



RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	FCF0054-RFP-01
Project Title:	Communications consultant to analyze and summarize COVID-19 activities and prepare manuscript
Application Deadline 11:59 pm CST:	May 22, 2023
Proposals must be emailed to:	dgalarde@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	
Responses to questions will post on:	May 17, 2023

QUESTIONS AND ANSWERS

Q1: For the literature review and “existing documentation” noted for the topics that need to be included (page 2), will all of that documentation come from AAP as a source or is there an expectation to gather data from other sources?

A1: AAP will provide a list of existing documents. Consultant will also need to obtain additional documents from other sources.

Q2: Do the “data collection activities”(page 3) refer to the literature search? Is there a separate component involving quantitative data?

A2: Data collection includes the literature search, interviews or focus groups, and list of AAP activities and documents. These documents may include metrics as to the numbers of inquiries and other types of activities. There is not a quantitative data collection such as a survey.

Q3: How many interviews (approximately) are expected to be conducted and how long are they expected to last (page 3)?

a) Item 4. How many 1:1 interviews would AAP anticipate for this effort?

b) How many interviews / focus group participants are expected? Would the participants be identified by AAP? Would the consultant agency be required to coordinate with the participants to schedule the interviews or focus group

A3: Budget allowing, it is anticipated this project will require 7 to 10 interviews with key stakeholders. The length of each could be 30-45 minutes. The AAP will be selecting the individuals to be interviewed.

Q4: Who is identifying the participants for interviews and focus groups (page 3)?

A4: AAP will provide a list of candidates for interviews with AAP stakeholders. If focus groups are planned, AAP can assist in recruiting members.

Q5: Please confirm that the consultant is facilitating the interviews / focus groups (page 3)

A5: Yes, the consultant will facilitate interviews and/or focus groups and provide a detailed summary afterward.

Q6: What is the turnaround time for document review on the part of leadership and staff (page 4)? (We are concerned that, even if the document is complete by 9/1/23, there might not be sufficient time for the leadership and staff to review the document and make revisions by 10/1/23, if the Board typically has 3 weeks to review.)

A6: Staff will work to expedite review processes. If delays are caused by AAP, timelines can be extended in coordination with the consultant.

Q7: Is there an opportunity to refine the timeline, given that the contract will not start on May 1 (page 4)?

A7: Consultant may propose alternate timelines if the existing timeline is not feasible, but the goal is to have the major deliverables completed by fall of 2023.

Q8: What activities are expected to occur after NCE, since the contract specifies an end-date of May 2024 (page 4)?

A8: It is anticipated most of the work will be completed in 2023 and likely will not need to extend into 2024.

Q9: The RFP mentions, under cost proposal (page 4), "See attached bid form," but the form at the end of the document does not ask for information about pricing. Is there a separate bid form?

A9: Yes. https://downloads.aap.org/DOF/FCF0054-RFP-01_Manuscript_Bid_Price_Form.pdf?_ga=2.114188231.1596793833.1684162730-1686065782.1671028213

Q10: What is the expectation for interviews and focus groups? Is the expectation that these will be held virtually to reduce travel costs?

A10: It is the expectation that the interviews and focus groups will be virtual.

Q11: Will the whole project be conducted virtually?

A11: It is the expectation that the project will be conducted virtually.

Q12: Will AAP take the lead on the publication piece with support from the consultant?

A12: AAP will take the lead on publication with support from the consultant.

Q13: What is the budget or budget cap for this project?

A13: AAP has a total, firm budget of \$150,000 for both projects. Both can be found here: <https://www.aap.org/en/about-the-aap/rfp-opportunities/> The individual budget caps will depend on the proposals we receive, however it is estimated the manuscript project will cost around \$20,000. We suggest applicants submit a scope of work that fits within that budget parameter.

Q14: One question we have is whether small teams are allowable. The proposal seems to indicate a single consultant or freelancer. We are a small agency and would look to dedicate a team to a project of this scope.

A14: Yes, a team or agency may submit a proposal.

Q15: We would also like to know if there is an incumbent?

A15: No, there is no incumbent.

Q16: What format will the manuscript require? Text only, such as in a Word document?

A16: The manuscript can be a Word document.

Q17: Or graphic design elements to include charts, figures, imagery?

A17: Graphic elements are not required. If the accompanying multimedia project produces graphic elements, photos or other features that are relevant, they could be considered for inclusion, but this is not required.

Q18: Does AAP have a specific journal targeted for publication?

A18: Pediatrics would be first choice.

Q19: How will AAP coordinate vendors if they are not the same for both projects/RFPs?

A19: Both vendors will be required to participate in regular check-ins that may include both teams. AAP will coordinate check-ins.

Q20: Item 5. Please provide more detail on the level of IRB oversight anticipated.

A20: The IRB application will need to be approved before some portions of work can begin. It is assumed this work will be covered by an exemption.

Q21: "Disseminate Findings": Does the formatting of the manuscript fall under FCF0054-RFP-02?

A21: The consultant will deliver a final Word document and participate in discussions with AAP staff regarding dissemination.

Q22: Do you have an anticipated level of effort for this manuscript?

A22: Please determine, based on your team's capabilities, what level of effort will be needed.

Q23: Is this contract Time and Materials or Fixed Price?

A23: This is a fixed price contract.

Q24: Would you accept the pricing bid form in Excel format?

A24: Yes, an Excel format is acceptable.

Q25: Will we be conducting new source interviews for these projects or using existing documentation and reports? The RFP indicates that we will be doing both, we just wanted to confirm that.

A25: Yes, the project will include curating existing content as well as conducting new interviews.

Q26: If we are conducting source interviews, will we be identifying these experts, patients and others myself or will they be provided by the AAP?

A26: AAP will provide a list of candidates for interviews.

Q27: Is the identification of relevant references for the review of the literature expected to be done by the consultant agency or already summarized by AAP?

A27: The consultant will identify references for the literature review.

Q28: Are examples of innovative practices implemented in both primary and subspecialty settings expected to be found through a review of websites and gray literature, or emerging from the interviews and focus groups, or both?

A28: We anticipate these will emerge during interviews but may also be found through a review of news coverage, websites and academic articles.

Q29: Which Institutional Review Board (IRB) has been selected to review this project? Could the consultant agency have an overview of the length of forms and templates required to be completed as part of the project? How many weeks are expected from submission to IRB to IRB approval (given it will need to be accounted in the timelines)

A29: The IRB will be conducted through the AAP. The consultant will receive the necessary forms upon award of the contract. It is estimated that IRB approval will be received within 1 to 2 months of application submission.

Q30: Is the consultant agency expected to work with a Steering Committee of experts from AAP on the interpretation of the data, development of recommendations and writing of the manuscript?

a) How many AAP leadership and staff members are expected to be involved in the review and approval process?

A30: There is not a formal Steering Committee for this project. Key project staff, working with the consultant, may include members of the AAP senior leadership team and key AAP stakeholders. AAP staff will facilitate reviews with additional experts as needed.

Q31: How many, and what types of activities will need to be reviewed?

A31: Review steps will include key milestone activities such as outline, first draft and final manuscript.

Q32: Considering that interviews will not be completed by the time the outline of the manuscript is drafted (i.e., by June 30), will the outline need to be adjusted on a on-going basis? Or can any adjustments be made directly in the manuscript draft?

A32: It is expected the manuscript will reflect information gathered during interviews and focus groups. The outline itself is not part of the final deliverables but may be used as an ongoing organizational tool to improve communications about the project.

Q33: Will the transcripts and recordings of interviews / focus groups that consultant will provide to AAP need to be anonymized? Are the stakeholders expected to do the interviews as part of their commitment / engagement with AAP, or should an honorarium be planned?

A33: It is AAP's preference that interviews not be anonymized. AAP will offer modest stipends to pediatricians who participate in interviews.

Q34: In addition to the word count limit for the manuscript to be published, is there a maximum number of tables & figures? Are supplementary materials allowed / encouraged?

A34: AAP will discuss publication requirements when a target publication is determined.