

**STATE OF CONNECTICUT  
OFFICE OF HEALTH STRATEGY**

**REQUEST FOR PROPOSAL (RFP)  
FOR  
CONSUMER ENGAGEMENT COORDINATOR**

**SECOND Addendum**

**RELEASE DATE 12-17-2018**

The OHS's official responses to questions submitted as of noon, December 17, 2018 are as follows:

1. Section 3.2 on P10 seems to specify 3 areas of involvement for the selected CEC contractor:
  - a. Create the OHS CAB Governance structure – Policies & Procedures
  - b. Create the OHS CAB Strategic Plan
  - c. Update Consumer Engagement Communications Plan, including execution of all tactics specified therein.

Is this a correct reading of the assignment?

Response: The selected contractor is responsible for all deliverables as outlined in Exhibit 1: Key Outputs and Timeline Grid.

For tasks 1 and 2, the contractor will facilitate the development of the OHS CAB Governance Structure and Strategic Plan. The CAB has already begun the process of developing the policies and procedures.

2. Or will the selected CEC's responsibilities be centered just on #3: The Consumer Engagement Plan?

Response: For task 3, the contractor will update the Consumer Engagement and Communications Plan based on the vision and objectives of the OHS CAB Strategic Plan. The Contractor will also assist the CAB in carrying out the Plan's objectives.

3. If so, does the budget include website development as well as all other tactics/activities listed? (includes web/social media communications plan, videos and publication for consumer engagement).

Response: Yes, the budget should include costs associated with updating the Consumer Engagement Communication Plan. Currently, information regarding the CAB can be found on the OHS homepage: <https://portal.ct.gov/OHS>.