



## Board Report

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**File #: A 17-232, Version: 1**

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Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment No. 1 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (retroactive May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, and adding \$394,400 for a revised total agreement amount not to exceed \$579,900.

### **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. 1 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (retroactive May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, and adding \$394,400 for a revised total agreement amount not to exceed \$579,900.

### **SUMMARY/DISCUSSION**

AMF Media Group (AMF) is a full-service marketing and communications agency with an award-winning public relations division that brings a diverse wealth of experience and skills to strategic public relations services at NMC. 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 50 media placements of stories highlighting NMC's physicians, nurses, and support staff. Storylines have included NMC awards, strengths of service lines, recruitment of staff talent, and community education on various health topics. Of particular note has been the implementation of the BrainSmart initiative 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 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 \$214,000 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 BrainSmart Initiative campaigns

Newly added services included in this amendment are as follows:

- Additional community education programming highlighting trauma prevention at a cost not to exceed \$30,000 and
- Oversight of the Implementation of a New Quarterly Magazine, 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 this new communications piece will not exceed \$150,000.

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

In early 2018 NMC plans to issue an RFP for marketing and design services and will likely include public relations services as well under the same RFP.

This amendment was signed prior to expiration on April 30 but do to a slight delay during the routing and approval process, it did not get to the Board of Supervisors before expiration. No services have been rendered since expiration on April 30.

### **OTHER AGENCY INVOLVEMENT**

County Counsel has reviewed and approved this amendment No. 1 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 1 has 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 this Amendment is \$394,400, 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

☒ Health & Human Services-The services rendered in this agreement help promote access and awareness to health services.

☐ Infrastructure

☐ Public Safety

Prepared by: Prepared by: Carol Adams, Assistant Administrator, Planning & Business Development  
Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

AMF Media Group Renewal and Amendment No. 1

AMF Media Group Agreement

Spend Sheet

Attachments on file with the Clerk of the Board