



ROCKY BOY HEALTH CENTER

Request For Qualifications

Marketing Services

RFQ Due Date: Noon, November 15, 2024

Cynthia Stump
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Rocky Boy Health Center
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SECTION 1: GENERAL INFORMATION

1.1 Introduction

The Rocky Boy Health Center (RBHC) is hereby soliciting Statements of Qualifications and Experience from a variety of qualified marketing (“Consultant”) firms to provide culturally appropriate marketing services for the Rocky Boy Health Center on the Rocky Boy’s Indian Reservation. The services provided by the Consultant will assist the Rocky Boy Health Center in their efforts to enhance our community’s overall well-being.

RBHC also intends to develop a list of qualified candidates through this solicitation for future work through Indefinite delivery/indefinite quantity (IDIQ) Master Services contract(s). Candidates who are deemed qualified will enter into an IDIQ contract with RBHC to deliver similar services to those described in this RFQ and a series of Task Orders will be issued for future projects. Task Orders may be awarded to one or more qualified contractors and will be based on time and materials or a flat fee for services.

1.2 Owner

Rocky Boy Health Center (RBHC) has a mission to educate and empower our relatives to live well. Founded in 1974, the RBHC provides a full suite of professional health care and wellness services for over 5,000 people with a staff over 200 employees. We provide these services in one modern campus fulfilling the health care needs of our Chippewa Cree community.

A Board of Directors governing Rocky Boy Health Center is responsible for the oversight, long-range planning, and approving the strategic, business, and clinical priorities of the health center to best ensure continued success, improving, and restoring the health of the communities we serve.

Every decision made by our Executive Leadership team, Healthcare Providers, and staff is guided by our vision of a healthy community. We deliver these objectives through our mission of maintaining and restoring health through leadership in compassionate care, modern practices, technology, community outreach, education, and the unique principles, values, and traditions of our Chippewa Cree heritage.

1.3 Schedule

Event	Date and Time (MST)
RFQ Release	October 29, 2024
Proposals Due	November 15, 2024 noon
Notification	November 20, 2024 noon

1.4 Points of Contact

Contact accepted via e-mail only:

Cynthia Stump

Supply Technician

cstump@rbclinic.org

1.5 Instructions & Submission

All documents must be submitted electronically to cstump@rbclinic.org. Submissions will be accepted until November 15, 2024 at noon (mountain time). Please limit all submissions to twenty pages or fewer, excluding resumes, cover letter, table of contents, and divider sheets

1.6 Business License

All bidders must purchase a Chippewa-Cree business license before submitting. If you are applying for native preference you must register with the Rocky Boy TERO office before submitting a bid.

SECTION 2 – RULES GOVERNING COMPETITION

2.1 Examination of Proposals

Proposers should carefully examine the entire RFQ, any addenda thereto, and all related materials and data referenced in the RFQ. Proposers should become fully aware of the nature of the Work and the conditions likely to be encountered in performing the Work.

2.2 Proposal Acceptance Period

Award of this proposal is anticipated to be announced within five (5) calendar days, although all offers must be completed and irrevocable for sixty (60) days following the submission date. Notice to proceed will be given upon timely, successful contract negotiation between RBHC and Consultant(s).

2.3 Proposal Format

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFQ. Emphasis should be placed on: Conformance to the RFQ instructions; Ability and experience with the type of work in Section 3; Experience with tribes; Past or current experience with healthcare facilities.

2.4 Signature Requirements

All proposals must be signed. An officer or other agent of a corporate vendor, if authorized to sign Contracts on its behalf; a member of a partnership; the owner of a privately owned vendor; or other agent if properly authorized by a Power of Attorney or equivalent document may sign a proposal. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.5 Proposal Submission

An electronic submission of the proposal must be received by RBHC no later than Noon MST on November 15, 2024. Proposals shall be electronically delivered to: Cynthia Stump, Supply Technician, at cstump@rbclinic.org. Phone: 406-395-1685

2.6 News Releases

News releases pertaining to the award resulting from the RFQ shall not be made without prior written approval of RBHC.

2.7 Disposition of Proposals

All materials submitted in response to this RFQ become property of RBHC.

2.8 Modification/Withdrawal of Proposals

A respondent may withdraw a proposal at any time before the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. This notification shall be submitted as an email attachment. The respondent may thereafter submit a new or modified proposal before the final submission date. Modifications offered in any other manner, oral or written, will not be considered. A final proposal cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by RBHC after the date of receipt.

2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFQ is valid. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by RBHC.

2.10 Late Submissions

COMPLETE PROPOSALS NOT RECEIVED BY THE DATE AND TIME SPECIFIED IN THIS DOCUMENT WILL NOT BE CONSIDERED AND WILL BE DEEMED UNRESPONSIVE.

2.11 Rejection of Proposals

RBHC reserves the right to reject any or all proposals if determined to be in the best interest of the organization.

SECTION 3 – SCOPE OF WORK

The selected Consultant will provide full suite of marketing services that are culturally grounded and appropriate for the Chippewa Cree Tribe including but not limited to:

- Market research and analysis: Conduct marketing research and review existing marketing research and studies already commissioned by the RBHC to identify community health marketing needs. Assess current marketing efforts and effectiveness.
- Brand development: Evaluate and enhance the existing brand identity and review and/or develop branding guidelines, including logo, color palette, and typography.
- Marketing strategy: Review existing marketing plan documents and outline strategies for outreach, community engagement, and education. Recommend channels for communication (e.g., social media, print, events).
- Content creation: Develop culturally relevant promotional materials (brochures, flyers, newsletters) and create and maintain engaging content for social media and the website.
- Community engagement: Plan and execute community events to promote health services. Develop and deploy community feedback mechanisms that will strengthen the marketing approach and delivery of services.
- Performance Measurement: Establish metrics to evaluate the success of marketing efforts and provide regular reports on key performance indicators related to the effectiveness of marketing efforts.
- Technical Assistance: Provide general guidance on an as-needed-basis. This could include participating in meetings with our tribal partners and providing input, grant writing technical assistance, strategic planning input, and public relations management.

The Consultant may also be required to provide technical assistance in the development and administration of grant funding proposals for related projects. All data and materials produced during this scope of work will become the property of the Rock Boy Health Center and Chippewa Cree Tribe. Consultants will need to provide cost and time estimates on all projects before any task order is awarded.

A Master Service Agreement will be created between the Consultant and RBHC. The first Task Order will focus on reviewing existing marketing efforts and some market analysis to determine a comprehensive marketing strategy.

SECTION 4 – PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, the proposals shall be organized in the manner specified below. Proposals shall not exceed twenty (20) pages in length (excluding resumes, attachments, or dividers). Information over the page limit will not be evaluated/scored. One page shall be interpreted as one side of single-spaced, typed, 8½" X 11" sheet of paper with no less than 0.5" margins and no less than 10 pt. font.

4.1 Cover Letter

- A.** Identify the RFQ project for which proposal has been prepared.
- B.** Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.
- C.** Provide the name(s) of the person(s) authorized to make representations for your firm, their titles, address, and telephone numbers.
- D.** The cover letter must be signed by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

4.2 Proposal Narrative

A. Firm Experience

(0-20 Points)

1. Detail the firm's comprehensive planning, development, and implementation knowledge and experience. Provide resumes and/or Bios for key staff.
2. Detail the firm's experience with working with tribes.
3. Provide references for which your firm has provided the same or similar services. Include a point of contact, current telephone number, and a brief description of the services provided.
4. Detail the firm's experience working with healthcare operations, especially in rural areas.
5. Detail the firm's experience with integrating tribal cultural values into marketing materials.

B. Key Project Staff and Subconsultants

(0-20 Points)

Identify key project staff, and subconsultants expected to provide services on behalf of the firm, including their availability. Resumes should be included for each of the individuals and subconsultants referenced, which details their relevant experience. Performance on projects, especially Native American projects, should be noted.

C. Available Resources and Consultant Location

(0-20 Points)

1. Provide information on personnel resources available to your firm, which indicates that you have access to the services necessary to perform the work in the time available and within the required standard.
2. Describe the firm's ability to meet with RBHC program staff.

3. Native American Preference – evidence of being at least 51% owned by a Native American.

D. Project Methodology and Approach (0-30 Points)

Provide detailed information on the firm’s overall engagement strategy for new projects, project development and management methodologies, and the firm’s framework and paradigm for the type of work requirements identified in Section 3. Describe the overall approach to include special considerations, which may be envisioned in scoping, completing, and managing small tasks. Briefly describe the approach the firm will take with the initial task order.

E. Project Budget (0-10 Points)

Provide the price per hour and estimated hours for each of the firm’s proposed tasks. It is expected that the per-hour price will be billed in 15-minute increments. Provide an all-inclusive rate schedule detailing the hourly rates for personnel, equipment, or other billable items that may be necessary for future projects listed in Section 3.

F. Total Possible Score (100 Points)

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5.1 Evaluation Criteria

Submittals will be evaluated by the following criteria:

A. Firm Experience	0-20 Points
B. Key Project Staff and Subconsultants	0-20 Points
C. Available Resources and Consultant Location	0-20 Points
D. Project Methodology and Approach	0-30 Points
E. Project Budget	0-10 Points
Maximum Score	100 Points

5.2 Qualitative Rating Factor

A committee of individuals will perform an evaluation of the proposals. The committee will rank the proposals as submitted.

RBHC reserves the right to award Contract(s) solely on the written proposal.

RBHC also reserves the right to request oral interviews with the highest-ranked firms (short-list). The purpose of the interviews with the highest-ranking firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection

will be based on written proposals and oral interviews if conducted. The same categories and point range will be used during the second evaluation as for the first. The highest-ranked Proposer, after the second scoring, if performed, will be invited to enter into contract negotiations with RBHC for Contract Award.

SECTION 6 – CONTRACT NEGOTIATION PROCESS

The highest-ranked Proposer may be invited to enter Contract negotiations with RBHC. If an agreement cannot be reached with the highest-ranked Proposer, RBHC shall notify the Proposer and terminate negotiations. The second-highest Proposer may be contacted for negotiations. This process may continue working through the ranked Proposers until successful negotiations are achieved. However, RBHC reserves the right to terminate negotiations with any Proposer should it be in the organization's best interest. RBHC reserves the right to reject any and all proposals submitted. All Proposers responding to this RFQ may be invited to enter into IDIQ contract negotiations through a similar process.