



Monterey County

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Board Report

Legistar File Number: A 16-130

June 07, 2016

Introduced: 5/16/2016

Version: 1

Current Status: Agenda Ready

Matter Type: BoS Agreement

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an Agreement with Neimand Collaborative for developing a new brand for Natividad Medical Center for an amount not to exceed \$250,000 with an Agreement term July 1, 2016 through June 30, 2017.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an Agreement with Neimand Collaborative for developing a new brand for Natividad Medical Center for an amount not to exceed \$250,000 with an Agreement term July 1, 2016 through June 30, 2017.

SUMMARY/ DISCUSSION:

Natividad Medical Center will use Neimand Collaborative to develop a new brand building on NMC's strengths and value to the community through a seven-step approach that includes primary market research, tagline and message recommendations with accompanying visual identity. The engagement process will consist of synthesis, internal interviews, external interviews, initial brand and visual identify, consumer qualitative research, brand finalization and brand implementation. Deliverables include key research insights, message strategy, tagline, primary narrative, secondary messaging, and core set of materials for organizational re-branding.

Neimand Collaborative brings a strong set of resources to NMC's branding effort. They are a nationally recognized social impact marketing firm known for the development of branding, messaging, and website development. Over the past decade, Neimand Collaborative has worked in the fields of education, health, nutrition, conservation, financial inclusion, economic development and sustainable global development. Their specific experience in health and health care issues includes: strategy, messaging, branding, communicating, advocacy, reputation management and marketing for disease causes, patient support, policy and regulatory issues, federal funding, public and private hospitals and health systems, medical technology and devices, pharmaceuticals, consumer access and empowerment, work force development, and volunteers and donors.

The organization has particular insight and understanding of the central themes common to public and private safety net hospitals from work in the rebranding of the National Association of Public Hospitals and Health Systems to America's Essential Hospitals. Of particular note, Neimand Collaborative is currently working with the Natividad Medical Foundation in its rebranding efforts and has already gained an understanding of NMC's value to the community

and the need for rebranding.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Agreement as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The Agreement has also been reviewed and approved by NMC's Finance Committee on April 28th, 2016 and by its Board of Trustees on May 6th, 2016.

FINANCING:

The cost for this Agreement is \$250,000 which is included in the Fiscal Year 2016-17 Recommended Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator, Planning & Institutional Development
783-2556

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Original Agreement with Neimand Collaborative

Attachments on file with Clerk of the Board



Dr. Gary R. Gray, Chief Executive Officer



Date