Request for Proposal
Public Relations
&
Marketing Services

HSA1314SER04
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INTRODUCTION

Expectations of Business Partner
Cayman Islands Health Services Authority (HSA) strives to provide exemplary service to its patients. HSA therefore has high expectations of its business partners. It is expected that the business partner will provide quality products and services at the lowest price available in the market, but just as important is the expectation that these products and services are provided in a manner that exhibits the highest level of ethics and professionalism. It is expected that, as a result of this relationship, the business partner will work with HSA to ensure that the agreement remains competitive with continual review of market conditions.

A. Purpose
The purpose of this RFP is to solicit bid proposals to engage qualified Public Relations, Marketing/Communications agency to provide cost-efficient and customized public relations, advertising and creative media/communication services, within the guidelines established by the Health Practice Commission.

The selected firm must be able to support and promote the critical national importance of the HSA’s role as the leading provider of healthcare in the Cayman Islands as well as the strategic goal of becoming a medical center of excellence in the region. The selected firm must also be capable of providing strategic counsel on issues, crisis communications and tactical implementation support on special event or ad-hoc communications activities.

This is a competitive contracting process. Firms responding to this Request for Proposal should have extensive experience, a knowledgeable background and qualifications in the provision of the services described.

B. Period of Agreement
The term of the agreement will be for a period not to exceed one (1) year with the possibility of one (1) or two (2) – 1-year extension(s). Extension of the agreement will be based on satisfactory performance as determined by the Board of the Health Services Authority.

C. Background and Objectives
The Cayman Islands Health Services Authority (HSA) provides primary and secondary healthcare services, accident and emergency and public health services for the residents and visitors in the Cayman Islands through the 124-bed Cayman Islands Hospital, and the 18-bed Faith Hospital on Cayman Brac. Primary Health care is offered at district health centres in Grand Cayman and a health centre in Little Cayman. This care being supplemented with dental and eye care services on site at the Health Service Complex in Grand Cayman.

As the nation’s principal health care facility, the Cayman Islands Hospital in George Town provides a full range of inpatient and outpatient medical and specialist services.

Specialist services are available in the fields of: surgery, gynaecology & obstetrics, paediatrics, internal medicine, dermatology, anaesthesiology, public health, orthopaedics, psychiatry, gastroenterology, radiology, ophthalmology, ear, nose and throat, periodontology, reconstructive surgery, faciomaxillary surgery, and urology.

In the Sister Islands, residents and visitors can turn for their health care needs to the Faith Hospital in Cayman Brac and the Little Cayman Clinic. The 18-bed hospital serves both islands and provides primary, secondary and emergency care. It features a modern inpatient unit, as well as an operating theatre, maternity, accident and emergency department, outpatient clinics and a public health department.

The Little Cayman Clinic is a purpose-built facility, complete with waiting and triage areas, a treatment room, doctors’ office and a dental office. A resident nurse is on call around-the-clock.

The Health Services Authority through an Agreement with the Ministry of Health is responsible for public health programmes under the Public Health Department. Public Health services include:

- Health advice and vaccines for international travellers;
- Health assessment, including vision and hearing tests for children;
- Nutrition and dietary counselling;
- Child growth and development monitoring;
- Health Promotion;
- Communicable disease screening; and
- Disease prevention and control programmes, including immunization.
OBJECTIVES

The goal of engaging the Public Relations and Marketing Agency to increase and sustain public awareness of the HSA’s services, programmes and activities to:

(1) Raise awareness about the services offered by the Authority and the contribution it makes to the community
(2) Elevate the HSA’s reputation as a first class provider of health care services
(3) Establish a strategic communications programme to promote news and developments at the HSA on an ongoing basis by:
   - Developing media releases
   - Using Social Media
   - Developing collateral materials for a variety of audiences and ages
   - Developing website content
(4) Identify opportunities to expand awareness and promote the HSA’s services and programmes
(5) Plan and coordinate events and assist with public presentations
(6) Create opportunities for awareness of the career paths within healthcare to encourage school aged Caymanians to select healthcare as a field of study
(7) Increase visibility for the HSA, employees, programmes and services
(8) Assist with generating public and corporate support for the activities of the Charitable Trust

D. Mandatory Proposer Requirements

All Proposers must:

1. Have a minimum of three (3) years of experience in providing marketing and media campaign services similar to those requested in this Request for Proposal (RFP). Experience with developing marketing/communications campaign for healthcare would be an asset.
2. Have thorough knowledge of the structure and operations of the Government of the Cayman Islands and related agencies. This experience should include an understanding and ability to work with public officials, government departments and professional organizations.
3. Provide staffing information: (a) Provide resumes of key staff that would be handling this project; (b) include a listing of all personnel who would be working on the components of this project, indicating the actual job/service for which they will be responsible.
4. Provide three (3) references - organization, contact name/address, phone number, and dates services were provided.

E. Proposal submission deadline

Response to this RFP must be submitted to the below address on or before 12:00 noon on Friday 18th October 2013

Cayman Islands Health Services Authority
P.O. Box 915
Grand Cayman KY1-1103
Cayman Islands
Attention: Ms. Lisa Bell
Tender #HSA1314SER04

Any questions relating to this RFP must be submitted, in writing preferably email, to Lisa Bell – email: lisa.bell@hsa.ky on or before 5:00 p.m. on Friday 11th October 2013:
RFP CONDITIONS

A. Contingencies
This RFP does not commit the Health Services Authority to award a contract. The H.S.A reserves the right to accept or reject any or all proposals, if it determines it is in the best interest of the Authority to do so. The H.S.A will notify all Proposers in writing if it rejects all proposals or cancels this RFP process.

B. Modifications
The H.S.A reserves the right to issue amendments to this RFP.

C. Proposal Submission
To be considered, all proposals must be submitted in the manner set forth in this RFP. It is the Proposer’s responsibility to ensure that its proposal arrives on or before the specified time.

D. Incurred Costs
This RFP does not commit the H.S.A to pay any costs incurred by Proposers in the preparation of a proposal in response to this request and Proposers agree that all costs incurred by Proposers in developing this proposal are the Proposer’s responsibility.

E. Negotiations
The H.S.A may require the potential Proposer/Contractor(s) selected to participate in negotiations, and to submit a price, technical, or other revisions of their proposals as may result from negotiations.

F. Alternate Proposals
A list of suggestions or procedures that could be followed or methods of enhanced communication can be attached to the response. The H.S.A does, however, reserve the right to seek clarification on alternate proposals, issue addenda to all Proposers, or to reject any or all proposals.

G. Formal Agreement
In the case of this RFP, Proposer may be required to enter into a formal agreement with the H.S.A. This RFP sets forth some of the general provisions which will be included in the final contract. In submitting a response to this RFP, Proposer will be deemed to have agreed to each clause unless the proposal identifies an objection and the H.S.A agrees to a change of language in writing.

H. Final Authority
The final authority to award a Contract rests solely with the Board of the Health Services Authority.
SCOPE OF WORK

The proposal should incorporate the development of a public relations plan and the following activities:

- Media relations
- Relationship building with centres of influence
- Community relations activities that support overall marketing messages for the Cayman Islands Health Services Authority

A. Program Design/Approach

Provide a detailed approach to accomplishing the development and implementation of a Public Relations/Media Campaign for the Health Services Authority. You are encouraged to offer a unique and cost effective solution to the Scope of Work requested, including, but not limited to the following:

1. Work with the HSA to develop a set of key messages to be communicated to promote consistency of messaging and the HSA’s mission and values

2. Develop an integrated communications plan to help coordinate and steer HSA communications activities, with attention to choice of media, strategic timing of activities, budgets and the development of a framework for the dissemination of information

3. Draft articles and press releases for local publication that communicate the key messages. These will include targeted media placement in relevant publications at key times

4. Draft or finalise press releases and submit to H.S.A for approval prior to distribution to all media

5. Work with HSA staff on an ongoing basis to identify effective and unique PR opportunities and provide a schedule of possible PR opportunities on an ongoing monthly basis.

6. Monitor media coverage of all releases and communications and provide an end of month report to the HSA

7. Advise the HSA on internal communications initiatives and methods of updating and engaging staff with the authority’s activities so they can become willing ambassadors of the authority

8. Assist the HSA with crisis communications planning and provide hands-on support with handling communications in the event of crises

9. Work with HSA staff to provide briefing notes for special engagements and events, and draft speeches and remarks where required

10. Liaise with local media on an ongoing basis to optimise public exposure opportunities and strategic media placements

11. Make suggestions for improvements to the PR program as necessary.

B. Selection Process

Selection of the qualified firm will be based upon evaluation of the following:

1. Technical qualifications, experience, references, and managerial/staff capability

2. Originality in approach to promotion of the H.S.A’s mission, services and programmes and creativity of development of H.S.A branding

3. Cost. The H.S.A realizes that conditions other than price are important and will award contract(s) based on the proposal that best meets the needs of the Authority. While cost may not be the primary factor in the evaluation process, it is an important factor.

Upon review of proposals by the selection committee applicants may be selected for interviews/presentation before the H.S.A Board and senior management

C. Proposer’s Guarantee

The Proposer guarantees the marketing and media services will be satisfactory to the H.S.A, as required in this RFP. If the H.S.A is dissatisfied with the Proposer’s services, the Authority has the right to terminate any agreement for service resulting from this RFP and be relieved of the obligation of continuing with the agreement. All monies due to contractor for work completed will be paid upon termination of agreement.
**D. Ownership of Documents**
All documents, data, products, graphics, computer programs, and reports prepared by the Proposer pursuant to this Contract shall be considered property of the Health Services Authority upon payment for product/services. All such items shall be delivered to H.S.A at the completion of work.
PROPOSAL SUBMISSION

A. General

1. All interested and qualified Proposers are invited to submit a proposal for consideration. Submission of a proposal indicates that the Proposer has read and understands the entire RFP, to include all appendixes, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding the RFP have been satisfied.

2. Proposals must be submitted in the format described below. Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP.

B. Specific

1. List of proposed team members, including biographies, billing rates and level of participation in the account

2. Brief histories that illustrate ability and experience in the Public Relations and Marketing field

3. List of current and former clients in the Public Relations and Marketing field

4. Explanation of firm’s billing procedures, including rates, mark-ups etc

5. At least three (3) trade reference

C. Proposal Format

1. All proposals must be submitted on 8 ½” x 11” paper

2. Bindings, colored displays, promotional materials, etc., are neither necessary nor desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.

3. One (1) unbound original and five (5) copies, for a total of six (6) must be received by the deadline for receipt of proposal. All documentation relating to the cost/prices must be in a separate sealed package and clearly marked as such and submitted with proposals. The original and all copies must be in a sealed envelope or container stating the following on the outside:

   Cayman Islands Health Services Authority
   P.O. Box 915
   Grand Cayman KY1-1103
   Cayman Islands

   Attention: Ms. Lisa Bell
   Tender #HSA1314SER04

4. Hand carried proposals may be delivered to the Procurement Unit on the 2nd floor of the Cayman Islands Hospital between the hours of 8 a.m. and 5 p.m., Monday through Friday, up to the deadline for proposal submission.

Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the above address and tender number appears on the outer wrapper or envelope used by such service.
**EVALUATION PROCESS**

**A. General**
All proposals will be reviewed by the Health Services Authority Management & Board.

**B. Initial Review of Submitted Proposals**
1. All proposals will be initially evaluated to determine if they meet the mandatory requirements.
2. The proposal must have been received on or before the specified deadline.
3. Be complete, in the required format, and comply with all the material requirements of this RFP.
4. Prospective Proposers must provide three (3) references from other agencies that they have provided the same or similar service as being requested in this RFP. Failure to meet these requirements may result in a rejected proposal. No proposal shall be rejected, however, if it contains a minor irregularity, defect, or variation, if the irregularity, defect, or variation is considered by the H.S.A to be immaterial or inconsequential. In such cases, the Proposer will be notified of the deficiency in the proposal and given an opportunity to correct the irregularity, defect, or variation, or the H.S.A may elect to waive the deficiency and accept the proposal.

**C. Contract Award Process**
Contract(s) will be awarded based on a competitive selection of proposals received. A selection committee will submit its analysis and recommendation, in a summarized form, to the H.S.A Board. Upon review and recommendation of the proposed contractor, the H.S.A will negotiate and prepare a professional service contract. In the event the contract negotiations are not successful, the H.S.A reserves the right to commence negotiations with the second-ranked proposer.

The Committee’s review will be based on the following criteria:

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<tr>
<th>Criteria</th>
<th>Percentage</th>
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<tr>
<td>Qualifications and Experience of company:</td>
<td>40%</td>
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<td>• Provide information that demonstrates that it possesses the technical expertise that the H.S.A requires for this RFP.</td>
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<td>• References</td>
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<td>• Respondent must demonstrate adequate experience in the following areas:</td>
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<td>o Design of marketing/communications campaigns</td>
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<td>o Experience working with government, private and public sector organizations in the Cayman Islands</td>
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<td>o Project management skills and experience to meet milestones by agreed dates</td>
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<td>o Expertise and resources that can perform the necessary tasks required to deliver results.</td>
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<td>Creativity of material</td>
<td>30%</td>
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<td>o Sample of other projects completed.</td>
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<td>o Samples of proposed materials for the H.S.A based on objectives</td>
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<td>o Feedback from References</td>
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<td>Cost Proposal:</td>
<td>30%</td>
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<td>Cost proposal should include any payment schedule setting forth the frequency and amount of progress payments, and identifying the tasks and deliverables (“milestones”) to be completed for each payment to be deemed earned.</td>
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Cost of service is an important factor in the evaluation process, however, the H.S.A is not obligated to accept the lowest cost proposal. Ability to provide a quality service in a timely manner at a low or reasonable cost in accordance with the RFP requirements is critical to a successful proposal.