

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

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

FIRST Addendum

RELEASE DATE 10-2-2017

The SIM PMO's official responses to questions submitted as of noon, October 2, 2017 are as follows:

1. Am I allowed to apply for this contract given that my business is incorporated in New Jersey?

Response: The PMO will accept proposals from individuals and teams and from local, regional or national organizations. Applicants must be recognized as a single entity by the state where it is incorporated, and must have a unique Tax Payer Identification Number (TIN) designated to receive payment.

2. Am I at a disadvantage for not submitting an LOI by the deadline, given that I was notified of the RFP after the deadline? If I qualify as a potential vendor, may I still prepare a proposal to submit?

Response: A Letter of Intent is optional for prospective bidders.