

Entity Name: South Dakota State Government
Event Number: 9212
Event ID: 23RFP9212
Event Name: Pregnancy Health Home Program-Marketing & Public Relations Outreach
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 12/28/2023 05:00 PM Central Time
Q&A Cutoff Date: 11/13/2023 10:24 AM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 918-76 Marketing Consulting; 915-22 Communications Marketing Services
Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 23RFP9212

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing as this is for informational purposes only. Please download the attached documents and follow submittal instructions.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Department of Social Services (DSS) is seeking a qualified marketing agency to assist South Dakota Medicaid in developing a marketing plan and communication services for its new Pregnancy Health Home program. The plan and services are to include promotion of the enhanced services that will be created and made available to participants through the creation of this program. The professional services being requested are described in 3.0 Scope of Work.

South Dakota Medicaid provides healthcare coverage to approximately 120,000 enrolled South Dakotans. Approximately 37 percent of the individuals covered by South Dakota Medicaid are American Indian. Approximately 50 percent of the births in South Dakota are covered by Medicaid. DSS estimates approximately 150 providers will participate in the program and that approximately 4,000 women will participate in the program.

A primary objective of this new program is to ensure that pregnant women receive prenatal care. Similarly, DSS intends to bring about the enhancement of prenatal/post partum care that is provided by Medicaid providers. Market research aimed at examining reasons why prenatal care is not currently sought by pregnant mothers is to be gathered by the firm selected for this project. These data will help inform program design while also assist South Dakota Medicaid in making this new program known among eligible participants.

The Pregnancy Health Home program will enroll medical providers that provide prenatal and postpartum services. Pregnant women enrolled in Medicaid will choose or be assigned a participating provider. The program will require providers to provide care coordination services to pregnant women and will require participating providers to address barriers to care and take action to improve health outcomes. The program has an anticipated implementation date of April 1, 2024.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The Division of Medical Services is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, DSS. The reference number for the transaction is RFP9212. Refer to this number on all proposals, correspondence, and documentation relating to the RFP.

Please refer to the Department of Social Services website link <http://dss.sd.gov/keyresources/rfp.aspx> for the RFP, any related questions/answers, changes to schedule of activities, amendments, etc.

1.3 LETTER OF INTENT

All interested offerors are requested to submit a non-binding Letter of Intent (LOI) to respond to this RFP by the date noted in section 1.4 SCHEDULE OF ACTIVITIES. While preferred, a Letter of Intent is not mandatory to submit a proposal. The LOI should be sent as an email to Kirsten.Blachford@state.sd.us with the subject line Letter of Intent for RFP9212.

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication: November 13, 2023

Letter of Intent to Respond Due: November 21, 2023, by 5 pm CDT

Deadline for Submission of Written Inquiries: November 28, 2023

Responses to Offeror Questions: December 12, 2023
Request for SFTP folder: December 28, 2023
Proposal Submission: December 28, 2023, by 5 pm CDT
Oral Presentations/discussions (if required): January 11, 2024
Anticipated Award Decision/Contract Negotiation: January 25, 2024

1.5 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Department of Social Services by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

Proposals may be submitted as PDFs via Secured File Transfer Protocol (SFTP). Offerors must request an SFTP folder no later than the date and time in the schedule of activities, by emailing Kirsten Blachford at the email indicated on page one. The subject line must be RFP9212 SFTP Request. The email should contain the name and the email of the person who will be responsible for uploading the document(s).

Please note, offeror will need to work with their own technical support staff to set up an SFTP compatible software on offeror's end. While the State of South Dakota can answer questions, State of South Dakota is not responsible for the software required.

No proposal may be accepted from, or any contract or purchase order awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

All proposals must be completed and received by DSS by the date and time indicated in the Schedule of Activities.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached documents