

Essentia Health

Request for Proposals

Printed Phone Book Directory Advertising

May 23, 2013

Purpose

Essentia Health wishes to contract with a third-party agency for management of printed phone book directory advertising and listings.

Objectives

- Consistent advertising throughout regions based on emphases outlined below and on potential updated priorities as supplied by Essentia Health.
- Reduction of existing advertising and listings to those identified by agency as most effective in achieving our strategic goals.
- Management of all existing and any future Essentia Health phone book directory accounts, including contract administration, listing detail and revision, and billing.

Emphases

Essentia Health is seeking to reduce and restructure printed phone book directory accounts to better align with strategic plans and to create organization-wide consistency.

Current advertising content can be used as a basis for recommendations moving forward. However, future emphasis should be primarily limited to the following categories:

- Clinics (Outpatient)
- Hospitals
- Therapy Services
- Pharmacy
- Medical Equipment & Supplies
- Chemical Dependency

Advertising specifications and details will depend on agency's industry recommendations. All recommendations should reflect the objectives of Essentia Health as well as expertise and proven research related to the industry.

Requirements

1. Total budget for all expenses is not to exceed \$150,000, including agency services.
2. Agency handles all contract and invoice management. Agreements with individual directories must arrange for annual/one-time payments (not monthly). Advertising must be paid within the same fiscal year (July to June) that agreements are placed. Invoices from agency must not exceed one per month.
3. Agency will identify one main account manager to facilitate communication. Essentia Health will likewise identify one primary contact to representative all communications.
4. Agency must develop a review schedule in cooperation with assigned Essentia Health representative. Preferably, this schedule would include one monthly meeting/conference between the two representatives to identify upcoming deadlines, review recommendations, and assess budget.
5. All listings and ads must follow Essentia Health brand guidelines and must be approved by Essentia Health representative.

Service History

Essentia Health currently works with an agency in our West and Central regions to manage our printed phone book directory advertising accounts. Our East region has handled accounts internally for several years, after working with different agencies in the past. We are looking to centralize our accounts across all three of our regions, West, Central, and East, within a single management agency.

See Appendix A for a list of directories with which Essentia Health holds active accounts.

Proposals

Proposals must include a one-year recommendation plan for printed phone book directory advertising in all three regions of Essentia Health.

- Proposals must be limited to printed phone book directory advertising only. No other services (e.g., online directories, additional marketing services or plans, etc.) are to be part of this proposal or of the final agency relationship.
- Proposals must include a cost breakdown of advertising recommendations as well as agency services.
- Additional documentation to support recommendations (research, studies, metrics, etc.) or to demonstrate industry expertise (client case studies, etc.) is welcome.

Timeline

Please submit proposals electronically to marketing@essentiahealth.org by June 25, 2013. Essentia Health will begin reviewing proposals shortly thereafter and will contact offerors with more information by July 22, 2013.

Organization Overview

Essentia Health, headquartered in Duluth, MN, is an integrated health system serving patients in Minnesota, Wisconsin, North Dakota, and Idaho. Essentia began fully integrating operations in the summer of 2010, bringing together the resources of its member organizations – SMDC Health System, Innovis Health, Brainerd Lakes Health, and the Essentia Institute of Rural Health. In 2013, Essentia was accredited as an Accountable Care Organization by the National Committee for Quality Assurance.

Essentia Health combines the strengths and talents of 12,800 employees, including 1,500 physicians and credentialed practitioners, whose mission is to provide high quality care while making patients feel known and understood.

Essentia Health, which includes many Catholic facilities, is guided by the values of quality, hospitality, respect, justice, stewardship, and teamwork. The organization delivers on its promise to be “Here With You” in 18 hospitals, 68 clinics, eight long-term care facilities, two assisted living facilities, four independent living facilities, and one research institute.

See Appendix B for a map of Essentia Health facility locations, including regional breakdown.

Questions

Please email any questions to rebecca.gourde@essentiahealth.org prior to June 21, 2013.

Appendix A

Essentia Health holds active accounts in the following directories:

West region

Arvig	MN Red River-Loretel Lakes
Arvig	MN Detroit Lakes-Park Rapids
Berry	MN Graceville Area
CDI	ND Southeast ND Reg
DEX	ND Fargo Plus
DEX	ND Fargo-Moorhead
DEX	MN Detroit Lakes
DEX	ND North Dakota So Ctl
DEX	MN Park Rapids-Wadena
DEX	ND Wahpeton-Breckenridge
DEX	MN Bemidji
ILEC IPS	MN Area Wide Reg
ILEC IPS	MN Minnesota Gold
ILEC IPS	ND Red River Rural
IPS	MN Erskine Garden Valley
IPS	MN Sebeka West Central
Yellowbook	MN Bemidji
Yellowbook	MN Alexandria
Yellowbook	ND Fargo
Yellowbook	ND Jamestown Valley City
USN	MN Vacationland

Central region

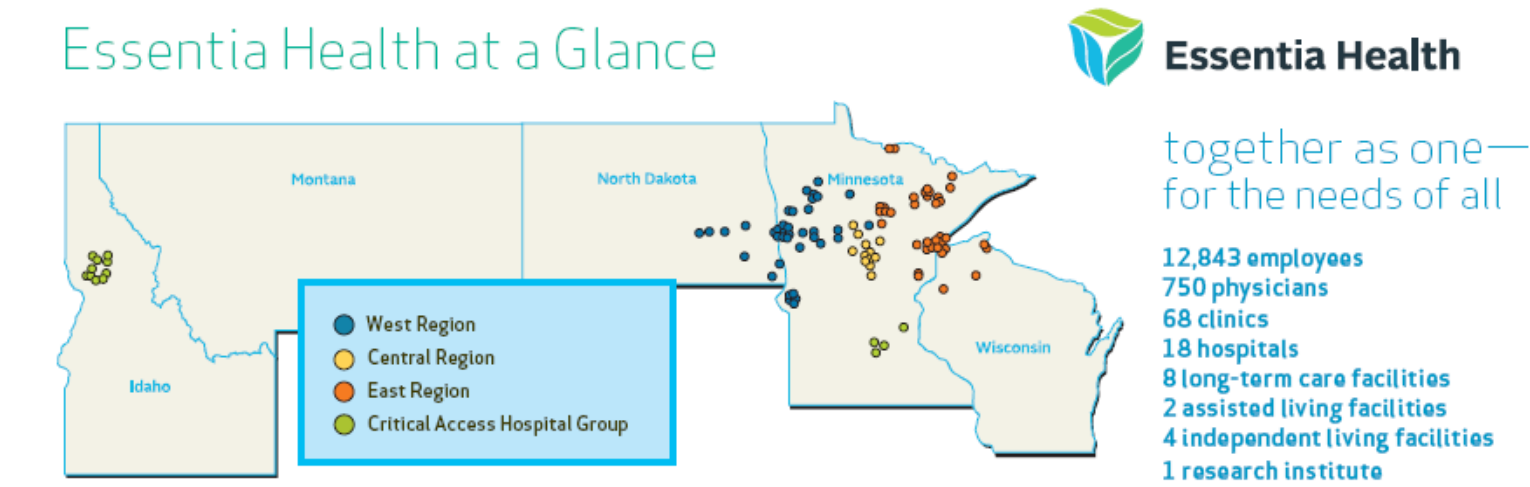
DEX	MN Brainerd Lakes
DEX	MN Aitkin-Crosby
DEX	MN Little Falls
PINNACLE PUBLISHING, LLC	MN Pequot Lakes LLEC
PINNACLE PUBLISHING, LLC	MN Consolidated-Crosslake
Yellowbook	MN Brainerd

East region

Berry (CenturyLink)	WI Superior
Berry (CenturyLink)	WI Lakeland
Berry (CenturyLink)	WI Hayward
Berry (CenturyLink)	WI Spooner/Shell Lake
DEX	MN Grand Rapids
DEX	MN Barnum/Cloquet/Carlton/Moose Lake
DEX	MN Central (Sandstone)
DEX	MN Chisholm/Hibbing
DEX	MN Virginia
DEX	MN Duluth/Superior
Pioneer Directories	WI Cable
Ports Pages	MN Twin Ports
Yellowbook	WI Ashland/Ironwood
Yellowbook	MN Duluth/Superior
Yellowbook	MN Hibbing/Virginia/Grand Rapids/Chisholm
Yellowbook	WI Rice Lake/Hayward
Ziplocal	MN Range Area

Essentia Health Facilities

Note: Critical Access Hospital Group will not be included in this advertising contract.



CENTRAL REGION

BAXTER, MN

- Essentia Health-Baxter Specialty Clinic
- Essentia Health ConvenientCare
- Essentia Health St. Joseph’s-Baxter Clinic

BRainerd, MN

- Essentia Health-St. Joseph’s Medical Center
- Essentia Health St. Joseph’s-Brainerd Clinic
- Essentia Health St. Joseph’s-Lakes Urology Clinic

CROSSLAKE, MN

- Essentia Health St. Joseph’s-Crosslake Clinic

HACKENSACK, MN

- Essentia Health-Hackensack Clinic

PEQUOT LAKES, MN

- Essentia Health St. Joseph’s-Pequot Lakes Clinic

PIERZ, MN

- Essentia Health St. Joseph’s-Pierz Clinic

PILLAGER, MN

- Essentia Health St. Joseph’s-Pillager Clinic

PINE RIVER, MN

- Essentia Health St. Joseph’s-Pine River Clinic

EAST REGION

ASHLAND, WI

- Essentia Health-Ashland Clinic

AURORA, MN

- Essentia Health-Northern Pines Clinic
- Essentia Health-Northern Pines
- Essentia Health-Northern Pines Care Center

BABBITT, MN

- Essentia Health-Babbitt Clinic

CHISHOLM, MN

- Essentia Health-Chisholm Clinic

DEER RIVER, MN

- Essentia Health-Comstock Court
- Essentia Health-Deer River
- Essentia Health-Deer River Clinic
- Essentia Health-Homestead

DULUTH, MN	
Essentia Health-Polinsky Medical Rehabilitation Center	
Essentia Health-St. Mary's Medical Center	
Essentia Health-Duluth	
Essentia Health-Duluth Clinic	
Essentia Health-Hermantown Clinic	
Essentia Health-Lakeside Clinic	
Essentia Health-Lakewalk Clinic	
Essentia Health-West Duluth Clinic	
ELY, MN	
Essentia Health-Ely Clinic	
GRAND RAPIDS, MN	
Essentia Health-Grand Rapids Clinic	
HAYWARD, WI	
Essentia Health-Hayward Clinic	
HIBBING, MN	
Essentia Health-Hibbing Clinic	
INTERNATIONAL FALLS, MN	
Rainy Lake Medical Center	
Rainy Lake Medical Center Clinic	
PROCTOR, MN	
Essentia Health-Proctor Clinic	
REMER, MN	
Essentia Health-Remer Clinic	
SANDSTONE, MN	
Essentia Health-Sandstone	
Essentia Health-Sandstone Health Center	
SPOONER, WI	
Essentia Health-Spooner Clinic	
SUPERIOR, WI	
Essentia Health St. Mary's Hospital-Superior	
Essentia Health St. Mary's-Superior Clinic	
VIRGINIA, MN	
Essentia Health-Virginia Clinic	
Essentia Health-Virginia	
Essentia Health-Virginia Care Center	
Essentia Health-Virginia Medical Arts Clinic	
WEST REGION	
ADA, MN	
Essentia Health-Ada	
Essentia Health-Ada Clinic	
BAGLEY, MN	
Essentia Health-Bagley Clinic	
CASSELTON, ND	
Essentia Health-Casselton Clinic	
CHOKIO, MN	
Essentia Health-Chokio Clinic	
DETROIT LAKES, MN	
Essentia Health-Lincoln Park	
Essentia Health-Oak Crossing	
Essentia Health St. Mary's-Detroit Lakes	
Essentia Health St. Mary's-Detroit Lakes Clinic	
Essentia Health-Winchester	
ERSKINE, MN	
Essentia Health-Erskine Clinic	

Appendix B (continued)

FARGO, ND	Essentia Health-Fargo Essentia Health-32nd Avenue Clinic Essentia Health-South University Clinic Essentia Health-West Acres Clinic Essentia Health-West Fargo Clinic
FOSSTON, MN	Essentia Health-Fosston Essentia Health-First Care Living Center Essentia Health-Fosston Clinic
FRAZEE, MN	Essentia Health St. Mary’s-Frazee Clinic
GRACEVILLE, MN	Essentia Health-Holy Trinity Hospital Essentia Health-Grace Village Essentia Health-Grace Home Essentia Health-Graceville Clinic
HANKINSON, ND	Essentia Health-Hankinson Clinic
JAMESTOWN, ND	Essentia Health-Jamestown Clinic
LAKE PARK, MN	Essentia Health St. Mary’s-Lake Park Clinic
LISBON, ND	Essentia Health-Lisbon Clinic
MAHNOMEN, MN	Essentia Health St. Mary’s-Mahnomen Clinic
MEDINA, ND	Essentia Health-Medina Clinic
MENAHGA, MN	Essentia Health-Menahga Clinic
MOORHEAD, MN	Essentia Health-Moorhead Clinic
OKLEE, MN	Essentia Health-Oklee Clinic
PARK RAPIDS, MN	Essentia Health-Park Rapids Clinic
PELICAN RAPIDS, MN	Essentia Health St. Mary’s-Pelican Rapids Clinic
VALLEY CITY, ND	Essentia Health-Valley City Clinic
WAHPETON, ND	Essentia Health-Wahpeton Clinic
WALKER, MN	Essentia Health-Walker Clinic
CRITICAL ACCESS HOSPITAL GROUP	
COTTONWOOD, ID	St. Mary’s Hospital Cottonwood Medical Clinic
CRAIGMONT, ID	Craigmont Medical Clinic
GRANGEVILLE, ID	Grangeville Clinic
KAMIAH, ID	Kamiah Medical Clinic
KOOSKIA, ID	Kooskia Medical Clinic

- LE SUEUR, MN**
Gardenview Nursing Home
Minnesota Valley Health Center
Sunrise Plaza
- NEZPERCE, ID**
Nezperce Medical Clinic
- OROFINO, ID**
Clearwater Valley Hospital
Orofino Medical Clinic
- PIERCE, ID**
Pioneer Medical Clinic
- SHAKOPEE, MN**
St. Francis Regional Medical Center

For questions on any of the information in this document, please email rebecca.gourde@essentiahealth.org prior to June 21, 2013.