

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

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

FIFTH Addendum

RELEASE DATE 10-17-2017

The SIM PMO's official responses to questions submitted as of noon, October 17, 2017 are as follows:

1. Can you confirm that the following steps are consistent with the required scope of work as outlined in the RFP?

Step 1.

Conduct GROUP listening sessions (organized by topic) to establish "key messages" (to be recorded in step 2)

- Group/Topic #1 (1-2 meetings)
- Group/Topic #2 (1-2 meetings)
- Group/Topic #3 (1-2 meetings)

Step 2

Conduct INDIVIDUAL video-recorded interviews with selected people

- Individual Testimonial/Topic #1 (1-2 videos)
- Individual Testimonial/Topic #2 (1-2 videos)
- Individual Testimonial/Topic #3 (1-2 videos)

Step 3

Edit draft videos

Step 4

Deliver final videos

Response: The above approach is consistent with the required scope of work referenced on page 9 of the RFP. Additional deliverables include participation in regular Check-In meetings with the PMO, CAB and Consumer Engagement Coordinator and producing a summary of the process and lessons learned, including applicability of using the process with other consumer populations or other SIM initiatives.