work on multiple high priority projects with assigned deadlines throughout the term of the contract. If the project requires professional printing services, the graphic designer will be required to work with AltaMed's contracted printing vendors.

Language Skills: Bilingual Preferred (English/Spanish)

Attachment B – Proposal Instructions

Proposals must include the following:

1. A cover letter with the following information:
 - a statement declaring the bidder's interest in contracting with AltaMed for the specified services;
 - candidate's name, address, telephone and fax numbers;
 - name, title or position, telephone number and email address of the person signing the cover letter and any other persons authorized to make representations on behalf of the bidder; and
 - a statement that the terms of the submission will not be withdrawn, absent good cause, for at least 120 days from the submission date.
2. A description of the proposing firm/contractor, including legal form (sole proprietorship, partnership, corporation/state of corporation), date of founding, location, number of employees, etc.
3. A description of any special qualifications or credentials possessed by the proposing contractor, particularly those that distinguish the individual from competitors.
4. A list of other relevant engagements, with month and year(s) the work was performed, name and description of the clients and descriptions and samples of the work performed.
5. At least three recent (within 180 days) client references from the bidder, including name of firm, address, telephone number(s) and contact person.
6. A statement addressing whether the bidder can satisfy AltaMed's insurance requirements of Workers Compensation insurance with minimum statutory benefits for the workers compensation section and a minimum of \$1,000,000 in employer's liability throughout the entire term of the agreement.
7. Resume, including professional and educational history, of all persons involved in overseeing and/or performing the work of the project.
8. A proposal including billable hourly rates. Specific projects will be identified on an ongoing basis. Hourly rates shall be inclusive of all expenses with the exception of printing and production costs. If proposing firm/contractor has various billable rates based on project complexity, please detail. Descriptions of the type of work considered to be "basic" and "complex" shall be included in the proposal.

Attachment C – Background Information

Background

Established 41 years ago, AltaMed is California's largest non-profit Federally Qualified Health Center delivering integrated primary health care services, senior care programs, and health and human services for the entire family. AltaMed's team of bilingual and bicultural board-certified physicians and health care professionals deliver superior quality care through 43 sites in Los Angeles and Orange Counties. AltaMed receives top customer satisfaction ratings for its patient-centered care focused on quality outcomes, prevention, and the latest in chronic disease care management. As a result, AltaMed is the provider of choice for hundreds of thousands of patients in Southern California.

Our Patients

AltaMed serves a diverse base of patients in both Los Angeles and Orange counties. Latinos as a demographic group constitute the overwhelming majority of AltaMed's patient population followed by Whites then Asians. Traditionally, AltaMed has operated in areas with significant numbers of foreign-born populations where an estimated two-thirds of the population speaks a language other than English as the dominant language in their home. Given the continued growth in Latino and Asian populations in the Southern California region, the projected demand generated by an aging baby-boom population, and projected increases in California's medically underserved populations, significant demand for AltaMed's programs and services is expected to fuel the organization's continued growth over the next several years.

AltaMed Scope of Services

AltaMed promotes regular and continuous access to care for the entire family, from birth through the senior years. AltaMed services include: primary medical care, dentistry, pediatrics, women's health, specialty HIV/AIDS care, youth services, health education, disease management, and comprehensive long-term care services including senior care management, ADHC services, and the Program of All Inclusive Care for the Elderly (PACE). AltaMed is currently also aggressively building its Independent Practice Association (IPA) which will contract with community based primary care physicians to become part of AltaMed's managed care network.

AltaMed's Stakeholder/Audience Diversity

We communicate with a very diverse array of groups including state and federal legislators, county Supervisors, low-income families, people for whom English is a second language, individual donors, corporate and private foundations, prospective employees, news media reporters, community clinic and ADHC trade associations at the state and national levels, and other healthcare and public health professionals. Our communications pieces must serve us well in our communications with these wide ranging audiences.

AltaMed's Awards and Recognitions

As a nationally recognized community-based health care and senior care provider, AltaMed has received numerous awards, including the U.S. Surgeon General's Gold Medallion for Public Health and full accreditation by the Joint Commission. For four years running—in 2006, 2007, 2008, and 2009 —Hispanic Business Magazine has ranked AltaMed Health Services as the top #1 non-profit in their annual ranking of the "Top 25 Non-profits in the U.S.

Attachment D – Other Information

The responsibility for submitting a response to this RFP on or before the stated time and date will be solely and strictly that of the bidder. AltaMed Health Services Corporation will in no way be responsible for any delays caused by the U.S. Post Office or caused by any other entity or occurrence. **PROPOSALS RECEIVED AFTER THE PROPOSAL DUE DATE AND TIME WILL NOT BE ACCEPTED AND WILL NOT BE CONSIDERED.**

Interviews with Qualified Candidates- Candidates may be selected to provide an overview of their proposal and their work plan approach in an interview before the AltaMed Review Committee.

No Commitment to Award- Issuance of this RFP and receipt of proposals does not commit AltaMed to award a contract. AltaMed expressly reserves the right to postpone awarding of work for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one bidder concurrently, to award different portions of this work to more than one bidder, or to cancel any and all parts of this RFP.

Pre-Contractual Expenses

Pre-contractual expenses are defined as any expenses incurred by the bidder in: (1) preparing its proposal in response to this RFP; (2) submitting that proposal to AltaMed; (3) negotiating with AltaMed over any matter related to this RFP, including a possible contract; or (4) engaging in any other activity prior to the effective date of award, if any, of a contract resulting from this RFP. AltaMed shall not, under any circumstance, be liable for any pre-contractual expenses incurred by bidder, and bidders shall not include any such expenses as part of their proposals.

Rules, Regulations & Licensing Requirements

Bidders are expected to be familiar with, and comply with, all Federal, State and local laws, ordinances, codes, and regulations that may in any way affect the services offered, including the American with Disabilities Act, Title VII of the Civil Rights Act, and the EEOC Uniform Guidelines, and all EEO regulations and guidelines. Ignorance on the part of the bidder will in no way relieve it from responsibility for compliance.

Conflict of Interest

All bidders must disclose with their proposal the name(s) of any officer, director, or immediate family member (spouse, parent, sibling, and child) who is also an employee of AltaMed Health Services. Further, all bidders must disclose the name of any AltaMed employee who owns, either directly or indirectly, any interest in the bidder or any of its affiliates.