

Consumer Outreach Partner RFQ Q & A

Please find our responses (blue) to questions received from prospective vendors and other stakeholders regarding Connie's consumer outreach partner request.

- Are the use cases for the health information that should be tested with consumers/patients already defined or do you expect them to be developed in the project? *Some use cases, or areas of outreach inquiry, are known (i.e. health information exchange, patient access), however it is expected that the respondent will help to inform the areas of inquiry during the project planning phase.*
- Will presentations be required by each prospective vendor? *Please reference page 8 in the RFQ, Section X: *Presentation/Interview*.*
- You write that the consumer-facing strategy should be completed by August 30 – at the same time when you expect the final landscape review report. This timing seems to be very ambitious... is there any flexibility in regards to the timing? *Respondents should include proposed timing in their RFQ response with any risks or opportunities clearly explained in Section 3 of the response: *Delivery Approach, Proposed Project Plan, and Implementation Timeline*. If selected for an interview, respondents may share and discuss their recommendations with Connie. Timelines will be finalized during the contracting and project planning phases.*
- How and when will the vendor be selected? *Please reference page 6 in the RFQ, Section VIII: *Review Process Timeline*, and page 8 in the RFQ, Section XI: *Method of Selection*.*
- What are the ultimate objectives of the consumer-facing strategy? *Please reference pages 4 & 5 in the RFQ, Section III: *Objectives and Required Activities*.*
- What are the ultimate objectives of the consumer facing strategy? Are they already clearly defined or would it be part of the project to define them? *Please reference pages 4 & 5 in the RFQ, Section III: *Objectives and Required Activities*. It is expected that the ultimate objectives of the consumer facing strategy would be defined as part of the project.*
- Also, do you already have a type of consumer segmentation in place and/or would you expect this project develops a segmentation concept? *We expect the project to help define our consumer segmentation concept.*
- What is the level of granularity you expect as an outcome of the consumer-facing strategy? E.g., do you expect us to develop the overall messaging or also the concrete messaging / wording of a campaign? *Specific outcomes can be found on pages 5 & 6, in the RFQ, Section IV: *Project Scope and Deliverables*. Additionally, our expectation is that the selected vendor listens to the segmented groups to determine recurring themes and create specific messaging catered to those segments.*
- Have you done any market research before on which we can build on? *Connie has not conducted consumer market research.*
- For “understanding the Connie consumer” we would expect that their needs/expectations will differ significantly between different patients/consumers, would you, therefore, expect a segment-specific analysis? *Yes, we need a segment-specific analysis.*