



**State of Oklahoma  
Oklahoma Health Care Authority**

**Amendment of Solicitation**

**Date of Issuance:** March 9, 2015  
**Requisition No.** 8070000805

**Solicitation No.** 8070000805  
**Amendment No.** 2

Hour and date specified for receipt of offers is changed:  No  Yes, to: \_\_\_\_\_ CST

Pursuant to OAC 580:15-4-5(c)(5), this document shall serve as official notice of amendment to the Solicitation identified above. Such notice is being provided to all suppliers to which the original solicitation was sent. Suppliers submitting bids or quotations shall acknowledge receipt of this solicitation amendment prior to the hour and date specified in the solicitation as follows:

- (1) Sign and return a copy of this amendment with the solicitation response being submitted; or,
- (2) If the supplier has already submitted a response, this acknowledgement must be signed and returned prior to the solicitation deadline. All amendment acknowledgements submitted separately shall have the solicitation number and bid opening date printed clearly on the front of the envelope.

**ISSUED BY and RETURN TO:**

**U.S. Postal Delivery:**

Sheila Killingsworth  
 Contracting Officer

(405) - 522 - 7846  
 Phone Number

\_\_\_\_\_, OK -  
 or

**Personal or Common Carrier Delivery:**

Sheila.Killingsworth@okhca.org  
 E-Mail Address

\_\_\_\_\_, OK -

**Description of Amendment:**

a. This is to incorporate the following:

1. Questions and Answers to the RFP (New Q&A's are shaded).

b. All other terms and conditions remain unchanged.

\_\_\_\_\_  
 Supplier Company Name (**PRINT**) \_\_\_\_\_  
 Date

\_\_\_\_\_  
 Authorized Representative Name (**PRINT**) \_\_\_\_\_  
 Title Authorized Representative Signature

Multimedia Marketing Services RFP Questions & Answers

Question #	RFP Section(s):	Entity Question	OHCA Answer
1	Section I D	Confirming the media buys are to run between April 1, 2015 and June 30, 2015 - not June 30, 2016. Please confirm the year.	Media buys are to run between April 1, 2015 and December 31, 2015. Pending the extension of the Insure Oklahoma program, more funding could be available.
2	Section II E 8	States all names will be eliminated from the response, however, Bidder's Response Form-6 Question 4 requires names and resumes of project director, staff and subcontractors.	The corrected forms will be added to the amendment and will be uploaded to the website.
3	Section II F 6	States Form 7 is to be limited to 11 pages, however, Form 7 only states that a Project Director will be required and OHCA will designate a Program Monitor. Also states Form 7 is to cover proposed scope of work, but scope is included in Form 6. Does the 11 page maximum pertain to Form 6?	See question #2.
4	Forms Package: FORM 4	Are the blue rows headers for the rows below?	Yes.
5	Forms Package: FORM 4	Should we present rates for Production Costs (copywriting and editing, bilingual translation, and photography services) in an hourly rate?	Yes.
6	Forms Package: FORM 4	Should we present rates for Production Costs (direct marketing campaign, development and execution; newsletter/publications; website design; television ad production; print ad production; and digital ad production) and Media Buying (total media buy budget) in a project rate?	Yes.
7	Forms Package: FORM 4	Can prices be presented in a range?	No, all prices need to be listed as an hourly rate without ranges. If a range is submitted, the average of the range will be used for evaluation purposes.
8	Forms Package: FORM 6, Bidder's Response, 2.a.i	Should there be categories where to which we should respond with the number of years of experience?	See question #2.
9	Section 1: A	Can we submit a response to Section 1: A, 2 and 3 only?	No, as a contractor for this project, a resign of Insure Oklahoma's website, on Ektron platform is required.
10	Website Question	Will there be any new features desired for the redesign of Insure Oklahoma's website?	We are open to new features, including but not limited to: a blog page, form libraries and a provider search. We expect the contractor to make suggestions for new features based on industry best practices and improving usability.
11	Website Question	Does "excluding coverage application and pages behind portal log-in" refer to the website redesign, or to what part of the website is Section 508 compliant?	It refers to the website redesign. The coverage application and pages behind portal log-in will not be redesigned as part of this project. The entire website must be Section 508 compliant.
12	Website Question	Is there a specific reason Ektron is the pre-selected CMS? Is there a specific reason for .NET?	OHCA has an established onsite Ektron CMS environment which houses both of our public-facing websites. Our current technology strategy is to maintain our website environments in-house. Also, we have existing resources with the skillset to maintain and extend the Ektron/.NET environment. While this strategy may change in the future, our current preference is to continue centralizing our websites on our in-house web server.
13	Website Question	Is OHCA open to using an open-source content management system?	No, not at this time.
14	Website Question	Would the selected vendor be rebuilding the Find Agent application? If yes, what features are required?	Yes, with enhanced location-based search fields and map-able results.
15	Website Question	Would the selected vendor be updating the Qualified Agent Form? If yes, what features are required?	Yes. The updated form would be much shorter and need to feed the "Find an Agent" function. See question 20.
16	Website Question	What happens to the data when a user submits the form? What action does the user experience? (A confirmation screen? Receives an email?)	An e-mail is sent to an agency e-mail address containing the form responses which is then used by agency staff to perform further processing. An e-mail is also sent to the respondent confirming successful submission of the form data and a confirmation webpage is displayed.
17	Website Question	Are there other areas of the site that feature applications or widgets that are more than on-page content or downloadable files?	No.
18	Website Question	Is the site importing data? How is that currently achieved? How do you wish this to behave with the redesign? (E.g., How does the find agent app get updated?)	No. There is an administrative screen which OHCA staff use to manage the list of agents for the Find an Agent application. Agent information from the Qualified Agent form response email (see question 16) is manually added to the list by staff. The agent data is stored on the backend in a custom SQL database. We would like to streamline this process by adding a moderation feature that staff can use to approve agent listing submissions without manually entering the information into the list.
19	Website Question	Is the site exporting data? How is that currently achieved? How do you wish this to behave with the redesign? (E.g., qualified agent form)	Currently, no exporting occurs.
20	N/a	Is OHCA open to the redesign of the Insure Oklahoma logo?	Yes.
21	N/a	Is any medium or type of advertising off-limits, in regards to creation/production of communications tools?	Any medium that supports campaign objectives strategically, is cost-effective, in good taste, and appropriate for the image of Insure Oklahoma and Oklahoma Health Care Authority may be considered.
22	N/a	Should Insure Oklahoma not have authorization to operate beyond Dec. 31, 2015, what would be the status of the marketing contract?	If Insure Oklahoma ends on December 31, 2015, the contract will be terminated.
23	N/a	Do you anticipate the program's name changing as you look to extend its operations?	No.
24	N/a	Does the contract go from April 1, 2015, to June 30, 2015 or June 30, 2016?	The contract will be effective based on the State Fiscal Year and will term on June 30, 2015. However, a renewal of the contract will occur for July 1, 2015 thru December 31, 2015, or potentially longer, pending legislation.
25	Website Question	In your answers to the first round of questions, you say, "...also, we have existing resources with the skillset to maintain and extend the Ektron/.NET environment." Does that mean the in-house resources at OHCA could do the development of the website?	For this project, OHCA developers may work with the selected vendor to implement the website, which will be maintained in-house. However, the vendor is expected to develop the website.
26	Website Question	Are your in-house resources the same people who built the original Find an Agent app?	Yes
27	Website Question	Are your in-house resources the same people who built the original SQL database?	Yes
28	Website Question	Is there reporting associated with being the administrative agent in reimbursing insurance agents? (e.g., monthly, quarterly, etc.)	A monthly statement of reimbursements will be required.
29	Website Question	Are there any additional responsibilities with this [the administrative agent] role, or is it just pass-through billing?	No additional roles will be required for this job duty.