

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

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

FOURTH Addendum

RELEASE DATE 10-16-2017

The SIM PMO's official responses to questions submitted as of noon, October 16, 2017 are as follows:

1. How will these videos be shown to the target audience?

Response: The State does not have a strategy to disseminate the videos at this time. The State will seek guidance from the consumer groups and from the Consumer Advisory Board as to the best method(s) for sharing the videos with consumer populations statewide.

2. Are there any plans being made for translation/closed captioning into other language(s)?

Response: The State does not have plans to translate or closed caption the videos. Respondents are encouraged to offer such services when submitting their proposals.

3. For work samples, do you want links to video samples or just descriptions of the programs?

Response: Work samples should be in the form of videos. The format of submission of the videos is at the discretion of the Respondent.

4. Is the budget \$36,000 (\$12,000 per group) or \$40,000 (anticipated funding?)

Response: The budget per consumer group is up to \$12,000 for up to 3 groups. The Respondent may propose a pricing schedule for additional activities beyond the deliverable scope of work for a maximum award of up to \$40,000.