



Monterey County

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Board Report

Legistar File Number: A 17-118

May 16, 2017

Introduced: 4/19/2017

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute Amendment No. 4 to the agreement (A-12739) with Schipper Design, LLC for Marketing and Design services, extending the agreement an additional one (1) year period (July 1, 2017 through June 30, 2018) for a revised full agreement term of January 1, 2014 through June 30, 2018 and adding \$300,000 for a revised total agreement amount not to exceed \$ 1,370,000.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute Amendment No. 4 to the agreement (A-12739) with Schipper Design, LLC for Marketing and Design services, extending the agreement an additional one (1) year period (July 1, 2017 through June 30, 2018) for a revised full agreement term of January 1, 2014 through June 30, 2018 and adding \$300,000 for a revised total agreement amount not to exceed \$ 1,370,000.

SUMMARY/DISCUSSION:

Schipper Design is a multiple award-winning, local graphic and web design firm that brings a diverse wealth of experience and skills to marketing design services for NMC. Schipper Design has worked with NMC in developing marketing plans, graphic design, and production of marketing collateral and support materials, including logos, brochures, web sites, newsletters, presentations, and advertisements since 2014.

The Board of Supervisors approved a two year and six month agreement starting on January 1, 2014 with Schipper Design with a maximum liability of \$100,000 per RFP #9600-47. The Board approved a first amendment on July 1, 2014, adding \$200,000 to the Agreement with no change to the term of the agreement. A second amendment was approved on June 23, 2015, adding \$200,000 with no change to the term of the agreement. A third amendment was approved on May 3, 2016 extending the term of the agreement for one (1) year period through June 30, 2017 and adding recruitment advertising services to the agreement, previously under a separate Schipper agreement.

Schipper Marketing and Design Projects have included:

- Trauma Center promotional activities including advertisements celebrating the 2nd year

anniversary of trauma center designation in print, TV, and bus placements in English and Spanish; development of collateral materials for the implementation of the BrainSmart community initiative enhancing trauma prevention programming; presence on social media and website; and development of community outreach materials

- Promotion of NMC quality and excellence awards including Leapfrog, Beta Health, CALNOC, and Kindred Healthcare
- Patient communications and marketing materials for service lines including trauma care and prevention, acute rehabilitation, bariatric surgery, diabetes care, and women and children's services
- Revision of Patient Handbook
- Language access services information
- Patient portal promotion
- National Hospital, Nurses, Volunteers Week and Doctor's Day recognition
- Community outreach collateral materials
- Farmer's market promotion
- Social media maintenance
- Website maintenance

Schipper Recruitment Advertising Services have included:

- Promotional campaign for NMC Family Medicine Residency Program recruitment
- Development of welcome packets
- New employee/physician orientation materials
- Hospital Tour video

Schipper Design will continue to be needed to provide marketing/design and recruitment advertising services. Therefore, a one year extension is being requested through June 30, 2018.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this amendment No. 4 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment no. 4 has also been reviewed and approved by NMC's Finance Committee on March 23, 2017 and by its Board of Trustees on April 7, 2017.

FINANCING:

The cost for Amendment #4 is \$300,000, all of which is included in the Fiscal Year 2017-18 recommended Budget. There is no impact to the General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Economic Development

Administration

This agreement is for marketing, advertising and design services for recruitment efforts among other things. The recruitment marketing services help contribute to the hiring of employees at NMC which leads to a more efficiently run organization.

Health and Human Services

This agreement is also for general marketing, advertising and design services for NMC. Professional marketing efforts ensure that important information and awareness about NMC is being communicated to local communities.

Infrastructure

Public Safety

Prepared by:

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

Attachments:

Amendment No. 4 to Agreement with Schipper Design, LLC

Amendment No. 3 to Agreement with Schipper Design, LLC

Amendment No. 2 to Agreement with Schipper Design, LLC

Amendment No. 1 to Agreement with Schipper Design, LLC

Original Agreement with Schipper Design, LLC

Spend Sheet

Attachments on file with the Clerk of the Board