

AltaMed

Request for Proposal (RFP) Corporate Video Production Service

OVERVIEW

AltaMed Health Services (AltaMed) seeks proposals for video production service in the Southern California region to create several corporate videos to be used as marketing and information tools for various purposes. AltaMed launched a new brand identity system in March 2010 and is now prepared to launch the new identity system across all internal and external platforms. The purpose of the RFP is to provide AltaMed with a qualified video production company who has the capability to perform the tasks described in the Scope of Work.

The successful candidate will work closely with the Corporate Communications & Public Affairs Department, brand consultants, various department units, and other contracted vendors. The production company will be asked to provide the types of services required for the production of 5 (five) corporate videos for different stakeholders.

TIMELINE

The anticipated schedule for this RFP and contract approval is as follows:

RFP Issued..... June 1st
**Proposals Due.....June 15th, 5:00 p.m. (PST)
Final Selection.....Week of June 14th
Project Commencement.....Week of June 21st

CONTACT INFORMATION

Christina Sanchez Camino
AltaMed Health Services Corporation
500 Citadel Drive, Suite 490
Los Angeles, CA 90040
Phone: 323-889-7898
Fax: 323-889-7399
Email: ccamino@altamed.org

SCOPE OF WORK..... See Attachment A

PROPOSAL INSTRUCTIONS..... See Attachment B

ALTAMED BACKGROUND INFORMATION..... See Attachment C

OTHER INFORMATION..... See Attachment D

Attachment A - Scope of Work

Video Production Services

AltaMed anticipates that the contractor will provide the types of services necessary for the development and full production of 5 (4-6 minute) corporate videos as follows:

1) Employees

This video will target employees and will include the history of the organization from its inception 41 years ago. The goal of this video is to engender pride in new hires and existing employees.

2) New Physicians

This video will target potential new physicians for AltaMed's various facilities. The goal of this video is to demonstrate why AltaMed, as an established, credible organization offering quality care, is an employer of choice.

3) Patients

This video will target new and existing patients. The goal of this video is to provide information about AltaMed's array of health care services in Los Angeles and Orange Counties. This video will be in English and Spanish will encourage prospective patients to choose AltaMed.

4) Donors

This video will target existing and future donors to AltaMed. The goal is to position AltaMed as an established organization, provide information about the scope of services, accreditations & accolades.

5) Providers

This video will target potential health plans, physicians, providers and hospitals and provide information about AltaMed's state of the art facilities.

The video producer is expected to produce all elements of the video, which may include, but are not limited to, scripting, translating, voicing, shooting, lighting, graphics, editing, coding and music. In addition, the producer will work with client to identify groups and spokespersons for each video.

AltaMed currently has facilities which may be used for production (clinics, mobile units, corporate offices, Adult Day Care Centers, etc.) therefore, no location fees will be required for this project.

Altamed also anticipates the work may include but should not be limited to the following types of services:

1. Project Management

- Set, manage, and communicate overall direction, responsibilities, and expectations
- Ensure project stays on schedule and within scope and budget
- Provide consulting and analysis regarding proposed video productions, including draft proposals, budget estimates, and production plans

2. Producing

- Develop timelines
- Select and/or contract, as necessary, with directors, scriptwriters, technicians, editors
- Schedule shoots
- Arrange use of locations
- Specify any necessary graphics, audio
- Provide script content
- Create storyboards

3. Directing

- Rehearse and block participants
- Direct Shoots
- Supervise editing, graphics creation, audio sweetening and music selection

Timeframe

Services are expected to be performed by the contractor between June 21st and September 10th, 2010.

Deliverables

The video producer will deliver the finished product in desired format(s) including, but not limited to, DVD, Beta, and Web-compatible formats. The finished product will include up to five (5) broadcast quality videos.

The information within this RFP is included to enable bidders to gain a greater understanding of the requested services and deliverables so that they can better estimate what resources will be required to produce them. Please ensure that you include all other potential costs in the fee proposal.

Ownership

The concept and materials developed for Altamed by the vendor shall be solely owned by Altamed, giving Altamed the rights to use footage for future campaigns.

Evaluation and Selection

Candidates will be selected based upon experience and the ability to meet expectations. Prior experience working with non-profits preferred as well as good understanding of the diversity of Southern California.

Attachment B - Proposal Instructions

Please submit five (5) hard copies and one electronic version of your proposal to the address and e-mail listed on the cover of this RFP. Proposals must include the following:

1. A cover letter with the following information:
 - A statement declaring the bidder's interest in contracting with AltaMed for the specified services;
 - Candidate's name, address, telephone and fax numbers;
 - Name, title or position, telephone number and email address of the person signing the cover letter and any other persons authorized to make representations on behalf of the bidder; and
 - A statement that the terms of the submission will not be withdrawn, absent good cause, for at least 120 days from the submission date.
2. A description of the proposing firm/contractor, including legal form (sole proprietorship, partnership, corporation/state of corporation), date of founding, location, number of employees, etc.
3. A description of any special qualifications or credentials possessed by the proposing contractor, particularly those that distinguish the individual from competitors.
4. A list of other relevant engagements, with month and year(s) the work was performed, name and description of the clients and descriptions and samples of the work performed.
5. At least three recent (within 180 days) client references from the bidder, including name of firm, address, telephone number(s) and contact person.
6. A statement addressing whether the bidder can satisfy AltaMed's insurance requirements of Workers Compensation insurance with minimum statutory benefits for the workers compensation section and a minimum of \$1,000,000 in employer's liability throughout the entire term of the agreement.
7. Resume, including professional and educational history, of all persons involved in overseeing and/or performing the work of the project.
8. Proposed project cost including breakdown of costs and billable hourly rates. Hourly rates shall be inclusive of all expenses. If proposing firm/contractor has various billable rates based on project complexity, please detail. Please ensure that you include all other potential costs in your Fee Proposal.
9. Current workload. If selected as the video producer for this project, how does it fit into your company's current schedule of activities?
10. Demo DVD (5 copies) with examples of bidder's previous projects.

Attachment C - Background Information

Background

Established 41 years ago, AltaMed is California's largest non-profit Federally Qualified Health Center delivering integrated primary health care services, senior care programs, and health and human services for the entire family. AltaMed's team of bilingual and bicultural board-certified physicians and health care professionals deliver superior quality care through 43 sites in Los Angeles and Orange Counties. AltaMed receives top customer satisfaction ratings for its patient-centered care focused on quality outcomes, prevention, and the latest in chronic disease care management. As a result, AltaMed is the provider of choice for hundreds of thousands of patients in Southern California.

Our Patients

AltaMed serves a diverse base of patients in both Los Angeles and Orange counties. Latinos as a demographic group constitute the overwhelming majority of AltaMed's patient population followed by Whites then Asians. Traditionally, AltaMed has operated in areas with significant numbers of foreign-born populations where an estimated two-thirds of the population speaks a language other than English as the dominant language in their home. Given the continued growth in Latino and Asian populations in the Southern California region, the projected demand generated by an aging baby-boom population, and projected increases in California's medically underserved populations, significant demand for AltaMed's programs and services is expected to fuel the organization's continued growth over the next several years.

AltaMed Scope of Services

AltaMed promotes regular and continuous access to care for the entire family, from birth through the senior years. AltaMed services include: primary medical care, dentistry, pediatrics, women's health, specialty HIV/AIDS care, youth services, health education, disease management, and comprehensive long-term care services including senior care management, ADHC services, and the Program of All Inclusive Care for the Elderly (PACE). AltaMed is currently also aggressively building its Independent Practice Association (IPA) which will contract with community based primary care physicians to become part of AltaMed's managed care network.

AltaMed's Stakeholder/Audience Diversity

We communicate with a very diverse array of groups including state and federal Legislators, county Supervisors, low-income families, people for whom English is a second language, individual donors, corporate and private foundations, prospective employees, news media reporters, community clinic and ADHC trade associations at the state and national levels, and other healthcare and public health professionals. Our communications pieces must serve us well in our communications with these wide ranging audiences.

AltaMed's Awards and Recognitions

As a nationally recognized community-based health care and senior care provider, AltaMed has received numerous awards, including the U.S. Surgeon General's Gold Medallion for Public Health and full accreditation by the Joint Commission. For four years running-in 2006, 2007, 2008, and 2009 -Hispanic Business Magazine has ranked AltaMed Health Services as the top #1 non-profit in their annual ranking of the "Top 25 Non-profits in the U.S."

Attachment D - Other Information

The responsibility for submitting a response to this RFP on or before the stated time and date will be solely and strictly that of the bidder. AltaMed Health Services Corporation will in no way be responsible for any delays caused by the U.S. Post Office or caused by any other entity or occurrence. PROPOSALS RECEIVED AFTER THE PROPOSAL DUE DATE AND TIME WILL NOT BE ACCEPTED AND WILL NOT BE CONSIDERED.

Interviews with Qualified Candidates

Candidates may be selected to provide an overview of their proposal and their work plan approach in an interview before the AltaMed Review Committee.

No Commitment to Award

Issuance of this RFP and receipt of proposals does not commit AltaMed to award a contract. AltaMed expressly reserves the right to postpone awarding of work for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one bidder concurrently, to award different portions of this work to more than one bidder, or to cancel any and all parts of this RFP.

Pre-Contractual Expenses

Pre-contractual expenses are defined as any expenses incurred by the bidder in: (1) preparing its proposal in response to this RFP; (2) submitting that proposal to AltaMed; (3) negotiating with AltaMed over any matter related to this RFP, including a possible contract; or (4) engaging in any other activity prior to the effective date of award, if any, of a contract resulting from this RFP. AltaMed shall not, under any circumstance, be liable for any pre-contractual expenses incurred by bidder, and bidders shall not include any such expenses as part of their proposals.

Rules, Regulations & Licensing Requirements

Bidders are expected to be familiar with, and comply with, all Federal, State and local laws, ordinances, codes, and regulations that may in any way affect the services offered, including the American with Disabilities Act, Title VII of the Civil Rights Act, and the EEOC Uniform Guidelines, and all EEO regulations and guidelines. Ignorance on the part of the bidder will in no way relieve it from responsibility for compliance.

Conflict of Interest

All bidders must disclose with their proposal the name(s) of any officer, director, or immediate family member (spouse, parent, sibling, and child) who is also an employee of AltaMed Health Services. Further, all bidders must disclose the name of any AltaMed employee who owns, either directly or indirectly, any interest in the bidder or any of its affiliates.