



REQUEST FOR PROPOSAL

PUBLIC RELATIONS

This document serves as the American Academy of Family Physicians' request for proposal (RFP) to engage the services of a public relations firm to further the goals and objectives of the AAFP and its members as outlined below.

The proposal submission deadline is Aug. 15, 2018. The RFP must be emailed to Cristi Allen at callen@aafp.org or mailed to the following address:

Cristi Allen, Communications Director
American Academy of Family Physicians
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2672

Please contact Ms. Davis with any questions you may have.

ORGANIZATION OVERVIEW

Founded in 1947, the American Academy of Family Physicians represents 131,400 physicians and medical students nationwide, and it is the only medical society devoted solely to primary care.

Family physicians conduct approximately one in five of the total medical office visits in the United States per year – more than any other specialty. Family physicians provide comprehensive, evidence-based, and cost-effective care dedicated to improving the health of patients, families and communities. Family medicine's cornerstone is an ongoing and personal patient-physician relationship where the family physician serves as the hub of each patient's integrated care team. More Americans depend on family physicians than on any other medical specialty.

To learn more about the AAFP and family medicine, visit www.aafp.org/media. Follow us on [Twitter](#) and like us on [Facebook](#). For information about health care, health conditions and wellness, visit the AAFP's award-winning consumer website, www.familydoctor.org.

VISION

The AAFP's vision is to transform health care to achieve optimal health for everyone.

MISSION

The mission of the AAFP is to improve the health of patients, families and communities by serving the needs of members with professionalism and creativity.

BACKGROUND

AAFP's public relations efforts are currently focused primarily on media relations, with occasional delivery of limited consumer-facing, topic-specific PR work. The Academy does not currently retain an outside PR agency. The AAFP desires to augment its current PR team's capabilities and bandwidth to deliver a more well-rounded public relations strategy. As the Academy looks to make a more meaningful impact on AAFP member value, it seeks to broaden its public relations work to a consumer audience to elevate the family medicine specialty in the eyes of the public.

STRATEGIC OBJECTIVE

Through a multi-year, multi-channel, multi-discipline public relations effort, the AAFP will become the voice of America's doctor on important public health issues. Patients, as consumers of health care in America, will know who the AAFP is, who its members are and what they do. They will seek AAFP members out specifically for their expertise, their knowledge, and their compassion.

EXPECTATIONS AND REQUIREMENTS FOR THE PROPOSAL

1. An executive summary about your agency, including:
 - Agency background/history with an overview of services and capabilities.
 - Management or key personnel bios.
 - Description of workforce (domestic and international)
 - Global territories covered
 - Location of domestic office, especially in major media markets
 - A description and list of your major practice areas
2. A designated contact person within your agency, including name, business title, phone number(s), mailing address, and email address.
3. Three client references the AAFP can contact and a brief description of the services provided.
4. An explanation of your agency model including the last three years' annual revenue.
5. Based on your understanding of the project described above, provide a general description of your typical account team structure, including division of labor and percentage of hours billed by level. Include a rate sheet for each role within your account team structure.
6. To the extent you are able, provide a list of similarly situated organizations, associations, or businesses for which you are *currently* producing consumer-facing brand building, reputation management or brand awareness work.
7. Have you ever worked with the AAFP or any AAFP chapters? If yes, please list prior project(s) or the state chapter(s) and project(s).

EXECUTION

8. Describe your process for assessing a client's goals, performing a needs assessment, and gap analysis.
9. What does a typical measurement framework look like for your clients with similar projects? Do you have a standardized reporting tool? Provide an example.
10. Provide three examples of work you have *completed* for other clients that demonstrate successful consumer-facing brand building, reputation management, or brand awareness campaigns. To the extent you are able, include success metrics. If possible, exclude post-crisis or brand "recovery" situations.

CONTRACT TERMS

The AAFP will negotiate contract terms upon selection. All contracts are subject to review by the AAFP legal counsel, and a project will be awarded upon signing of a contract, which outlines terms, scope, budget, and other necessary items, including, but not limited to, compliance with antitrust laws.

CONFIDENTIALITY

The contents of this RFP and any other documents, communications, or information the AAFP provides to interested vendors in connection with this RFP shall be protected by the vendors and kept confidential in a reasonable and appropriate manner. Your company shall not disclose, communicate, divulge, or use for the benefit of your company or any other person(s) or entities, either directly or indirectly, any such confidential information, except in the ordinary course of performing services for the AAFP (if you are selected) or with the AAFP's prior written consent. Cost and price information, trade secrets and other confidential and proprietary information provided in proposals will be held in confidence by the AAFP and will not be disclosed, except to the extent required by law or with your company's prior written consent.

DISCLAIMER

The AAFP reserves the right to reject any or all proposals that are submitted in response to this RFP, even if all the stated requirements are met. The AAFP further reserves the right to amend this RFP in any manner prior to signing a contract, and to award the project, or any components of the project, to a vendor or vendors at the AAFP's sole discretion. In addition, the AAFP may enter into negotiations with more than one vendor simultaneously and award the contract, or part of the contract, to any vendor in negotiations without prior notification to any other vendor in negotiations with the AAFP. The AAFP can cancel this proposed project at any time prior to the execution of a written contract without any liability to AAFP, if, in its sole determination, the AAFP's best interest would be served by doing so. All information in response to this RFP shall become the property of the AAFP, and even though a proposed project may be rejected, the AAFP has the right to utilize any or all information, concept or idea received in response to this RFP. Specific deliverables from those participating in this RFP should include: