



Monterey County

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

Legistar File Number: A 19-076

April 23, 2019

Introduced: 4/2/2019

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment no. 3 to the agreement (A-13105) with Armanino, LLP dba AMF Media Group for public relations services, extending the agreement an additional one (1) year period (May 1, 2019 through April 30, 2020) for a revised full agreement term of May 1, 2016 through April 30, 2020, and adding \$316,500 for a revised total agreement amount not to exceed \$1,311,900.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment no. 3 to the agreement (A-13105) with Armanino, LLP dba AMF Media Group for public relations services, extending the agreement an additional one (1) year period (May 1, 2019 through April 30, 2020) for a revised full agreement term of May 1, 2016 through April 30, 2020, and adding \$316,500 for a revised total agreement amount not to exceed \$1,311,900.

SUMMARY/DISCUSSION:

AMF Media Group (AMF) is a full-service marketing and communications agency based in San Ramon, California with a local Central Coast office in San Luis Obispo. The award-winning public relations division of AMF has brought a diverse wealth of experience and skills to strategic public relations services at Natividad over the past three years. In addition to Natividad, AMF has a proven track record working with public and private health care systems, e.g. Alameda Health System, Kern Medical Center, Good Samaritan Hospital in San Jose, and Kaiser Permanente.

AMF has worked collaboratively with NMC in media relations to place positive stories about Natividad raising the public's perception of the organization beyond that of a safety net hospital, establishing Natividad as a thought leader on health care issues, and highlighting Natividad's credentials through the implementation of community education campaigns on living a healthier lifestyle.

In May 2018 AMF assisted us with launching our own health care magazine, Peak Health. Some highlights from Peak Health included patient testimonials from our award winning Acute Rehabilitation Unit and Level II Trauma service and stories about our Diabetes Education Center and our top notch Women's and Children's services. The magazine is both in English and Spanish and available on our website.

AMF services for the upcoming term of this agreement will include the following:

- Developing and promoting of story ideas with media that support the growth initiatives and strategic service areas of Natividad
- Co-managing of communication lines between Natividad and the media
- Partnering with the Natividad communications team to provide content support
- Consulting on Natividad’s news agenda
- Writing and distribution of press releases
- Managing media calls and requests from reporters
- Providing regular monitoring metrics and reporting on all public relations activities
- Providing Crisis Communications Support Services
- Providing Media Training
- Production of Peak Health magazine on a semi-annual basis (AMF will serve as managing editor, reporter and photographer for the magazine. AMF and Natividad will partner on story selection and production).

This agreement is not exclusive as NMC has agreements with other agencies for public relations consultation.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this amendment no. 3 as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. This amendment no. 3 has also been reviewed and approved by NMC’s Finance Committee on March 28, 2019 and by its Board of Trustees on April 5, 2019.

FINANCING:

The cost for this amendment no. 3 is \$316,500, of which \$52,750 is included in the Adopted Budget for Fiscal Year 2018-19 and \$263,750 shall be included in the FY19-20 Recommended Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The services rendered in this agreement help promote access and awareness to health services.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

Prepared by: Andrea Rosenberg, Hospital Assistant Administrator, 783-2562

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

Attachments:

Armanino LLP dba AMF Media Group Amendment 3
AMF Media Group Amendment 2
AMF Media Group Renewal and Amendment 1
AMF Media Group Agreement

Attachments on file with the Clerk of the Board