

State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

PART I: OVERVIEW				
Department Office/Division/Program:		Maine CDC / Maine Immunization Program		
Department Contract Administrator or Grant Coordinator:		Chris Moiles / Lisa Munster		
(If applicable) Department Reference #:		CD0-21-5256C		
Amount: (Contract/Amendment/Grant)	Current: \$985,000 Amend: \$835,000 Revised: \$1,820,000	Advantage CT./RQS #:	10A 20210114*2036	
CONTRACT	Proposed Start Date:	1/13/2021	Proposed End Date:	12/31/2021
AMENDMENT	Original Start Date:	1/13/2021	Effective Date:	3/15/2021
	Previous End Date:	12/31/2021	New End Date:	N/A
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Promerica Health, Falmouth, ME		
Brief Description of Goods/Services/Grant:		Community Vaccine Coordination		

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

PART III: SUPPLEMENTAL INFORMATION
Please respond to ALL of the following:
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.
COVID Response assistance for the Department with providing large-scale vaccination effort planning in Maine.
The Provider shall collect, organize, and synthesize key insights to inform planning efforts and shall provide tools and support to coordinate the broader planning efforts of the Department. Provider will provide project and planning management support for community vaccine sites.
This amendment provides funding to support media buys and ad content creation for vaccination information and services: Media buys (section K.2.vi – traditional and digital advertising)
<ul style="list-style-type: none"> • Women's fertility ad campaign (6-week media buy) • Pediatrician/parents ad campaign (4-week media buy) • "Keep Mainers Safe" ad campaign w/Juston McKinney (6-week media buy) • Bill Green ad campaign media buy (4-week media buy)

State of Maine Procurement Justification Form

PART III: SUPPLEMENTAL INFORMATION

Content creation (section B.1.a.ix – Communication/content development)

- Keep Mainers Safe ad with Juston McKinney - ad campaign creative and production
- Bill Green ad campaign – creative and production

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

Provider has experience providing healthcare clinical, logistics, and marketing solutions for the health care and public health field at the regional, state, and national levels.

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

The costs for this this agreement are fair and reasonable based upon other agreements with the Provider for these services. The Department looked at available companies to provide these items; this organization was the only one that could support the Department's need. As such, the Department reviewed the pricing, which was deemed acceptable in light of the Governor's Civil State of Emergency.

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

This a limited time emergency contract and the Department does not intend to RFP these services at this time.

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>		
Printed Name:	<i>[Signature]</i>	Date:	<i>18 Nov 21</i>
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Kathy Paquette</i>		
Printed Name:	<small>41C2BA36FAF44CD...</small> Kathy Paquette	Date:	1/18/2022