



Request for Proposal  
Public Relations, Brand Reputation, New Brand Launch  
Submission Deadline January 10, 2022

**CONFIDENTIAL PROPOSAL REQUEST**

Contact: Gwen Cooper, Chief Executive Officer  
[gcooper@unneedpsi.org](mailto:gcooper@unneedpsi.org) 502.232.2906  
Questions regarding this RFP are welcome.

**Background**

**Patient Services, Inc. and the P.S.I. Foundation becomes Accessia Health and Accessia Health Foundation January 2022**

Established in 1989, PSI is a national 501(c)(3) founded by a patient for patients. Driven by our guiding principle that providing critical access to medical care for those who need it most improves lives; we are embarking on the next chapter in our history and broadening our service delivery model under the direction of a highly capable leadership and with an expanded vision and mission.

Gwen Cooper began her CEO tenure with PSI on June 1, 2020, just a few months after the organization entered into a three-year integrity agreement with the Office of Inspector General. Over the past eighteen months, Cooper has brought together highly skilled healthcare and philanthropy leaders to reimagine nonprofit patient assistance. While PSI is the pioneer in the nonprofit patient assistance industry, the past several years of controversy and negative press about both the industry and the organization spurred Cooper and the Board of Directors to change the name of the organization. Effective February 1, 2022, PSI will become Accessia Health and the Accessia Health Foundation.

Through PSI assistance programs, patients and their families are provided a health safety net that includes financial assistance to pay for health insurance premiums, medication copayments, medical treatments, free specific legal services, travel and most ancillary medical expenses.

PSI is the only patient assistant program that offers ACCESS, a free legal aid program that provides nationwide legal representation for SSDI and SSI claims applicants with a 75% success rate compared to the national average of 34%. In addition, our ACCESS program hotline is available for patients with questions and concerns about applying for Medicaid, Medicare, and commercial insurance.

PSI's services are reliant on private and corporate donations and grants, with 92% of funds providing direct patient services. Qualifying families are offered assistance on a first-come, first-served basis. Over 95% of all donations are currently from pharmaceutical manufacturers.

**Our Future**

Accessia Health will again emerge as the leader in nonprofit patient assistance by working along the entire patient journey with an intentional focus to improve access to healthcare for patients living

with rare and chronic diseases and disabilities. We are laser-focused on improving health outcomes and lowering healthcare costs for a diverse population including patients living in treatment deserts and underserved populations.

### **The Opportunity**

Accessia Health seeks a public relations firm to assist our creative agency in launching our new brand. We anticipate announcing our new name on or before February 1, 2022, with a new website and patient portal launch no later than May 1, 2022. An announcement of our new name through a robust public relations campaign is critical to our Q1 success.

### **Specific Goals Q1-Q2**

- Introduce Accessia Health and articulate its expanded mission, vision, and focus including the presentation of the CEO and leadership team.
- Create opportunities that will increase patient acquisition.
- Increase visibility of the organization and brand awareness for Accessia Health and the Accessia Health Foundation in key markets and/or nationwide.
- Articulate the value proposition of Accessia Health and Accessia Health Foundation to engage a wide variety of potential donors.
- Create exposure opportunities for Accessia Health through an omni-channel social media campaign independently or through collaboration with our website vendor [Mightily](#).
- Create content to influence legislators, patient advocacy groups, restricted and unrestricted donors, patients and stakeholders.

### **Scope of Work**

Work executed will include but is not limited to the following:

1. New name launch-paid & earned media plan
2. Reputation & Crisis management
3. Media relations and stakeholder outreach, staff training if required
4. Collaboration to create a comprehensive social media presence
5. Collaboration to create a comprehensive marketing plan for program funding and disease fund patient acquisition
6. Press releases
7. Government Affairs and Advocacy support
8. Speech writing and/or editing for external audiences

### **Submission Requirements**

- Company Overview - should include introduction, who you are, how you work, and your experience are a match for Accessia Health
- Approach & Methodology
- Timeline to initial PR launch for name announcement and preliminary earned media
- Brand launch contract costs if different than a 12-month retainer contract. *Indicate whether multi-year contract fees are different and if your fee is a discounted nonprofit rate.*
- Why you? What sets your organization apart from competitors? What is your knowledge of our industry and its unique circumstances?
- At least two references

### **Evaluation Criteria**

All submissions will be evaluated under the same key guidelines. Phone calls to discuss the particulars of this RFP are encouraged. Please contact Gwen Cooper via email ([gcooper@unneedpsi.org](mailto:gcooper@unneedpsi.org)) or phone (502.232.2906) to schedule a meeting.

- Professional quality
- Proven track record via industry and community reviews, including dependable service
- Documented ROI from previous client campaigns
- Competitive price

### **Deadline**

Submissions should be received no later than January 10, 2022, in electronic format to Gwen Cooper, CEO, at [gcooper@unneedpsi.org](mailto:gcooper@unneedpsi.org)

### **Interviews and selection**

- Submissions will be reviewed as received; early submissions are encouraged.
- All submissions will be confirmed. If you have not received an invitation for an interview meeting by January 13<sup>th</sup>, please assume your agency was not selected to move forward.
- Virtual interview meetings for selected agencies will commence no later than January 14<sup>th</sup> with completion by January 18<sup>th</sup>.
- Contract will be awarded on January 19, 2022.