

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

**REQUEST FOR PROPOSAL (RFP)
FOR
CONSUMER ENGAGEMENT COORDINATOR**

THIRD Addendum

RELEASE DATE 12-11-2017

The SIM PMO's official responses to questions submitted as of noon, December 11, 2017 are as follows:

1. Under the scope of work, item 3 says: "Assist in developing tools/work products such as videos or publications targeting consumers to apply the learnings from the community engagement activities"

I'm wondering the extent of work and budget implied by the word "assist". Would the role of the community engagement coordinator be an advisory role? More involved than that? Would there need to be budgeting for development of the products?

Response: The selected Contractor shall act as the lead in the development of the video tools/work products to include arrange interviews, develop interview questions, obtain media releases, secure shooting locations, coordinate travel, storyboards, transcribe video footage, request specific edits and sequence of video footage and review rough cuts.

A media vendor has been selected to develop the videos in collaboration with the selected Consumer Engagement Coordinator Contractor. The media vendor shall be responsible for the costs associated with developing the videos.

2. The communication described here is between the CAB and other SIM work streams. It would be helpful to know the kind of communication that's needed compared to what's been going on already. What is the purpose of this communication? What is lacking currently?

Response: The selected Contractor shall work with the CAB and PMO to determine and develop communication strategies for sharing, collecting and disseminating information to support meaningful integration of consumer perspective into the SIM process. Currently, the incumbent Consumer Engagement Coordinator assists the CAB to develop summaries of consumer outreach events which include key messages/findings and action steps. The selected Contractor shall develop a strategy to disseminate the summaries to the SIM work streams and to consumers.

3. In order to plan and budget for this, it would be helpful to know what is in place already and how the community engagement coordinator would interface with that.

Response: Consumer engagement activities are reported through the PMO SIM News, SIM Facebook, Twitter and through CAB partners. The selected Contractor shall develop communication strategies that support what is already in place as well as develop new strategies.