



**PROCUREMENT AND SUPPLY
COMMONWEALTH HEALTHCARE CORPORATION
REQUEST FOR QUALIFICATION (RFQ)**

RFQ21-CHCC/PH/CGC-002

SUBMISSION DEADLINE: SEPTEMBER 10th, 2021 TIME: 4.30PM (CHST)

**” PROFESSIONAL SERVICES FOR INDEFINITE DELIVERY
INDEFINITE QUANTITY-CHCC POPULATION HEALTH
COMMUNICATIONS AND MARKETING”**

INTERESTED PARTIES CAN DOWNLOAD THIS REQUEST FOR QUALIFICATION FROM THE CHCC WEBSITE [WWW.CHCC.GOV.MP]. ONCE AT THE SITE, NAVIGATE TO **REQUEST FOR PROPOSALS** TAB ON THE LEFT NAVIGATION BAR. CLICK ON THE URL FOR THIS RFP. YOU WILL BE REQUIRED TO ENTER DATA TO ALLOW US TO TRACK ALL REQUESTS FOR THIS OPPORTUNITY.

THE CHCC RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSAL AND TO WAIVE ANY IMPERFECTIONS IN ANY PROPOSAL, IF TO DO SO SHALL BE IN THE INTEREST OF THE CHCC. ALL PROPOSALS SHALL BECOME THE EXCLUSIVE PROPERTY OF THE COMMONWEALTH HEALTHCARE CORPORATION.

/S/ ESTHER L. MUNA
CHCC CHIEF EXECUTIVE OFFICER

/S/ CORA P. ADA
DIRECTOR OF PROCUREMENT & SUPPLY



COMMONWEALTH HEALTHCARE CORPORATION



REQUEST FOR PROPOSAL

RFQ21-CHCC/PH/CGC-002

PROFESSIONAL SERVICES FOR INDEFINITE DELIVERY INDEFINITE QUANTITY (IDIQ)

CHCC POPULATION HEALTH COMMUNICATIONS AND MARKETING

I. BACKGROUND INFORMATION

The Commonwealth of the Northern Mariana Islands (CNMI) is a small chain of 14 islands in the western pacific part of Micronesia. Majority of the population live in Saipan, Tinian and Rota. There are approximately 54,000 residents with about 48,220 residing on the island of Saipan. The CNMI is a U.S. territory, however, still has a widely diverse demographic population with Chamorro and Carolinian being the two indigenous cultural groups.

The CNMI Commonwealth Healthcare Corporation (CHCC) aims to improve health and wellbeing through excellence and innovation in service. CHCC is a unique entity that encompasses public health, emergency care, behavioural health, vital statistics, environmental health, emergency preparedness and outpatient care under one umbrella. This allows for more strategic opportunities to link efforts and systems that will improve the health outcomes and quality of life for the people of the CNMI.

II. NATURE OF WORK

The Commonwealth Healthcare Corporation, located in the Commonwealth of the Northern Mariana Islands, requests proposals for the purpose of awarding multiple Indefinite Delivery Indefinite Quantity (IDIQ) task order contracts. This will be a multiple award IDIQ agreement. The period of performance for the base year is Year 2021 through Year 2022. CHCC will make a determination to extend for additional years and will inform vendors no less than 90 days prior to the end of base year.

This is a fixed-priced contract. Time and materials (T&M) task orders may be also issued under this contract when conditions warrant their issuance. The Procurement Director will determine task order type on a case-by-case basis. Services will be defined and priced through individual task orders. In the performance of task orders, the contractor shall use firm fixed hourly rates for labor categories. Travel expenses shall not be included in any rates that are proposed as part of the establishment of the base IDIQ contract(s). Travel costs will not be requested or considered until the task order stage.

This IDIQ is seeking qualified contractor(s) who are experienced in content development of multimedia designs and messaging (radio, newspaper, social media, etc.), media relations, digital (such as geo conquering) and print materials (such as brochures and flyers). This

includes being able to develop health promotions and communications content based on the needs of CHCC. Content should also be reviewed by CHCC to ensure materials correlate with evidence-based interventions and the service goals of CHCC. Qualified contractor(s) must be able to provide proof of success for methods used to develop awareness messages and/or material. Additional needs for program educational or communications awareness will include literature multimedia products for internal and external presentations.

During the period of the agreement, the prospective contractor(s) are expected to work under the direction of CHCC representatives from various population health programs using collaborative and culturally competent methods.

The selected vendor will work to ensure the CHCC's Population Health programs'; Maternal, Infant, Child, and Adolescent Health (MICAHA), Community Guidance Center (CGC), Environmental Health Disease Programs (EHDP), Communicable Disease Programs, and Non-Communicable Disease Bureau (NCDB); efforts meet the organizational standards that reflect the mission and values of the CHCC. To learn more about the CHCC, visit website www.chcc.gov.mp.

MICAHA Programs, Services and Priorities, per population domain, include:

- **Women & Maternal Health:** Well-woman visits, Prenatal care/Group Prenatal care, Cervical Cancer Screening, Reproductive life planning, birth spacing, contraceptive access, Family Planning.
- **Infant Health:** Breastfeeding, Well-child Visits, Immunizations, Home Visiting, New-born Screening, Early Hearing Detection and Intervention
- **Child Health:** Developmental Screening, Well-Child visits, Immunizations and Immunization Program, Oral Health
- **Adolescent Health:** Teen well visits, Teen pregnancy prevention, STI/HIV Screening and treatment, transitional care, contraceptive access.
- **Children with Special Healthcare Needs:** Early Intervention Services, Medical homes, care coordination, transitional care, Family to Family Health Information Center

CGC Programs, Services and Priorities, per population domain, include:

- **Youth:** suicide prevention services, substance abuse education, brief intervention services, therapy, professionally-led support
- **Adults:** suicide prevention services, rehabilitation, anger management
- **General:** wellness clinical visits, trauma counselling, disaster recovery services

EHDP Programs, Services and Priorities, per population domain, include:

- **Establishments:** sanitation inspection, food handler's education

Communicable Disease Programs, Services and Priorities, per population domain, include:

- **General:** TB screening, STD/ HIV AIDS screening

Non-Communicable Disease Programs, Services and Priorities, per population domain, include:

- **Health Management:** chronic disease management and treatment education, service information and screening; includes diabetes, cancer, hypertension, heart disease, and disease of the lungs
- **Healthy Communities:** Primary prevention multimedia education and awareness; includes policy, systems and environmental change information for community and regional and national partners

The contractor(s) are also expected to be able to provide training and technical assistance with a diverse Pacific Island community population. The prospective contractor(s) are expected to deliver the services in an efficient, trustworthy, and professional manner. The prospective contractor(s) must have experience to qualify for the award of the contract and be able to show proof that it has the personnel, equipment, and financial resources to complete the scope of work as specified in Section IV of this IDIQ. The estimated available award amounts for the base year range from a floor of \$20,000 to a minimum ceiling of \$30,000 based on availability of current funding. Ceiling can be increased to support additional task orders.

The prospective contractor(s) shall adhere to the basic requirements listed below

REQUIRED

1. Knowledge of or familiarity with strategic messaging and communications in health
2. Experience with using mixed method approaches to enhance education messages for culturally diverse communities for population health programs
3. Skill in working with stakeholders to develop feasible recommendations for content
4. Must be able to work 50% during business hours in Chamorro Standard Time (CHST)
5. Must be able to communicate content methodologies to technical and non-technical audiences
6. Must provide a portfolio of work showcasing proof of experience and skills
7. Minimum five (5) years' experience with developing marketing, promotional and/or communications content
8. Minimum two (2) years' experience working with diverse ethnic populations

PREFERRED

9. Experience with working in culturally diverse rural settings
10. Speak and write in Chamorro and/or Carolinian
11. Experience with photoshop, Canva, Lucidpress, or other design or content development software

Proposals should be received no later than 4:30pm (CHsT) on September 10, 2021. Prospective applicants must submit a proposal for at least one (1) of the Domains identified in Section IV.

The proposal must include the following:

1. Detailed documentation and supporting materials which reflect at least 5 years of work performance within the respective domain.
2. Fully Burdened Labor Rate Schedule and Other Direct Costs for Base and Option Periods.
 - a. Vendor will propose fully-loaded hourly rates for all personnel potentially assigned to tasks under this contract.
 - b. Each vendor's rates will depend on how personnel and positions are classified within each offeror's human resource's structure or classification system. However, vendors may use the following sample labor categories as general guidance on how individuals could be classified to facilitate CHCC's review of proposals.
 - i. The vendor's proposed staff should reflect the years and type of experience as specified below.
 1. Project Manager: responsible for the day-to-day management of the project and direction of offeror project staff. The project manager shall have at least five years of relevant experience researching and working on various campaigns, marketing material, and media relations. Minimum of three years' experience in the management of contracts of this type, which involves multiple tasks, changing priorities, and timely action.
 2. Health Communication Specialist- Minimum 3 years' experience in marketing content for health and health services programs
 3. Art/Design Specialist- Responsible for developing culturally appropriate graphic designs for outbound (billboards, radio advertising, and newspaper) and inbound (social media) marketing. Minimum 3 years' experience with inbound and outbound graphic development.

4. Web Graphic Designer- Develops or makes changes to websites or content on webpages. Is familiar with coding to create mobile friendly websites.
5. Communications Analyst- Assesses the strategies behind the marketing methodology and the impact correlated with behaviour change. Minimum 3 years' experience in marketing assessment and analysis.
6. Creative Assistant- Responsible for assisting with research, focus groups, community readiness assessments, and layouts for campaign messaging and design.
7. Media Relations Specialist- Responsible for communicating with stakeholders to inform them of health programs and services, developing and finalizing press releases, and working with media outlets to post or launch messages. Minimum 3 years' experience.
8. Administrative support staff: as needed.

The fully burdened labor rate schedule and other direct costs pricing tables below should be included in the vendor's business management and cost/price proposal.

These tables may be recreated for inclusion in proposals, but must replicate the exact content of the pricing tables below.

Period of Performance: mmddyyy through mmddyyy

CLIN	Category	Unit	Unit Price/Rate
0001	Labor		
0002	Cost Reimbursement Materials		
0003	Cost Reimbursement Travel		
0004	Other		

III. LOCATION OF WORK

Service Location: **Saipan, Northern Mariana Islands. However, can be virtual depending on the task order**

IV. DETAILED SCOPE OF WORK

Purpose of Project:

The vendor(s) must be able to conduct or implement the following types of services in the domains specified below:

DOMAINS

1. Media Relations

- a. Communicating with media outlets for interest in reporting on Population Health priority issues, setting advertisement/promotion timelines, ensuring that the proper mediums are used for target audiences, e.g., radio advertisement for messages targeted for individuals 34-64.
- b. Supporting the CHCC in responding to media inquiries and requests for information regarding Population Health. programs, services, priorities, or emerging issues.
- c. Promoting the CHCC as a leading subject matter expert and resource for non-communicable disease health; communicable disease health; maternal, infant, child, and adolescent health; behavioural health; and environmental health in the CNMI to media outlets.
- d. Drafting press releases.

2. Design digital and Print Materials

- a. Design materials to help promote the programs, services, and priority health areas for CHCC Maternal, Infant, Child, and Adolescent Health (MICAH) Programs, Community Guidance Center (CGC) Programs, Environmental Health Disease Programs (EHDP), Communicable Disease Programs, and Non-Communicable Disease (NCD) Programs.
- b. Design the MICAH, CGC, EHDP, NCDB, Communicable Disease Program's Annual Report for digital and print.
- c. Design graphics for social media, the website or documents.
- d. Implement Geo-conquesting and/or geo-tagging media for target populations
- e. Utilize industry standard proven methods to develop and implement messages.

3. Website changes and updates

- a. Develop mobile friendly landing pages for programs to link information to the CHCC website.
- b. Help the CHCC troubleshoot issues with the website.

4. Public Awareness Campaigns

- a. Support the CHCC in promoting National and CNMI Health Awareness Months/Weeks, and multi-media campaigns.
- b. Ad buy to promote selected Population Health programs, services, or priorities.

Deliverables would include, but not limited to:

- i. Complete layout, design, photography and content development for the Population Health programs annual report.
- ii. Complete ad buys of paid marketing to promote selected Population Health programs, services, or initiatives.
- iii. Design graphics for Population Health programs communications materials, as requested.
- iv. Design new web pages, website content or features for the CHCC Population Health programs webpages, as requested.

Focus population:

The selected vendor must have experience developing communications and marketing strategies for a broad range of audiences, including but not limited to women of reproductive age, parents and caregivers, teens/adolescents, people with mental illness, restaurant owners and staff, retail owners and staff, people with HIV/ AIDS, people with cancer, and professionals who work with maternal and child health, behavioural health, environmental health, communicable disease, and non- communicable disease populations. Other audiences include elected officials, media outlets, and faith-based leaders.

Deliverables:

Indefinite Delivery Indefinite Quantity Agreements

- a. This IDIQ agreement is for the transaction and completion of types of services in Section IV. The quantities of services specified are only estimates of a base and ceiling.

- b. Delivery shall be made only as authorized by task orders issued. The contractor shall furnish to CHCC, when and if ordered, the services specified in the task order.
- c. There is no limit on the number of task orders that may be issued.
- d. The contractor shall not be paid for task orders not completed within the time period of the agreement. However, CHCC can choose to extend the time period, if needed.

Task Orders

- a. CHCC will issue task orders contingent upon deliverables of various programs.
- b. Task orders (TOs) will range depending on the level of work requested.
- c. All TO requests will incorporate all terms and conditions of this IDIQ agreement.

Any changes or revisions to any part of approved documents must be clearly noted on a separate revised version of the original documents (Revision #2, etc.) in writing by the Program Manager and concurred by the Director of Procurement and Medical Supply

The components utilized or produced from the content developed for health promotions, community relations and/or communications will remain the sole property of CHCC. CHCC reserves the right to publish or utilize the written report or any other component of the content for the benefit of the corporation's programs and services. The contractor(s) may not utilize any components of the contents developed without the written approval of the CHCC Chief Executive Officer.

Submission of Task Orders to Vendors

Once contractors are awarded, CHCC will submit task orders using the template in Appendix J.

Government Furnished Products:

The CHCC will provide access to program information, evidence-based intervention write-ups, best practice articles, and other documents necessary to adequately respond to the required health promotion and community relations areas. The CHCC will assist with the coordination of necessary interviews and/or meetings with appropriate staff and stakeholders. In order to adhere to CHCC client confidentiality policies and procedures, the contractor(s) will be required to sign all relevant confidentiality forms and agreements and agree to abide by all federal and local confidentiality policies and procedures.

V. INFORMATION AND FORMAT REQUIRED IN THE PROPOSAL

All proposals must be submitted to the CHCC Procurement Office and must include all items listed below. Incomplete proposals may not be considered.

1. Brief history and description of the company (including the date the company was founded and date of operation)
2. Overall service plan and approach to project, including estimated timeline for completion, and itemized furnishing costs
3. Proposed fee for the scope of work (refer to Section IV)
4. List of a minimum of three (3) references (arrange references from most recent projects)
5. The name of the authorized personnel to negotiate the proposal and contract (should also be the contact personnel.
6. Copy of current business license valid in the CNMI, 50 United States, or other US territories
7. Proof of professional liability insurance of at least \$100,000.00
8. Copy of Company's Financial Statement
9. Other information that may be helpful to the evaluation team

CHCC reserves the right to request for additional information or documents that it may consider necessary and relevant to assist it in evaluating a proposal.

VI. GENERAL AND ADMINISTRATIVE INFORMATION

a. Budget Planning Guide

Approved travel expenses will be reimbursed at the local CNMI government rates:

- \$175.00 per diem inclusive of taxes, accommodations, and meals
- \$70.00 a day for car rental
- \$3,000.00 flight cost ceiling to and from the CNMI
- \$90.00 flight cost ceiling between Saipan and Tinian

b. Posting of Proposal

Interested parties can download this *Request For Qualification (IDIQ)* from the CHCC website [www.chcc.gov.mp]. Once at the site, navigate to **Request For Proposals** tab on the left navigation bar/ Click on the URL for this IDIQ . You will be required to enter data to allow us to track all requests for this opportunity.

c. General Provision

Until the selection process is completed, the content of this proposal will be held in strictest confidence and no details of any proposal will be discussed outside the Evaluation Team created by the Corporation. This IDIQ does not constitute an offer and does not obligate the Corporation in any way. The Corporation reserves the right to reject any or all proposals for any reason and waive any defect in said proposals, negotiate with any qualified offers, or cancel in part or its entirety of this IDIQ, if it is in the best interest of the Corporation.

CHCC will enter a contract(s) with the successful service vendor(s) pursuant to the terms of the standard government independent contract. Additional terms and conditions will be attached as exhibits to the standard independent contract.

d. Place, Date, and Time of Submission

Please email your proposal and all supporting documents to Corazon P. Ada, Director of Procurement and Supply, CHCC Division of Procurement and Supply, at chcc.procurement@gmail.com no later than: **1630 hours (4:30PM CHST) Chamorro Standard Time on September 10, 2021.**

Please note submission instructions:

- All submissions must include IDIQ# and Project title in the email subject.
- All documents must be submitted in Adobe PDF format.
- All pages of your proposal must include the IDIQ# and Project title in the header, plus, page numbers in the footer.

Failure to follow these instructions will be considered unresponsive and your proposal will not be included for technical evaluation.

e. Cost of Preparation

All costs incurred by the vendor in preparing a response to this IDIQ and subsequent inquiries shall be borne by the vendor. All proposals and accompanying documentation will become property of CHCC and will not be returned. The Commonwealth Healthcare Corporation reserves the right to reject any or all bids for any reason and to waive any defects said in bid, if in its sole opinion, to do so would be in the best interest of CHCC.

f. Questions, clarifications, or inquiries

Any questions or requests for clarification must be made in writing through email.

All emails **MUST** contain the IDIQ# and Project title in the email subject.

Submit questions to:

➤ **Corazon P. Ada**

Director, CHCC Division of Procurement and Medical Supply Office

Email: cora.ada@chcc.health

VII. EVALUATION CRITERIA

a. Technical Criteria

Award will be made to the proposer whose proposal is most advantageous to the Corporation considering the evaluation factors set forth below.

- Demonstrate material that showcases experience in similar or related projects (25%).
- Demonstrate experience working with diverse ethnic populations (25%)
- Demonstrate experience for health content development, and data collection on content dissemination, population reach and media interest (25%)
- Demonstrate, from vendor's capability statement, the vendor's ability to respond to activities under one or more of the domains listed under the scope of work (25%)

b. Cost Criteria

Price is also a factor for consideration and price will be evaluated in comparison with the overall merit of the proposals. Technical merit is more important than price and the Corporation reserves the right to award the contract other than the lowest priced proposal. As proposals become more equal in technical merit, the importance of price will increase.

VIII. SUCCESSFUL VENDOR NOTIFICATION PROCESS

Upon selection, the successful vendor(s) will be advised to negotiate the contract with CHCC. Should the negotiations fail to result in an agreement, CHCC reserves the right to cancel the negotiation and select the next recommended vendor, which in CHCC's opinion, is the most qualified proposer. If the contract is not agreed to with any of the vendors, the IDIQ will be cancelled and re-advertised.

Approved By:  Date: 8/9/21
Esther L. Muna
Chief Executive Officer

Approved By:  Date: 8/9/21
Corazon P. Ada
Director of Procurement & Supply

Appendix 1

1. Task Order Title

Include a short title of services or a general description of items to be acquired. This title should be unique and descriptive, and should be used consistently throughout the task order process.

Along with the title, include an "as of" date and the required agency name. The SOW must have an "as of" date. If the SOW is revised or corrected during the pre-award phase, each revision should have a new date with changes marked by revision bars. When a SOW is revised for task order modification (after award) it must be given a new "as of" date. SOW's should be page numbered. Example IDIQ_TO1_CGC_4/26/21

2. Background

Justify this effort in relation to the customers' agency mission. List other historical or parallel efforts such as other agency activities and/or industry efforts that provide additional information related to this SOW.

3. Objectives

Provide a concise overview of the programs' goals and expectations as a result of this task order.

4. Scope

Describe a general scope of work. The SOW should be performance-based.

5. Specific Tasks

Provide a performance-based narrative of the specific tasks and/or products that make up the SOW. Number the tasks sequentially, e.g., Task 1 and narrative, Task 2 and narrative, etc. Task 1 should be for Task Order (TO) Management.

6. Task Period and Deliverable Schedule

State the total number of calendar days after the Task Order award necessary for performance. State if the task order is to be awarded with a base period and options. If the task order is to be awarded and funded incrementally, state the base obligation period and incremental funding periods.

Ex:

<i>SOW Task #</i>	<i>Deliverable Title</i>	<i># Calendar Days After Award</i>
<i>1.1</i>	<i>Promotion of Nicotine Cessation Class</i>	<i>Bi-monthly</i>
<i>1.2</i>	<i>Breast & Cervical Screening Newspaper Ad</i>	<i>Monthly</i>