

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

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

**SECOND Addendum**

**RELEASE DATE 10-6-2017**

The SIM PMO's official responses to questions submitted as of noon, October 6, 2017 are as follows:

1. EXECUTIVE SUMMARY

Page 4 "With this solicitation, we are seeking media production partners to help develop tools for consumers".

Is this RFP objective specific just to the gathering and dissemination of information perceived in the focus group activities, OR is it also inclusive in creating the end-product video tools that will speak to these needs? (Pg. 5)

Response: The selected Contractor shall participate in identifying key messages specific to each consumer group that will serve as the focus of the videos and also produce the videos that convey the messages, including pre and post production.

2. REQUIRED SERVICE COMPONENTS/Scope of Work

"The State has a contract with a Consumer Engagement Coordinator that will support this project. The Consumer Engagement Coordinator lead shall arrange interviews, develop interview questions, obtain media releases, secure shooting locations, coordinate travel, storyboards, transcribe video footage, request specific edits and sequencing of video footage, and review rough cuts. The State would prefer a vendor that can assist with the above elements.

- a) Can you be more specific as to the assistance needed in the highlighted areas above? Are individuals to be filmed at one central location, or in multiple areas?

Response: The State has limited experience to draw from with respect to this demonstration project. Consequently, the State does not have the requested specificity at this time. Respondents may, at their discretion, specify the level of assistance that they can provide, and corresponding limits to such assistance, within the deliverable cost. 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.

- b) Are interviews going to be done separately with each individual in the groups, or just in the three group settings as a whole?

Response: To clarify, the Contractor will be expected to participate in 3-5 interviews in total. This means 1-2 interviews per consumer group. Each interview will most likely be with a group of consumer representatives rather than interviews with individuals. These interviews are for the purpose of identifying key messages.

The Contractor will be expected to spend additional time with individual consumer representatives that are the focus of item 3 in the scope of work:

*Produce 5-6 videos of 1-5 minutes duration for each consumer group, including pre and post production and filming.*

To further clarify, we anticipate that each of the above noted videos will be with individuals representing each consumer group, rather than a group of individuals.

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

- c) If individual interviews are desired, are the 5-6 videos per group to be reflected of their individual responses that are then edited down to 1-5 minutes each?

Response: Yes

- d) Is the “summary” referenced in Required Service Components #5 to be a video summary or a document summary? Can you describe in greater detail in the summary content expectation that you have?

Response: We envisioned that the summary of the process and lessons learned format would be in a document format. However, we are open to alternatives. The summary can be relatively brief (e.g., 2-4 pages). In preparing the summary, it should describe the process from the perspective of the videographer, what went well and what did not go so well, and recommendations to the State were it to expand or extend the demonstration. The summary should be in a format that can be disseminated to our Consumer Advisory Board and other stakeholders.