



UNITED INDIAN HEALTH SERVICES, INC.

Healthy mind, body, and spirit for generations of our American Indian Community

Date: **July 16, 2021**

To: **Interested Parties**

Re: **Request for Proposal to Provide Marketing Support Services to United Indian Health Services, Inc.**

United Indian Health Services, Inc. ("UIHS") is requesting proposals from marketing support organizations to assist it in weathering an incredible storm through the COVID pandemic. UIHS serves as the primary clinic system for the Tribal communities of Humboldt and Del Norte Counties. COVID has directly impacted daily clinic visits, which at the peak decreased by almost two-thirds.

UIHS would like to respond to COVID and emerge stronger than it has before. While its services have been historically "good" – UIHS wishes to emerge from COVID "great." We feel that a key aspect of emerging from and responding to COVID involves appropriately telling the story of who UIHS is and how we serve our community.

We are looking for Marketing Professional partners who can help us communicate our story, this includes: health messaging, emergency messaging, and messaging regarding services offered. We invite firms to submit a technical qualifications, work plan, and cost proposal to us by July 30, 2021 for consideration. A description of our organization, the services needed, and other pertinent information follows.

United Indian Health Services, Inc.

UIHS is a nonprofit organization incorporated in California and recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code. UIHS was founded in 1970 with a mission to provide a broad range of healthcare services primarily to American Indians residing within counties of Humboldt and Del Norte, California. UIHS is governed by a Board of Directors consisting of representatives of Federally Recognized Tribal Governments Tribes and Indian Community Representatives from Humboldt and Del Norte Counties.

UIHS derives its income from several sources, including core annual grants from the US Department of Health and Human Services and the Indian Health Service (39%), billings and collections to third-party payer sources including Medi-Cal and Medicare (48%), and other federal and state grant award and contributions (13%).

Our annual operating budget is approximately \$31 million per year, and employ over 313 professional and support staff at nine locations.

MAIN OFFICE ~ Potawot Health Village, 1600 Weeot Way, Arcata, CA 95521-4734; (707) 825-5000(Operator); Fax(707) 825-6747 (Adm)

Other UIHS Clinics or Offices, Phone and Fax Numbers

"Gho' Mun' Dun" Dental Clinic, Crescent City (707) 464-2583; Fax (707) 464-2595
"Taa-At-Dvn" Medical Clinic, Crescent City (707) 464-2750; Fax (707) 464-2668
"Howonquet" Elder Nutrition Office, Smith River (707) 487-4463; Fax (707) 487-0918
Elk Valley Office, Crescent City (707) 464-2919; Fax (707) 464-8218

Fortuna Health Clinic, Fortuna (707) 725-7988; Fax (707) 725-8088
"Hop'ew Puel" Health Clinic, Klamath (707) 482-2181; Fax 482-3655
"Libby Nix" Health Clinic, Weitchpec (530) 625-4300; Fax (530) 625-4308
WIC Office, Arcata (707) 822-9900; Fax (707) 822-9901

Additional Information Available

For more information on specific programs supported, please visit our website at www.uihs.org.

Services to Be Performed

Your proposal is expected to cover the following services:

1. Interview key stakeholders (board members, staff, clients) to understand the past, present, and potential future of UIHS – with particular attention to the impacts of COVID on UIHS operations and client experiences.
2. In collaboration with executive staff, create a strategic marketing plan to coordinate marketing materials development
 - a. As opposed to directly encouraging clients to come back to UIHS post COVID, leveraging a common “we’re COVID safe” tactics, we feel that a focus on UIHS and its mission in the community communicates our commitment post-COVID more effectively
 - b. Therefore, marketing efforts should focus on the story of UIHS, who we are, why clients can trust our services, our legacy within the community, etc.
 - c. Develop systems where emergency communication can occur internally and externally.
 - d. Create outreach contacts that can be used to deliver messaging.
 - e. Update the UIHS Website to meet the new Post-COVID needs.
3. Develop metrics for success that can be measured to gauge strategic plan’s success
4. Develop a marketing campaign proposal and budget
5. Once the proposal and budget are approved, guide marketing activities of the Communications Team and contracted vendors in the achievement of approved marketing plan including
 - a. Radio/TV spots
 - b. Videos, messaging and memes for social media
 - c. Print media

Timeframe

The time required to accomplish these services is estimated at 6-9 months.

Proposal Timetable

Our proposed timetable for evaluation and selection is as follows:

Request for Proposal distributed	July 21-30, 2021
Written proposals due to UIHS	July 30, 2021
Finalist interviews and presentations as needed	August 2-6, 2021
Firm selected and notified	August 9, 2021
Selection presented to the Board of Directors for Approval	September 7, 2021
Firm receives contract and begins work	September 8-10, 2021

Evaluation of Proposals

While price is an important factor, United Indian Health Services will evaluate proposals based on the following criteria:

- Completeness and timeliness of Proposal
- Understanding of work to be performed

- Prior experience with Tribal organizations
- Qualifications of staff to be assigned to the engagement
- References
- Fee competitiveness

Key Contacts

Following are the key contacts for additional information you may seek in preparing your proposal:

Jed Rudd, Chief Operations Officer 707 825-4049 jed.rudd@uihs.org

Liz Lara-O'Rourke, Tribal Public Health Division Director, 707-825-4059, liz.lara@uihs.org

Requests for additional information, questions, and scheduling zoom presentations, if interested, should be coordinated through Mr. Rudd or Ms. Lara-O'Rourke. You may reach them at the contact information provided above.

Please return two (2) copies of the completed proposal to the attention of Julia Hostler, Grants and Contracts Analyst by July 30, 2021 at Julia.hostler@uihs.org

Respectfully,



Jed Rudd
Chief Operations Officer
United Indian Health Services