



# Request for Proposal

## VITL Advertising and Awareness Campaign

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### Primary Contact:

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### RFP Dates:

RFP release date: April 18, 2014  
Last date for questions: May 5, 2014  
RFP response due date: May 13, 2014

### VITL Background:

Vermont Information Technology Leaders, Inc. is a growing, independent 501(c)(3) non-profit organization, driving health care reform in the state of Vermont. VITL assists health care providers with adopting and using health information technology to improve the quality of care delivery and to enhance patient safety and outcomes. VITL is designated by statute to operate the health information exchange for the state of Vermont. More information can be found at <http://www.vitl.net>.

### Overview and purpose for this RFP:

VITL is seeking qualified advertising firms to develop and execute two overlapping, but related multi-media advertising campaigns:

- General Awareness Campaign with the goal to improve brand awareness of VITL
- Provider Awareness Campaign with the goal to introduce new VITL services to the health care provider community.

VITL recently completed a public opinion survey to better understand Vermonter's attitudes toward the electronic exchange of health care information between providers. VITL intends to conduct additional surveys as this awareness campaign progresses. The timing of the additional surveys may be influenced



by your response to this RFP. The full survey report and access to the researchers who conducted this survey will be available to the firm selected for the advertising campaign.

VITL is in the midst of redesigning its website, and the new website will be a platform for the new marketing initiatives. The website will also unveil our new tagline “Informing health care decisions.” This is an open ended statement that allows VITL to describe the various services provided by VITL. For instance, VITL can instantly deliver lab and test results to provider offices which helps providers make decisions where it matters most to the patient – at the point of care.

The general timeframe for this advertising campaign is to completely develop the strategy and begin content development by June 30, 2014 and to launch the campaign as early as possible thereafter.

### **VITLAccess – A Secure Provider Portal**

The primary event driving the desire for increased awareness of VITL is the planned roll-out of VITLAccess, a secure online portal for health care providers. With a patient's consent, a provider can use the VITLAccess portal to search for and view patient data in the Vermont Health Information Exchange (VHIE). Providers can also review the patient's medications that have been dispensed from pharmacies nationwide.

VITLAccess has been in a pilot mode with seven health care providers across the state since mid-2013. We will be moving to the production version of VITLAccess mid-year, 2014

The planned roll-out for VITLAccess is as follows:

- Late May – June 30, 2014: Reinstate pilot sites on the production version of VITLAccess
- July – August, 2014: Expand rollout to approximately 25 health care organizations
- September, 2014: General availability to any eligible health care organization in the state. This will be accompanied by a public announcement/rollout by VITL and other partners.

You can read more about VITLAccess in the [2013 Annual Report](#) available on our website and attached to this RFP.

## **Requirements:**

### **General Awareness Campaign:**

#### **Target Audience:**

The target audience for the general awareness campaign is the general population of Vermont with a particular focus on women who often are decision makers regarding health care.

The first time that a Vermonter will usually encounter VITL is when they visit a health care provider and they are asked to provide their consent to allow the health care providers involved in their care to view their health information on the Vermont Health Information Exchange (VHIE).



From the recent public opinion poll, we know that there is a high level of awareness of electronic health records (EHR) and health information exchange (HIE) among Vermont residents. Meanwhile, awareness of Vermont Information Technology Leaders is much lower. Fifty-one percent of residents have heard a lot of about electronic health records while 35% have heard some things about EHR. There is less awareness of HIE, with 35% of residents having heard a lot about HIE while 42% have heard something about HIE. In comparison, 82% of residents indicate they have not heard about Vermont Information Technology Leaders (VITL).

There are some concerns among consumers when it comes to the global provider consent policy, which allows all providers involved in a patient's care to access a patient's health information. A majority of Vermont residents support the sharing of their health information across the broad spectrum of health care providers, but this support wanes as we begin to consider providers beyond primary care doctors, specialists and hospitals and begin to include other providers, such as dental and oral health and mental health providers. The opinion survey digs deeper into Vermonter's attitudes toward sharing their health information on the exchange and provides some actionable information that can be used to develop specific messages. The full report of the survey will be available to the selected agency.

#### **Media Channels:**

Your response to this RFP should include specific recommendations and prioritization on the use of the following paid and owned media channels:

- Broadcast (television and radio)
- VITL Social Media – VITL does maintain a Facebook, LinkedIn, Twitter, and YouTube Channel
- Direct to consumer
- Digital advertisement
- Others

#### **Focused Messages:**

- Initially, the messages will be focused on the general benefits of the Vermont Health Information Exchange (VHIE) and the improved care that can be provided when all of an individual's health care providers can share necessary medical information between themselves.
- As VITLAccess becomes accessible to more providers, and more Vermonters begin to encounter VITL, the messages will focus more on the specific benefits of VITLAccess. Those messages should be provided in terms of specific use cases, such as:
  - Transition of Care between hospitals and Long Term Care or Home Health and Hospice Agencies.
  - Seeking care at an emergency room outside your home area. For instance, if you are injured while traveling, you would want the ER doctor to have your full information, and you would also want your primary care doctor to have the information from the out of town ER.
  - Coordination of care between primary care physicians and specialists in the treatment of chronic conditions, such as diabetes or cardiovascular disease.



- Ultimately, the general public should view VITL in a positive manner as an organization that is putting the tools in place to bring about improvements to the health care delivery system within Vermont which is consistent with health care reform goals of the Green Mountain Care Board.

#### **Success Metrics:**

- Subsequent public opinion polls should demonstrate a significant increase in the number of Vermonters indicating that they are aware of VITL and the services we provide.

#### **Budget:**

VITL has allocated approximately \$75K toward the combined content development and placement of advertising for the general awareness campaign.

#### **Schedule:**

##### ***Media Strategy Development:***

- To be completed by June 30, 2014

##### ***Content Development:***

- Beginning July, 2014

##### ***Media Placements:***

- As soon as practicable thereafter.

#### **Provider Awareness Campaign:**

##### **Target Audience:**

The target audience for the provider awareness component is all of Vermont's health care provider community, including the provider organization non-clinical staff. VITL's traditional target audience has been primary care providers. As health care reform becomes a reality, there is more and more focus on all the components of the health system. It is important in the outreach to health care providers that we introduce an expanded health care provider community to VITL services. This would include specialists, dentists, mental health and substance abuse providers, long term health, and home health and hospice agencies.

##### **Media Channels:**

Your response to this RFP should include specific recommendations and prioritization on the use of the following paid and owned media channels:

- Direct to provider
- Print / online professional journals
- VITL Social Media – LinkedIn and Twitter would be likely candidates for reaching the professional audience.
- Digital advertisement
- Select broadcast media
- Others



### **Focused Messages:**

- Initially, messages to providers will introduce and/or increase awareness of VITL and value being delivered through the Vermont Health Information Exchange (VHIE):
  - VHIE has been operational for several years.
  - Many providers may not be aware that they already receive test results and other clinical data directly into their electronic health record system through the Vermont Health Information Exchange (VHIE).
- Increasingly, the messages will lay out the value proposition of VITLAccess and drive eligible providers toward registration. Like the general consumer campaign, these messages should be provided in terms of specific use cases, such as:
  - Transition of Care between hospitals and Long Term Care or Home Health and Hospice Agencies.
  - Seeking care at an emergency room outside your home area. For instance, if you are injured while traveling, you would want the ER doctor to have your full information, and you would also want your primary care doctor to have the information from the out of town ER.
  - Coordination of care between primary care physicians and specialists in the treatment of chronic conditions such as diabetes.
- Ultimately, health care providers must see VITLAccess as a critically important tool for delivering improved care to their patients.

### **Success Metrics:**

- Success of this campaign will be measured directly by the number of providers registered to use VITL services, such as VITLAccess.

### **Budget:**

VITL has allocated approximately \$100K toward the combined content development and placement of advertising for the general awareness campaign.

### **Schedule:**

#### ***Media Strategy Development:***

- To be completed by June 30, 2014

#### ***Content Development:***

- Beginning in July, 2014

#### ***Media Placements:***

- As soon as practicable thereafter



## How to Respond to this RFP

When responding to this RFP, please provide your response in electronically readable format (e.g. PDF, DOC) and include the following:

- Respond to the requirements of each section.
- A proposed scope of work.
- An estimate of the costs of completing the proposed scope of work. Strategy, content development, and media placement should be priced separately.
- A summary of your company's history, its strengths and unique aspects.
- Bios of key personnel, including staff members, who would work directly on the VITL account.
- A sample client list, both current and former.
- Contact information for at least three references.
- Samples of previous work similar to the stated requirements, preferably for healthcare IT.

You may submit questions regarding this RFP to [rgibson@vitl.net](mailto:rgibson@vitl.net) until May 5. Answers to questions asked by any one respondent will be provided to all other respondents.

Deadline for responding with proposals is 5 p.m. Eastern time, on May 13. Responses should be provided to [rgibson@vitl.net](mailto:rgibson@vitl.net) in PDF or other suitably readable format.

## Other Information:

The submission and receipt of responses does not obligate VITL in any way. VITL is not liable for any costs incurred by respondents in the preparation, presentation or any other aspect of a response to this RFP. VITL makes no representation, implied or express, that it will accept or approve any response submitted.

VITL may, at its discretion, accept a response in its entirety, or part of the response submitted by your company. Respondents understand that VITL will determine at its sole discretion which responses are accepted. Respondents waive any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection. VITL reserves the right to select and negotiate with companies responding to this RFP that VITL deems qualified, and to terminate negotiations without incurring any liability. There is no appeal process.