



Request for Proposal (RFP) – Amendment #1
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Date: April 2, 2019

FROM: DELOITTE CONSULTING OVERSEAS PROJECTS LLC
1919 N Lynn Street, Arlington, VA 22209

Subject: Request for Proposal for Ukraine Health Reform Support Media Campaign–
Amendment #1

Dear Offerors:

Deloitte under the Ukraine Health Reform Support Program, USAID Contract No. 72012118C0001 is issuing Amendment 1 in regards to the Request for Proposals for the Media Campaign Activity issued on March 27, 2019

This amendment includes the answers to Questions received regarding the above referenced RFP.

Thank you for your interest in this proposal. We look forward to working with your company on this opportunity.

Sincerely,

Kristan Xanders
Subcontracts Manager, Deloitte GPS Subcontracts



Questions & Answers:

1. **Top-5 media in 24 oblasts will make 120 media in total. What is the list of 36 media?**

Deloitte Response: As Health Reform is not supported by all Media in Ukraine and there is a lot of political issues around it, we are not expected that all 120 top regional Media will be able to publish developed content on regular basis. Vendor should identify minimum 36 Media among 120 ones that will be interested to publish relevant health reform content regularly. In practice, for instance, each press release should have no less than 36 publications.

2. **Question: Do the numbers in the field Number indicate total quantity per assignment or per each oblast?**

Deloitte Response: Per assignment

3. **Question: Deliverables Section – Are the 5 events held in Kyiv for regional journalists from 24 oblasts or events in 5 regions for local journalists? If these are the events in regions, what are the 5 regions?**

Deloitte Response: These events are in 5 regions for local journalists. The region will be identified according to the topic of the event.

4. **Question: what is the expected format of success stories: video, article, interview? Or should the format be suggested?**

Deloitte Response: The format can be suggested. All success stories should not only be developed but published. Some of them can be video (if vendor motivate TV to show this story), some can be article/interview for newspapers

5. **Question: what is the structure of payments?**

Deloitte Response: The offeror vendor should propose the structure of payment however, the final decision will be made during subcontract negotiations once a more detailed Scope of Work has been developed.

6. **Question: Can an offeror with less than 3 years experience submit a proposal.**

Deloitte Response: The offeror should demonstrate their experience in their proposal and capabilities section. Deloitte will consider on a case by case basis, including evaluation of staff experience, corporate rebranding, and other factors.

7. **Question: Is Part 2 omitted?**

Deloitte Response: This was a numbering error and all relevant components are included.

8. **Question: Is our understanding correct that communication should be carried out in 36 media only?**

Deloitte Response: During Task 1, vendor should identify top 120 media. As Health Reform is not supported by all owners of the Media and has a lot of political issues, we do not expect that the vendor will be able to work with all



120. Based on this assumption, we expect the vendor to work with a minimum of 36 Media all over Ukraine that will agree to publish the relevant health reform content.

- 8. Question: Given the political environment in country, there is a possibility that certain topics will not be published in certain regions in the 5-6 selected media outlets. Since we could not guarantee placement, would this be a breach of contract?**

Deloitte Response: Please see the response to Question #3. We will coordinate with the vendor to select the appropriate channels. In the event that we cannot secure placement, through no fault of the subcontractor, we would adjust our Scope and Plan accordingly. We would expect the vendor to provide at minimum one publication of any content.

- 9. Question: How will individuals be chosen for success stories?**

Deloitte Response: The vendor will receive a list of contacts from the program.

- 10. Question: Will one Doctor be chosen to speak in all oblasts, or will there be separate Doctors chosen with unique local material?**

Deloitte Response: We expect to use one doctor for all oblasts, however a different doctor for some may also be relevant. Regardless of the structure, the content would remain the same.

- 11. Question: Will the Ministry of Health consult with the agency experts about the selection of topics for communication and factual data?**

Deloitte Response: The team that will work with the selected offeror will be the MOH, NHS, NPHC, and SOE eHealth. The HRS Manager will coordinate all efforts.