



EXECUTIVE SUMMARY

A WISHIN Communications Advisory Committee Work Group is making a formal recommendation to outsource market research and marketing/communication campaign efforts for WISHIN's Phase 2 service offering. Although the actual Phase 2 product launch will not occur until fall of 2012, the committee proposes writing the Request for Proposals (RFP) for these services this year and contracting with a selected vendor in early 2012 to obtain optimal professional service pricing.

If approved by the Board, an RFP will be written to cover two components:

- 1) market research for message development, and
- 2) communications campaign development and execution for Phase 2 services.

Marketing and marketing research professional service firms responding to the RFP will be asked to:

- 1) address market research needs,
- 2) discuss their approach for WISHIN's Phase 2 product campaign,
- 3) propose metrics to measure success,
- 4) address public (patient) awareness,
- 5) propose a time line, and
- 6) outline costs.

Purpose of RFP

The committee determined that an RFP should address the need to educate both paying customers and patients. Educating patients about health information exchange (HIE) would promote awareness of the benefits of HIE and head off potential concerns regarding privacy and safety of exchanging medical data that may interfere with the successful launch of WISHIN's more robust service offerings in 2012. The committee determined that in the future patients could also be drivers for adopting WISHIN services and suggested WISHIN act as a resource to health care professionals to help them educate their patients about HIE.

Next Steps

- Step 1: Obtain WISHIN Board approval to move forward with procurement
- Step 2: Write RFP
- Step 3: Distribute RFP
- Step 4: Evaluate proposals
- Step 5: Complete contracting
- Step 6: Obtain WISHIN Board approval of contract
- Step 7: Launch campaign mid-2012