



Monterey County

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Board Report

Legistar File Number: A 18-110

April 24, 2018

Introduced: 4/10/2018

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 amendment No. 2 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (May 1, 2018 through April 30, 2019) for a revised full agreement term of May 1, 2016 through April 30, 2019, and adding \$415,500 for a revised total agreement amount not to exceed \$995,400.

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. 2 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (May 1, 2018 through April 30, 2019) for a revised full agreement term of May 1, 2016 through April 30, 2019, and adding \$415,500 for a revised total agreement amount not to exceed \$995,400.

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 NMC over the past two years. In addition to NMC, 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.

During the last 12 months, AMF has worked with NMC in media relations to place positive stories about NMC raising the public's perception of the organization beyond that of a safety net hospital, establishing NMC as a thought leader on health care issues, and highlighting NMC credentials through the implementation of community education campaigns on living a healthier lifestyle. Highlights of AMF's services have included 52 media placements/coverage airings of stories highlighting NMC's physicians, nurses, and support staff. Storylines have included NMC awards, Trauma Center 3rd anniversary, strengths of service lines, new service implementation - pediatric hospitalist program - and community education on various health topics.

Of particular note has been the implementation of year two of the Brain Smart initiative, a KION/Telemundo Partnership to drive ongoing community engagement and expand trauma prevention programming. This year's two campaigns with local TV provided two five-day news series, PSA's,

and ongoing education on Concussions and Falls Prevention.

AMF launched the inaugural issue of Peak Health magazine. Stories featured Natividad physician leaders of the Family Medicine Residency Program, trauma patient testimonials, the Choice Program, the Art of Better Health program of the Natividad Medical Foundation, and Brain Smart programming.

AMF services for the upcoming term of this agreement will include the same public relations and community education services as stated in the original scope of the agreement, extending those services for an additional year at an approximate cost of \$219,000 as follows:

- Developing and promoting of story ideas with media that support the growth initiatives and strategic service areas of NMC
- Co-managing of communication lines between NMC and the media
- Partnering with the NMC communications team to provide content support
- Consulting on NMC's news agenda
- Writing and distribution of press releases
- Managing media calls and requests from reporters
- Providing regular monitoring metrics and reporting on PR activities
- Providing Crisis Communications Support Services
- Providing Media Training
- Implementing two Brain Smart Initiative campaigns and rollout of
- Distracted driving prevention programming

The design and production of the newly launched bilingual Peak Health magazine will continue on a quarterly basis, a communications tool to advance awareness of NMC services through featured stories on NMC's services, highly skilled staff and satisfied patients. AMF will serve as managing editor, reporter and photographer for the magazine. AMF and NMC will partner on story selection and production. The cost for the quarterly Peak Health magazine will be \$192,000.

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. 2 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 2 has also been reviewed and approved by the NMC Finance Committee on April 2, 2018 and the NMC Board of Trustees on April 6, 2018.

FINANCING

The cost for this Amendment No. 2 is \$415,500, of which \$69,250 is included in the Fiscal Year 2017-18 and \$346,250 shall be included in the Fiscal Year 2018-19 Recommended Budget. There is

no impact to the General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

☐ Economic Development
☐ Administration
☒ Health & Human Services
☐ Infrastructure
☐ Public Safety

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

Attachments:

AMF Media Group Amendment No. 2
AMF Media Group Renewal and Amendment No. 1
AMF Media Group Agreement

Attachments on file with the Clerk of the Board