

**Pre-Proposal Conference**  
**Thursday, February 25, 2021, @ 1:00 p.m.**  
**Develop, Implement and Evaluate a Social Marketing Campaign to Support a Referral to**  
**Dental Care Pilot Program for People Living With HIV MDH-OPASS-21-18947**

1. **INTRODUCTION**

Good Afternoon and welcome, my name is Calvin T. Johnson from the Office of Procurement and Support Services or OPASS for short.

I'm here today to help you understand the process for this procurement. If further clarification is needed after this meeting, I can be reached by email at [MDH.solicitationquestions@maryland.gov](mailto:MDH.solicitationquestions@maryland.gov). This meeting is to review the Request for Proposals for the - *Develop, Implement and Evaluate a Social Marketing Campaign to Support a Referral to Dental Care Pilot Program for People Living With HIV* for the State of MD The Department intends to make a single award as a result of this RFP.

There is a sign-in sheet available in the front for you. It is very important that everyone signs in, in case there is a need to contact you as a result of this meeting. Please feel free to leave your business cards with us as well.

As you know, the contract resulting from this solicitation will be for a Approximately 1 year contract and 3 one-year options

**1.1 There are No Minimum Qualifications for this solicitation.**

**Section 2- Contractor Requirements: Scope of Work** beginning with page 4 of the RFP. As noted, The Maryland Department of Health (MDH or the "Department") is issuing this Request for Proposals (RFP) in order to develop, produce and implement a Communications and Social Marketing Campaign (CSMC) designed to increase awareness and create a conversation about the importance of oral health that will lead to changes in behavior resulting in increased access to oral health care health among People Living with HIV (PLWH)

All subsequent documentation regarding this solicitation will be posted on EMMA and MDH (<https://health.maryland.gov/procumnt/Pages/Procopps.aspx>) websites. Please remember that in order to receive a contract award, a vendor must be "registered" on eMMA. Registration is free. Please review Subsection 4.2 for details.

I would like to stress to everyone today that any questions asked during the question and answer portion of this meeting, be submitted to the Department in writing for clarity purposes. The questions and answers along with the Minutes and other documents, if required, will be posted to the EMMA and MDH websites as quickly as possible.

Carefully review **Subsection 4.3 Questions** on page 34 regarding how to submit questions subsequent to this Pre-Proposal Conference. **Questions to the Procurement Officer, Queen Davis**, shall be submitted via [mdh.solicitationquestions@maryland.gov](mailto:mdh.solicitationquestions@maryland.gov)

. Questions should also be submitted no later than five (5) days prior to the proposal due date. The Procurement Officer, based on the availability of time to research and communicate an answer, shall decide whether an answer can be given before the proposal due date. Given that, please try to submit any questions ASAP.

Again, the contract resulting from this solicitation will be in effect a 1-year Base w/3 1-year Option **Periods beginning on or about** July \_Program will respond

Carefully review the clause shown in **subsection 4.23**, page **39** **Payments by Electronic Funds Transfer.** By submitting a response to this solicitation, the Offeror agrees to accept payments by electronic funds transfer (EFT) unless the State Comptroller's Office grants an exemption. Payment by EFT is mandatory for contracts exceeding \$200,000. This section goes into detail on how to register or request an exemption.

## 2. POINTS TO EMPHASIZE:

- A. The Procurement Method used for this solicitation is **Competitive Sealed Proposal.** There are several steps involved in this method, so your attention to the solicitation document is crucial to the successful submission of your proposal.
- B. **Offeror Minimum Qualifications Section 1-The Offeror Minimum Qualifications is listed in Section 2, subsection 2.1 on page 23. As noted, there are not Min Quals for the solicitation**
- C. The **Scope of Work-Requirements** listed in **Section 2- subsection 2.3**, begins on **page 2**. This is the “meat: of the solicitation that will give you a clear understanding of what the Department expects of the successful Offeror in the provision of the services. *Please note: someone representing program staff will give further emphasis on the Scope of Work.*
- D. **Section 2**, subsection **2.3 on page 4**. This subsection gives an outline of the responsibilities of the contractor. **Subsection 2.4** are Deliverables and Key Performance Indicators
- E. **Proposal Format**  
Offerors are required to submit their response to the RFP in two parts. **Section 5- Proposal Format** (beginning on page 50) clearly lists all submission requirements.
  - Again I want to stress that your proposals shall be submitted attached as two in separate volumes:
    - Volume I- Technical Proposal (sealed separately)
    - Volume II- Financial Proposal (sealed separately) Volume II **should have password encryption in order to open the Financial Form- Once Technical Proposals are evaluation I will contact the Qualified Offerors for the password if the proposal**

**Subsection 5.1- Proposals (page 50):**

Volume I- Technical Proposal: lists all of the documents and information required with your Technical Proposal.

Please note there is a 0% MBE goal and 0% VSBE goal for this contract.

The following number of Technical Proposals are required: 1 electronic version (via email) in Microsoft Word Format; and a second electronic version in a searchable pdf document in the same format for Public Information Act (PIA) requests. This copy shall be redacted so that confidential and/or proprietary information has been removed.

- F. To simplify the submission, **Subsection 5.3 Technical Proposals (page 51 -** shows where documents and information should be included in the Technical Proposal.

**Section 5.4- Volume- Financial Proposal (page 59):**

- G. Under a separate sealed cover from the Technical Proposal and clearly identified in the format identified in Section 5.2 “Proposals”, regarding the Financial Proposal, the Offeror shall submit 1 electronic version via email, etc. in Microsoft Word or Excel.

The Financial Proposal Instructions can be found on **pages 68-69**. For the purposes of this procurement, the Financial Proposal Worksheets are included and formatted in Excel. As previously mentioned, comments and notes regarding the Financial Proposal Form are on **page 68**. If there are any questions regarding the Excel Financial Worksheets, please direct them to the program staff present here today.

- H. The **Evaluation Committee, Evaluation Criteria and Selection Procedure** are outlined in Section 6 (beginning on **page 60**). Your proposals will be evaluated by a committee organized for that purpose and will be based on the criteria set forth in the RFP.

The **Technical Criteria**, listed in descending order of importance, can be found in Subsection 6.2 (**page 60**) with the **Financial Proposal Criteria** listed in Subsection 6.3 (**page60**).

The **Selection Procedures** is highlighted in Subsection 6.5 (**page 61**). As noted the contract will be awarded to the responsible Offeror that submitted the proposal determined to be the most advantageous to the State considering technical evaluation factors and price factors as set forth in the RFP.

**Documents Required Upon Notice of Recommendation for Contract Award** is listed in Section 6.6 (page 62)

- I. Other than composing your Technical and Financial Proposals, the most important matter is to have your proposals submitted by the date, time, and location listed. Therefore, your proposals are due no later than **April 16, 2021 @ 2:00 p.m. Local Time**

The address for receipt of proposals is listed on the Key Information Summary Sheet. **No proposals will be accepted after 2:00 p.m. Please note that the proposals are to come to via email attention Calvin T. Johnson, Room.**

*Please note, you are hereby, notified that the deadline for receipt of proposals will remain 2:00 p.m. Local Time and you should judge yourself accordingly.*

Please address your proposal packets to the same address listed.

- J. The only acceptable means of delivering a proposal is (see subsection 5.2 Delivery):
1. Electronic Email - ask for receipt

Please remember that after this Pre-Proposal Conference prospective offerors may have questions answered that may help them understand the RFP, etc. Please keep in mind that the answers to your questions, if they are significant in nature, shall be posted on the eMMA and MDH websites. Therefore, please allow sufficient time for this to occur.

Again if you have any comments/questions about the procurement process, you may contact me email address is [mdh.solicitationquestions@maryland.gov](mailto:mdh.solicitationquestions@maryland.gov).

Introduce Janelle.

indicate if the company is an MBE firm

When anyone has a question, or has a response to a question, please state your name, and the name of your company so that the minutes are accurate-Thank you

Are there any other questions?

**Closing Remarks**