



40 Worth Street
New York City, NY 10013
www.nyehealth.org

Request for Proposals

**Public/Media Relations Consultant (Individual or
Agency) for Assistance with Marketing and
Communications Department**

**Release Date: March 23, 2012
Proposals Due: April 13, 2012 12:00pm EST**

Request for a Public Relations Consultant: Individual or Agency

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BACKGROUND:

The New York eHealth Collaborative (NYeC) is a not-for-profit organization, working to improve healthcare for all New Yorkers through health information technology (health IT). Founded in 2006 by healthcare leaders, NYeC receives funding from state and federal grants to advance health IT throughout the State of New York. NYeC works to develop policies and standards, to assist healthcare providers in making the shift to electronic health records, and to coordinate the creation of a network to connect healthcare providers statewide. The goal of NYeC is that no patient, wherever they may need treatment within the State of New York, is ever without fast, secure, accurate, and accessible information. For more information visit www.nyehealth.org.

NYeC is seeking a public/media relations consultant to help NYeC gain positive presence within the national media as well as in New York State. The consultant is expected to create and execute an aggressive media outreach plan, actively keeping NYeC updated on their work. We seek a candidate – be it an individual or firm/agency - who/that is excited to learn more about cutting edge developments of healthcare technology and reform in New York State, and to keep informed about developments as they happen.

SCOPE OF SERVICES:

The selected consultant will communicate continually with the press, writing press releases and disseminating them, and personally reaching out on a more intimate level to key members of the media. The consultant will be curious and engaged in the mission of the organization, and the direction of each department, with an instinct for developing interesting, targeted ideas and angles for stories to pitch. The candidate will gain publicity for events and products, through press coverage, social media and social networks, achieving measurable results.

Our audience is broad, incorporating different groups, and outreach must be targeted to each. We communicate with the public, healthcare providers, health IT industry communities, and legislators.

CONSULTANT REQUIREMENTS:

Applicants must possess and demonstrate in their responses to this solicitation, the following experience:

- Experience working with general media as well as specialized media
- Excellent writing skills and excellent press release samples
- Proven ability to gain exposure through the media and maintain relationships
- Proven ability to track work in detail
- Proven ability to create and executive strategic outreach plans
- Proven ability to respond to communications challenges quickly and prudently

The consultant will keep and share a detailed list of press contacts, and provide weekly reports on activity, results, important mentions in the news and a plan for the following week's outreach. The

consultant will maintain targeted Google alerts, and conduct daily searches for new stories/information in the media, and put together a weekly round-up of the most interesting, and relevant health IT news from the mass media and industry media. The goal of this should be to determine if any reaction on the part of NYeC is necessary, to determine if coverage of the industry is accurate, and to add to informed debate and discussion with the NYeC MARCOM team members.

Clearly understanding the news landscape will allow the consultant to react to news and propose NYeC-related stories, which is expected. Similarly, the consultant must be very in-tune with developments within NYeC, which may at times require attendance at company meetings or conducting interviews with NYeC staff. The consultant must have a proven ability to learn about new developments quickly and respond to them intelligently. Health IT is a meaty, substantive and sometimes complex subject. NYeC is seeking a consultant who can get down to the nuts and bolts of a technical development, pull out the cogent points in legislation, and all the while keep in touch with sentiments within the general public as well as within the vibrant health IT industry communities.

Healthcare and/or Health IT experience is not required but the candidate must demonstrate they can learn about that landscape - and all of the media "players" - rapidly.

REFERENCES:

References must be provided from three (3) former or current clients where the applicant has performed the same or similar work. Provide the name, address, phone number and e-mail address of each reference as well as a brief description of the work performed.

WORK LOCATION:

The selected Consultant will work mostly off-site but be expected to be available for in-person meetings in New York City.

PROJECT PERIOD:

The anticipated project period is May, 2012 – May, 2013, with the possibility of ongoing work with NYeC, based on performance.

SELECTION CRITERIA:

The following criteria will be used to evaluate and select the Public Relations Consultant for this assignment:

- Experience;
- Quality of samples; and
- Cost

INSTRUCTIONS TO APPLICANTS:

Each applicant must email a cover letter, the resume(s) of the person(s) who will be assigned to this project, three (3) examples of work products, three (3) references, and a breakdown of monthly services and monthly fee to:

Erin Lippincott
elippincott@nyehealth.org

All submissions must be received no later than April 13, 2012 at 12:00pm EST. Submissions received after this deadline will be disqualified from consideration.

Applicants with questions regarding this Request for Public Relations Consultant must send them via email to the Authorized Contact Person, Erin Lippincott, at the email address stated above. Questions will be accepted through April 10, 2012 12:00pm (EST). Answers to all questions received by this deadline will be assembled and distributed to all Request for Consultant recipients no later than Wednesday, April 11, 2010.

No contact with any member of the New York eHealth Collaborative, Inc. personnel regarding this project is permitted in the period between the release of this Request for Consultant and the selection of a consultant.