



Request for Proposal
Marketing & Advertising Firm
July 14, 2022

Southeast, Inc., (DBA Southeast Healthcare) is seeking requests for proposals/bids for a marketing, graphic design and advertising firm.

Interested firms will prepare a proposal to accomplish the tasks included in the scope of project, timeline, deliverables and budget/cost.

Southeast Healthcare's website: www.southeasthc.org

Organization Background:

Southeast, Inc. is a comprehensive provider of community mental health, primary care, dental, alcohol and drug services, vocational services, housing and homeless services that began operations in Franklin County (Columbus, Ohio) in 1978. Today, Southeast serves over 15,000 people in eight counties of Ohio. With a staff of more than 500 people and annual budget over \$40 million, Southeast is dedicated to providing quality programs and services, especially for people who need treatment and support to live independently in the community and people who have historically locked access to quality healthcare.

Our mission states: "With the belief that all people have the capacity to grow and change, we provide our services to people of all ages, cultures, races, religious preferences, genders, and sexual orientations in order to enhance wellness and recovery, thereby improving families, workplaces, and communities." Southeast is a private, non-profit 501(c) (3) provider, and has a history of serving hard to reach, vulnerable populations. Southeast is accredited by The Joint Commission in Behavioral Health and Ambulatory Care, certified by The Joint Commission as a Primary Care Medical Home (PCMH) and certified by the Ohio Department of Mental Health and Addiction Services, and the Community Shelter Board.

In 2021 Southeast Healthcare received a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS Short Title: CMHC) grant program. The purpose of this program is to enable community mental health centers to support and restore the delivery of clinical services that were impacted by the COVID-19 pandemic and effectively address the needs of adults and children whose mental health was impacted by COVID. SAMHSA recognizes the needs of individuals with behavioral health conditions, including minority populations and economically disadvantaged communities, have not been met during the pandemic and that CMHC staff and other caregivers have also been impacted.

Southeast also recently received a grant to offer expanded and enhanced integrated primary and behavioral healthcare services through Certified Community Behavioral Health Clinic (CCBHC) funding, building on our framework developed through two previous SAMHSA-funded Primary and Behavioral Healthcare Integration grants.

The purpose of SAMHSA's CCBHC program is to increase access to and improve the quality of community mental and substance use disorder treatment services through the expansion of CCBHCs. CCBHCs provide person- and family-centered integrated services.

Scope of Project: Using our Southeast Healthcare Brand, the firm will be engaged for the development of marketing and education and other materials that address mental health and overall healthcare needs of the various populations served by Southeast Healthcare.

The goal for this will be to generate an increased volume of referrals, as well as facilitate the re-engagement of some individuals who were formerly treated by Southeast. The firm will develop a marketing campaign and materials and work with the Public Affairs director and the Grant Project Director to use grant funds to educate through print, radio and television, targeting our various populations within our eight county service areas and Wheeling W. Va.

RFP Timeline:

All proposals must be received by 4:00 p.m. EST August 31, 2022.

Submittals may be sent by email to attention Myken Pullins, Public Affairs Director pullinsm@southeastinc.com. Telephone number is 614-225-0980

Deliverables:

Proposals should include the following sections:

- a. Executive summary
- b. Company background
- c. Scope of service
- d. Project Management
- e. Billing and costs
- f. References

Vendors interested in responding to this request must include the following information in their response.

1. A description of the firm's overall capabilities and specific experience in support of completing the tasks listed.
2. A summary of professional qualifications and experience of the individuals the firm would assign to the project.
3. Three examples of healthcare and/or non profit healthcare work from organizations you've done work for along with the names, addresses, telephone numbers and email addresses.

BUDGET/COST:

Respondents should propose an hourly rate pricing scheme or monthly fee with a total and not to exceed amount and approximate length of contract.

VENDOR QUALIFICATIONS

- Must have 10 years' experience.
- Samples of work.
- Must be able to be responsive during the hours of 8:00 am to 5:00pm Monday through Friday.

INSURANCE

IMPORTANT CONTRACT INFORMATION TO BE AWARE OF • Prior to commencement of any contract work, the contractor shall provide Southeast with a certificate of insurance for General/Professional Liability insurance showing the CTUIR as “also insured (additional or co-insured) in the amount of not less than \$1,000,000 for the term of the contract.

Vendor shall at its own expense secure and maintain, and shall require subcontractors to secure and maintain, throughout the term of this contract, the following insurance with companies qualified to do business in the jurisdiction in which the Services will be performed and rating A-VII or better in the current Best's Insurance Reports published by A. M. Best Company and shall, within thirty (30) calendar days of the Effective Date and prior to commencing work, furnish to Client certificates and required endorsements evidencing such insurance. Client shall be named as an “Additional Insured” to the coverages described in Sections (ii) through (v) and (vii) below, and as a loss payee for the coverage described in (vi) below. The certificates shall state the amount of all deductibles and shall contain evidence that the policy or policies shall not be canceled or materially altered without at least thirty (30) calendar days' prior written notice to Client. The insurance coverages and limits required to be maintained by vendor and it's subcontractors shall be primary and non-contributory to insurance coverage, if any, maintained by Client. Vendor and it's subcontractors and their underwriters shall waive subrogation against Client and shall cause their insurer(s) to waive subrogation against Client.

- i) Worker's Compensation Insurance which shall fully comply with the statutory requirements of all applicable state and federal laws. Employers' Liability Insurance which limit shall be \$1,000,000 per accident for Bodily Injury and \$1,000,000 per employee/aggregate for disease.
- ii) Commercial General Liability Insurance with a minimum combined single limit of liability of \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, death, property damage and personal injury. This policy shall include products/completed operations coverage and shall also include contractual liability coverage.
- iv) Excess or Umbrella coverage with respect to Sections (i) (Employers' Liability Insurance), (ii) and (iii) above with a per occurrence limit of \$1,000,000.

Please note Southeast Healthcare reserves the right to not select any proposal received.