

State of Maine Procurement Justification Form

This form must accompany ALL contract requests and sole source requisitions submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below.

PART I: OVERVIEW			
Department Office/Division/Program:	DHHS/OMS/Commissioner's Office		
Department Contract Administrator or Grant Coordinator:	Mary Alderman & Nancy Tan		
(If applicable) Department Reference #:	OSA-18-4034D		
Estimated Contract or Grant Amount:	Current: \$ 880,266.66 Amend: \$ 250,000.00 Revised: \$1,130,266.66	Advantage CT / RQS #:	10A-20180228000000002563
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	3/01/2018	New Start Date:
	Original End Date:	8/31/2019	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Results Marketing & Design, dba Ethos		
Brief Description of Goods/Services/Grant:	Marketing services to include additional campaigns focused on responding to the COVID-19 pandemic		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request.			
	A. Competitive Process		G. Grant
X	B. Amendment		H. State Statute/Agency Directed
X	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project	X	L. Other Authorization – COVID-19

PART III: SUPPLEMENTAL QUESTIONS
Please respond to ALL of the following questions.
1. Provide a more detailed description of the goods, services or grant to supplement the response in Part I.
The COVID-19 pandemic is significantly impacting the health of Mainers in many ways. Two of the most pressing issues are losses in health insurance coverage due to job loss and lost income, and difficulties accessing needed care. The impact of these changes is especially urgent for Maine people with behavioral health conditions who may be at greater risk for accidental overdose and suicide as they lose connections to essential health and support services. This contract amendment would allow DHHS to rapidly respond by setting up two separate, but closely connected, marketing and public awareness campaigns. The first would target

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PART III: SUPPLEMENTAL QUESTIONS

people who have recently lost jobs or income to make them aware of their health insurance coverage options through MaineCare or the individual federal health insurance Marketplace and remind them of the importance of having health coverage. The second focus would specifically target existing MaineCare members and promote the use of telehealth as an option for accessing care, particularly for people with behavioral health needs. Although MaineCare has a robust telehealth coverage policy, many people do not know how to utilize this mechanism as a way to access health care services. Given the current circumstances related to the COVID-19 pandemic, the use of telehealth is more important than ever as it could make all the difference in whether an individual is able to access critical services and/or receive prescriptions. Both campaigns would make use of search, digital, social media, and potentially streaming advertisements, as well as some limited print materials. The Department has clear messaging developed for both campaigns and seeks to amend this contract primarily for assistance with the advertising buy and strategy, as well creative development of materials.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The provider has current experience working on marketing and advertising campaigns focused on a similar population who have or are at risk for Substance Use Disorder, and significant experience in public health and insurance coverage public awareness projects. The Department's existing relationship would provide the necessary rapid creation of the campaigns, and the vendor has previously demonstrated ability to work on extremely expedited timelines.


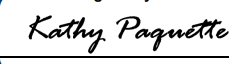
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The rates are consistent with the current contract and the bulk of the funding will be used to purchase digital, social media, and streaming advertisements, and some funding will be used for the development and printing of promotional/educational materials.

4. Describe the plan for future competition for the goods or services.

The Department does not plan to RFP this service in the future, it is a one-time procurement for an urgent need specific to the COVID-19 pandemic.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
	<small>DocuSigned by:</small>		
			
Printed Name:	Jim Lepato	Date:	5/5/2020
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small>		
			
Printed Name:	Kathy Paquette	Date:	5/7/2020