

Home Medical Equipment Marketing-Education and Outreach Services

RFP# 373 2500000058 Question & Answers

Questions:

1. Has the Board ever had a similar campaign in the past? If so, how long ago?
 - No
2. Do you have an estimated budget or budget range for the campaign's first year?
 - Yes, between \$60,000 to \$75,000
3. How does the Board plan to measure the success of this campaign? What does success look like with your selected firm?
 - The Board will measure success of the campaign by the matrix given to the Board from the initial campaign by the vendor. In addition, success will be to educate the public regarding pen enrollment.
4. What is the anticipated launch date and the ideal timeline for the campaign?
 - Anticipated launch date will be mid August
5. Will the RFP opening and initial review of the submissions be open to the public?
 - Yes
6. Once a firm is selected, who will be the Board's point person for the project? Who are the additional key stakeholders for the campaign the firm will work with?
 - Claire Austin. The Board and Board Educational Committee
7. The RFP states that the deadline for submission is 4 PM CST on page 2. On page 3, it states that the deadline for submission is 2 PM. Which is the correct deadline?
 - 4 PM CST
8. The HME-SP Board website is mentioned multiple times in the RFP. What is the extent of the expected website work?
 - Only submitting or giving the staff of the Board to post items that would relate to this campaign—once this is done—the staff can handle that work
9. Who is the campaign's target audience?
 - Consumers all across Alabama that are consumers/users of Home Medical products with a major focus on the rural areas of the state.
10. Who are the primary users of the HME-SP Board website?
 - Board website mainly licensees and few consumers—campaign has to be more outside of our website—maybe creating a FB page that takes you to the WEBSITE

11. Could you please confirm whether registration with the Alabama Secretary of State is required at the time of proposal submission, or if it may be completed prior to contract award?

- Registration must be completed before contract award