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Serving Connecticut & Rhode Island

## **REQUEST FOR PROPOSAL**

*Project Branding PPSNE 2012*

Issued by

**PLANNED PARENTHOOD OF SOUTHERN NEW ENGLAND, INC.**

September 7, 2012

Requisition Number: 09-12-810

Closing Date: September 28, 2012

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## **Introduction**

Planned Parenthood of Southern New England, Inc. (“PPSNE” or “the Agency”) is seeking qualified vendors to provide market research in Connecticut. PPSNE is the leading provider of reproductive health care services in Connecticut and Rhode Island, with 19 health centers serving close to 70,000 patients each year.

The market research firm should have experience working within the health care industry, customer satisfaction experience, and environment branding. This firm should be able to work within time constraints fielding the studies and summarizing the results.

## **Summary of Work to Be Performed**

PPSNE requires a vendor to perform the following tasks:

- Interview focus groups (CORE Group) that consist of:
  - existing patients
  - lapsed patients
  - people who have never been patients
- Provide recommendations for the enhancement of customer service based on focus group discovery;
- Provide recommendations for the layout and design of our health centers, informing PPSNE about the relevance of the current environment.

## **Goals of the Project**

The primary goals of this project are to gain insight from the CORE Group into:

1. Opinions of PPSNE.
2. Perceived services provided by PPSNE.
3. Desired services provided by PPSNE.
4. Referral sources for PPSNE.
5. Interpretations of PPSNE patients.
6. Perceptions of an excellent health care provider.
7. Preferences for health care environment (layout and design).

A secondary goal includes building relationships with prospective patients and stakeholders and creating interest in and awareness of Planned Parenthood of Southern New England, Inc. The secondary objectives are:

1. Build relationships with prospective patients
2. Increase awareness of PPSNE

A tertiary goal includes increasing visibility and expanding PPSNE's reach into the target region. The tertiary objectives are:

1. Identify alternative market opportunities
2. Identify recruitment and outreach strategies

### **Scope of Work**

The scope of this project will depend on:  
The methodology and costs suggested by the awarded vendor.

### **Project Management**

The Agency will hold a "launch meeting" with the selected vendor to review project plans, timelines and deliverables. Both the Agency and the selected vendor will appoint a Project Manager to coordinate project implementation, and these Project Managers will conduct weekly calls to review progress, resolve issues, and ensure timely completion of the project.

### **Contract, Term and Payment**

PPSNE and the selected vendor shall negotiate a contract covering all aspects of the work to be provided and payments for said work. The parties shall, at PPSNE's sole discretion, separately enter into a support agreement. PPSNE does not, as a matter of course, pay for work until it is performed. While submitting vendors may request or require a deposit prior to the start of work, PPSNE will favor vendors whose proposed payment schedule is linked to a set of defined milestones. The selected vendor will also be required to sign and abide by the PPSNE Business Associate Agreement. A copy of that agreement is available upon request.

## **Vendor Requirements**

Submitting vendors must include the information defined below in their proposals. PPSNE reserves the right to reject any proposal that does not include these requirements:

### Vendor Qualifications

Proposals should include a detailed description of vendor qualifications to perform the work described in this RFP, including any training, certifications or special knowledge or experience that distinguishes the vendor from others in the field.

### Reference Accounts

Proposals should include a minimum of three (3) reference accounts for existing or previous customers for whom the vendor has provided services generally equivalent to those required herein.

### Staff to be Assigned

Proposals should define in detail the personnel to be assigned to this project, including their job titles, qualifications, backgrounds and roles, if any, in implementing the reference accounts included in the proposal. Vendors shall also indicate whether each individual identified is a fulltime, part-time or contract employee. Vendors will also identify the Project Manager responsible for coordinating the project with PPSNE and that individual's experience and qualifications. Finally, vendors should identify an officer of the company who can be contacted in the event PPSNE is dissatisfied with the work, progress or performance of any individual assigned to the project.

### Financial Information

Submitting vendors should include with their proposals proof of the financial stability of the organizational entity in the form of financial statements, credit ratings, lines or credit or other financial information sufficient to persuade PPSNE of the offeror's ability to meet the requirements of the project.

## **Response Format**

Proposals in response to this RFP shall be submitted in two (2) distinct sections: a *Technical Proposal* and a *Cost Proposal*. Proposals must also include the *Signature Page* attached to this RFP, signed by an officer of the submitting entity. PPSNE may, at its sole discretion, reject any proposals that do not follow this structure or that fail to include the Signature Page.

### Technical Proposal

The Technical Proposal shall address in detail the requirements and activities outlined in the RFP, providing for each a description of the work to be performed and an estimated timeline for completion, relative to the date of award.

### Cost Proposal

The Cost Proposal shall follow the same structure as the Technical Proposal, detailing the costs for the work described in each section of the Technical Proposal, as well as any out-of-pocket expenses that may be incurred in performing the work described. In addition, the Cost Proposal will outline the schedule of payments desired by the vendor.

### **Method of Evaluation**

PPSNE will appoint an Evaluation Team consisting of representatives from its Management and Public Relations and Marketing Teams to review submitted proposals. Proposals will be evaluated based on the criteria below, with points assigned for each category.

| <u>Evaluation Criteria</u>                           | <u>Maximum Points</u> |
|------------------------------------------------------|-----------------------|
| <b>Vendor Requirements</b>                           | 300                   |
| <i>Key Personnel</i>                                 |                       |
| <i>Past Performance (reference accounts)</i>         |                       |
| <i>Financial Stability</i>                           |                       |
| <b>Technical Proposal</b>                            | 300                   |
| <i>Understanding of Project Requirements</i>         |                       |
| <i>Ability of Proposal to Address Agency Needs</i>   |                       |
| <i>Proposed Timeline &amp; Deliverables</i>          |                       |
| <b>Cost Proposal</b>                                 | 300                   |
| <i>Overall Project Cost</i>                          |                       |
| <i>Proposed Schedule of Payments</i>                 |                       |
| <b>Miscellaneous Factors</b>                         | 100                   |
| <i>Quality and conformance of Submitted Proposal</i> |                       |

### **Closing Date and Submission Information**

Responses are due on or before Friday, September 28, 2012 by 5:00 PM (five o'clock p.m.). Proposals can be delivered by post, overnight service, or in person to:

Planned Parenthood of Southern New England, Inc.,  
Attn: Project Branding PPSNE 2012  
345 Whitney Avenue  
New Haven, CT 06511  
(203) 865-5158

### **For More Information**

Interested parties may receive additional information to assist in preparing their responses by emailing [Kafi.Rouse@ppsne.org](mailto:Kafi.Rouse@ppsne.org). No phone calls, please.

## PROPOSAL SIGNATURE PAGE

Requisition Number 09-12-810  
Planned Parenthood of Southern New England, Inc.  
345 Whitney Avenue, New Haven, CT 06511

### Submitting Party

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Primary Contact

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

By my signature below, do hereby certify the following:

1. I am an officer of the above-named company, duly authorized to commit the company to binding contractual agreements;
2. On behalf of the above-named company, I am submitting this proposal for services described in RFP 09-12-810, published by Planned Parenthood of Southern New England, Inc. on September 7, 2012;
3. The terms and conditions contained in this proposal represent a full and complete offer to perform the work described for the cost cited in this proposal, and all costs have been included herein; and
4. I acknowledge that changes to the cost or technical components of this proposal will require the written agreement of both the above-named Company and PPSNE.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_