The Rector and Visitors of the
University of Virginia

On behalf of its Medical Center

Request for Proposal #MG-06142024

Marketing Media Services

Issued By:
Medical Center Contracts and Procurement
University of Virginia Medical Center
Charlottesville, Virginia

June 14, 2024
A.  GENERAL INFORMATION

Request for Proposal (RFP) Name:  Marketing Media Services

RFP Number:  #MG-06142024

Issue Date:  06/14/2024

Brief Description:  The Rector and Visitors of the University of Virginia, a Virginia public corporation, on behalf of its Medical Center (hereinafter “Medical Center” or “University”) is seeking an experienced firm to provide comprehensive earned media monitoring, press release distribution, a media contacts database and analytics tools.

Pre-proposal Questions and Communications:  Any questions and communications concerning this RFP must be sent to and through the Contract Negotiator (CN) listed below, or as otherwise indicated.

Proposal Due Date:  The due date for this proposal is July 12, 2024 @ 5pm EST.  Proposals are to be sent using the contact information below.  All responses should be in electronic form of email.  The University of Virginia (the “University”) may, at its discretion, accept late proposals if it is determined to be in the best interest of the University.

Expected Award Date:  4th Quarter 2024

Term of Agreement:  The term of a resulting Agreement or Purchase Order will be for three years, with the ability to renew on the same terms and conditions, for two additional one-year periods if mutually agreeable to the University and the Selected Firm.

Refer all questions to:
University of Virginia Medical Center
Medical Center Contracts and Procurement
Attention: Melissa Gibson
Fax:  434-982-4354
Email: mrg2s@Virginia.edu

This Request for Proposal (RFP) has been posted on Procurement Services web site for your convenience.  Addenda and attachments are posted if issued.  The RFP can be downloaded at this web site: http://www.healthsystem.virginia.edu/internet/SCM.  It is the firm’s responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal.  We encourage you to check the web site frequently for any changes prior to the due date.  Call (434) 924-9374 if you have trouble accessing the RFP from the web.  For questions about the content of the RFP, contact Melissa Gibson listed above.

For ease of reference, each firm or individual receiving this RFP is referred to as a “firm” and the firm or individual selected to provide services for the University is referred to as the “Selected Firm.”  This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.
Overview of the Medical Center:
University of Virginia Medical Center is part of UVA Health. More information about UVA Health is provided at: https://uvahealth.com/about

B. SCOPE OF GOODS & SERVICES

I. SCOPE OF GOODS AND SERVICES

The University of Virginia Medical Center is seeking a firm to satisfy the resource needs necessary to provide comprehensive earned media monitoring, press release distribution, a media contacts database and analytics tools. The intent is for the firm to provide the proposed cost of a per-year agreement that provides unlimited use of the following features in a single online tool:

- Complete automated monitoring (using keyword search terms developed collaboratively by UVA Health and the vendor) of online, print and broadcast (radio/TV) news coverage for UVA Health along with health system peers identified by UVA Health. The online tool must be home to a searchable repository of news coverage as well as provide an automated daily email summarizing news coverage for UVA Health and its peer institutions.
- An online tool that UVA Health team members will use to distribute UVA Health's news releases to reporters, including through newswire services as needed.
- A searchable database of media contacts to help identify reporters interested in covering news from UVA Health, along with the ability to import UVA Health’s existing media lists for targeted distribution of press releases.
- Analytics tools that streamline report creation - this includes but is not limited to:
  - Number of earned media stories for UVA Health and its peer institutions.
  - Reach of news outlets.
  - Ability to filter news coverage by major service lines, including heart, cancer, children’s and neurosciences.

Respondents are asked to send a written summary of the services they offer.

C. BASIS OF SELECTION

The Medical Center will evaluate proposals and, if a firm is to be selected, select the firm on the basis of:

1. The firm’s plan to assist the Medical Center to meet its goals and requirements as discussed in this RFP including its Section B: Scope of Goods and Services.
2. The firm’s relevant experience, qualifications and success in providing the goods and/or services outlined in this Request for Proposal.
3. The firm’s references from institutions of higher education, teaching hospitals, and clients who are comparable to the Medical Center.
4. The firm’s financial proposal.
5. The quality of the proposal, specifically, the provision, adequacy and completeness of your response.
6. The contractual terms that would govern the relationship between the Medical Center and the Selected Firm. The firm will be deemed to have fully accepted the Medical Center’s Contractual Provisions: https://www.medicalcenter.virginia.edu/scm/, unless specific modifications are requested in the firm’s written proposal, with an explanation as to why such modifications are required by the firm.
7. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm’s plan for utilization of SWAM businesses.
8. Any other relevant factors as determined solely by the Medical Center.

D. CONTENTS OF PROPOSAL

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content, and should be organized in the order in which the requirements are presented in the RFP. Firms should provide the following information:
1. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.

2. A detailed description and the full specifications of the media monitoring and distribution services proposed. Each firm should indicate in their proposal the firm’s ability to achieve / comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm should detail their proposed change(s) and how the proposed change would compare to the listed specification. Proposals should be formatted in such a way to address each of the above specifications in a line-by-line process.

3. The estimated ship date of the product from the time of the order (i.e., 10 wks after order)

4. Information on the warranty associated with the product you are proposing and any extended warranty (include the price) that might be available.

5. The firm’s proposed price / fee for providing the Goods and Services, to include shipping charges (the University’s shipping terms are FOB Destination), and description of invoicing process.

6. The firm’s capacity for accepting electronic payments through Electronic Data Interchange (EDI) or Automated Clearing House (ACH) and any additional discounts that may result from paying electronically.

7. At least three references where similar goods and/or services have been provided. Include the name of the firm / organization, the complete mailing address, and the name of the contact person and their telephone number.

8. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.

9. An authorized representative of the responding Firm shall sign proposals. All information requested should be submitted; the Medical Center may reject proposals that are substantially incomplete or lack key information.

10. Ownership of all data, materials, and documentation prepared for the Medical Center pursuant to this RFP shall belong exclusively to the Medical Center. Once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act if the firm invokes the protections of Virginia Code Section 2.2-4342(F) in writing and follows its stated requirements prior to or upon submission of its proposal. A firm may not request that its entire proposal be treated as a trade secret or proprietary information. Nor may a firm request that it’s pricing be treated as a trade secret or proprietary information, or otherwise be deemed confidential. The Medical Center shall, upon receipt of any request under the Virginia Freedom of Information Act for materials that the Firm has identified as trade secrets or proprietary information in conformity with the requirements of Virginia Code Section 2.2-4342(F), notify the Firm that a request has been received, before responding to the request. Except as may be required by applicable law, the Medical Center shall not voluntarily disclose the designated trade secrets or proprietary information without prior written approval of the Firm.

11. Complete and return the information requested in Attachment 1, Firm Information. State point of contact information to include name, address, office telephone number, mobile telephone number, facsimile number and email address.

12. COOPERATIVE PROCUREMENT: This contract may be extended to any public agency or body in the Commonwealth of Virginia to permit those public agencies or bodies to purchase at contract prices, in accordance with the terms, conditions and specifications of this contract. The vendor shall deal directly with each public agency or body in regard to order placement, delivery, invoicing and payment.

13. Provide the Medical Center with a written statement of any requested modifications to the Medical Center’s Contractual Provisions: https://www.medicalcenter.virginia.edu/scm/ pursuant to C.6 above. Failure to provide such a written statement will be deemed as full acceptance of the Medical Center’s Contractual Provisions without exception.

The Issuing Office for this Request for Proposal is please note all proposal shall be submitted via email:

**U.S. Mail:**
University of Virginia Medical Center
Medical Center Contracts and Procurement
P.O Box 800705
Charlottesville, Virginia 22908

**All Other Deliverers:**
University of Virginia Medical Center
Medical Center Contracts and Procurement
1300 Jefferson Park Avenue, Room #1951
Charlottesville, Virginia 22903
E. TERMS AND CONDITIONS

I. Awarded firms shall adhere to University and Medical Center Policies and procedures.

II. This solicitation and any subsequent award will be governed by:

(a) The Selected Firm registering as a vendor with the University of Virginia Medical Center.
(b) In addition to the Medical Center’s Contractual Provisions: https://www.medicalcenter.virginia.edu/scm/, the following Insurance provision will apply:

Insurance. The Medical Center will not execute an Agreement or authorize the provision of goods and services until the Firm satisfies the insurance requirements of the Medical Center. In no event should the Selected Firm construe these minimum required limits to be their limit of liability to the Medical Center. The Medical Center reserves the right to approve any insurance proposed by the Selected Firm. The requirements are as follows:

1. Automobile Liability insurance with a minimum combined single Limit of Liability for bodily injury and property damage of $750,000 per accident on all owned, hired, and non-owned vehicles operated by the Selected Firm’s employees;

2. Commercial General Liability insurance with a minimum combined single Limit of Liability for bodily injury and property damage of $2 million per occurrence, to include premises/operations, products/completed operations, and contractual liability coverage and list the Medical Center as an additional insured, the proper name is: “The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees and agents.”;

3. Workers compensation coverage, (i) with Employer’s Liability coverage of at least $100,000 and (ii) which meets all statutory requirements.

4. The Selected Firm will provide the Medical Center with a valid Certificate of Insurance evidencing all required coverage with its proposal, which shall remain in force throughout the terms of any resulting Agreement. The Selected Firm shall only utilize insurers that hold at least an “A-“rating with A.M. Best Company. The Selected Firm shall notify the Medical Center in writing 30 days prior to the termination of any such insurance coverage for any reason whatsoever. The Selected Firm agrees to take no action that prohibits the utilization of this insurance or limits the liability of the Selected Firm for property damage or personal injury in conjunction with goods or services provided under this Agreement.

5. For clinical services, the contractual medical malpractice insurance limit requirement is $2,000,000.

6. For professional services, the Professional Errors & Omissions Liability insurance limit requirement is $1 million per claim.
ATTACHMENT 1

FIRM INFORMATION

Full Legal Name:_____________________________________________________________
(Company Name as it appears with Federal Taxpayer ID Number)

Address:______________________________________________________________

Telephone Number:_________________ Fax Number:________________________

Web Address:__________________________________________________________

eMail Address:________________________________________________________

DUNS Number:__________________________________________________________

SWAM Information:

Is your firm certified with the Commonwealth of Virginia’s Department of Minority
Business Enterprises (DMBE):  YES____  NO____

Minority-Owned  YES____  NO____

Women-Owned   YES____  NO____

Small –Owned   YES____  NO____

Your firm’s point of contact for this proposal:

Name:______________________________________________________________

Address:____________________________________________________________

Office Phone:________________________________________________________

eMail:______________________________________________________________
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women- and minority-owned (SWaM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have a particular institutional focus on developing long-term business relationships with minority-and women-owned businesses. We count on our majority firms to help us achieve our goal.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. The office of Procurement and Supplier Diversity Services is ready to assist you in identifying qualified diverse business partners. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

Colette Sheehy
Vice President for Management and Budget