

Florida Healthy Kids Corporation
Invitation to Negotiate | Media Campaign

Issue Date: April 12, 2017

The Florida Healthy Kids Corporation (Corporation) is seeking proposals from qualified vendors including, but not limited to, marketing, advertising and public relations agencies, media buying services and media companies for the development and execution of a paid and earned media campaign. The campaign shall be implemented statewide with concentration in Miami-Dade, Palm Beach, Broward, Orange and Hillsborough counties.

ESTIMATED BUDGET: \$1 million

CAMPAIGN TIMELINE: June – September 2017

PROPOSAL DEADLINE: No later than **5 PM EST ON MAY 3, 2017**

I. BACKGROUND: FLORIDA HEALTHY KIDS CORPORATION / FLORIDA KIDCARE

The Florida Healthy Kids Corporation (Corporation) is a private, nonprofit organization created to advance access to affordable, high quality health and dental insurance for all Florida children. The Corporation coordinates marketing and enrollment services for Florida KidCare, the umbrella brand for the four government sponsored health insurance programs serving Florida children – Medicaid, Florida Healthy Kids, MediKids and Children’s Medical Services.

Florida KidCare offers health insurance coverage for every Florida child. Eligibility for subsidized coverage is based on family income as a percentage of the federal poverty level; the age of the child; and for a small number of children, special medical conditions. The federal poverty level is calculated based on family income and the number of household members. For families who qualify, subsidized coverage is free or costs as little as \$15 or \$20 per month and includes all children in the household. For families who do not qualify for subsidized coverage, Florida KidCare also offers competitively priced full-pay plans.

Each of the four Florida KidCare programs provides comprehensive medical, dental and vision benefits tailored to the needs of children at each developmental stage. To apply for coverage, families may fill out an online application at www.floridakidcare.org, download / mail the application, or apply over the telephone. Applications are accepted and enrollment is continuous year-round.

Refer to www.floridakidcare.org for additional information.

II. SITUATION | OBJECTIVES | TARGET AUDIENCE

Approximately 283,000 children are currently uninsured in Florida. Of those children, an estimated 172,000 are eligible for subsidized health and dental coverage, and the remaining 111,000 children are eligible for competitively priced full-pay coverage through Florida KidCare.

The primary objectives are to:

- Execute a targeted, high impact, multi-cultural media campaign that raises awareness, educates and prompts eligible Florida KidCare families to submit an application and ultimately enroll their children in the program; and
- Advance the overarching goal of increasing the number of children insured through Florida KidCare and driving down the number of uninsured children in Florida.

Key performance measures shall include the number of Florida KidCare customer inquiries generated and applications submitted as a direct result of paid media strategies.

The primary target audience shall include:

- Florida families with uninsured children, birth through end of age 18, with concentration on families who live in the five Florida counties with the highest number of uninsured children: Miami-Dade, Broward, Palm Beach, Orange and Hillsborough counties;
- Hispanic families, lawfully residing immigrant children and other minority populations;
- Decision makers including mothers, fathers, grandparents and other caregivers;
- Influencers including friends / families and trusted community stakeholders.

2015 Uninsured Florida Children 5 Highest Counties

COUNTY	# OF TOTAL UNINSURED Statewide = 283,000	% OF TOTAL UNINSURED	# ELIGIBLE FOR SUBSIDIZED COVERAGE Statewide = 172,000	% OF TOTAL ELIGIBLE FOR SUBSIDIZED COVERAGE
Miami-Dade	40,046	14%	27,737	16 %
Broward	28,963	10%	17,594	10 %
Palm Beach	23,439	8 %	16,401	10 %
Orange	20,962	7 %	14,018	8 %
Hillsborough	19,189	7 %	11,717	7 %
TOTAL	132,599	47 %	87,467	51 %

Based on the U.S. Census Bureau, 2015 American Community Survey, 1 Year Estimates Table DPO3 – the most current data available as of December 2016.

Families who earn less than 200% of the Federal Poverty Level may qualify for subsidized coverage. Families who earn more than 200% of the Federal Poverty Level are eligible for the full-pay plan. For reference, attached is complete breakdown by zip code.

III. SCOPE OF WORK

Deliverables shall include:

- Development and implementation of a statewide paid media plan which prioritizes the five aforementioned target markets, including production of all supporting advertising creative materials.
- Development and implementation of a supporting statewide earned media relations plan including production of all supporting tools.
- Comprehensive reports including:
 - Weekly activity updates;
 - Real-time updates on paid and earned media exposure;
 - Paid media proof of performance, impressions and key performance indicators.

Media channels may include, but not be limited to, television, radio, direct marketing and digital / social media.

The campaign creative shall align with the new “IAmKidCare” branding campaign. The selected vendor(s) shall coordinate with Moore Communications Group (MCG) – the current marketing partner of record for the Corporation / Florida KidCare – to ensure a cohesive and consistent message across all media channels. MCG will collaborate with the selected vendor(s) on campaign strategy, branding, messaging and development of campaign assets as needed.

IV. BUDGET

The budget is estimated at \$1 million and is inclusive of all direct and indirect costs including, but not limited to, planning, project management, media placement, commissions / fees, and creative production expenses.

V. TIMELINE

ITN Issued:	April 12, 2017
Questions Due:	April 21, 2017 by 5 PM
Answers Posted to Website:	April 24, 2017 by 5 PM
Proposals Due:	May 3, 2017 by 5 PM
Anticipated Project Award:	May 2017
Campaign Implementation:	June – September 2017

VI. QUESTIONS

Questions regarding the meaning or interpretation of any provision of the ITN must be submitted in writing via email to the Issuing Officer:

Steven Malono
 Corporate Counsel, Florida Healthy Kids Corporation
 malonos@healthykids.org

Telephone calls will not be accepted. Questions will be accepted through 5 PM EST on April 21, 2017. Questions received by the deadline will be answered by April 24, 2017 and posted to the Florida Healthy Kids [here](#) for all Respondents to view. Questions received after the deadline may be answered on case-by-case basis at the sole discretion of the Corporation.

Any information or responses received by interested parties verbally or through other representatives either before or during this ITN process are not binding on the Corporation, and Respondents shall not rely on such information.

VII. PROPOSAL SUBMISSION AND FORMAT

Proposals may be developed in any format but must be submitted electronically in PDF format via email or storage device and received no later than 5 PM EST on May 3, 2017 by the Issuing Officer:

Steven Malono, Corporate Counsel
Florida Healthy Kids Corporation
661 East Jefferson Street; 2nd Floor
Tallahassee, Florida 32301
malonos@healthykids.org

Respondents shall ensure their proposals are organized, complete and concise as follows:

A. Title Page

- ITN title and number
- Name of Respondent, address and telephone number for Respondent office assigned to the project, and website
- Primary point of contact for the Respondent including name, title, email and telephone number

B. Respondent Qualifications

- Brief company background.
- Overview of media planning / buying and earned media relations experience.
- Related work experience and expertise marketing to low income families with children, birth through age 18, specifically Hispanics, minorities and multi-lingual populations.
- Total number of full-time professional employees (not independent contractors or subcontractors), total number of employees assigned to the project, brief background of proposed project lead and other key staff assigned to the project.
- If the Respondent proposes to subcontract, use independent contractors or otherwise partner in any way with other vendors to provide any of the proposed services, the Respondent must provide the name of the vendor; description of services; description of related experience; size of vendor; and location of the primary vendor office that would perform services.
- Statement affirming that the 1) Respondent has disclosed any relationships with any Corporation employees or Board members (Board members are listed on the Corporation's website [here](#)); and 2) Respondent is not de-barred or otherwise prohibited from or being eligible to receive federal or state funds.
- Statement affirming that, if awarded a contract, the Respondent shall obtain and maintain during the term of the contract professional liability insurance with minimum coverage of \$1 million. Evidence of such policy shall be provided prior to execution of the contract.

C. Approach

- In as much detail as possible, describe the proposed paid media plan including, but not limited to, approach to media planning and buying, target counties, media channels, budget allocation, schedule, and target impressions and key performance indicators including potential bonus / added value.
- In as much detail as possible, describe the proposed earned media plan including, but not limited to, tactics, target counties, media channels, budget allocation, schedule, and target impressions and other key performance indicators.
- Methods for tracking and reporting effectiveness, outcomes and return on investment.

D. Deliverables and Cost Proposal

- Key deliverables associated with proposed paid media plan.
- Key deliverables associated with proposed earned media relations plan.
- In the form of a proposed budget, detailed summary of all direct and indirect cost, including, but not limited to, planning, project management, media placement, commissions / fees, creative production expenses, and estimated bonus / added value.
- Standard hourly rate schedule for all primary services including, but not limited to, all levels of proposed account management and account service staff time, copywriting, media placement, and creative services.

VIII. EVALUATION

The Corporation is not subject to the State of Florida bid requirements, has established its own competitive process for vendor selection, reserves the right to establish mandatory guidelines for vendor selection, and may accept or reject any or all proposals in its sole discretion. The Corporation may award a contract to a single Respondent or to multiple Respondents in its sole discretion.

Proposals will be evaluated by Corporation staff and its agents, and the Corporation is the sole judge of which proposal(s) provide the best solutions in terms of technical merits and price.

The Corporation reserves the right to contact or interview individual Respondents to clarify their proposals or to correct minor discrepancies but is not obligated to grant an interview to any Respondent. The Corporation, in its sole discretion, may accept any proposal modification or revision after the submission date.

The Corporation may elect to enter into negotiations with Respondents in order to select the best Respondent or Respondents for the project. The Corporation further reserves the right to award a contract or multiple contracts without any further discussion or negotiation with any Respondents.

IX. OTHER TERMS AND CONDITIONS

- A. The Corporation may award one or more contracts in response to this ITN. Selected vendors are not guaranteed any minimum level of scope of work or compensation and must coordinate with any other vendor that may be awarded a Contract under this ITN as well as the current marketing partner of record for the Corporation / Florida KidCare, and Corporation staff.
- B. Respondents and their agents may only contact the Issuing Officer, Steven Malono, during this procurement process. Telephone calls will not be accepted. Any / all Respondents or

their agents who contact any other Corporation employee, Board member or Committee member, including ad hoc board members, regarding this ITN or the procurement process before the final award may be disqualified at the sole discretion of Corporation.

- C. Any / all submissions including, but not limited to, proposals, creative concepts, strategies, recommendations, ideas, and/or materials received during this ITN process shall become the property of the Corporation and may be used by the Corporation without permission from or compensation to the Respondent. Submissions and / or any other information received under this ITN shall not be made available to any other Respondents until the ITN process has been concluded. Following the conclusion of the ITN process, any / all submissions may be subject to public inspection.
- D. The successful Respondent or Respondents will not receive any Personal Health Information (PHI) related to Florida KidCare enrollees. Accordingly, there will be no need to execute a HIPAA compliant Business Associate Agreement or provide any type of encrypted messaging system.
- E. Submission of a response to this ITN indicates the Respondent's agreement to all terms described herein. Proposals that contain conditions, caveats or contingencies for acceptance may not be considered and may be disqualified without further consideration or opportunity for modification or clarification by the Respondent.

END OF DOCUMENT