

**REQUEST FOR PROPOSALS FOR DESIGN AND PRODUCTION OF ACCESS HEALTH CT ANNUAL REPORT**

**ADDENDUM NO. 1 – QUESTIONS & ANSWERS**

**JULY 13, 2023**

	<b>QUESTION</b>	<b>ANSWER</b>
1.	Beyond conceptualizing a driving theme for the Annual Report, what are the Exchange’s expectations around the actual content creation for the Annual Report? Is there an outline/table of contents for what the Annual Report will include already established, or will the selected Respondent be responsible for that (either solely or through collaborative brainstorming)?	The selected Respondent will be required to create original content from a blank slate with input from the Exchange during brainstorming sessions. Prior Annual Reports can be located at: <a href="https://agency.accesshealthct.com/reports-audits#four">https://agency.accesshealthct.com/reports-audits#four</a>
2.	Will draft content be provided by the Exchange for the selected Respondent to use in developing final content, or will the selected Respondent be tasked with developing the content from scratch by pulling from a collection of provided information and interviews?	The selected Respondent will be required to create original content from a blank slate with input from the Exchange during brainstorming sessions.
3.	Will the Exchange provide theme concepts before content areas have been identified (as it could determine what is included in the Report outside required financials), or after content has been identified?	The selected Respondent will be required to create original content from a blank slate with input from the Exchange during brainstorming sessions.
4.	When it comes to interviews with key stakeholders, what does the Exchange imagine the selected Respondent’s role to be? Will the information from these interviews be used to help determine and/or draft content for the Annual Report, or will the information from interviews be more to provide color and depth to content that has been pre-determined and/or developed from existing resources?	Information collected from interviews with key stakeholders can be used by the selected Respondent to create and/or refine original content.
5.	Will the selected Respondent be responsible for drafting questions and arranging interviews with key stakeholders?	Yes, the selected Respondent will be responsible for drafting questions and arranging interviews. The Exchange will help coordinate interviews.
6.	Will a list of people/key stakeholders who have agreed to be interviewed be provided, or will the selected Respondent need to find volunteers from a larger list or through other channels?	The Exchange will develop a list of stakeholders who are available for interviews.
7.	What are the expectations around theme brainstorming and collaboration? Will the Exchange and the selected Respondent use brainstorming sessions to mutually agree on one direction, or will the brainstorming session serve as a starting point for the selected Respondent to develop concepts, from which one will be selected and refined?	Initial brainstorming sessions will be used to develop concepts and theme.

8.	What brand materials (e.g., brand guidelines, brand story, design assets, etc.) will the selected Respondent be supplied with to develop the Annual Report design?	The Exchange will share a Brand Standard Guide and photos with the selected Respondent.
9.	What on-boarding/background materials will be supplied to the selected Respondent to onboard it to the Exchange's brand and the year's performance?	The Exchange will share a Brand Standard Guide and photos with the selected Respondent. In addition, the Exchange will share its then-current year's performance with the selected Respondent during brainstorming sessions.
10.	Will the selected Respondent be responsible for managing the print/proof process directly with the supplier?	The Exchange and the selected Respondent will co-manage the print/proof process.
11.	What is the general budget the Exchange is expecting for this project? Will the annual budget for the three-year period be relatively the same each year?	The anticipated annual budget is \$16,000.00, exclusive of printing, and will likely be the same during each year of the term of the resulting contract (the "Budget"). The Budget, however, is not final and is subject to change.
12.	Is the Exchange open to new approaches in the delivery of the Report, such as animation or video?	No, not at this time.
13.	Will the selected Respondent have access to older raw files and/or a brand book in an effort to keep consistency, or does the Exchange want a completely fresh look?	The Exchange will share a Brand Standard Guide and photos with the selected Respondent. Prior Annual Reports can be located at: <a href="https://agency.accesshealthct.com/reports-audits#four">https://agency.accesshealthct.com/reports-audits#four</a> .
14.	How many interviews does the Exchange expect the selected Respondent to hold? Is the expectation for all of them to be in-person, or will the selected Respondent have the prerogative in this matter?	A minimum of 2 interviews are expected. Virtual and in-person interviews are acceptable.
15.	Will the Exchange provide a draft of the narrative and additional content (e.g., CEO letter) for the selected Respondent to start with, or will the selected Respondent be required to create original content from a blank slate?	The selected Respondent will be required to create original content from a blank slate with input from the Exchange during brainstorming sessions.