



STATE OF WASHINGTON  
DEPARTMENT OF HEALTH

**Request for Qualifications and Quotes (RFQQ) N21382  
Amendment #2**

<b>Solicitation Number</b>	<b>RFQQ N21382</b>
<b>Title:</b>	<b>Educational Videos about Prenatal Screening and Diagnosis Options</b>
<b>Amendment number:</b>	<b>#2</b>
<b>Purpose:</b>	<b>Vendor Questions and Responses from Department of Health</b>
<b>Date issued:</b>	<b>05/08/2015</b>

The above referenced solicitation is amended to provide answers to vendor questions, per the established schedule in the RFQQ.

1. Question: Are there any brand assets to be used or guidelines to follow with creation of the videos?  
Response: Yes, the Department of Health (DOH) logo should be incorporated into the video at the beginning and the end. We are happy to allow the successful bidder to also include their logo in the credits as well. We will provide you with guidelines for using the DOH logo correctly when the contract is awarded.
2. Question: Can you provide examples of video animation styles that you like?  
Response: No
3. Question: Are you anticipating voice over or music in the videos? Is this to be included in the current budget?  
Response: Yes, there should be voice over as well as closed captioning. Music is optional. Both voice over and closed captioning are part of the overall budget.
4. Question: Where will the final videos be seen?  
Response: They will be posted to the DOH website and available for any clinic/facility to download.
5. Question: What formats do the videos need to be produced?  
Response: The final video format needs to be either WMV or MP4. The final bit rate needs to be 256 bits per second (bps).
6. Question: Can you explain your philosophy for testing after the video has been created? We typically elicit feedback at earlier points in the process because once animations are set in place; it becomes more time consuming and costly to redo the video.  
Response: The testing can occur at the story board phase or earlier in the production. We simply want to know that the materials have been audience tested.

7. Question: Do you have a test audience pre-selected or will the vendor be responsible for finding subjects?  
Response: If the vendor does not have access to new parents or pregnant women and their partners for a test audience, DOH can assist in finding subjects.
8. Question: What level of formal testing are you anticipating?  
Response: There is no specific level of formal testing required, however, your response should describe the type of testing you anticipate performing. See also, question 18.
9. Question: Is this opportunity open to bidders such as our organization who could provide content expertise and project management and subcontract the video development?  
Response: Yes
10. Question: If this bid is open to the above-mentioned type of bidders in Question 9, would there be an opportunity to work with the Department of Health to develop the scripts for the videos? If so, can some of the project funds be allocated to script content development?  
Response: This may be negotiated if the organization is the successful bidder. Please recognize, however, that DOH has the content expertise to develop the scripts. We also recognize that the successful bidder and DOH will need to negotiate script revisions based on the creative solutions for presenting the information. Therefore, it is reasonable to allocate some portion of the budget to finalizing scripts if the bidder chooses to do so. However, a budget that strongly emphasizes script development will not be viewed as favorably as one that emphasizes quality production.
11. Question: Will proposals be considered if they include subcontracting to a video production vendor that is not on the possible partner vendor list and is out of state? Our nonprofit is registered in Washington State.  
Response: Yes
12. Question: May we offer existing work (i.e. Our NIPT video) not only as an example, but also as material we may modify/brand for use by the State of Washington?  
Response: Yes
13. Question in regards to subcontractors:
- a. Will the winner of the contract be able to hire subcontractors other than those listed in the response after the contract is awarded, pending the approval of the Agency? Yes, however it is imperative that the successful bidder understands the limited timeline with project completion expected by September 30, 2015.
  - b. Is tax information required for subcontractors similar to that for the proposer listed in section 3.2.2?  
Response: There is no requirement to submit tax information for subcontractors in the proposals for this solicitation. However, the information in section 3.2.1 must be provided for subcontractors in the proposal.
14. Question: Is the contractor permitted to create material specifically to demonstrate its capacity in this project?  
Response: It is the expectation that only bidders with the capacity to perform these activities in full by the end of September will apply.

15. Question: On page 5 the RFQQ mentions:

- a. There will be one video for each topic listed below:
  - 1) Non-invasive prenatal screening, also known as cell free fetal DNA
  - 2) First trimester screening including Ultrasound for nuchal translucency and maternal serum marker screening.
  - 3) Amniocentesis (Diagnostic)
  - 4) Chorionic villus sampling (Diagnostic)

DOH estimates that the running time for the videos will be no more than 30 minutes total. I imagine it is 30 minutes total for all four videos, but wanted to make sure that is the case, or is it 30 minutes per video? Bringing that to 2 hours in total?

Response: The estimated total running time for all four videos, not individually (e.g., NIPT may be about 7 minutes, amniocentesis about 5, etc.).

16. Question: Will there be only one final payment, or can we propose to split the payment against certain deliverables over the duration of this Project?

Response: The contract will pay out for incremental deliverables such as completed story boards, results of audience poll, etc.

17. Question: Will all video require audience testing? Or do we only need to test one of the videos?

Response: The story boards or videos of each should be audience tested.

18. Question: Is there a limit to the number of people you want us to include in this testing?

Response: At DOH, we generally audience test until we see a trend in the responses. A range of 5-10 people should suffice.

19. Question: Are there certain demographics we need to include for this test?

Response: We would suggest pregnant women and their partners, and/or new parents.

20. Question: Are the four videos to be 30 minutes each, or 30 minutes in total?

Response: 30 minutes in total.

21. Question: Does this include localization for other languages, for example, Spanish?

Response: For the present RFQQ, we are asking for English and Closed Captioning only.

22. Question: Does this include any sort of customization for people with disabilities?

Response: Yes, Closed Captioning.

23. Question: Where will these videos live/be hosted?

Response: On the DOH website.

24. Question: Is it possible to get the script(s) before bidding as costs are related to the script?

Response: No

25. Question: Is it possible to get a more precise length of video for each of the 4 requested videos?

Response: No

26. Question: Are you accepting proposals outside of the Washington area?

Response: Yes, but the successful bidder, if out of state, must make project staff available to DOH staff between the hours of 8-5 PDT, Monday through Friday.

27. Question: Is the total of 30 minutes mentioned in the RFQQ for all 4 videos combined? How was this time requested estimated by DOH?  
Response: The estimates were provided by the State Genetics Coordinator based on how long she would spend in a genetic counseling session describing the specific testing technology. Typically no more than 5-10 minutes depending on the testing.
28. Question: Does DOH have a sample script that could be shared? Or, is DOH expecting the vendor to write the script? This contributes to the time and costs involved.  
Response: DOH will provide the scripts at the start of the contract. No, they cannot be shared at this point.
29. Question: Once the video is produced, how will it be promoted? Will those Public Relations efforts be handled inside the DOH? Or is that possibly a project for an outside vendor like myself who specializes in public relations/communications?  
Response: DOH and our many stakeholder groups will help to promote the videos upon completion.

**This Amendment does not need to be submitted with the proposal. All other Terms, Conditions, and Specifications remain unchanged.**