

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP#35 TITLE: State Health Insurance Communication Models for
Employers and Consumers

HRSA # 250-OA-20 (1)

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME:

Keith Kennedy
Phone- 301-443-5352
FAX- 301-443-5462
Email: kkennedy@hrsa.gov

Proposal Address: (Courier)
Health Resources and Services Administration
Division of Grants & Procurement Management
Contract Operations Branch
5600 Fishers Lane, Rm. 13A-19
Rockville, MD 20857

Billing Address: (Mailing)
PSC/Financial Management Services
5600 Fishers Lane, 13A-19
Rockville, MD 20857
Phone: 301.443.3016

B. PROPOSED PERIOD OF PERFORMANCE: Twelve (12) months from date
of task order award.

C. PRICING METHOD: Firm Fixed Price

D. PROPOSAL INSTRUCTIONS: Proposals shall be submitted in hard copy to the proposal
address above. The technical proposal should be submitted as original and two copies. The
business proposal shall be submitted as an original and two copies.

E. RESPONSE DUE DATE: Send technical questions to Keith Kennedy no later than 4:00 EDT
August 24, 2001. Task order proposal due no later than 4:00 EDT on August 31, 2001.

F. TASK DESCRIPTION:

1. **STATEMENT OF WORK**

A. Background Information

Lack of Health Insurance

In 1999, 42.5 million people in the United States did not have health insurance. This is roughly one out of every six non-elderly Americans. Of these, 83 percent were employed: 71 percent worked full-time and 12 percent worked part-time. Nationally, 10 million children, or almost one in seven, are uninsured. Every year, about a million Americans lose their health coverage. There is considerable public and private support for examining and implementing new models for providing access to affordable health coverage.

The majority of States have expressed interest in expanding coverage for the uninsured. Every State responded to the opportunity provided by the State Children's Health Insurance Program (SCHIP) to design a program that offers health insurance coverage for uninsured low-income children. Many States have also expanded Medicaid coverage to uninsured children and adults, using existing options, such as section 1115 waiver authority, as well as increased flexibility under welfare reform to cover working parents. Some States are working towards enhancing coordination of publicly funded health programs through health departments, community health centers, and other providers of health care. States have also undertaken activities that seek to expand insurance coverage through mechanisms other than Federally financed programs, such as insurance market changes and purchasing reforms.

State Planning Grants Program

In Fiscal Year (FY) 2000, the Health Resources and Services Administration (HRSA) announced a new program to address the issue of expanding the insured population. The State Planning Grants Program was established to award planning grants to States to analyze their uninsured populations and develop a plan for all citizens to have access to health insurance. The goal is to have 100 percent insurance coverage for all citizens in a State. A total of 35 States and Territories applied for grants in FY 2000. A total of 20 State grant applications were approved; HRSA funded 11 approved State Planning Program grants in FY 2000 and 9 approved State Planning Program grants in FY 2001. The average grant was \$1.3 million for a 12 month grant period. The States awarded grants in FY 2000 are Arkansas, Delaware, Iowa, Illinois, Kansas, Massachusetts, Minnesota, New Hampshire, Oregon, Vermont, and Wisconsin. The States awarded grants in FY 2001 are Arizona, California, Colorado, Connecticut, Idaho, South Dakota, Texas, Utah, and Washington State.

During their grant period, these State grantees are undertaking the following major activities: (1) the collection and analysis of data that describe the characteristics of their uninsured; (2) the study of approaches to provide access to affordable coverage and help frame approaches to provide access to affordable coverage, (3) the design of an approach to provide all uninsured citizens with access to insurance benefits similar in care to State employee coverage, Federal Employees Health Benefit Plan, Medicaid or other similar quality benchmarks, through a State, Federal and private partnership, and (4) the submission of their study and analysis in the form of a Report to the Secretary of Health and Human Services that describes the characteristics of the uninsured within the State and the State's proposals for providing access to health insurance coverage for all citizens. The first two areas are central to the focus of this contract.

Collection and Analysis of Data

The SPG grantees are collecting and analyzing data of households and employers. The methods used to collect these data are through existing surveys, new surveys, and issue specific focus groups. These data will extensively describe the characteristics of the uninsured, by income, ethnic and racial characteristics, employment status, and other key characteristics. There will also be extensive survey information on the attitudes of consumers and employers toward health insurance. The grantees are also using this data to develop potential models for other States seeking to provide comprehensive coverage.

Approaches to Providing Access to Insurance

States are also engaged in analyzing State options for expanding insurance to cover their uninsured. They are using the data to determine models that will address the problems and meet the needs of consumers and employers. The key elements of each State's plan regarding these treatment activities. Accordingly, the contract has as its primary, but not exclusive, focus the wide dissemination of treatment and training information as each pertains to office based modalities.

The contract will assist SPG States to both identify the educate and motivate target audiences to recognize that new options exist, and will continue to be developed,

B. Objectives

Overall Objectives

The principle objective of this contract is to assist State grantees in understanding and developing health insurance communication models to help them develop successful expansions of health insurance to all citizens.

The secondary objectives are:

- to generate qualitative knowledge of the uninsured, uninsured, and employers on the issue of health insurance
- to use this knowledge to develop communication models for the health insurance needs and of employers and consumers
- to foster the spread of accurate and timely information on the uninsured

Communications Objectives

To assist States in analyzing and understanding their own situation on this issue and developing and implementing successful programs to expand health insurance.

To create a better understanding of the needs, wants and behaviors of the uninsured and underinsured that can be used for future State and Federal efforts.

Audiences Studied by SPG Grantees

Household members

Employers

General Public

C. Specific Requirements

The Contractor, independently and not as an agency of the Government, shall furnish all the necessary labor, services, qualified personnel, materials, equipment, and facilities, except as otherwise specified by the Government under the terms of this contract, as needed to perform the work set forth below.

All work under this contract shall be monitored by the Task Order Officer (TOO). The following are the detailed task requirements for this contract:

TASK 1: Prepare Performance Plan

Within ten (10) working days of the effective date of the contract, the Contractor shall submit a draft plan which provides an outline of activities to be performed under the contract and a proposed time frame for accomplishing the objectives of the contract.

This draft will be reviewed and discussed with the Government Task Order Officer upon its receipt (and HRSA Contracting Officials, as needed) and a final plan submitted within thirty (30) days of the effective date of the contract.

TASK 2: Prepare and Conduct Social Marketing Education Session

Within thirty (30) days of the effective date of the contract, the Contractor shall conduct a basic education session for SPG grantees to introduce them to the basic concepts and principles of social marketing, using health insurance as examples. This session shall be 4-5 hours long and will be held as part of a larger conference in the Washington, D.C. metropolitan area, attended by all 20 State Planning Grantees.

Topics to be covered will include the discussion of the four traditional social marketing:

- What is being offered to the consumer (Product)
- What must the consumer do to receive the offering (Price)
- How will the consumer access the offering (Place)
- What messages must reach the consumer to motivate behavior change (Promotion)

Within 25 days of the effective date of the contract, the Contractor will discuss the proposed presentation with the Task Order Officer and will incorporate Task Order Officer requested changes, as needed

All costs related to conference logistics will be covered under separate funding by HRSA, except that the Contractor will be responsible for its own materials used in the presentation and distributed to attendees.

The Task Order Officer will provide background information on the SPG grantees and the general purpose of the SPG program.

TASK 3: Provide assistance to individual SPG grantees in developing an information and communication plan for its individual audiences based on social marketing principles.

The Contractor will provide technical assistance to up to 11 SPG grantees on developing a State-specific information and communication plan based on social marketing principles. The Task Order Officer will identify the specific grantees who will receive this individual technical assistance. The technical assistance will include review of the State's grant application (supplied by the Project Officer), specific State acquired research data on employers and households (provided by the State), tentative State plans and other relevant State-supplied information. The assistance will include an up-to-2 day, on-site technical assistance session with the State. This activity will take place between 1 month and 9 months after the start of the contract.

The Contractor will develop an individual summary of activity with each State within 30 days after the conclusion of technical assistance to that State.

TASK 4: Develop a draft summary report on issues for States working to develop information and communication models for expanding health insurance to the uninsured.

The Contractor will develop a draft summary report on issues for States seeking to develop information and communication models based on social marketing principles in the area of expanding health insurance to the uninsured. This summary will be based on the information acquired in working with the individual States and will include recommendations for States attempting to develop such plans.

TASK 5: Develop a final summary report on issues.

After review and comment by the Project Officer, the Contractor will revise and prepare a final summary report on issues on developing information and communication models.

TASK 6: Reporting Requirements

The following reports shall be submitted during the course of the contract.

a. Monthly Status Report

Two copies of a brief monthly status report due 10 calendar days after the end of each month. One copy shall be submitted to the Task Order Officer and one copy to the Contracting Officer. This report shall include a quantitative and qualitative description of overall progress, problems encountered and how they were (or will be) resolved, and a description of activities planned for the next reporting period. Report should mirror the Monthly Budget and Labor Summaries report expended for the same month. The report should be exceed two pages.

b. Summary Report on each State

Two copies (one for the Task Order Officer and one for the Contracting Officer) of a report on each state visit is due 30 days after technical assistance is complete but no later than the contract expiration date. This report shall not exceed 4 pages and will be provided in electronic format (Word 97 or WordPerfect), as well as hard copy.

c. Draft and Final Summary Reports

A draft of the final report shall be submitted to the Task Order Officer 11 months after the start of the Contract. The Task Order Officer will review the final report in 10 working days and return it to the contractor. The Contractor has 20 working days to revise it. This report shall include a summary of all work performed. Recommendations and conclusions based on the experience with the SPG grantees for which technical assistance has been provided. This report will also be provided in hard copy and electronic format (Word 97 or WordPerfect)

d. Monthly Budget and Labor Summaries - Two copies of this report shall be submitted (one copy to the Task Order Officer and one copy to the Contracting Officer) no later than 30 calendar days following the end of each month. The last report shall be submitted on the last contract day. This report shall contain the following information:

A listing of work completed to date, status (active, complete, closed), total direct labor hours authorized, total direct labor hours expended, and total direct labor hours not expended. Budget should show breakout of tasks, labor, products, and outside costs to include payments to subcontractors.

2. DELIVERY SCHEDULE

The Contractor shall deliver the following items in accordance with the delivery schedule.

Table of Deliverables

DESCRIPTION	QUANTITY	SCHEDULE
Draft performance plan (Task 1)	2 copies to Task Order Officer (TOO)	Within 10 working days of effective date of task order (EDOTO)
Final performance plan (Task 1)	2 copies to TOO	Within 30 days of EDOTO
Presentation on Social Marketing (Task 2)	2 copies to TOO	Within 30 working days of EDOTO
Report on Assistance to Each State (Task 3)	2 copies to TOO	Thirty (30) days following the on-site visit or conclusion of technical assistance.
Draft Summary Report (Task 4)	1 to TOO; 1 to CS	Eleven (11) months after EDOTO.
Final Summary Report (Task 5)	1 to TOO; 1 to CS	Twelve (12) months after EDOTO.
Monthly Status Report (Task 6)	1 to TOO; 1 to CS	Within 10 calendar days after the end of each month
Budget and Labor Summaries (Task 6)	1 to TOO; 1 to CS	Thirty (30) days following the end of each month

The referenced items shall be addressed and delivered to:

Addressee

Joyce G. Somsak, Task Order Officer (TOO)
State Planning Grants Program
Office of Special Programs, HRSA
5600 Fishers Lane, Rm. 11-25
Rockville, MD 20857

Keith Kennedy, Contract Specialist (CS)
Division of Contracts Management
5600 Fishers Lane Rm.13A-19
Rockville, MD 20857

Hand delivered items are to be addressed to the same building and room numbers.

3. INVOICE AND PAYMENT

The Government will pay proper invoices for each task after the Task Order Officer determines in writing that the contractor has satisfactorily completed each task.

4. PROPOSAL PREPARATION INSTRUCTIONS

a. INTRODUCTION

The following instructions will establish the acceptable minimum requirements for the format and contents of proposals. The Government requires a minimum acceptance period of 60 days. Special attention is directed to the requirements for technical and business proposals to be submitted in accordance with these instructions.

(1) Contract Type and General Clauses

It is contemplated that a firm fixed price type contract will be awarded.

(2) Authorized Official and Submission of Proposal

The proposal must be signed by an official authorized to bind your organization and must stipulate that it is predicated upon all the terms and conditions of this RFP.

(3) Separation of Technical and Business Proposals

The proposal must be prepared in two parts: a "Technical Proposal" and a "Business Proposal." Each of the parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of, and concurrently with, evaluation of the other. **The technical proposal shall not reference cost; however, resource information, such as data concerning estimated number of labor-hours and categories, materials, subcontracts, including number of hours and labor mix, travel, etc., shall be contained in the technical proposal so that the offeror's understanding of the Statement of Work may be evaluated.** However, the technical proposal should not include pricing data relating to individual salary information, indirect cost rates or amounts, fee amounts (if any), and total costs. The technical proposal must describe your technical approach in as much detail as possible, and include, but not be limited to the requirements of the technical proposal instructions.

(4) Confidentiality of Proposals

The proposal submitted in response to this request for proposals may contain data (trade secrets; business data, e.g., commercial information, financial information, and cost and pricing data; and technical data) which the offeror, including its prospective subcontractor(s), does not want used or disclosed for any purpose other than for evaluation of the proposal. The use and disclosure of any data may be so restricted; provided, that the Government determines that the data is not required to be disclosed under the Freedom of Information Act, 5 U.S.C. 552, as amended, and the offeror marks the cover sheet of the proposal with the following legend, specifying the particular portions of the proposal which are to be restricted in accordance with the conditions of the legend. The Government's determination to withhold or disclose a record will be based upon the particular circumstances involving the record in question and whether the record may be exempted from disclosure under the Freedom of Information Act:

Unless disclosure is required by the Freedom of Information Act, 5 U.S.C. 552, as amended, (the Act) as determined by Freedom of Information (FOI) Officials of the Department of Health and Human Services, data contained in the portions of this proposal which have been specifically identified by page number, paragraph, etc. by the offeror as containing restricted information shall not be used or disclosed except for evaluation purposes.

The offeror acknowledges that the Department may not be able to withhold a record (data, document, etc.) nor deny access to a record requested pursuant to the Act, and that the Department's FOI officials must make that determination. The offeror hereby agrees that the Government is not liable for disclosure if the Department has determined that disclosure is required by the Act.

If a contract is awarded to the offeror as a result of, or in connection with, the submission of this proposal; the Government shall have the right to use or disclose the data to the extent provided in the contract. Proposals not resulting in a contract remain subject to the Act.

The offeror also agrees that the Government is not liable for disclosure or use of unmarked data and may use or disclose the data for any purpose, including the release of the information pursuant to requests under the Act.

The data subject to this restriction are contained in pages (insert page numbers, paragraph designations, etc. or other identification)

In addition, the offeror should mark each page of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this page is subject to the restriction on the cover sheet of this proposal."

(5) Evaluation of Proposals

The Government will evaluate technical proposals in accordance with the criteria set forth in this RFTOP.

(6) Selection of Offerors

- a) The acceptability of the technical portion of each contract proposal will be evaluated by the technical review committee. The committee will evaluate each proposal in strict conformity with the evaluation criteria of the RFTOP, utilizing point scores and written critiques.
- b) The business portion of each contract proposal will be subjected to a cost and price analysis, and management analysis, etc.

- c) The Contracting Officer will, in concert with program staff, decide which proposals are in the competitive range. Oral or written discussions are not anticipated, however, discussions may be conducted with all offerors in the competitive range. The Government intends to award this solicitation without discussions. Offerors are advised to present their best terms with their initial proposal. However, in accordance with the Technical Proposal Instructions, the Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary. All aspects of the proposals are subject to discussions, including cost, technical approach, and contractual terms and conditions. Final Proposal Revisions (FPRs) will be requested with the reservation of the right to conduct limited negotiations after FPRs. (Note: The Final Proposal Revision (FPR) replaces the Best and Final Offer (BAFO) effective January 1, 1998.)
- d) HRSA reserves the right to make a single award, multiple awards, or no award at all to the RFP. In addition, the RFP may be amended or canceled as necessary to meet HRSA requirements.

b. TECHNICAL PROPOSAL INSTRUCTIONS

The offeror should provide a comprehensive work plan for each objective, which includes the proposed staffing plan to meet overall task requirements. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical proposal should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks. Your proposal should not exceed 50 pages, exclusive of references, resumes, organizational charts, etc. References, resumes, organizational charts, etc may be provided in Appendices which should not exceed 50 pages. Resumes should not exceed 2 pages in length. Proposal should be prepared on 8 1/2 x 11 inch paper with 1 inch margins and font size should not be smaller than twelve (12) point.

(1) The offeror must submit a detailed proposal that includes the following:

A. A technical approach for accomplishing all of the tasks described in the SOW;

B. A proposed staffing plan including resumes for all key personnel (project director and other senior staff) and justification for staff assignments. Binding letters of commitment shall also be included.

C. A work plan including a schedule for completion of all contract tasks, and a person loading chart showing the assignment of project staff to tasks and the hours per person devoted to each task.

D. A management plan describing how tasks will be managed and coordinated including use of subcontracts and consultants, and a discussion of quality control procedures. If subcontractors are proposed, the offeror must describe the methods which the offeror will use to monitor subcontractor performance of project tasks; and

E. A description of the offeror's facilities, equipment, etc., to be used in accomplishing contract tasks.

(2) Technical Discussions

The technical discussion included in the technical proposal should respond to the items set forth below which demonstrates:

a. **Technical competence to develop effective public information/education/communication campaigns based on social marketing principles.**

Show examples outlining experience in working with public officials in developing public education/information/communication campaigns based on the principles of social marketing should be included within submitted proposals. Sample materials shall be included with the proposal, may include publications, manuals, posters, newsletters, giveaway items, pamphlets and other related items. Proposals must demonstrate a history of producing information and education material, research results, and developing quality public service campaigns. Proposals will be judged on completeness, editorial clarity and correctness, as well as effectiveness and coordination of planned message.

Particular and additional weight will be given to evidence of having successfully conducted effective campaigns which deal with expanding health insurance to the uninsured and the ability to deal with low income, culturally diverse populations, and employers. Proposals should address an offeror=s success in presenting and disseminating information, through national or local media and target groups. Proposal should also trace an offeror=s ability and successfully make use of alternative means of information dissemination when established channels are not available.

b. **Understanding of the problem and need.**

Proposals should provide a comprehensive statement of the problem, scope and purpose of the project to demonstrate a clear awareness of the issue of the uninsured in America. In addition, the proposal should provide an understanding of issues and barriers regarding health insurance coverage.

c. **Soundness of task approach.**

Proposals must delineate the approach to comply with each of the tasks specified in the Statement of Work. The proposal must be fully consistent with the stated goals and objectives. The description of approach must address the offeror=s ability and experience in successfully presenting the full range of issues associated with expanding health insurance.

d. Staff Capabilities (Including Consultants).

Proposals should demonstrate that the personnel assigned shall possess qualifications, expertise, and experience necessary to plan and implement all tasks. Resumes of proposed staff and letters of commitment for proposed consultants must be included in the proposal. Key staff and consultants must demonstrate expertise in social marketing, providing technical assistance to State or Federal officials, and carrying out communication campaigns. Proposals should describe at length staff experience in developing information strategies and carrying out the communication campaigns and public liaison activities of a Federal or State health service or health science research agency, public advocacy organization, or similar entity.

(3) Technical Evaluation

Proposals will be technically evaluated in accordance with the factors and weights as described in the Technical Evaluation Criteria.

(4) Additional Technical Proposal Information

- a) Proposals which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.
- b) The technical evaluation is conducted in accordance with the weighted technical evaluation criteria by an initial review panel. This evaluation produces a numerical score (points) which is based upon the information contained in the offeror's proposal only.

(5) Other Considerations

Record and discuss specific factors not included elsewhere, which support your proposal. Using specifically titled subparagraphs, items may include:

- a) Unique arrangements, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.
- b) Equipment and unusual operating procedures established to protect personnel from hazards associated with this project.
- c) Other factors you feel are important and support your proposed project.
- d) Recommendations for changing reporting requirements if such changes would be more compatible with the offeror's proposed schedules.

c. BUSINESS PROPOSAL INSTRUCTIONS

(1) General

The offeror shall submit as part of its proposal a separate enclosure entitled “Business Management and Cost/Price Proposal.” One business proposal with original signature plus the number of copies requested in the RFTOP cover sheet shall be submitted.

a) As appropriate, cost breakdowns shall be provided for the following cost elements:

(1) Direct Labor

The estimated cost for all personnel who will be assigned for direct work on this project shall be included. **Give the name, title, percent of effort or time, salary, for each employee.**

Provide a time-phased (e.g., monthly, quarterly, etc.) breakdown of labor hours, rates, and cost by appropriate category. Key personnel will be separately estimated as above and identified. Give the basis for the estimates in each case.

Salary increases that are anticipated during performance of a resultant contract should be proposed as a cost. **If escalation is included, state the degree (percent) and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a mid-pointed rate for the period of performance.** State whether any additional direct labor (new hires) will be required during the performance period of this procurement. If so, state the number required and anticipated date of hire. Also, specify the month and day on which your fiscal year commences, and the number of hours in your organization’s work year.

(2) Supplies and Equipment

Include description, unit price, quantity, total price, justification for purchasing or leasing items and the basis for pricing (vendor quotes, invoice prices, etc.).

(3) Travel

The amount proposed for travel shall be supported with a breakdown which includes purpose, destination, duration, and estimated cost (transportation and per diem) for each proposed trip. If travel costs are proposed on the basis of your organization's established travel policy, a copy of the policy must be provided.

(4) Consultants

This element should include names(s) of consultant, number of days, and daily rate. **The method of obtaining each consultant, either sole source or competitive, and the degree of competition or the rationale for sole source shall be explained. Commitment letters should be provided for each named consultant.**

(5) Subcontract

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- a) Willingness to perform as a subcontractor for specific duties (list duties).
- b) What priority the work will be given and how it will relate to other work.
- c) The amount of time and facilities available to this project.
- d) Information on their cognizant field audit offices.
- e) How rights to publications and patents are to be handled.
- f) A complete cost proposal in the same format as the offeror's cost proposal.

(6) Other Direct Costs

Any proposed other direct costs shall be supported with breakdown outlining the separate costs proposed and details supporting the formulation of the costs proposed. A signed agreement between the offeror and any personnel other than direct employees that includes dates of employment, salary, and specific tasks to be performed should be included.

(7) Indirect Costs

Indicate how you have computed and applied indirect costs, and provide a basis for evaluating the reasonableness of the proposed rates. Where a rate agreement exists, provide a copy.

(8) Other Costs

List all other costs not otherwise included in the categories described above (e.g., computer services, consultant services) and provide basis for pricing.

c) By submitting a proposal, an offeror, if selected for negotiation, grants the Contracting Officer or an authorized representative the right to examine those books, records, documents, and other supporting data that will permit adequate evaluation of the proposed price. This right may be exercised at any time before award.

(2) Royalties

The offeror shall furnish information concerning royalties, which are anticipated to be paid in connection with performance of work under the proposed contract.

(3) Financial Capacity

The offeror shall indicate if it has the necessary financial capacity, working capital, and other resources to perform the contract without assistance from any outside source. If not, indicate the amount required and the anticipated source.

(4) Incremental Funding

Incremental Funding is not applicable to this RFTOP.

(5) Subcontractors

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- a) Willingness to perform as a subcontractor for specific duties (list duties).
- b) What priority the work will be given and how it will relate to other work.
- c) The amount of time and facilities available to this project.
- d) Information on their cognizant field audit offices.
- e) How rights to publications and patents are to be handled.
- f) A complete cost proposal in the same format as the offeror's cost proposal.

5. EVALUATION FACTORS

1. GENERAL

- A The technical proposal will receive paramount consideration in the selection of the Contractor(s) for this acquisition. In the event that the technical evaluation reveals that two or more offerors are approximately equal, then price may become a significant factor in determining award. In any event, the Government reserves the right to make an award that is most advantageous to the Government, cost and other factors considered.

The evaluation will be based on the demonstrated capabilities of the prospective Contractors in relation to the needs of the project as set forth in the RFTOP. The merits of each proposal will be evaluated carefully. Each proposal must document the feasibility of successful implementation of the requirements of the RFTOP. Offerors must submit information sufficient to evaluate their proposals based on the detailed criteria listed below.

- B. The Government intends to evaluate proposals and award a contract without discussions. Therefore, each initial offer should contain the offeror's best terms from a cost or price and technical standpoint. However, the Government reserves the right to conduct discussions/negotiations if it is determined to be necessary.
- C. The Contracting Officer/Specialist will, in concert with program staff, decide which proposals are in the competitive range. The Government reserves the right to include only those offers who have a good chance of award.
- D. All proposals will be reviewed in accordance with the governing regulations and HRSA policies and procedures. Each proposal will be evaluated on the likelihood of meeting the Government's requirements. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the program and each task and the reasonableness of costs shown in relation to the work to be performed. The evaluation factors contained in this solicitation are those that will be applied in the evaluation of each technical proposal including the assigned weight given to each factor.

2. EVALUATION CRITERIA

Your proposal will be evaluated on the likelihood of meeting the Government's objectives. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the project/or task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that will be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below.

a. Technical competence to develop effective public information/education/communication campaigns based on social marketing principles. 30 points

Examples outlining experience in working with public officials in developing public education/information/communication campaigns based on the principles of social marketing should be included within submitted proposals. Sample materials shall be included with the proposal, may include publications, manuals, posters, newsletters, giveaway items, pamphlets and other related items. Proposals must demonstrate a history of producing information and education material, research results, and developing quality public service campaigns. Proposals will be judged on completeness, editorial clarity and correctness, as well as effectiveness and coordination of planned message.

Particular and additional weight will be given to evidence of having successfully conducted effective campaigns which deal with expanding health insurance to the uninsured and the ability to deal with low income, culturally diverse populations, and employers. Proposals should address an offeror=s success in presenting and disseminating information, through national or local media and target groups. Proposal should also trace an offeror=s ability and successfully make use of alternative means of information dissemination when established channels are not available.

b. Understanding of the problem and need. 30 points

Proposals should provide a comprehensive statement of the problem, scope and purpose of the project to demonstrate a clear awareness of the issue of the uninsured in America. In addition, the proposal should provide an understanding of issues and barriers regarding health insurance coverage.

c. Soundness of task approach. 20 points

Proposals must delineate the approach to comply with each of the tasks specified in the Statement of Work. The proposal must be fully consistent with the stated goals and objectives. The description of approach must address the offeror=s ability and experience in successfully presenting the full range of issues associated with expanding health insurance.

d. Staff Capabilities (Including Consultants). 20 points

Proposals should demonstrate that the personnel assigned shall possess qualifications, expertise, and experience necessary to plan and implement all tasks. Resumes of proposed staff and letters of commitment for proposed consultants must be included in the proposal. Key staff and consultants must demonstrate expertise in social marketing, providing technical assistance to State or Federal officials, and carrying out communication campaigns. Proposals should describe at length staff experience in developing information strategies and carrying out the communication campaigns and public liaison activities of a Federal or State health service or health science research agency, public advocacy organization, or similar entity.

RFTOP# 35

TITLE: State Health Insurance Communication Models for Employers
and Consumers

HRSA CONTRACT#: 250-OA-20 (1)

PART II - CONTRACTOR'S REPLY:

CONTRACT # _____
TO #- _____

Contractor:

Points of Contact:

Phone-

Fax-

Email-

Address:

TOTAL ESTIMATED PRICE: \$ _____

PRICING METHOD:

TASK 1 _____

TASK 2 _____

TASK 3 _____

TASK 4 _____

TASK 5 _____

TASK 6 No separate price

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data:

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # _____ Signature - Project Officer _____ Date _____

APPROVED: _____
FAX # _____ Signature - Contracting Officer _____ Date _____

~~NIH APPROVAL~~ _____

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator _____ Date _____