

- 1) Is WISHIN able to release any information regarding the budget allocated for the services requested in this RFP? If so, please provide.

No. We are asking firms to bid on what they think is necessary to complete their proposal.

- 2) Are medical care providers required to adopt an HIE at this point?

No, but they have financial incentives to do so.

Physicians, hospitals, and other eligible health care professionals can receive incentives from the federal government for implementing and “meaningfully using” electronic health records. There are many requirements for qualifying as a “meaningful user” under the incentive programs, including requirements for exchanging medical records electronically. Incentives are significant for those who participate, and penalties will eventually be applied to those who fail to meet the requirements (whether they participate or not).

The ability to electronically exchange health information is required for Meaningful Use. There are multiple “stages” for Meaningful Use and WISHIN already has a product on the market, WISHIN Direct, which helps providers meet the Stage 1 requirements as they related to HIE. Future stage requirements are not published but are expected to require even more in the area of HIE.

More information on the incentive program can be found on the Centers for Medicare and Medicaid Services (CMS) website at: <https://www.cms.gov/EHRIncentivePrograms/>.

- 3) Per question #4 on page 6 of the RFP, is specific creative required?

Your proposal should include your firm's approach, distribution method(s), and costs for developing patient education materials.

- 4) Who is currently responsible for maintaining the WISHIN Web site? Would the winner of the contract resulting from this RFP take over Web site maintenance?

The responsibility for maintaining the WISHIN web site will remain with WISHIN.

- 5) What is the length of the contract resulting from this RFP? Will there be opportunities for contract extension?

We will require the winning firm to contract for the scope of the project requested in the RFP. Responding firms should include their timeline for completing the work as part of their proposal. There may be an opportunity for a contract extension.

- 6) If possible, we would like to drop off our proposal response in person. Can you provide a non-P.O. Box address for this purpose? Please note, if personal delivery is not an option, we will also require a non-P.O. Box address for shipping via FedEx.

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Firms can drop off proposals at the WISHIN/WHA reception desk.

- 7) Can you please clarify the target audience(s) of the marketing efforts outlined in the RFP?
- End users of WISHIN services (e.g., hospitals, clinics, labs, pharmacies and individual medical professionals)
  - Patients – health care consumers (e.g., education on HIE, encouragement to physicians to participate)

- 8) Is there an industry conference or event, etc. where the proposed marketing deliverables would be needed that should be included on the project time?

There is not a conference or event; however, WISHIN's new service roll out is currently scheduled for October of 2012.

- 9) Per question #8 on page 6 of the RFP, can you please define what you're looking for in terms of "samples?" Do you require a portfolio?

Samples can be hard copies of end products, screen captures and/or web links that show your work.

- 10) Are there any preferred metrics for measuring effectiveness of the marketing campaign?

We are asking responding firms to articulate how they will measure success. The final measures will be decided up mutually between WISHIN and the selected firm.

- 11) Do you have an existing marketing plan developed at this time?

There is a Communication, Education, and Marketing (CEM) plan that was developed as part of WISHIN's Strategic and Operational Plan (SOP) in 2010. This plan can be found on the WISHIN Website in the "[Wisconsin HIT Strategic and Operational Plan Appendices](http://www.wishin.org/WeAreWISHIN/OurHistory/WIRED.aspx)", Appendix #17, (<http://www.wishin.org/WeAreWISHIN/OurHistory/WIRED.aspx>). We are currently in the middle of our 2011 update to this plan. While some aspects of the 2010 plan are being updated, the overall plan should provide firms with some insight into what the original thinking was around communication, education and marketing for HIE in Wisconsin.

12) Have you conducted any market research regarding the products and services you currently offer or intend to offer in the future?

In 2010, several assessments were done to gain an understanding of the Health Information Technology (HIT) environment in Wisconsin. Information on these assessments can be found in section 6.4 of WISHIN's 2010 Strategic and Operational Plan (<http://www.wishin.org/WeAreWISHIN/OurHistory/WIRED.aspx>).

In addition, WISHIN's Board established a Value Proposition Work Group that included health care leaders (medical providers, executives in hospitals, clinics and insurance companies) to develop the basis for WISHIN's second service offering. A copy of the Value Proposition Work Group report is available on the WISHIN website at <http://www.wishin.org/Vendors.aspx>.

Other than the original environmental assessment and the work conducted by the Value Proposition work group, no formal market research has been conducted.

13) You have suggested the need to communicate with patients. What impact do you believe they will play on the decision of a health care provider to enroll in your program?

Studies have shown that most patients expect their health records to follow them wherever they go. Many believe this is already happening. We believe our focus in communicating to patients will be twofold, but this may change:

- a) We want to pre-empt or allay concerns that health care consumers may have about the safety and security of their health records if their provider participates in an HIE.
- b) We want health care consumers to understand the importance of an HIE to them, and motivate them to encourage their providers to participate in the statewide HIE.

The focus of educating patients on HIE is to assure them of the safety, security and the importance of a statewide HIE in a simple way they can understand.

14) Please explain HIE for us.

HIE is the technology that supports the flow of health information among physician practices, hospitals, labs, and others, regardless of the electronic health record (EHR) system used.

HIE allows delivery of the right health information to the right place at the right time, reducing manual handling of paper records and providing safer, more timely, efficient, patient-centered care.

WISHIN, as Wisconsin's state-designated entity for HIE, is responsible for developing HIE capacity throughout the state. WISHIN allows medical providers to obtain their patients' medical history, including lab results, discharge summaries, and other important information from providers who have cared for the patient – even if those providers are part of a different practice or health system.

15) Why is HIE important?

HIE is a critical component of a truly connected health care delivery system. With today's mobile society, a health record must follow the patient. Health care providers need all of a patient's health information to provide an accurate diagnosis or treatment. Most patients have multiple providers that treat them. Each provider may have different portions of a patient's medical record. If providers can access each other's records and see more complete health information, they can provide the patient with better care and better continuity of care when the patient goes between providers. Sharing health information can also help reduce health care costs by eliminating unnecessary duplication of tests and procedures.

16) What do you hope to learn from the market research you want to conduct as part of this RFP?

We are hoping that the market research will help us with messaging and talking points for our new services and advise us on how to better position WISHIN and the new service offerings. Please refer to "Next Level Questions Regarding HIE Value Proposition" on pages 24 and 25 of the Value Proposition Work Group report (attached and at <http://www.wishin.org/Vendors.aspx>).

17) Do you have a budget established?

No.

18) Do you see this effort as a multi-year campaign or an initial launch?

We are asking for an initial launch. In addition, you can provide information on a multi-year campaign.

19) What does your decision-making team look like and with whom would we be working in the development of the program?

The decision-making team includes WISHIN staff members and members of our Advisory Committees. You will be working with WISHIN marketing to implement the program.

20) Do you have target goals that would be used to measure against the effectiveness of any program elements?

We are asking responding firms to articulate how they will measure success. The final measures will be decided upon mutually between WISHIN and the selected firm.

21) What are the unique characteristics of your product against any competitive products that may exist?

WISHIN released on a RFP on 1/13/2012 for a vendor to supply the technical solution and services we will be offering in the fall of 2012. The RFP outlines the services our Value Proposition Work Group identified; however, we have also left the door open for additional services that we will work on with the vendor selected from that procurement.

Almost every state has a statewide HIE or is in the process of developing one. Wisconsin does not currently have a statewide HIE (that is why WISHIN was established), although we do have several sub-state exchanges that provide limited functionality to specific provider communities. WISHIN will NOT be replacing these sub-state HIEs but will be focused on connecting them, along with providers that are not currently participating one of the existing sub-state exchanges, to create a "network of networks".

22) While we have significant marketing expertise and experience with a broad range of life science organizations, on a business-to-business basis, we do not have any direct experience with the Wisconsin health care market. Will this exclude us from further consideration?

No.

23) Has the WISHIN team worked with an agency in the past?

WISHIN has not contracted with an agency.

24) How old is the WISHIN organization?

WISHIN is one year old.

25) How many health care providers are currently clients?

This Marketing RFP is for new services that we expect to launch in October 2012. WISHIN is only 1 year old and, while we have a small product that was developed as part of our initial product offering (WISHIN Direct); we do not yet have clients for our upcoming services.

26) Are your systems and platform fully functional or still in development?

The primary focus of this Marketing RFP is for the new services we will be launching in 2012. A vendor for those services is being procured (RFP was released 1/13/2012). We expect to be operational with the services acquired from that procurement in October 2012.