

**STATE OF CONNECTICUT  
OFFICE OF THE HEALTHCARE ADVOCATE  
STATE INNOVATION MODEL PROGRAM MANAGEMENT OFFICE**

**REQUEST FOR PROPOSAL (RFP)  
FOR  
CONSUMER ENGAGEMENT MEDIA SPECIALIST**

**EIGHTH Addendum**

**RELEASE DATE 10-19-2017**

The SIM PMO's official responses to questions submitted as of noon, October 19, 2017 are as follows:

1. The previous addendum stated the IRAN Cert was not necessary for this RFP, that is still the case?

Response: The Iran Certification is not required.

2. Have the three consumer groups been defined or would it be up to the vendor and the coordinator to identify key groups?

Response: The consumer groups will be identified through a separate solicitation, which will be conducted in October.

3. Would you envision the video shoot being in one location and bring in the 3 different group leader to that location?

Response: The participating consumer groups may be filmed at more than one location at the discretion of the Consumer Engagement Coordinator and the consumer group partner

4. Is the end game identifying the key messages, and having the group leaders instruct people of that particular group how to solve an issue? An example might be elder care leaders talking about how to prepare for a doctor's visit - key questions to ask, reference material, etc?

Response: The intention of this RFP is to select a Contractor to participate in determining key messages from the consumer groups and produce videos that will be used as tools that will help consumers understand their healthcare. The State has limited experience to draw from with respect to this demonstration project. The videos may or may not include group leaders assisting members in solving a problem identified during the interviews.

5. What is the anticipated production value of the videos. This often varies based on use. Should we budget for simply capturing and consolidating of key point from each/selected interviews (typically used for internal study usage) or are we looking to produce a polished video with titles, transitions,

music, and a cohesive flow of ideas (typically used for external audience/consumer focused content). The former being more clinical/utilitarian in nature while the latter being more engaging - which tends to be more emotional / eye catching.

Response: The intention of this RFP is to create videos that will help consumers understand how to be an empowered consumer at the center of person-centered care. The participating consumer groups may have faced health literacy, cultural, and socioeconomic challenges in navigating the healthcare delivery system. It is at the discretion of the Respondent to determine the approach in producing the videos in such a way as to overcome these challenges.