



COOK COUNTY HEALTH

Leadership

Toni Preckwinkle
President
Cook County Board of Commissioners

Israel Rocha, Jr.
Chief Executive Officer
Cook County Health

Board of Directors

Lyndon Taylor
Chair of the Board

Hon. Dr. Dennis Deer, LCPC, CCFC
Vice Chair of the Board

Robert Currie
Raul Garza
Ada Mary Gugenheim
Joseph M. Harrington
Karen E. Kim, MD, MS

Mike Koetting
David Ernesto Munar
Heather M. Prendergast, MD, MS, MPH
Robert G. Reiter, Jr.
Otis L. Story, Sr.

COOK COUNTY HEALTH (CCH)

REQUEST FOR PROPOSAL - RFP # H22-0024

TITLE: Marketing and Communication Services

GENERAL DESCRIPTION: CCDPH is seeking professional services of a qualified full-service agency for marketing and communication services.

DATE ISSUED: March 28, 2022

VENDOR QUESTIONS DUE DATE: April 6, 2022, by 2:00 P.M. (CT)

RESPONSE/ PROPOSAL DUE DATE: April 22, 2022, by 2:00 P.M. (CT)

Responses to this RFP shall be delivered after 8:00 A.M. (CT) but no later than 2:00 P.M. (CT) to:

Cook County Health C/O John H. Stroger, Jr. Hospital
1969 West Ogden Ave., Lower Level Room # 250A
Chicago, IL 60612
Attention: Supply Chain Management Department

Pre-Proposal Conference /Field Inspection: None

Delivery of RFP must include the RFP Acknowledgement Form included at the end of this document.

All questions regarding this RFP should be directed to purchasing@cookcountyhhs.org

The RFP and related Addenda will be posted at the <http://www.cookcountyhealth.org> website under the "Doing Business with Cook County Health tab".

Table of Contents

- 1. Hospital System Background 4
- 2. Schedule..... 4
- 3. Project Summary & Scope of Work 4
- 4. CDC National Initiative to Address Covid-19 Health Disparities.....5
 - 4.1 Illinois Department of Public Health COVID-19 Response 6
 - 4.2 Sexually Transmitted Infections (STI) Prevention and Control Campaign 7
- 5. Required Proposal Content..... 8
 - 5.1 Executive Summary/Cover Letter 8
 - 5.2 Response to Scope of Services 8
 - 5.3 Proposer’s Profile and Track Record..... 9
 - 5.4 Key Personnel 10
 - 5.5 MBE/WBE Participation 10
 - 5.6 Cost Proposal 11
 - 5.7 Financial Status..... 12
 - 5.8 Conflict of Interest..... 12
 - 5.9 Contract 12
 - 5.10 Legal Actions..... 12
 - 5.11 Confidentiality of Information 12
 - 5.12 Economic Disclosure Statement 13
 - 5.13 Addenda..... 13
- 6. Evaluation and Selection Process 13
 - 6.1. Proposal Assessment..... 13
 - 6.2. Selection Process 13
 - 6.3. Right to Inspect..... 14
 - 6.4. Consideration for Contract..... 14
- 7. General Evaluation Criteria 14
 - 7.1 Responsiveness of Proposal..... 14
- 8. Instructions to Proposers 15
 - 8.1. Questions and Inquiries 15
 - 8.2. Pre-RFP Conference (if Applicable)..... 16
 - 8.3. Number of Copies 16

8.4.	Format	16
8.5.	Time for submission	16
8.6.	Packaging and Labeling	16
8.7.	Timely delivery of RFP	17
8.8.	Availability of Documents	17
8.9.	Alteration/Modification of Original Documents	17
8.10.	Cost of Proposer Response	17
8.11.	Proposer’s Responsibility for Services Proposed	17
8.12.	RFP Interpretation	17
8.13.	Specifications and Special Conditions	17
8.14.	Errors and Omissions	17
8.15.	Proposal Material	18
8.16.	Confidentiality and Response Cost and Ownership	18
8.17.	Awards	18
8.18.	CCH Rights	18
8.19.	Cancellation of RFP; Requests for New or Updated Information	18
9.	Appendix A – RFP Receipt Acknowledgement Form	20
	List of Attachments	21
	Attach PDF Master Agreement	

1. Hospital System Background

The Cook County Health (CCH) is a unit within Cook County government. CCH provides a full continuum of health care services through its seven operating entities, referred to as System Affiliates. System Affiliates provide a broad range of services from specialty and primary care to emergency, acute, outpatient, rehabilitation and preventative care. CCH services are offered without regard to a patient’s economic status or ability to pay.

CCH operates John H. Stroger, Jr. Hospital of Cook County (JHSH), Provident Hospital of Cook County, and Ambulatory and Community Health Network (a system of fifteen clinics), the Cook County Department of Public Health, Cermak Health Services of Cook County (a health facility operated within the confines of the Cook County Department of Corrections), and the Ruth M. Rothstein Core Center. The System also operates County Care, a Medicaid managed care health plan for low-income adults established under the Affordable Care Act.

About the Cook County Department of Public Health

The Cook County Department of Public Health (CCDPH) is the state-certified public health department for nearly all of suburban Cook County, Illinois and is an affiliate of Cook County Health and a unit of Cook County Government. This agency’s mission is to optimize health and achieve health equity for all people and communities of Cook County through leadership, collaborations, and a focus on assuring the natural environmental and social conditions necessary for physical, mental and social well-being. CCDPH envisions a healthy Cook County where all people and communities thrive in safe, health-promoting conditions. The agency’s jurisdiction is geopolitically complex. There are 125 municipalities in suburban Cook County within 30 townships, serving nearly 2.5 million people. While the total population has remained rather constant, CCDPH’s population is growing older, is more diverse with increases among the Asian, Hispanic/Latino, and African-American and Black populations, and is fairly racially segregated similar to the City of Chicago and other urban areas across the country. CCDPH brings residents, partners and resources together to support our mission and vision. We specialize in: behavioral health, chronic and communicable diseases, community health planning, emergency preparedness and response, environmental health, epidemiology, lead poisoning, public health nursing, and public health communications and policy development.

2. Schedule

CCH anticipates the following schedule.

Activity	Estimated Date
RFP posted to the website	03/28/2022
Pre-Proposal and Site Visit	none
Proposer Inquiry Deadline	04/06/2022 – 2:00 pm CT
CCH response to Vendor Questions-Tentative	Week of 04/11/2022
Proposal Due Date	04/22/2022 – 2:00 pm CT

3. Project Summary & Scope of Work

CCDPH is seeking professional services of a qualified full-service agency for marketing and communication services. The primary objectives of marketing and communications related to the three projects defined below are as follows.

- Increase awareness of relevant resources available to partners and/or public.
- Disseminate culturally and linguistically responsive prevention messaging through various formats and channels for diverse audiences.
- Change opinions and narratives around what creates health inequities and solutions that advance health equity.
- Build value for CCDPH and public health (e.g., share progress, including outcomes data, success stories, etc.).

CCDPH's overall approach includes a combination of internal communication, locally-driven outreach and education, paid hyperlocal, culturally and linguistically tailored campaigns, earned media and regular progress updates to key partners. The company will work with the CCDPH Communications Unit to ensure coordination across CCDPH and with website development.

4. [CDC National Initiative to Address COVID-19 Health Disparities \(referred to as the CDC Health Equity Grant\)](#) – Est. Project Period: August 1, 2022 – May 31, 2023

The purpose of the funding opportunity is to strengthen the infrastructure and capacity of CCDPH to implement a coordinated and holistic approach with partners that builds on culturally, linguistically, and locally tailored strategies and best practices to reduce COVID-19 risk, to cultivate and sustain trust with communities and populations disproportionately affected by COVID, to ensure equitable access to COVID-19 related services, and to advance health equity.

CCDPH plans to implement activities with partners across all four strategies identified by the CDC:

- Expand existing or develop new mitigation and prevention resources and services to reduce COVID-19 related disparities among populations at higher risk and that are underserved.
- Increase or improve data collection and reporting for populations experiencing disproportionate burden of COVID-19 infection, severe illness, and death to guide COVID-19 pandemic response.
- Build, leverage, and expand infrastructure support for COVID-19 prevention and control among populations that are at higher risk and underserved.
- Mobilize partners and collaborators to advance health equity and address social determinants of health as they relate to COVID-19 health disparities.

Deliverables for this project are to:

- Develop a brand that reflects vision for healthy and equitable communities in suburban Cook County and can be used with all sub-campaigns, similar to Healthy Chicago, and support CCDPH in shifting the narrative around health equity.
 - Create a communications plan in collaboration with CCDPH that drives how CCDPH will strategically shift the narrative related to how health inequities are created and community solutions that drive health equity.
 - Develop a health equity communication standards/toolkit, leveraging resources such as the [CDC Health Equity Guiding Principles for Inclusive Communication](#), and train staff on the toolkit and how they can apply it to their work.
- Develop, implement and evaluate a culturally and linguistically responsive hyperlocal campaign to reach communities and populations most impacted by COVID-19 and social and

economic impacts with relevant, timely and accurate public health information, resources and services.

- Create messaging, ads and/or collateral that partner organizations can disseminate.
- Provide technical assistance and trainings to staff within CCDPH and community-based organizations in applying a health equity lens to all communications.
 - Provide customized training or technical assistance that increases capacity of CCDPH or CBOs in applying a health equity lens to all communications and/or using free communication resources and tools for maximizing reach and impact.
- Advise on strategy, build and place paid social media ad campaigns on multiple platforms.
- CCDPH utilizes Facebook, Twitter and LinkedIn for social media, sending out messages, tweets and episodic campaigns related to CCDPH's work and resend out content from our partners.
 - Collaborate with CCDPH to develop a social media plan and refine internal processes for developing and publishing content via social media platforms.
 - Design, as needed, and purchase paid social media on multiple platforms to support specified campaigns.
 - Identify and act on opportunities to integrate social media feeds and content of CCDPH partners.
- Coordinate with CCDPH Communications Unit to ensure alignment between the campaign(s) and CCDPH website.
- Monitor perspectives around health equity, measure impact of campaign(s), and report findings to CCDPH.

4.1 [Illinois Department of Public Health COVID-19 Response Grant – Est. Project Period: August 1, 2022 – December 31, 2022](#)

The purpose of this funding opportunity is to continue to support CCDPH in preventing transmission of COVID-19 through the continuation of response efforts and activities within suburban Cook County communities. Funding cannot be used for COVID-19 vaccination educational campaigns.

Deliverables for this project are to:

- Develop and execute up to two culturally and linguistically responsive hyperlocal campaign(s) that address public health issues exacerbated by COVID-19 (e.g., suicide prevention). These campaigns should provide relevant, timely and accurate public health information, resources and services, reach diverse audiences, and complement messaging and campaigns funded as part of the CDC Health Equity Grant.
- Create messaging, ads and/or collateral that partner organizations can disseminate.
- Coordinate with CCDPH Communications Unit to ensure alignment between the campaign(s) and CCDPH website.
- Measure impact of campaign(s) and report findings to CCDPH.

4.2 Sexually Transmitted Infections (STI) Prevention and Control Campaign – Est. Project Period: August 1, 2022 – November 30, 2022

STIs in suburban Cook County rose consistently between 2016-2019. While CCDPH does not yet know the extent of STI transmission from 2020 and 2021, the agency expects a drop in 2020 and 2021 resulting from underreporting during the pandemic. As CCDPH and its partners work together to deepen our understanding of interventions that address the upstream causes of health inequities, it is likely that we will see a more permanent change in STIs, HIV and myriad other diseases and conditions. stemming from the same source. Priority communities for this campaign are located in the west and suburbs, including, but not limited to: Bellwood, Blue Island, Calumet City, Ford Heights, Forest Park, Harvey, Hillside Markham, Maywood, Melrose Park.

The primary deliverable related to this project is to create and disseminate a hyperlocal, culturally and linguistically responsive education STI campaign that raises awareness about STIs and how they impact our lives; reduces STI-related stigma, fear and discrimination; and ensures people have the tools and knowledge to prevent, test for, and treat STIs.

Deliverables for this project are to:

- Review previous campaign, [Don't Guess. Get a Test](#), for its messaging, ads, and collateral.
- Develop and execute a culturally and linguistically responsive hyperlocal STI campaign that that raises awareness about STIs and how they impact our lives; reduces STI-related stigma, fear and discrimination; and ensures people have the tools and knowledge to prevent, test for, and treat STIs.
- Create messaging, ads and/or collateral that partner organizations can disseminate.
- Coordinate with CCDPH Communications Unit to ensure alignment between the campaign(s) and CCDPH website.
- Measure impact of campaign(s) and report findings to CCDPH.

To advance deliverables for each of these projects, CCDPH is expecting the company to consider the following activities:

- **Conduct research** that may include surveying public health and communication science literature for evidence-based messaging strategies and/or leading market testing through modes such as surveys, stakeholder interviews and focus groups to identify messages that resonate with the intended audience.
- **Provide strategy consulting** that may include making recommendations for end-to-end marketing strategy and support brand strategy.
- **Develop and manage brand strategy** that may include the development of a plan to promote the brand, logo design, and messaging to convey to target audiences.
- **Content creation and design** that may include graphic design to enhance brand identity, for logos and other visual identity materials, and for marketing materials, reports, newsletter, booklets and presentations that may require data visualizations and other illustrations and for custom promotional productions.
- **Provide writing and editing services** that may include editing, copywriting, professional writing and proofreading.

- **Determine and secure media placements** that may include print, broadcast, message distribution/placement, outdoor, digital, and promotion (e.g., use of sponsored event, influencers, etc.).
- **Provide training and technical assistance** to support campaign development and implementation and efforts to shift the narrative around health equity; train CCDPH staff and partners on media engagement, marketing activities and/or use of tools that augment their capacity.
- **Collect and analyze data** that may include establishing and analyzing key advertising and marketing campaign metrics and advising on methods to improve performance.

Minimum Qualifications

- Company must have at least 5 years of demonstrated experience providing communications research, consulting and analysis, and in developing, executing, enhancing and evaluating campaigns.
- Company should be familiar with methods to measure how well campaigns reach diverse audiences, which may include non-English speaking populations and persons with disabilities.
- Company should demonstrate knowledge of and experience in communicating about health equity, health disparities and structural or social determinants of health.
- Knowledge of the public health field is preferred. Areas of interest include: Emergency Preparedness, HIV/STI, Maternal/Child/Adolescent Health, Chronic Disease, Infectious Disease, Environmental Health, Behavioral Health and Population Health.

5. Required Proposal Content

This RFP provides potential Proposers with sufficient information to enable a proposer to prepare and submit proposals. CCH is supplying a base of information to ensure uniformity of responses. It must be noted, however, that the guidelines should not be considered so rigid as to stifle the creativity of any Proposer responding.

This RFP also contains the instructions governing the submittal of a Proposal and the materials to be included therein, which must be met to be eligible for consideration. All Proposals must be complete as to the information requested in this RFP in order to be considered responsive and eligible for award. Proposers providing insufficient details will be deemed non-responsive. CCH expects all responses to reflect exceptional quality, reasonable cost and overall outstanding service.

5.1 Executive Summary/Cover Letter

Please limit this to one page. The cover letter shall be signed by an authorized representative of the proposer. The letter shall indicate the proposer's commitment to provide the services proposed at the price and schedule. Do not forget to sign your cover letter.

5.2 Response to Scope of Services

Provide your response to the Scope of Services, Section 3, in this section.

5.3 Proposer’s Profile and Track Record

Proposer must include a ***description*** of the organization’s track record as follows:

Company Profile (Prime only)

a. Legal Name
b. Assumed Names if any
c. Address, City, State, Zip Code
d. Legal Structure (e.g. sole proprietor, partnership, corporation, joint venture)
e. If a subsidiary, provide the same RFP about the Parent Company as required in this table format.
f. Date and State where formed.
g. Proposer's principals/officers including President, Chairman, Vice Presidents, Secretary, Chief Operating Officer, Chief Financial Officer, and related contact RFP.
h. Point of contact for this RFP including contact information (Address, Phone, Email)
i. Proposer Business background and description of current operations and diversity profile.
j. Number of employees
k. Number of years in business
l. Total number of years providing the proposed services
m. Is Proposer a licensed business to perform the work in scope? If so, please specify relevant certifications.
n. Proposer's Federal Employee Identification Number (or Social Security Number, if a sole proprietorship)
o. Is proposer authorized to conduct business in Illinois? Provide Registration Number issued by the Illinois Secretary of State, a copy of the Certificate of Good Standing, and include Cook County Assumed Business Name Certificate, if applicable.
p. Interest and Capacity (two pages or less): Describe interest in this work, and provide a brief description of your agency and its history, overall capacity, and relevant expertise and experience – especially related to communications around health equity and other public health issues.
q. Approach to work (three pages or less): Please include the following in your response: a) Describe your approach to client management, recognizing that CCDPH is seeking a single project manager. b) If you were awarded a contract to complete the scope of work anticipated, what would your approach be for project management, prioritization, planning and implementation for each project? c) Propose a timeline for the scope of work anticipated for each project.
r. Demonstration of Experience (three pages or less): Please provide brief descriptions of past projects that demonstrate your agency’s ability to complete the scope of work as anticipated, including experience relevant to each of the projects outlined.
s. Past Performances (three pages or less): Please provide three past performance summaries (elements included below). This section builds on the demonstration of experience section noted above and is intended to provide CCDPH with additional details and references for your agency’s best examples of work related to CCDPH’s requested scope. a. Client/Funding Organization

- b. Total value of project
- c. Project Name
- d. Project Description: detail regarding accomplishments and deliverables, as well as narrative regarding overcoming any challenges
- e. Project Period
- f. URL (if applicable)

5.4 Key Personnel

- a. Staffing (three pages or less): Who will be the primary staff completing the work? List each staff person and describe their qualifications for this work, including experience. CCDPH is requesting brief staff bios, not full CVs or resumes. Recognizing this initial contract is intended to be through May 2023, please note any changes you anticipate to your staffing availability through May 2023.
- b. Share three client references with phone and email information, including at least one highlighted in past performances.

The Chief Procurement Officer reserves the right to reject any key personnel proposed if it is determined not to be in CCH’ best interest. The evaluation of proposals includes the qualifications of the personnel proposed; therefore, proposers must name key personnel as part of their response. Key Personnel must not be replaced during the project without the approval of the Chief Procurement Officer.

5.5 MBE/WBE Participation

The Proposer may be comprised of one or more firms as to assure the overall success of the project. The proposer must present a team chart that clearly identifies each team member and specify their role in the project (this should be more detailed than the information provided in the executive summary). For each subcontractor, provide the name of the firm(s), brief company background, level of participation, MBE or WBE if applicable, the type of services each resource, from each firm, will provide. For each MBE/WBE certified firm proposed, provide the appropriate information in the **Economic Disclosure Statement Forms** (in a separate envelop).

- A. It is the policy of the County of Cook to prevent discrimination in the award of or participation in County Contracts and to eliminate arbitrary barriers for participation in such Contracts by local businesses certified as a Minority Business Enterprise (MBE) and Women-owned Business Enterprise (WBE) as both prime and sub-contractors. In furtherance of this policy, the Cook County Board of Commissioners has adopted a Minority- and Women-owned Business Enterprise Ordinance (the "Ordinance") which establishes annual goals for MBE and WBE participation as outlined below:

Contract Type	Goals	
	MBE	WBE
Goods and Services	25%	10%
Construction	24%	10%
Professional Services	35% Overall	

- B. The County may set contract-specific goals, based on the availability of MBEs and WBEs that are certified to provide commodities or services specified in this solicitation document. The MBE/WBE participation goals for each Contract are stated in the Special Conditions.** A Bid, Quotation, or Proposal shall be rejected if the County determines that it fails to comply with this General Condition in any way, including but not limited to: (i) failing to state an enforceable commitment to achieve for this contract the identified MBE/WBE Contract goals; or (ii) failing to include a Petition for Reduction/Waiver, which states that the goals for MBE/WBE participation are not attainable despite the Bidder or Proposer Good Faith Efforts, and explains why. If a Bid, Quotation, or Proposal is rejected, then a new Bid, Quotation, or Proposal may be solicited if the public interest is served thereby.

Consistent with Cook County, Illinois Code of Ordinances (Article IV, Division 8, and Section 34-267), and CCH has established a goal that MBE/WBE firms retained as subcontractors receive a minimum 35% MBE/WBE of this procurement. **The Office of Contract Compliance has determined that the participation for this specific contract is 35% MWBE participation.**

The Proposer shall make good faith efforts to utilize MBE/WBE certified firms as subcontractors. In the event that the Proposer does not meet the MBE/WBE participation goal stated by CCH for this procurement, the proposer must nonetheless demonstrate that it undertook good faith efforts to satisfy the participation goal. Evidence of such efforts may include, but shall not be limited to, documentation demonstrating that the proposer made attempts to identify, contact, and solicit viable MBE/WBE firms for the services required, that certain MBE/WBE firms did not respond or declined to submit proposals for the work, or any other documentation that helps demonstrate good faith efforts. Failure by the proposer to provide the required documentation or otherwise demonstrate good faith efforts will be taken into consideration by CCH in its evaluation of the proposer's responsibility and responsiveness.

5.6 Cost Proposal

Proposers must submit pricing RFP in a separate sealed envelope clearly marked with the RFP number and the label "Pricing RFP." Proposers are required to submit one (1) paper copy (original) and one (1) electronic copy emailed to the email addresses specified on the cover page). The pricing information must include any supplemental options or schedules offered by the proposer. All pricing must ***include all assumptions*** to facilitate Analysis. Proposers should include elements or references to the pricing RFP **only in this section and separate the pricing RFP according to the Instructions above.**

CCH makes no guarantee that the services or products identified in this RFP will be required. The proposer must provide sufficient pricing details to permit CCH to understand the basis for the RFP.

CCH is neither obligated to purchase the full quantities proposed by the proposer, nor to enter into an agreement with any one proposer.

Cost Summary (one page or less):

- a) Please provide an estimated budget by project, demonstrating how you estimated these numbers.
- b) Please describe how you might braid funding (without co-mingling) to maximize reach and impact.

- c) Please provide a brief narrative regarding how your agency would bill CCDPH monthly and note your ability to segment the billing based by project.
- d) Recognizing this initial contract is intended to be through May 31, 2023, please note any changes you anticipate to your pricing beyond May 2023.

5.7 Financial Status

- A. Provide the audited summary financial statements for the last two fiscal years. State whether the proposer or its parent company has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code, and, if so, the date and case number of the filing.
- B. State whether the proposer or its parent company has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

5.8 Conflict of Interest

Provide information regarding any real or potential conflict of interest. Failure to address any potential conflict of interest upfront may be cause for rejection of the RFP.

If no conflicts of interest are identified, simply state “[Company X] has no conflict of interest.”

5.9 Contract

Sample Contract General Terms and Conditions are available in **Attachment A, CCH Sample Master Service Agreement**. Execution of the Contract is not required at the time the qualifications are submitted. However, if the proposer disagrees with any Contract provisions, or is proposing alternate language, it shall include the language for consideration by submitting the proposed redlines on the sample Contract General Terms and Conditions document. CCH will not consider any exceptions or proposed alternate language to the Contract General Terms and Conditions if the proposer does not include these objections or alternate language with the proposal. CCH shall not be deemed to have accepted any requested exceptions by electing to engage a Proposer in negotiations of a possible Contract.

5.10 Legal Actions

Provide a list of any pending litigation in which the proposer may experience significant financial settlement and include a brief description of the reason for legal action.

If no Legal actions are identified, simply state “[Company X] has no pending legal actions in which our firm will experience any significant impact to this Contract.”

History of Legal Actions for the last 36 months:

Action	Date

5.11 Confidentiality of Information

The Selected proposer may have access to confidential information, including Protected Health Information (PHI) to perform the functions, activities, or services for, or on behalf of, CCH as specified in this RFP. The Proposer must acknowledge that if awarded there is a high likelihood

that the selected proposer may have access to PHI, in paper or electronic form, and thus, it shall sign a Business Associate Agreement with CCH. As a Business Associate, the selected proposer will agree to comply with all federal and state confidentiality and security laws and regulations, including HIPAA, HITECH, the Medicaid Confidentiality Regulations, as defined herein, and all other applicable rules and regulations. The proposer must commit to require all staff, including drivers, Attendants, and other personnel, and Subcontractors to complete HIPAA training upon hire, and no less frequently than annually thereafter. CCH reserves the right to review and accept the training program prior to implementation, or require the selected proposer to use HIPAA materials or training sessions supplied by CCH.

5.12 Economic Disclosure Statement

Execute and submit the Economic Disclosure Statement (“EDS”). The EDS form can be found at <https://cookcountyhealth.org/about/doing-business-with-cook-county-health/>. The EDS must be submitted with the pricing proposal in a separate envelope.

5.13 Addenda

Since all Addenda become a part of the proposal, all Addenda must be signed by an authorized proposer representative and returned with the proposal. Failure to sign and return any and all Addenda acknowledgements shall be grounds for rejection of the proposal. Addenda issued prior to the proposal due date shall be made available via Cook County Health website: <http://www.cookcountyhealth.org/about-Cook County Health/doing-business-with-Cook County Health/>

6. Evaluation and Selection Process

An Evaluation Committee comprised of the CCH and County personnel will evaluate all responsive Proposals in accordance with the selection process detailed below.

6.1. Proposal Assessment

The Evaluation Committee will review all Submittals to ascertain that they are responsive to all submission requirements.

6.1.1 Proposal Evaluation

The RFP provides requirements and data, which will be used as a basis for a written presentation of qualifications of the firm(s) and proposed staff, project approach, systems and methodologies for delivery of the Project. CCH will evaluate the Proposals to establish a list of qualified Proposer for Shortlist.

6.1.2. Shortlist Proposer Presentation

The Evaluation Committee, at its option, may invite one or more proposers to make presentations and/or demonstrations. The Evaluation Committee may request that all or a shortlisted group of proposers engage in proactive pricing feedback, submit clarifications, schedule a site visit of their premises (as appropriate), provide additional references, respond to questions, or consider alternative approaches.

6.2. Selection Process

Upon review of all information provided by shortlisted Proposers, the evaluation committee will make a recommendation for selection to the Chief Procurement Officer of the Office Supply Chain Management for concurrence and submission to the Cook County Health Board. CCH may engage

in negotiations and may select one or more Proposer(s) that best meets the needs of CCH and provides the best overall value in the interest of CCH.

6.3. Right to Inspect

CCH reserves the right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualification of the proposer and any proposed subcontractors and to reject any RFP regardless of price if it shall be administratively determined that in CCH’s sole discretion the proposer is deficient in any of the essentials necessary to assure acceptable standards of performance. CCH reserves the right to continue this inspection procedure throughout the life of the Contract that may arise from this RFP.

6.4. Consideration for Contract

Any proposed contract including all negotiations shall be subject to review and approval of CCH management, CCH Legal and CCH’s Board of System Board. Proposed Contracts are also subject to review by the Cook County Office of Contract Compliance.

Following finalization of Contract documents to the satisfaction of CCH executive management, CCH shall secure appropriate reviews and may approve the proposed Contract for execution in its sole discretion. The identity of the successful proposer shall be posted on the website.

7. General Evaluation Criteria

7.1 Responsiveness of Proposal

The Proposal(s) will be reviewed for compliance with and adherence to all submittal requirements requested in this RFP. Proposal(s) which are incomplete and missing key components necessary to fully evaluate the RFP may, at the discretion of the Chief Procurement Officer or designee, be rejected from further consideration due to “Non-Responsiveness” and rated Non-Responsive.

Proposer must be compliant with all the submission requirements of the RFP. The evaluation committee will evaluate all responsive Proposal in accordance with the evaluation criteria detailed below.

7.1.1 Criteria Proposal

Proposals will be reviewed and selected based on qualifications of the Proposer to successfully perform the Services for the County throughout the course of the contract as evidenced by the following criteria:

- Past Performance, Experience and Reputation [50%]
 - Qualifications and experience of the proposer to successfully perform and provide the services described in this RFP, as evidenced by the successful provision of similar services in similar environments and in compliance with all applicable laws.
 - Qualifications and relevant experience of the proposed project management team and staff.
 - Quality of work on recently completed projects that are similar in scope to this request.
 - Fiscal Stability – Is the agency financially solvent?

- The extent to which the respondent demonstrates an understanding of CCDPH’s needs, public health as a sector, and health equity
- Costs [30%]
 - Price will be evaluated separately for overall reasonableness and competitiveness.
 - Ability of agency to bill CCDPH monthly and separate out work by project.
- Approach and Availability [20%]
 - Ability to achieve the CCDPH’s goals, objectives, and Scope of Work described in this RFP, by providing a succinct and feasible description of the proposed implementation approach.
 - Approach to work is collaborative and incorporates necessary feedback loops.
 - Assurance of availability of internal team to meet CCDPH’s projected needs as articulated in this request for proposals

In addition, the Evaluation Committee may review and consider the information and evidence Proposer’s responsiveness to the following categories:

1. MWBE Utilization Plan (EDS forms);
2. Financial Status;
3. Conflict Interest;
4. Insurance Requirements;
5. Contract Terms and Conditions (objections and/or suggested alternate language);
6. Legal Actions;
7. Addenda acknowledgement (See Addenda Section)

8. Instructions to Proposers

These instructions to proposers contain important RFP and should be reviewed carefully prior to submitting the Required RFP Content. Failure to adhere to the procedures set forth in these instructions, failure to provide positive acknowledgement that the proposers will provide all services and products or failure to provide acceptable alternatives to the specified requirements may lead to disqualification of the submitted RFP.

8.1. Questions and Inquiries

Questions regarding this RFP will be submitted in writing to the contact(s) email listed on the cover page of this RFP no later than the date stated in the [Schedule](#).

Question must be submitted in the following format, **in MS Excel**, and the subject of the email should reference the RFP#, Title and Proposer’s Name.

ID	Vendor Name	RFP Section	Question
1.			
2.			
3.			

Should any proposer have questions concerning conditions and specifications, or find discrepancies in or omissions in the specifications, or be in doubt as to their meaning, they should notify the Supply Chain Management Office via the email provided on the cover sheet no later

than the date stated on the [Schedule](#) and obtain clarification prior to submitting a RFP. Such inquiries must reference the RFP due date and CCH RFP number.

8.2. Pre-RFP Conference (if Applicable)

CCH will hold a Pre-RFP conference call on the date, time, and location indicated on the cover page. Representatives of CCH will be present to answer any questions regarding the goods or services requested or RFP procedures. If a mandatory pre-RFP conference is required, the proposer must sign the pre-RFP conference or site inspection sheet and include a copy of this sign-in sheet in the response to the RFP.

8.3. Number of Copies

Proposers are required to submit one (1) original hard copy, and one (1) electronic copy (emailed to the email addressed on the cover page) and no later than the time and date indicated in the RFP.

NOTE: One (1) paper copy of the pricing proposal and one (1) EDS copy must be submitted separate from the rest of the response.

Each submission must then be separated as follows:

1. One (1) technical hard copy - the original - excluding Pricing and EDS forms;
2. One (1) Pricing and EDS hard copies in a separate envelope;
3. One (1) complete electronic response package (including excel pricing file and EDS) emailed to the email addresses on the cover page. The technical response must be a single electronic file (do not submit a file per RFP section). The email must clearly indicate the RFP Number and Title.

Please see the Proposal Receipt Acknowledgement form at the end of this file for the form required at delivery time.

8.4. Format

Hardcopies of the RFPs should be submitted in a separate envelope (or electronic file) except pricing which may be submitted in a separate envelop. Material should be organized following the order of the Required RFP Content Section separated by **labeled tabs**. Expensive paper and bindings are discouraged since no materials will be returned. **Numbered titles and pages are required.**

CCH reserves the right to waive minor variances.

8.5. Time for submission

RFP shall be submitted no later than the date and time indicated on the cover page of this RFP. **Late submittals will not be considered.**

8.6. Packaging and Labeling

The outside wrapping/envelope shall clearly indicate the RFP title, proposer's Name, proposers address, and point of contact RFP. **The Price RFP and EDS shall be submitted in a separate sealed envelope.** The envelope shall clearly identify the content as "Price RFP". All other submission requirements shall be included with the Technical RFP.

8.7. Timely delivery of RFP

The RFP(s) must be either delivered by hand or sent to CCH through U.S. Mail or other available courier services to the address shown on the cover sheet of this RFP. Include the RFP number on any package delivered or sent to CCH and on any correspondence related to the RFP. If using an express delivery service, the package must be delivered to the designated building and drop box. Packages delivered by express mail services to other locations might not be re-delivered in time to be considered. CCH assumes no responsibility for any RFP not so received.

8.8. Availability of Documents

CCH publishes competitive bid, RFP, and other procurement notices, as well as award RFP, at www.CookCountyheath.org under the "Doing Business with CCH" tab. Proposers intending to respond to any posted solicitation are encouraged to visit the web site above to ensure that they have received a complete and current set of documents.

8.9. Alteration/Modification of Original Documents

The proposer certifies that no alterations or modifications have been made to the original content of this Bid/RFP or other procurement documents (either text or graphics and whether transmitted electronically or hard copy in preparing this RFP). Any alternates or exceptions (whether to products, services, terms, conditions, or other procurement document subject matter) are apparent and clearly noted in the offered RFP. Proposer understands that failure to comply with this requirement may result in the RFP being disqualified and, if determined to be a deliberate attempt to misrepresent the RFP, may be considered as sufficient basis to suspend or debar the submitting party from consideration from future competitive procurement opportunities.

8.10. Cost of Proposer Response

All costs and expenses in responding to this RFP shall be borne solely by the proposer regardless of whether the proposer's RFP is eliminated or whether CCH selects to cancel the RFP or declines to pursue a Contract for any reason. The cost of attending any presentation or demonstration is solely the proposer's responsibility.

8.11. Proposer's Responsibility for Services Proposed

The proposer must thoroughly examine and read the entire RFP document. Failure of proposers fully to acquaint themselves with existing conditions or the amount of work involved will not be a basis for requesting extra compensation after the award of a Contract.

8.12. RFP Interpretation

Interpretation of the wording of this document shall be the responsibility of CCH and that interpretation shall be final.

8.13. Specifications and Special Conditions

The specifications in this document provide sufficient RFP for proposers to devise a plan and provide pricing. Minor variations from those specifications will be considered as long as proposers identify any instance in which their services specifications differ from those set forth in the RFP documents.

8.14. Errors and Omissions

The proposer is expected to comply with the true intent of this RFP taken as a whole and shall not avail itself of any errors or omission to the detriment of the services or CCH. Should the proposer

suspect any error, omission, or discrepancy in the specifications or instructions, the proposer shall immediately notify CCH in writing, and CCH will issue written corrections or clarifications. The proposer is responsible for the contents of its RFP and for satisfying the requirements set forth in the RFP. Proposer will not be allowed to benefit from errors in the document that could have been reasonably discovered by the proposer in the process of putting the RFP together.

8.15. Proposal Material

The material submitted in response to the RFP becomes the property of CCH upon delivery to the Supply Chain Management Office and may become part of a Contract.

8.16. Confidentiality and Response Cost and Ownership

All information submitted in response to this RFP shall be confidential until CCH has executed a Contract with the successful proposer or has terminated the RFP process and determined that it will not reissue the RFP. Any page of a Proposal that Proposer asserts to contain confidential proprietary information such as trade secrets or proprietary financial information shall be clearly marked "CONFIDENTIAL PROPRIETARY INFORMATION" at the top of the page. Additionally, the specific portions of a page that are asserted to contain confidential proprietary information must be noted as such. However, note that ONLY pages or specific information that are/is legitimately confidential should be marked Confidential and Proprietary. CCHHS will return proposals that mark all pages Confidential or are copyrighted. All proposals submitted to CCHHS are the property of CCHHS.

Further, the Proposer is on notice that any part of its Proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Illinois law, including but not limited to the Illinois Freedom of Information Act [5 ILCS 140 *et seq.*]

8.17. Awards

CCH may, at its discretion evaluate all responsive proposals. CCH reserves the right to make the award on an all or partial basis or split the award to multiple proposers based on the highest rated Proposer and best value to CCH meeting the specifications, terms and conditions in accordance with the evaluation criteria set for in this RFP. If a split award impacts the outcome of the project it must be so stated in the proposal.

8.18. CCH Rights

CCH reserves the right to reject any and all offers, to waive any informality in the offers and, unless otherwise specified by the proposer, to accept any item in the offer. CCH also reserves the right to accept or reject all or part of your RFP, in any combination that is in the best interest of CCH.

8.19. Cancellation of RFP; Requests for New or Updated Information

CCH, in its sole discretion, may cancel the RFP at any time and may elect to reissue the RFP later. CCH may also issue an Addendum modifying the RFP and may request supplemental RFP or updated or new RFP.

Definitions

Abuse” means (i) a manner of operation that results in excessive or unreasonable costs to the Federal or State health care programs, generally used in conjunction with Fraud; or (ii) the willful infliction of injury, unreasonable confinement, intimidation, or punishment with resulting physical harm, pain or mental anguish, generally used in conjunction with Neglect.

“Appeal” means a request for review of a decision made by proposer with respect to an Action, he is following definitions shall apply to this RFP:

“Addendum” or “Addenda” shall refer to a one or more documents posted to the website by which modifies this Request for Proposal or provides additional information.

“Board” or “Cook County Health” shall refer to the Board of Directors of the Cook County Health or Cook County Health and Hospitals System.

“Contract” shall mean a properly executed Contract that has been negotiated between CCH and a proposer for some or all of the Deliverables described in this RFP.

“Contractor(s)” and “Selected Proposer” shall mean the individuals, businesses, or entities that have submitted a Proposal and have negotiated a Contract that has been properly executed on behalf of the Contractor and CCH.

“County” shall mean the County of Cook, Illinois, a body politic and corporate.

“Deliverables” shall refer to the items, supplies, equipment, or services that will be provided pursuant to any Contract entered into as a result of this RFP.

“Fraud” means knowing and willful deception, or a reckless disregard of the facts, with the intent to receive an unauthorized benefit.

“General Conditions” shall mean the terms and conditions posted to the website. “Proposal” shall mean the document(s) submitted by Proposer(s) in response to this RFP that constitute a Proposer's offer to enter into contract with CCH under terms consistent with this RFP, subject to the negotiation of a contract and approval by the Board.

“Procurement Director” or “System SCM Director” shall mean the System Director of Supply Chain Management who serves as chief procurement officer for the CCH.

“Proposer(s)” shall mean the individuals or business entities, if any, submitting a Proposal in response to this RFP.

“Request for Proposals” or “RFP” shall refer to this solicitation of proposals by CCH that may lead to the negotiation of a Contract

9. Appendix A – RFP Receipt Acknowledgement Form
RFP Receipt Acknowledgement Form

This acknowledgement of receipt should be signed by a representative of Supply Chain Management located at Stroger Hospital, 1969 W. Ogden Avenue, lower level (LL) Room 250A, Chicago IL, 60612.

The outside wrapping shall clearly indicate the RFP Number and Title, Proposer’s Name, Proposers Address, and Point of Contact RFP. **Prefill the first two lines prior to submission.**

Solicitation Number and Title:		

Vendor Name:		

Accepted By:		

Date:		

Time (if time machine is not available, hand write the time):	A.M	P.M
_____	_____	_____

RFP shall be submitted no later than the date and time indicated on the cover page of the RFP. **Late submittals will not be considered.** **Proposers must cut this sheet in two. SCM will time-stamp top and bottom sections. SCM will keep one section and the proposer will keep the other section.**

Time Stamp Here



RFP Receipt Acknowledgement Form

This acknowledgement of receipt should be signed by a representative of Supply Chain Management located at Stroger Hospital, 1969 W. Ogden Avenue, lower level (LL) Room 250A, Chicago IL, 60612.

The outside wrapping shall clearly indicate the RFP Number and Title, Proposer’s Name, Proposers Address, and Point of Contact RFP. **Prefill the first two lines prior to submission.**

Solicitation Number and Title:		

Vendor Name:		

Accepted By:		

Date:		

Time (if time machine is not available, hand write the time):	A.M	P.M
_____	_____	_____

RFP shall be submitted no later than the date and time indicated on the cover page of the RFP. **Late submittals will not be considered.**

Proposers must cut this sheet in two. SCM will time-stamp top and bottom sections. SCM will keep one section and the proposer will keep the other

Time Stamp Here

List of Attachments

Attachment A, CCH Sample Master Service Agreement

The following Attachments are included electronically to this RFP.

- Attachment A - CCH Master Services Agreement (pdf Format)
Proposer(s) may access the following attachments by 1) download and save this RFP file to a local drive and 2) open the RFP document using Adobe application, 3) expand the navigation pane (left of window) and click on the paper-clip icon.