



County of Monterey

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

Board Report

File #: A 21-216, Version: 1

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute renewal & amendment No. 5 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, 2021 through April 30, 2022) for a revised full agreement term of May 1, 2016 through April 30, 2022, and adding \$120,000 for a revised total agreement amount not to exceed \$1,731,900.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute renewal & amendment No. 5 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, 2021 through April 30, 2022) for a revised full agreement term of May 1, 2016 through April 30, 2022, and adding \$120,000 for a revised total agreement amount not to exceed \$1,731,900.

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, for example: Alameda Health System, Kern Medical Center, Good Samaritan Hospital in San Jose, and Kaiser Permanente.

Natividad's goal of its public relations efforts is to provide patients (customers) with content in which they are interested. This type of marketing builds trust by creating and sharing valuable and relevant free content. Content can be educational, entertaining or insightful.

During the last three years, AMF has provided public relations services that position Natividad as a comprehensive, high-quality health care provider. AMF works with Natividad to shift latent community perception and raise awareness of the hospital while also being a health resource for our community. These efforts will seek to promote Natividad, its staff, its expertise and service lines with the goals of retaining Natividad's current "core" patients living in zip codes of 93905, 93906, 93901 and 93907; attracting new patients from throughout Monterey County; service line growth; and diversifying the current payer mix. In addition, AMF provides crisis communications when deemed necessary.

AMF will also interface with Natividad's translations vendors to provide content in both English and Spanish. This agreement is not exclusive as Natividad has agreements with other agencies for public relations consultation.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this renewal & amendment No. 5 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The renewal & amendment No. 5 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on May 14, 2021.

FINANCING:

The cost for this renewal & amendment No. 5 is \$120,000 of which \$50,000 is included in the Fiscal Year 2021-22 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

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: Hillary Fish, Director of Marketing and Community Relations, 783-2693

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2553

Attachments:

- AMF Media Group Renewal & Amendment No. 5
- AMF Media Group Amendment No. 4
- AMF Media Group Amendment No. 3
- AMF Media Group Amendment No. 2
- AMF Media Group Renewal & Amendment No. 1
- AMF Media Group Agreement

Attachments on file with the Clerk of the Board