

STATE OF CONNECTICUT
UNIVERSITY OF CONNECTICUT HEALTH CENTER



John Russell
Buyer Name

jjrussell@uchc.edu
Buyer E-mail Address

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

RFP NUMBER	PROPOSAL DUE DATE:	PROPOSAL DUE TIME:
2-2481	1/30/12	3:30 PM EST
RFP TITLE:	Creative Design Services	

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 2-2481.

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: 1/24/12

END OF ADDENDUM

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QUESTIONS & ANSWERS:

QUESTION #1: Is there a specific project you are looking to have priced or is it just hourly price that we charge?

UCHC RESPONSE: There is not a specific project at this time.

QUESTION #2: Does UCHC RFP-01 Form Page 1 of 1 need to be submitted with proposal even though it was faxed to you?

UCHC RESPONSE: No. It is not required.

QUESTION #3: Do you want all materials submitted in the order they are listed on UCHC RFP-02 Form?

UCHC RESPONSE: UCHC RFP-02 is a checklist to verify that all elements of the RFP have been met for submission. Follow the format of the RFP.

QUESTION #4: The email we received did not include Form 9 & 10? Are these forms required?

UCHC RESPONSE: This addendum consists on UCHC RFP-09 & RFP-10 and should be submitted with proposal.

QUESTION #5: Why is UCHC conducting the RFP? What is the motivation behind the RFP?

UCHC RESPONSE: See RFP II. Purpose of RFP.

QUESTION #6: Are there any other *hot buttons* or criteria not detailed in the RFP that you feel you would like to see and/or should be included in our proposal?

UCHC RESPONSE: See RFP X. A. 8.

QUESTION #7: Is there a Style Guide/Collateral Materials/Printed Materials/other that we can review at the beginning of the RFP development process?

UCHC RESPONSE: http://logo.uconn.edu/pdf/UConn_graphic_standards.pdf

QUESTION #8: While we understand you will not disclose the funding for the RFP, can you provide a budget range and/or project examples with budget range attached to provide a benchmark?

UCHC RESPONSE: In order to be competitive, respondent's should provide the best hourly rates possible and describe additional no cost, value added services provide.

QUESTION #9: Is the incumbent agency participating in the RFP?

UCHC RESPONSE: We will not know who is participating until the bid opening.

QUESTION #10: Approximate number of agencies that have participated in the past?

UCHC RESPONSE: 10

QUESTION #11: How will you award the multiple contracts?

UCHC RESPONSE: Selected vendors will be contracted with individually.

QUESTION #12: Are there specific projects identified prior to the RFP?

UCHC RESPONSE: No.

QUESTION #13: Are there any other individuals throughout the organization that we are permitted to speak to prior to responding to the RFP (i.e. marketing, advertising, PR, social media or other applicable departments)?

UCHC RESPONSE: No. Refer to VI. "Purchasing Services Contact Information".

QUESTION #14: Are there any other individuals throughout the organization that we are permitted to speak to prior to responding to the RFP (i.e. marketing, advertising, PR, social media or other applicable departments)?

UCHC RESPONSE: No. Refer to VI. "Purchasing Services Contact Information".

QUESTION #15: Is it possible to schedule a meeting in advance to present the proposal in the timeframe referenced between the submission dates & the meeting with proposers?

UCHC RESPONSE: The Selection Committee may request suppliers to provide additional information after the bid closes a part of the proposal review process. This is not a requirement.

QUESTION #16: Is there a thought on how many and what would determine which respondent would work on which portions of the business?

UCHC RESPONSE: We cannot make a determination until responses are received and reviewed.

QUESTION #17: There is no mention of media needs does UCHC currently work with a media partner or is media purchased using an internal team?

UCHC RESPONSE: This RFP is for creative design services only.

QUESTION #18: There is not mention of branding. Are any aspects of brand research, strategy or positioning included in the scope of work for this project?

UCHC RESPONSE: This RFP is for creative design services only.

QUESTION #19: Would copy writing be part of the assignment or is this strictly for creative design?

UCHC RESPONSE: This RFP is for creative design services only.

QUESTION #20: I was able to include printed design samples ONLY in the original RFP, and not in the other four copies since I didn't (and still don't) have enough samples to go around. Can you let me know if that would be ok again?

UCHC RESPONSE: Committee members will review the samples independently, so a member will base their appraisal on what is included in the RFP packages given to them. Vendors may elect to provide live links to completed work.

QUESTION #21: How many vendors do you currently work with for Creative Design Services?

UCHC RESPONSE: 2

QUESTION #22: Are any incumbent Creative Design Services vendors/partners participating in the RFP process?

UCHC RESPONSE: We will not know until the bid opening.

QUESTION #23: Based on previous relationships, what are the most important qualities you're seeking in a vendor/partner for Creative Design Services?

UCHC RESPONSE: Capability to perform the work, deliver in a timely manner and be cost competitive.

QUESTION #23A: How will you measure the success of this relationship?

UCHC RESPONSE: Through completed work projects, ease of working with vendor, timeliness, response time, ability to work well and understand staff direction and cost to produce materials.

QUESTION #24: Is patient retention any focus, or is the objective solely lead generation and conversion (attracting new patients and getting them in the door for care)?

UCHC RESPONSE: The RFP is for Creative Design Services only. Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #25: What are your three biggest challenges now in maintaining excellent patient care plus profitability?

UCHC RESPONSE: The RFP is for Creative Design Services only. Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #26: What level of awareness do consumers currently have UCHC?

UCHC RESPONSE: The RFP is for Creative Design Services only. Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #27: What is UCHC's current reputation in the community?

UCHC RESPONSE: The RFP is for Creative Design Services only. Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #28: Are any of these brochures for the donor/fundraising audience or solely for consumers?

UCHC RESPONSE: Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #29: Where are your current print ads/billboards/posters running?

UCHC RESPONSE: Greater Hartford Area

QUESTION #30: How far away from the UCHC physical address is the reach of these publications/media?

UCHC RESPONSE: Specific needs for each project will be discussed prior to commencement of the project.

QUESTION #31: Are these posted on UCHC's Web site, or also placed on various sites online?

UCHC RESPONSE: Both.

QUESTION #32: Will you need assistance with your Web site from a creative and/or operational point of view?

UCHC RESPONSE: No

QUESTION #33: What will VendorMate be doing?

UCHC RESPONSE: Credentialing vendors who will be working on-site.

QUESTION #34: Will VendorMate contact the vendors regarding UCHC's "standards for environmental health, safety, privacy and quality" during the RFP period?

UCHC RESPONSE: Any necessary credentialing will occur after contract award.

QUESTION #35: How many contracts will be awarded?

UCHC RESPONSE: We cannot make this determination until responses are submitted and reviewed.

QUESTION #36: Will you provide a separate form for receipt of the "Questions/Answers Addendum" (or Addenda, if there is more than one), or is it covered by signature of the "UCHC RFP-01 Form" labeled "Acknowledgement: Receipt of RFP Documents"?

UCHC RESPONSE: These documents are independent of each other.

QUESTION #37: Can any pictures can be jpgs? Is there a specific size maximum for the jpgs? Banner ads may be in Flash or another electronic form, so how do you want those items sent?

UCHC RESPONSE: Vendors may provide live links in their responses.

QUESTION #38: Would we include a compact disc or jump drive for each of the copies so you can see the banner ads or any Web site experience too?

UCHC RESPONSE: Vendors may provide cds or thumb drives (viewable on mac and pc) or live links in their responses.

QUESTION #39: Is there a maximum number of jpgs and/or banners/Web site that can be included?

UCHC RESPONSE: No

QUESTION #40: Is there a specific way you want Web sites portrayed — individual pages of a Web site will not allow the viewer to experience the flow of the site, so will links to servers with Web sites that demonstrate this be allowed?

UCHC RESPONSE: Yes.

QUESTION #41: Can we also include contact information, or just the vendor name?

UCHC RESPONSE: Yes.

QUESTION #42: Do you have a template you want us to follow for the cover page?

UCHC RESPONSE: No.

QUESTION #43: Is there a maximum number of samples, jpgs and/or banners/Web site that can be included?

UCHC RESPONSE: No

QUESTION #44: Do you mean, we use MACs and Indesign programs, for example?

UCHC RESPONSE: Yes

QUESTION #45: Do you mean how our computer systems are backed up? Or, what happens if there's an act of God type of disaster?

UCHC RESPONSE: Please detail how your company will ensure that clients' work is protected so that access to current and past projects is available if your company experiences a disaster affecting computers, servers, etc.

QUESTION #46: What level of proofs are needed?

UCHC RESPONSE: Project dependent, however, in most cases a pdf will be acceptable.

QUESTION #46A: Are proofs from a laser color printer sufficient (these show composition more than exact color), or will proofs for color matching also be required?

UCHC RESPONSE: On rare occasions, color matching may be required. Generally a pdf will be acceptable.

Date Issued: 1/24/12

END OF ADDENDUM