

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-OPASS-21-18947

Social Marketing Campaign Request for Proposal (RFP) No. 21-18947

Maryland Department of Health 4/08/21

1. Does the State of Maryland have an incumbent partner/vendor with whom they work on similar campaigns?

If so, is the incumbent in good standing, and are they participating in this bid process?

No, there is no incumbent.

2. Does the state of Maryland have a budget for this campaign?

If not, historically, what has the state of Maine spent on campaigns of this scale?

Yes, there is a budget but budget information is not disclosed as part of this proposal. Similar campaigns have varied in cost.

3. Is the updated MBE and VSBE goal 0%?

No, the MBE and VSBE goals are specified in the proposal. The MBE goal is 23%. The VSBE is 1%.

4. Are we responsible for convincing doctors to enroll in this program to accept HIV patients as part of the campaign?

While you are not responsible for recruiting doctors to participate in the program, communicating about the program in a way that will help doctors recognize the value of the program is desired. Response

5. How are we measuring success in the campaign?

How you measure the success of the campaign is dependent on what you propose to be the Communications and Social Marketing Campaign. Your proposal should explain how you will determine campaign success for your specific proposal keeping in mind the context of the scope of work that is outlined in the proposal. We are not looking for specific metrics here, rather we are more interested in your process for determining and measuring campaign success given what you propose to do.

The Bidder is both a MD certified VSBE and woman-owned MBE/DBE/SBE. I understand as the prime, we can use our MBE certification to cover 50% of the 23% MBE goal. As a prime that is a certified VSBE, can Bidder cover 100% of the 1% VSBE goal.?

Response

Response delayed pending State verification.