

**MARYLAND HEALTH CARE COMMISSION
EXECUTIVE DIRECTION**

BID BOARD NOTICE

Procurement ID Number: MHCC- 14-018

Issue Date: October 17, 2013

Title: Media Monitoring and Outreach Services

I. PURPOSE

The Maryland Health Care Commission (MHCC) is a public, regulatory commission. The 15 Commissioners are appointed by the Governor with the advice and consent of the Maryland Senate. The Commission is organized around six major topic areas: Center for Hospital Services; Center for Long-term Care and Community-Based Services; Center for Financing and Health Policy; Center for Information Services and Analysis; and Center for Health Information Technology.

II. SCOPE OF WORK

The Maryland Health Care Commission (MHCC or Commission) intends to select a contractor to assist with traditional and social media data analytics to better target media outreach. The Commission also is looking to create a media contact database to improve dissemination of press releases and other Commission News.

III. CONTRACT DELIVERABLES & DUE DATES

Key Deliverables	Due Date
Media and social media monitoring and analytics dashboard	TBD
Daily media and social media digest delivered to the email inbox of the public relations liaison	TBD
Assist in building media contact database	TBD

Note: Contract deliverables and due dates should be considered tentative; therefore, contract deliverables and due dates are subject to change at the discretion of MHCC.

IV. STAFFING REQUIREMENTS

The contractor may propose to augment or revise the following list of required personnel. The contractor must demonstrate how its proposed staff model will complete the tasks in a timely fashion. Proposals must include an hourly rate for the work to be performed and an estimated of the total number of hours required to complete each task.

Staffing Design

Labor Categories	Description
Contractor Monitor	Staff person responsible for contracting, coordinating and follow-up of MHCC publication requests.

V. REFERENCES

As part of this bid the contractor will be required to include at least three (3) references for similar work it has performed with State or local government and/or health care organizations, within the past five years.

VI. TERM OF CONTRACT

The contract begins on or about **November 1, 2013** and ends on June 30, 2014. Contractor billing is required by the 15th of the month for the prior month and must include a description of the completed tasks in accordance with the Deliverable Schedule in Section III. All deliverables and work must be performed to the satisfaction of the MHCC for reimbursement approval.

VII. ISSUING OFFICER

The Issuing Officer for this solicitation is Sharon M. Wiggins, Procurement Officer, Maryland Health Care Commission, 4160 Patterson Avenue, Baltimore, Maryland 21215.

VIII. SUBMISSION DEADLINE

To be eligible for consideration, bids must be received by the Issuing Officer at the Commission office by **4:00 p.m. Monday, October 28, 2013**. **All bids must include Federal Tax Identification (FEIN) and eMaryland Marketplace (eMM) Numbers**. Vendors mailing proposals should allow sufficient mail delivery time to ensure timely receipt by the Commission. **Bids may also be submitted electronically to sharon.wiggins@maryland.gov by the specified date and time.**

In order to receive a contract award, vendors must be registered on eMaryland Marketplace (eMM). Registration is free. Go here to register: <https://ebidmarketplace.com>. Click on “Registration” to begin the process and follow the prompts.

IX. EVALUATION CRITERIA

Clear understanding of the project
Proposed staff being offered to support the project
Overall experience & qualifications of the company/firm
Describe how the organization/management staff will monitor contract performance to ensure quality

X. BASIS FOR AWARD

In recommending a bidder for award, an Evaluation Committee will be established to review all bids. The Committee will give more weight to a bidder’s technical response than to its financial price. The committee shall recommend the bidder who provides the most advantageous offer to the State.

XI. PROCUREMENT METHOD

The procurement method for this solicitation is a Small Procurement as described in the Code of Maryland Regulations (COMAR) 21.05.07. **The maximum award allowed under these regulations is \$25,000.**

XII. REQUIRED DOCUMENTS

1. Please provide a brief (10 pages or less) description of your approach to completing the tasks.
2. Please include individual resumes, writing samples, and references for each of the personnel who are to be assigned if your organization is awarded the contract. (Appendices are not included in the page count.) Subcontractors, if any, must be identified, and a detailed description of their contributing role relative to the requirements of the proposal must also be included in the proposal. Each resume should include the amount of experience the individual has completed relative to the work requested for this solicitation. Letters of intended commitment to work on the project from personnel must also be included.

XIII. TERMINATION CLAUSE

The State of Maryland may terminate this contract at any time and for any reason. Bidders must acknowledge this statement in their response to this Bid Board Notice to be considered an acceptable response.

**MINORITY BUSINESS ENTERPRISES AND SMALL BUSINESSES
ARE ENCOURAGED TO RESPOND TO THIS SOLICITATION**

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