

New York State Department of Health
RFP #17145
Delivery System Reform Incentive Payment (DSRIP) Medicaid Market Research Program
Questions and Answers Posted on 6/2/2017

Question #	Corresponding RFP Section	Bidder's Question	Answer
1.	General	Is there an incumbent for this RFP or with similar scope of work? If, yes, please list the current contractor and describe the task current contractor is assigned.	There is no incumbent contractor for this RFP or an incumbent with a similar scope of work.
2.	General	Is there an incumbent for this work?	Please see answer to Question #1.
3.	General	Are companies outside of the United States eligible to apply for this RFP?	Companies located outside of the United States are eligible to respond to this RFP.
4.	General	Will the selected contractor be required to come to the United States for in-person meetings?	The selected contractor and subcontractors may be required to travel to Albany, NY for in-person meetings.
5.	General	Can our organization perform the tasks associated with this RFP from outside of the United States?	The selected Contractor will be required to perform the tasks outlined in RFP Section 4.0: Scope of Work. As such, some tasks such as in-person focus groups and message testing, are required to be conducted in New York State.
6.	General	Is any portion of this research program being paid for with federal dollars? If so, we are not allowed to provide food to respondents or observers.	Yes. A portion of this project is federally funded. However, the Contractor will be reimbursed for the light refreshment fare (i.e. water, vegetables, fruit platters, etc.) with State funds. Please see Amendment II to RFP.
7.	General	Is there any need to clear the planned methodology or materials through an Institutional Review Board (IRB)? Would the vendor be responsible for participating in or obtaining IRB clearance?	An Institutional Review Board (IRB) approval on a bidder's planned methodology or materials is not required for this initiative. This is not a research grant; it is a marketing research project.
8.	General	Is the contractor expected to prepare and obtain Institutional Review Board (IRB) approval for this project?	Please see response to Question #7.

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9.	General	What is the total anticipated award amount?	As bidders' responses to the RFP are evaluated both technically and financially, the Department will not disclose a budget estimate for this project. The Department is relying on the vending community to provide a best-value approach.
10.	General	Is there a budget ceiling for this project?	Please see response to Question #9.
11.	General	What is the estimated funding range or level of effort for this contract?	The Department is relying on the expertise of the bidder to determine the level of effort needed for the resulting contract.
12.	General	Please confirm the type of budget required for proposal? (e.g., Time and Materials, Firm Fixed Price)	Please see RFP Section 6.3: Cost Proposal, Attachment C: Cost Proposal, and Amendment II for instructions on how to prepare a Cost Proposal.
13.	General	Would you be able to share any budgetary guidelines with us? This looks like it will be an expensive project. It would be helpful to know your budgetary guidelines so that if the price exceeds your budget, we could propose some options that do fit your budget.	Please see response to Question #9-#12.
14.	General	What is the relationship between patient activation and this consumer education campaign?	<p>The Consumer Education Campaign will assist in patient activation.</p> <p>The results of the work done by this contractor will be used to define an educational campaign with effective messaging.</p> <p>Please also see RFP Section 2.1: Introductory Background.</p>
15.	General	To what extent is DOH interested in assistance in clarifying the goals of this education campaign?	The goals of the education campaign are stated within the RFP. However, through the administration of the focus groups and the educational campaign message field testing, the Contractor will further refine these goals.
16.	Section 3.1: Minimum Qualifications (Pages 5-6 of RFP)	Must the lead applicant meet all minimum qualifications, or can they meet the qualifications through collaboration with partner applicants or committed subcontractors?	Yes. The prime contractor must meet all Minimum Qualifications state in Section 3.1: Minimum Qualifications of the RFP.

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17.	Section 3.1: Minimum Qualifications (Pages 5-6 of RFP)	Can the lead applicant meet the minimum qualifications through the experience of its individual members/employees?	No. Minimum Qualifications must be met by the Prime Contractor.
18.	Section 4.1: Tasks/Deliverables, Subsection A. (Pages 6-7) of RFP	<p>On page 6 it states that 3 of the 28 focus groups will be conducted for providers and stakeholders such as PPS, CBOs, etc.</p> <ul style="list-style-type: none"> • Is NYS DOH open to having more than only 3 of the 28 groups conducted with this audience? If yes, up to how many of the 28 focus groups? • Is NYS DOH open to using alternative qualitative methodology for providers and stakeholders, such as in-depth interviews with this audience? 	<p>No, only three (3) of the twenty-eight (28) focus groups will be conducted for providers and stakeholders such as PPS, CBOs, etc.</p> <p>No, the Department is not open to using alternative qualitative methodologies for providers and stakeholders.</p>
19.	Section 4.1: Tasks/Deliverables, Subsection A. (Pages 6-7) of RFP	On page 6 it states that the protocol and moderator guide “must be distinct for each type of focus group”. Is the expectation that the contractor is developing multiple, different instruments for each focus group segment (or band)? Or different instruments for each of the 28 focus groups?	No. Please see Amendment II to the RFP.
20.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	The solicitation says that the contractor will work with the Department on recruiting stakeholders for focus groups. Can the Department clarify how they would like to work with the contractor for recruiting?	The Department may provide feedback on ways to recruit intended focus group participants.
21.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Are honoraria allowable expenses for providers and stakeholders who participate in focus groups with providers and stakeholders? If yes, up to what amount of honoraria?	No separate Honoraria will be provided to stakeholders who for participation in the focus groups. Such expenses must be included in the price bid for that milestone.
22.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	On page 8 it states that the contractor must “find and rent” locations for the focus groups. May digital methods versus in person data collection methods be considered for this effort? Specifically, may the contractor conduct digital focus groups using Webinar or other technology?	<p>No. The Department is requiring all focus groups to be conducted in-person.</p> <p>Please see Amendment II to RFP.</p>

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23.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Does NYS DOH plan to observe the focus groups (i.e., an in person or digital observation room)?	The Department reserves the right to observe, in person, any focus groups sessions. Please see Amendment II to RFP.
24.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	How long do you anticipate the groups will be ... 60 min, 90 min, or 120 min in length? The answer to this question may be dependent upon the number of questions or potential messages/materials to be covered in the sessions. Can you please describe the number of messages or materials to be tested, and identify a recommended length you would feel comfortable with?	The Department is relying on the Contractor to determine the appropriate length of time needed for each participant focus group session based upon the DOH approved participant questions being covered. Please see Amendment II to RFP.
25.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Where do you want to hold the focus groups? Professional focus group facility with observation suite? Hotel or community center? DOH offices? On the telephone? Online? Some combination thereof? Some geographic locations mentioned in the RFP do not have professional focus group facilities.	The Contractor must hold the focus groups in the areas stated in Section 4.1.B.1.iii of the RFP. Actual facilities utilized are at the discretion of the Contractor to secure, but all focus group facilities should be Americans with Disabilities Act (ADA) accessible and, where possible, easily accessible to public transportation.
26.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Providers/stakeholders may have different work schedules and may not all be able to participate in a group at the same time. Could the provider/stakeholder interviews be conducted using telephone in-depth interviews or webex (if there are materials to show) instead of via focus groups? This would allow for more flexibility and make it more convenient for provider/stakeholders to engage.	No.
27.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	To clarify your recruitment criteria, is the intent here is to mix Medicaid and uninsured respondents in the same focus groups? Mixing Medicaid participants and other uninsured individuals within the same group may cloud the ability to get a clear reading on how they each individually respond to messaging. Should we consider separating the two audiences into two different focus groups?	Yes, there is an intent to mix Medicaid and uninsured respondents in the same focus groups. No, there is no need to separate the audiences in to different groups.

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		Should there be additional screening requirements on uninsured respondents, e.g. income or reason they're uninsured? A low-income Medicaid respondent and a higher income uninsured individual who has purposely chosen not to get health insurance for some reason are two distinctively different audiences, with different motivations, reactions, and responses to communications.	See RFP Section 4.1.A.2 Strategy's for recruiting participants for Medicaid/uninsured focus groups: as amended in Amendment II.
28.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	<p>On page 7 it states that the contractor will recruit "an appropriate mix of participants by demographics". Are mixed ethnicity/race, gender and age groups anticipated? (With understanding that participants will be grouped according to participant language).</p> <ul style="list-style-type: none"> • What is the age range of participants for the Medicaid/uninsured focus groups? • Are there any other eligibility requirements for the Medicaid/uninsured focus group participants? Such as having any number of children? Having children of certain age? Length of time on Medicaid or uninsured? 	<p>No. The focus groups should not be mixed by gender, ethnicity/race or age. The contractor should describe in their research plan how they plan to further break down the focus groups by these or other demographics.</p> <p>There are no specific age range for this project.</p> <p>See RFP Section 4.1.A.2 of the RFP, as amended in Amendment II.</p>
29.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	On page 8, it states that "three (3) focus groups must be held regionally to capture input of local/regional stakeholders for insights into their communities and target populations". Please explain what is meant by "local/regional."	<p>"Local/regional" refers to the type of geographical location that the stakeholder represents.</p> <p>The Department may provide the Contractor with feedback on the locations to hold these focus groups and the stakeholders being recruited.</p>
30.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	<p>Can you please describe why there is a \$10 limitation on incentives?</p> <p>Does the cap apply to both focus group participation and field test interviews?</p> <p>Does the cap apply to all participants, e.g. stakeholders, providers, Medicare recipients, and general uninsured consumers? When we recruit Medicaid recipients and uninsured individuals for federal sponsors, there is no such cap on incentives and respondents are recruited and incentivized</p>	<p>This has been revised, please see Amendment II to the RFP.</p> <p>No, Incentives will only be allowed for the twenty-five (25) Medicaid recipient/uninsured focus groups.</p> <p>The cap applies to the Incentives themselves, which can only be provided to Medicaid recipient / uninsured focus groups participants.</p>

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		<p>as normal consumer participants would be. We are concerned that lack of an appropriate incentive by audience will simultaneously introduce a higher respondent refusal rate and a "no show" rate, which will lead to non-response bias. This means that the information gathered could be biased and unrepresentative of the targeted population as a whole. There is also some degree of concern about the ability to engage providers given that their time is, of course, considered valuable.</p>	
31.	<p>Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)</p>	<p>In the RFP it states that the contractor may provide participants with an incentive up to \$10 a person. Is this incentive per participant rather low by industry standards? Our experience has indicated that low incentive payout for respondents normally and dramatically effect respondent show rates particularly in New York City even within low income population segments.</p> <ul style="list-style-type: none"> • Will DOH include cost for participant transportation and if so how much? • What is the budget limit for food and refreshments per group? 	<p>No, The DOH will not directly reimburse the focus group participants for any costs (e.g., transportation, child care). However, the incentives can, in part or in whole, be in the form of transportation cards such as MetroCards or CDTA bus passes.</p> <p>Please see Amendment II. Reimbursement for Light refreshment fare (e.g., water, vegetable or fruit platters, etc.) provided during the focus group will be reimbursed at actual costs incurred. The cost shall not exceed \$75 per focus group session.</p>
32.	<p>Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)</p>	<p>Can the contractor cover transportation costs for participants in addition to the \$10 incentive received for participation?</p>	<p>The DOH will not separately reimburse the Contractor for such expense.</p>
33.	<p>Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)</p>	<p>Can the bidder provide incentives to participants to supplement the \$10 offered by DOH?</p>	<p>The DOH will not separately reimburse the Contractor for such expense.</p>
34.	<p>Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)</p>	<p>Is there any flexibility with regard to the amount for the \$10 incentive?</p>	<p>Please see Amendment II to the RFP.</p>

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35.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	The maximum financial incentive to offer participants is low (\$10.00). Is this amount able to be increased?	Please see Amendment II to the RFP.
36.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Can you offer guidance as to what additional incentives/accommodations the Contractor would be allowed to offer? (e.g. childcare, transportation)	Please see response to Questions #30-33.
37.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Page 9 of the RFP states that incentives shall be gift cards with no more than \$10 balance. This incentive is not sufficient to recruit and retain qualified individuals, particularly with regards to childcare, time taken off work, and transportation expenses. In our experience, amounts of \$75 - \$100 are better suited to efficiently recruit the desired audience. Will DOH consider raising the incentive amount?	Please see Amendment II to the RFP.
38.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	On page 9, it states that the focus group incentive is for "up to \$10 per participant". This amount is well below the market standard for consumer incentives, which is \$75 per participant. May higher incentives be used to ensure appropriate participation? If so, up to what amount?	Please see Amendment II to the RFP.
39.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	The incentive guidelines in the proposal of \$10 per Medicaid/uninsured respondents is much too low, based on our experience. With an incentive this low, we will not be successful in our recruit. Are you open to us recommending a higher incentive?	Please see Amendment II to the RFP.
40.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Will DOH fund incentives for individuals reviewing the consumer education messages, in addition to the focus group participants?	No
41.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Can DOH provide (or ask CMS to provide from its administrative database) a sample list of Medicaid recipients and Dual eligibles living in targeted areas with contact information for the vendor to use in recruiting efforts?	No.

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42.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Do the focus groups need to be streamed live for observers?	No.
43.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	Are there specific issues or concerns that DOH would like to include in the focus group guide, beyond what is described in the RFP (e.g. particular DSRIP projects or factors to be leveraged to change care-seeking behaviors)?	No.
44.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	What support, if any, will the DOH provide to support Focus Group participant recruitment for provider and stakeholder groups as well as Medicaid recipients/uninsured individuals?	Please see response to Question #20.
45.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	The RFP notes that stakeholder focus groups will be held regionally. Will DOH select the three regions?	Please see response to Question #29.
46.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	What specific information does DOH hope to glean from the focus groups to inform the development of the consumer education messages?	The Department intends to garner the information referenced in RFP Section 4.1.: Tasks/Deliverables from the focus groups.
47.	Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups (Pages 7-9 of RFP)	<p>The qualitative methodology in the RFP includes focus groups only. We have concerns about conducting focus groups only:</p> <ul style="list-style-type: none"> • If an objective is to assess their current level of understanding of the program, in a group setting, people are less likely to admit their lack of understanding. Moreover, their understanding of the issues will be influenced by what they hear from others in their group • For many, health care is a sensitive topic that they will not feel comfortable discussing in a group setting 	No. The Department is not open to alternate methods.

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		<ul style="list-style-type: none"> Are you open to alternative methodologies? We would recommend a mix of individual interviews (IDIs) and groups, but would suggest smaller groups of 4-5 respondents 	
48.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	<p>Page 9 states that the contractor will develop educational campaign messages to be field tested.</p> <ul style="list-style-type: none"> How many campaign messages are expected for testing? In addition to taglines, what other types of campaign messages are expected? Does this include print promotional materials (e.g., posters)? Does this include digital promotional materials (e.g., videos, social media content)? Does this include educational materials (e.g., flyers, brochures)? In how many and which languages will messages need to be developed for testing? 	<p>The Contractor should test three (3) to five (5) campaign messages. See Amendment II.</p> <p>The Contractor is not expected to develop any promotional materials. It is expected that the Contractor will only develop the tag lines/messages being tested.</p> <p>See Amendment II.</p>
49.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Please clarify the total number of taglines to be tested. The first mention in the RFP states "campaign messages." The second mention states "one message." (4.0 Scope of Work, Section C – Educational Campaign Message Field Testing, pg. 9).	Please see answer to Question #48.
50.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Is it accurate that the consumer education message/s will need to be tested with 2,000 Medicaid recipients?	Yes.
51.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	It is stated that "a total of at least 2000 Medicaid recipients will provide an adequate representative sample of the population identified in the focus groups". Is NYS DOH open to alternative approaches to sampling for conduct message field testing? For example, the addition of qualitative sampling with a smaller N of participants commonly used for message/materials testing.	No.

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52.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	What is the desired demographic breakdown of the 2,000 individuals who will test the consumer education messages (e.g. do a proportion of these individuals need to speak the specified languages in the RFP)?	The Contractor will need to use their expertise to determine the appropriate demographic breakdown. This breakdown should be duplicative of the target Medicaid/ uninsured population of that demographic area being tested.
53.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	What are the media development expectations (forms of media required) for the test marketing strategies? Is the contractor required to develop the look and feel of the campaign in addition to the core messages?	Please see response to Question #48.
54.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	The RFP notes that the messages will be tested with Medicaid recipients in 3 locations statewide. Can messages be tested in more than three locations, and how is a "location" defined (e.g. a borough/county, a provider site)?	Yes. Location is defined as a message testing site.
55.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Can the Department clarify how they would like the messages tested with the 2,000 Medicaid recipients?	Please see response to Question #54.
56.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Can you kindly clarify your preferred methodology? It appears that you may wish to do this message testing through qualitative research only. If you would like to achieve a large sample of n=2,000 we would recommend that we start with approximately 30 qualitative interviews for message refinement, then pursue, a large, quantitative survey of approximately n=2,000 respondents.	Please see RFP Section 4.1.C.
57.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	It is stated that the contractor will "locate large groups of Medicaid recipients, and test sample educational campaign messages".	

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		<ul style="list-style-type: none"> Is message testing expected to be done in person? Are phone or digital methods acceptable for field testing (e.g., phone or online surveys)? 	<p>Yes. Message testing must be done in person only.</p> <p>No. Field Testing must be done in person.</p>
58.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Is the message testing to be conducted with Medicaid recipients only, or uninsured also?	Message testing must be conducted with both Medicaid recipients and uninsured individuals.
59.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Is the message testing expected to be conducted in person in these 3 or more locations? Would other strategies for message testing be acceptable?	Please see response to Question #57.
60.	Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing (Pages 9-10 of RFP)	Is the Contractor to develop only one message in several styles, or each message (multiple) in several styles?	Please see Amendment II to the RFP.
61.	Section 4.1: Tasks/Deliverables, Subsection D. (Page 9 of RFP)	Can you please describe your objectives and expectations for Phase II methodologies (i.e. "field testing" with 2,000 Medicaid recipients)? For example, why is such a large sample necessary? Do the interviews need to be in-person? length? etc.	<p>The Department believes that 2,000 Medicaid recipients will provide an adequate representative sample of the Medicaid and uninsured population in the state.</p> <p>Please see response to Question #57.</p>
62.	Section 4.1: Tasks/Deliverables, Subsection D. (Page 10 of RFP)	Do you require the final report to be 508 compliant?	No.
63.	Section 4.1: Tasks/Deliverables, Subsection D. (Page 10 of RFP)	Page 10 states that the final report should include a "methodology for concept development and message testing." Does "concept" refer to the message testing strategy or the development of the messages?	The "Concept" refers to the development of the message.

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64.	Section 4.1: Tasks/Deliverables, Subsection D. (Page 10 of RFP)	Page 10 states "justification to support/reject the strategy/messages" and "Which messaging, educational materials and marketing strategies." Does NYS DOH want the contractor to develop and test marketing strategies with Medicaid recipients?	Yes. Please see RFP Section 4.1.C: Educational Campaign Message Field Testing.
65.	Section 4.2: Staffing Requirements (Page 10 of RFP)	<p>The nature and extent of experience of the selected moderators will affect the cost and potential success of this project. This is a concern given that the selection criteria is "Best Value" rather than "Technical Qualification". Given the selection criteria, it may be possible to assign an inexperienced moderator at a lower cost to achieve "best value" if DOH does not accurately define the specific experience level or qualifications they expect the selected moderator(s) to have.</p> <p>-Can you please describe the level of experience you expect the focus group moderator to have for this project, e.g. new/novice interviewer (1-2 years), emerging interviewer (3-5 years), experienced (5-9 years), seasoned (10 or more years) of experience conducting focus groups or in-depth interviews?</p> <p>For example, in conducting research with providers/stakeholders, it may be expected that the moderator is seasoned, college-educated, or a peer level researcher? Professionally trained? Have conducted at least 200 focus groups on health? etc.</p> <p>-Should the moderator have experience developing and testing messages about health services and insurance at the federal or state-level?</p> <p>-Do you anticipate that an experienced or seasoned moderator who conducts communications research specifically with Medicaid and uninsured populations is needed?</p> <p>-Should the moderator have experience conducting interviews with providers and stakeholders about the needs of their Medicaid and uninsured patients?</p>	Please see Amendment II to RFP.
66.	Section 4.2: Staffing Requirements (Page 10 of RFP)	Do both focus group facilitators need to speak the language used during the focus group?	Yes. See Amendment II to the RFP.

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67.	Section 4.2: Staffing Requirements (Page 10 of RFP)	What is the anticipated range of number of FTEs for this scope of work?	Please see response to Questions #11 and #65.
68.	Section 4.3: Reporting Requirements (Pages 10-11 of RFP)	<p>What will be your team's needs and desires as far as viewing the research?</p> <p>Will you plan to attend and view the research in person?</p> <ul style="list-style-type: none"> • Do you want video and/or audio recordings of the research? • One option is to watch research live, remotely, by videostreaming – is that of interest? • Would you and your team like to be able to observe the interviews that are conducted in languages other than English? If yes, we would hire a translator. 	Please see response to Question #23.
69.	Section 4.3: Reporting Requirements (Pages 10-11 of RFP)	May deliverables/reports be delivered electronically to NYS DOH?	Yes, the Department has no preferred method of delivery.
70.	Section 4.3: Reporting Requirements (Pages 10-11 of RFP)	Of the reports/deliverables required, will any require 508-compliance?	No.
71.	Section 4.4: Deliverable Schedule (Page 11 of RFP)	<p>Can you kindly clarify the proposed research methodology as it relates to the Educational Campaign Field Testing, which calls for this task to be initiated after the completion of the 28 focus groups a final report of the groups, the development of an Educational Campaign and then field testing of the campaign. In the RFP it is suggested that the contractor measure how well the messages tested. However in this case, the normal and best research practice work would entail conducting a series of (concept testing) through focus groups among the target audience. Or it can be done also through one-on-ones, dyads etc.</p> <p>Will DOH consider slight modifications in the research design and tasks sequencing that would allow for best research practices.? My suggestion would be to employ a pre-& post type research methodology using the same or slightly more focus groups.</p>	<p>Please see RFP section 4.1.C., as amended in Amendment II.</p> <p>No. The Department will not consider modifications of the research design and tasks outlined in the RFP.</p>

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72.	Section 5.4: Payment (Page 12-13 of RFP)	Is DOH considering progress payments during the course of this project per completed task. And if so what is the normal reimbursement and or payout time period assuming proper submission of electronic invoice.	Please see RFP Section 5.4: Payment. Payment to the Contractor will be made monthly, in accordance with successful completion of the Deliverables/Milestones listed in the Attachment C: Cost Proposal. Payment of Deliverables/Milestones will be made in accordance with the Contractor's submitted Price per Milestone Unit (C) in the Attachment C: Cost Proposal.
73.	Section 5.5: Minority & Woman-Owned Business Enterprise Requirements (Pages 13-14 of RFP)	If the prime contractor is a MBE, does it still have to subcontract 15% to another MBE?	No. If the prime contractor is a NYS Certified Minority or Women-Owned Business (MWBE), they are not required to subcontract with additional MWBEs to meet the 30% goal.
74.	Section 5.9: Subcontracting (Page 5.9 of RFP)	Must subcontractors meet the same insurance requirements of the prime contractor, even if these subcontractors are individual or small group practices of consultants?	If the subcontractor will be employing individuals in New York State, they must meet the requirements of New York State Workers' Compensation Coverage and New York State Disability Benefits Coverage.
75.	Section 6.2: Technical Proposal, Subsection D. Technical Proposal Narrative (Pages 21-24 of RFP)	For Sub-bullet 2.c, could DOH please clarify whether this statement refers to staff recruitment or focus group participant recruitment?	This refers to the bidder's staff recruitment.
76.	Section 6.2: Technical Proposal, Subsection D. Technical Proposal Narrative (Pages 21-24 of RFP)	Sub-bullet 2.e states "at least (2) Focus Group Moderators/Facilitators for each Focus Group who can speak the languages of any focus groups conducted" – It is highly unlikely that we will find moderators who speak all of the languages outlined in the proposal. I would like to confirm that we can propose multiple moderators who between them all speak all of the languages outlined in the RFP.	Please see Amendment II to the RFP.
77.	Section 7.0: Proposal Submission (Page 25 of RFP)	Can proposals be submitted via email?	No. Please see RFP Section 7.0: Proposal Submission.
78.	Section 7.0: Proposal Submission (Page 25 of RFP)	Is there a preferred format for the proposal?	Yes. Please see RFP Section 6.0: Proposal Content and Section 7.0: Proposal Submission.

Question #	Corresponding RFP Section	Bidder's Question	Answer
79.	Section 7.0: Proposal Submission (Page 25 of RFP)	Page 25 described the requirements for proposal submission. <ul style="list-style-type: none"> • What is the page limit for the proposal? • Is this single or double spaced? • Does the page limit include appendices? 	There is no page limit for bidders' proposals. Proposals should be double spaced. Please see RFP Section 7.0: Proposal Submission.
80.	Section 7.0: Proposal Submission (Page 25 of RFP)	Will there be an opportunity to have any live discussions with you during the proposal process? We recommend a live discussion at the beginning of proposal development, as it helps us develop a better proposal if we can "hear in your own words" how you are thinking about this piece of research. Additionally, we recommend that we present the proposal to you (in person or by phone) to introduce you to our team and share our thinking.	No. Pursuant to State Finance Law §§ 139-j and 139-k, the Department of Health has entered into a restricted period for this initiative. The restricted period refers to the period of time commencing with the earliest written notice, advertisement or release of an RFP, IFB or other solicitation from offerers intending to result in a procurement contract with a governmental entity and ending with the final contract award and approval by the governmental entity and, where applicable, OSC (State Finance Law §§139-j (1) (f) and 139-k (1) (f)). During this period, State Finance Law §139-k requires a governmental entity to collect and record certain information pertaining to those individuals who contact it in an attempt to influence a procurement. The law restricts the time frame and manner in which the business community may contact a governmental entity with regard to attempting to influence a procurement. Under the law, the business community is obligated to make only permissible contacts during the restricted period and may only contact those who are designated by the governmental entity regarding a procurement.
81.	Section 8.7: Award Recommendation (Page 27 of RFP)	Will this work be subject to Office of Management and Budget (OMB) approval?	No.

Question #	Corresponding RFP Section	Bidder's Question	Answer
82.	Attachment C: Cost Proposal (Page 32 of RFP)	Significant efforts may be required to recruit focus group participation. There does not seem to be a cost category to isolate resources for these efforts- should the costs for recruitment be included in the Focus Group conducted milestones?	Yes. Please see Amendment II to RFP.