

STATE OF CONNECTICUT
UNIVERSITY OF CONNECTICUT HEALTH CENTER



John Russell
Buyer Name

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PURCHASING SERVICES DEPARTMENT
263 Farmington Avenue, MC4036
Farmington, CT 06032-4036

RFP NUMBER	PROPOSAL DUE DATE:	PROPOSAL DUE TIME:
2-2480	1/30/12	3:30 PM EST
RFP TITLE:	Direct Response Marketing-New Mover Program	

RFP ADDENDUM # Addendum 1

Please incorporate the Attached/Following into your proposal documents.

FOR: The University of Connecticut Health Center
263 Farmington Avenue MC 4036
Farmington, CT 06032

PROPOSER'S NOTE: Provide answers to questions submitted for 2-2480.

This Addendum must be Signed & Returned with your proposal.

Authorized Signature of Proposer

Company Name

Approved By: _____

John Russell
Fiscal Administrator Officer
(Original Signature on Document in Procurement Files)

Date Issued: 1/19/12

END OF ADDENDUM

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QUESTIONS & ANSWERS:

QUESTION #1: Is the entire mover audience within the trade area a desirable target? In other words, new homeowners only or new homeowners AND renters?

UCHC RESPONSE: Both.

QUESTION #2: From this it sounds as though you use a 15 mile radius plus additional zips. Please confirm and provide additional zips/towns.

UCHC RESPONSE: The mailing is to those who move into the Health Center's primary service area and a few other towns form more than 15 miles away from the area. See attached list of towns and zips.

QUESTION #3A: On Page 11, 1st paragraph, the following are mentioned: Brochure, Magnet, Welcome Letter, Reply form, Postage paid envelope. Is it safe to assume all of these elements will remain the same as they are in the current package? If not, please indicate the new flat and finished sizes.

UCHC RESPONSE: This is how the program is currently set up to give vendors a sense of what is currently occurring. We do not want a rewrite of the RFP and are not asking that the current program be copied, we are asking for vendors to propose a program that meets the criteria in III independently. From their experience and perspectives, each vendor is encouraged to recommend program components and costs that have the potential to take the program to the next level.

QUESTION #3B: What paper stock is to be used for the brochure, welcome letter, reply form & reply envelope?

UCHC RESPONSE: Refer to Question 3A.

QUESTION #3C: What paper stock is to be used for the outer envelope?

UCHC RESPONSE: Refer to Question 3A.

QUESTION #4: What is the current response rate to the program? (This is needed to calculate estimated quantities for fulfillment and follow up letters)

UCHC RESPONSE: 7 percent.

QUESTION #5A: On page 11 (page 23 of the PDF), 2nd paragraph, regarding the fulfillment packages: Is there a box that they are included in or are they sent in large envelopes?

UCHC RESPONSE: Refer to Question 3A.

QUESTION #5B: If you are using large envelopes, please confirm if they will be supplied or need to be supplied printed?

UCHC RESPONSE: Refer to Question 3A.

QUESTION #5C: If they need to be supplied, please confirm size, paper stock, and inks.

UCHC RESPONSE: Refer to Question 3A.

QUESTION #5D: What is your expected turnaround time from the time the original request is received to the time the package is mailed?

UCHC RESPONSE: two weeks.

QUESTION #E: If they need to be supplied, please confirm size, paper stock, and inks.

UCHC RESPONSE: Refer to Question 3A.

QUESTION #6: What is your expected turn around time from the time the request is received to the time the follow up letter is mailed? Or, how long after the fulfillment package is sent are the follow up letters mailed?

UCHC RESPONSE: 6 weeks

QUESTION #7: On page 11 (page 23 of the PDF), bullet list at the bottom: "Attaching live stamp..." Is a live stamp required or can a postal indicia be used instead?

UCHC RESPONSE: Refer to Question 3A.

QUESTION #8: I was wondering if you could email or mail me a copy of the existing contract for the services outlined in RFP#2-2480?

UCHC RESPONSE: No. Each bid is considered independent of each other.

QUESTION #9: Can you provide samples of the initial mailing package, the fulfillment letter package, and the follow-up letter package?

UCHC RESPONSE: Refer to Question 3.

QUESTION #10: Who is the current vendor UCHC is using for this program?

UCHC RESPONSE: Creative Marketing Programs.

QUESTION #11: Has your current vendor been invited to participate in this RFP process?

UCHC RESPONSE: Yes

QUESTION #12: Why are you putting this project up for review at this time?

UCHC RESPONSE: The contract is expiring.

QUESTION #13: Bottom of page 8 of 11 asks for a "Completed Resultant Contractor Responsibilities Worksheet (provided as Appendix A), yet such appendix does not appear to be included in the RFP documents. Can you please clarify / send us a copy of this Appendix?

UCHC RESPONSE: There is no Appendix A in this RFP. This language should have been deleted.

QUESTION #14A: Can you please provide us with a sample welcoming packet, mentioned in first paragraph of page 11 of 11 of the RFP?

UCHC RESPONSE: Refer to Question 3.

QUESTION #14B: Relative to the first bullet under on page 11 of 11, which indicates "Revising artwork and copy in mailing material as needed" may be among the tasks required. Does UCHC anticipate that the current materials will continue to be used or that new creative will be required? Please explain.

UCHC RESPONSE: Refer to Question 3A.

QUESTION #15A: Has this packet and your current program enabled UCHC to meet its goals and achieve the results you were looking for?

UCHC RESPONSE: The program has worked well, we would like to increase response rates and utilization while lowering costs.

QUESTION #15B: Are there any areas you are looking to improve? If so, please explain.

UCHC RESPONSE: Refer to Question 15A.

QUESTION #16A: Based on the first paragraph on page 11 of 11, we're assuming UCHC's primary service area is defined by a 15-mile radius around the Health Center? Is that correct?

UCHC RESPONSE: Refer to Question 2.

QUESTION #16B: Also, what additional towns are you currently targeting and how have they been selected?

UCHC RESPONSE: Towns with office locations.

QUESTION #17: Is there any other information you can share that might provide deeper insight into the target audience, beyond the fact that they are new-movers into UCHC's catchment area?

UCHC RESPONSE: We are seeking new patients and people moving into a town from over 15 miles away typically need new health care providers. We generally target women 35+, however, younger movers will need services not only for themselves, but also for their families. The Farmington Valley is an educated and affluent area, with individual incomes at higher levels and theoretically jobs that provide good health insurance.

QUESTION #18: Regarding Proposal Submissions Instructions/Number of Copies (page 5 of 11) -- We were curious why you require "one *exact* electronic copy (compact disk or jump drive) of the entire proposal in a non-PDF format?"

UCHC RESPONSE: In the event of contract negotiations, this format is more suitable to support the contract preparation process.

QUESTION #19: When making electronic submissions, it is our policy to submit financial information (detailed cost proposals/budgets) in PDF format only. That being the case, based on the language in the RFP, we're assuming you'd prefer that we'd leave the cost proposal section of our response out of the electronic submission. Is that correct?

UCHC RESPONSE: No, you may provide a separate file for the financial information in PDF format on the electronic submission while the remainder of your response in a non-PDF format.

QUESTION #20: Can you clarify what the selected vendor's role will be in the printing of materials? Bottom of page 2 of 11 indicates that vendor will be responsible for procurement of printing, but page 11 of 11 indicates that the Health Center prints and provides all fulfillment materials.

UCHC RESPONSE: Currently the vendor is responsible for printing everything with the exception of those items that are requested from the new mover's reply form distributed in the initial mailing. UCHC provides brochures/information that goes into the fulfillment packages.

QUESTION #21: Does the vendor doing the fulfillment and data entry send out custom letters?

UCHC RESPONSE: Yes

QUESTION #22: Will this vendor continue to perform the fulfillment and generation of follow-up communications?

UCHC RESPONSE: Yes

QUESTION #23: What other marketing initiatives does UCHC make use of to attract patients and/or increase brand awareness?

UCHC RESPONSE: TV, Radio, Print, On-line advertising, Social Media, community outreach, newsletters, billboards, etc.

QUESTION #24: What other marketing initiatives does UCHC make use of to attract patients and/or increase brand awareness?

UCHC RESPONSE: Refer to Question 23.

QUESTION #25: Item "W" on page 9 of 11 asks for costs proposal. We're assuming this would be covered in our response to item "R" on page 8 of 11. Is that correct?

UCHC RESPONSE: Yes

QUESTION #26: The RFP states that "To ensure a fair, open, and competitive process, UCHC will not disclose the funding available for this RFP" (bottom of page 3 of 11). Is there any way you might reconsider this?

UCHC RESPONSE: No. The purpose of the RFP is to solicit proposals that can meet the requirements of the scope without influence or deterrence of budgetary limits.

QUESTION #27: How critical is having experience specifically tied to "healthcare new movers" programs?

UCHC RESPONSE: If a vendor meets all criteria and has well documented success rates in areas that would be analogous, serious consideration will be given to the proposal.

QUESTION #27A: Would you consider hiring a vendor with expertise in direct response marketing as well as extensive experience in marketing hospitals?

UCHC RESPONSE: Yes

Date Issued: 1/19/12

END OF ADDENDUM