

State of Maryland

Department of Health (MDH)

Prevention and Health Promotion Administration

RFP MDH-OPASS-21-18947

Services - Develop, Implement and Evaluate a Social Marketing Campaign to Support a Referral to Dental Care Pilot Program for People Living With HIV MDH-

Questions and Answers for Request for Proposal Solicitation # MDH-OPASS-21-18947

MCO Request for Proposal (RFP) No. 21-18947

Maryland Department of Health 4/01/21

1. When is the expected Award date?

Response- Stated in Transcript

2. Expected approval turn-around times for:
Meeting Minutes - **Specified in proposal**
Campaign Plan - **Specified in proposal**
Concepts **for what?**
3. How many levels of approval is expected? **Approvals for what?**
4. Will OOH assist with participant recruitment?

The OOH will recruit all participants for the Referral to Dental Care Pilot program. Recruitment of PCPs and Dentists to participate in the pilot is not a responsibility of the social marketing company.

5. Are there any restrictions with compensation?

Response: Question is not clear enough for a response.

6. Is there any access to PCPs or dental settings mentioned for interviews/focus groups?
No. The OOH will provide information from qualitative research with PCPs, Dentists, and PLWH to the social marketing company that is awarded the contract.
7. Stakeholders other than the target audience? **None**
8. Feedback? Approval process? **Response: With regard to what?**
9. Any restrictions on creating a website? Domain creation? Vanity URLs?

The chances of creating an independent website are slim. It is more likely that we would create a landing page on the OOH section of the MDH website. This will be done in cooperation with MDH Office of Communications.

10. Would we have access to pages on a maryland.gov website? Or should we expect OOH to implement website pages. Once the contract is awarded the Contractor will work with MDH's communications department and the OOH to determine the best strategy to access/create pages and determine online content.

11. Are web analytics available, can we implement edits to tracking and will have direct access to edit that? This is unknown at this time. As mentioned above once the contract is awarded we will work with our communications department to determine the best online tracking strategy.

12. Is access given to social media accounts? What does the process of posting look like?

Response

Currently all posting must go through the MDH Department of Communications. We will work with the chosen Social Marketing Company and the MDH Department of Communications to determine the best social media posting strategy.

13. Would the MDH consider the following adjustment to insurance requirements:

3.6 Insurance Requirements

D. Cyber Security/Data Breach Insurance - five million (\$5,000,000) per occurrence instead of (\$10,000,000)

Response