



**Request for Proposal (RFP) For
Video Production
ISSUED BY THE
NEW YORK eHEALTH COLLABORATIVE**

APPLICATION INFORMATION	
CONTACT NAME	NYeC
EMAIL ADDRESS	SHINNYVideoRFP@nyehealth.org
SUBMISSION DEADLINE	September 14, 2020

All correspondence and proposals should be submitted via email directly to the contact listed above and include 'Video Production' in the subject line.

I. STATEMENT OF PURPOSE

The New York eHealth Collaborative (NYeC) is seeking a video production company that can conceptualize, develop, edit, and produce a broad range of videos (e.g. motion graphics, animation, live action, interview style), with an expertise in motion graphics videos, to support NYeC's education and awareness raising efforts. The selected production company will initially produce one 2-3-minute motion graphics video for NYeC, with the opportunity to potentially create additional videos of varying styles & formats in the future. The primary purpose of the initial motion graphics video is to educate viewers on the fundamentals of health information exchange, and convey the value of exchanging health data electronically in New York State and the network it is delivered through, the Statewide Health Information Network for New York (SHIN-NY).

II. INTRODUCTION

The New York eHealth Collaborative (NYeC) is working to improve healthcare for all New Yorkers through innovative health information technology and exchange (HIT and HIE). Founded in 2006 by healthcare leaders, NYeC is a 501(c)(3) and the State Designated Entity (SDE) in New York charged with leadership, coordination, and administration of the Statewide Health Information for New York (SHIN-NY), the state's public health information exchange (HIE) network. In that capacity, NYeC works as a public/private partnership with the New York State Department of Health (NYS DOH) on the development of policies and procedures that govern how electronic health information in New York State is shared via the SHIN-NY, an innovative "network of networks" that interconnects New York's regional health information organizations (Qualified Entities or QEs). QEs allow participating healthcare professionals, with patient consent, to quickly access electronic health information and securely exchange data with any other participant in the state.

As the health data interoperability landscape continues to evolve there is an increasing need for innovation and collaboration in the market to allow data to be exchanged more effectively. To meet these needs, NYeC has developed a set of ambitious goals outlined in the SHIN-NY 2020 Roadmap, which outlines five strategies that together will allow NYeC to support the evolving health information exchange landscape. These strategies: ensuring a strong foundation for HIE within New York State, supporting stakeholder needs, enabling interoperability and innovation, promoting efficiency and affordability and collective advocacy, all support the need to understand the advances in interoperability and partnership that are being promoted nationally.

III. BACKGROUND INFORMATION

Awareness and education about the SHIN-NY is a top strategic priority for NYeC. We believe that video presents one of the best methods of quickly and accurately engaging with audiences in an effective and modern format. The goal of this motion graphics video is that the viewer completes the video with a greater understanding, at a high level, of what health information exchange (HIE) is and the value that the SHIN-NY provides New Yorkers. The video should demonstrate the impact of HIE, which includes better coordinated care, improved patient health outcomes, and reduced costs.

Target viewers of this video include healthcare professionals, consumers, and NYeC stakeholders.

IV. ELIGIBILITY CRITERIA

Required skills and qualifications:

- A minimum three years' experience in video production, with an emphasis and demonstrated expertise conceptualizing, developing, and producing motion graphics videos.
- Able to register in the Federal System for Award Management (SAM) prior to commencement of work, if selected.
- The selected vendor will be required to adhere to certain New York State grant contract and confidentiality requirements specific to the initiative. These requirements will be outlined in the vendor contract.

Preferred skills and qualifications:

- Previous experience with clients in the healthcare and/or information technology (IT) fields
- Located within approximately 50 miles of Albany, NY

V. SCOPE OF WORK

Applicants will be responsible for the planning, creative development, and execution of one educational video of HIE and the SHIN-NY. Such video will be 2-3 minutes in length and primarily use motion graphics to convey messaging.

The video will explain what the SHIN-NY is and demonstrate its benefits of connecting healthcare providers to better coordinate patient care, improve patient health outcomes, and reduce costs.

The awarded vendor's planned deliverables and services for this project will include:

- In-depth initial information session with key members of the NYeC team to learn more about our work, the SHIN-NY, our audience, and better understand the purpose and intent of the video & discuss potential creative concepts.
- A follow-up presentation to review creative concept and introductory storyboard development.
- Messaging, script, and creative conceptualization, development, editing, and refinement.
- Delivery of a detailed video storyboard, complete with voiceover script and illustrations of intended graphics for the video. Scope of work will include two rounds of storyboard development.
- Execution of motion graphics video with a minimum of three rounds of NYeC-supplied feedback and edits.
- Management and production of voiceover talent.
- Delivery of final high-resolution video, including various file formats (.MOV, .MP4, .WAV, etc.). Please note that TV-quality resolution is not required.

VI. CONTENTS OF PROPOSAL

The following section outlines the contents that should be included in proposals for the requested video production. Potential vendors must provide the following information as part of their proposal:

- Comprehensive overview of the vendor's video production capabilities across multiple styles and formats (e.g. motion graphics, live action, animation, etc.), with an emphasis on their motion graphics capabilities and expertise.
- Detailed project plan outlining full video production process & approach, major milestones & deadlines, and projected overall timeline to complete and deliver final video file(s) incorporating scope of work as outlined above.
- Company & key staff's experience producing videos.
- Minimum of three (3) samples/links demonstrating current or prior motion graphics video work. In addition to showcasing motion graphics work, applicants are strongly encouraged to also include samples of non-motion graphics videos they've produced.

- Total costs to produce one motion graphics video, including fee structure (approximate # of hours planned and cost per hour, etc.), travel expense rates, and any other costs associated with video production within the scope of services outlined above.

VII. APPLICATION PROCESS AND TIMELINE

Proposals will be evaluated by a selection committee. Proposals that do not address all the criteria below may not be evaluated by NYeC.

Proposal submissions are due by September 14, 2020. Organizations may only contact NYeC using the email address SHINNYVideoRFP@nyehealth.org for all matters concerning this RFP.

If you have questions about the application, please submit those questions to the designated mailbox noted on the cover page of the RFP by August 25, 2020 and NYeC will post all questions received and answers to those questions by August 31, 2020 to <https://www.nyehealth.org/resources/rfps/>.

NYeC reserves the right to amend or cancel this RFP at any time prior to a signed contract. NYeC is not responsible for any costs incurred in the preparation of a response to this RFP.

Please submit your application in Microsoft Word format using font size 12 with a maximum of 10 pages. Samples of previous work must be included in addition to the 10 pages. All valid applications must include all sections identified in the evaluation criteria.

Item	Due Date
RFP Release	August 18, 2020
Deadline to submit Questions to NYeC	August 25, 2020
Q&A Document posted	August 31, 2020
Proposal due	September 14, 2020

VIII. EVALUATION CRITERIA

All proposals are to address and be evaluated upon the following criteria (10-page maximum proposal length) as it relates to Section VI. Contents of Proposal.

- A. **Expertise and Unique Qualifications – 40 points:** The ideal applicant will have experience building motion graphics videos as demonstrated by a minimum of three (3) video samples.

Experience in motion graphics development in the healthcare and/or IT fields is preferred. Additionally, the video production company's experience creating non-motion graphics videos will also be taken into account.

B. Comprehensive Project Plan – 40 points: Applicant must provide a detailed project plan outlining full video production process and approach, with major milestones, deadlines, and projected overall timeline to complete and deliver final video.

C. Cost – 20 points: Disclosure of complete fee structure, including project cost and hourly rate, if applicable.