

Request for Proposals
for
PUBLIC RELATIONS SERVICES

All communication regarding this RFP must be to:

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MetroPlus Health Plan, Inc.
50 Water Street, 7th Floor
New York, NY 10004
procurement@metroplus.org

I. RFP Timeline

	Date	Time (EST)
RFP Release:	8/28/2026	n/a
Pre-Proposal Conference Call RSVP: (by emailing the person designated on the first page of this RFP)	RSVP by 9/1/2026	N/A
Pre-Proposal Conference Call: Conference Line: 929-333-5029Access Code: 104 080 565#	9/2/2026	2:30 PM
Proposer Questions Due:	9/7/2026	3:00 PM
Proposal Due:	9/18/2026	3:00 PM

II. MetroPlusHealth Organizational Overview

MetroPlusHealth is an integrated health care service company, providing high-quality, affordable health insurance plans, focusing on improving the health of its members so they can live a longer, healthier life. MetroPlusHealth is a public benefit corporation and a wholly owned subsidiary of New York City Health and Hospitals (NYC Health + Hospitals).

Since its inception in 1985, MetroPlusHealth has taken care of millions of New Yorkers, offering free or low-cost health insurance in the Boroughs of Manhattan, Brooklyn, the Bronx, Queens, and Staten Island. MetroPlusHealth primarily provides insurance coverage through the following governmental programs: Medicare Advantage, Medicaid, Essential Plan, Child Health Plus members, HIV/Special Needs Program – Partnership in Care, MAP, HARP and MLTC with a combined membership of over 600,000 covered lives. In addition, MetroPlusHealth offers health insurance coverage to NYC employees under the MetroPlusHealth Gold product, Large Group product – GoldCare, and several NY State of Health Marketplace plans.

MetroPlusHealth's vision is to be the number one plan of choice for the community they serve by offering every New Yorker equitable access to quality health care and providing holistic, person centered, care and support.

III. Project Description

MetroPlusHealth is seeking a Public Relations vendor to support a strategic partnership to achieve the following outcomes:

- Membership growth (Medicaid/Essential Plan/Medicare)
- Reputation improvement targets
- Share of voice vs competitors
- Executive positioning goals (e.g., top-tier media placements per quarter)

The selected vendor's objective will be to drive measurable growth in brand consideration, member acquisition, and reputation, with defined KPIs tied to earned media performance and business outcomes.

IV. Minimum Criteria

The proposer must meet and attest that it meets all the following minimum qualifications to participate in this RFP (see Section VIII.B.4):

- MWBE Utilization Plan, Waiver, or MWBE Certification (see Section VIII.B.10);
- Demonstrated experience in healthcare or regulated industries work – NYC health care market experience strongly preferred; and
- 5-7+ years' relevant public relations experience.

V. Scope of Work: Public Relations Services

The PR agency will serve as a strategic partner to MetroPlusHealth, supporting brand building, narrative development, spokesperson advisement, and reputation protection. The primary objective is to secure high-impact earned media placements in priority outlets that align with and advance MetroPlus' business goals.

Key responsibilities include:

- Strategic Planning
 - o Develop and maintain a comprehensive, integrated public relations strategy aligned with MetroPlusHealth's organizational priorities and business objectives.
- Media Relations & Outreach
 - o Editorial pitching and proactive media outreach to elevate the MetroPlusHealth brand across broadcast, print, and digital channels.
 - o Identify and secure participation in influential and meaningful forums, panels, and speaking opportunities that position MetroPlusHealth as an industry leader.
 - o Provide targeted media outreach in support of key events, products, services, and initiatives, as requested.
- Content Development
 - o Draft and distribute press releases, media advisories, briefing materials, and other supporting communications.
- Spokesperson Support & Media Training
 - o Provide ad hoc media training and coaching for the executive team and designated spokespeople.
 - o Develop talking points and key messages for media interviews, public appearances, and events.
- Reputation Management
 - o Monitor news coverage and media narratives for potential reputational risk.
 - o Promptly flag reputation-damaging coverage and develop recommended response and remediation strategies.
 - o Provide crisis playbook, real-time monitoring tools and crisis management.
 - o Provide proactive risk identification.

- Provide scenario planning to prepare for unexpected shifts.
- Measurement & Reporting
 - Deliver a monthly metrics and performance report summarizing media activity, reach, and impact against established goals.
- Thought Leadership & Events
 - Serve as a trusted advisor and thought partner on event hosting and participation, including identifying opportunities that enhance MetroPlusHealth's profile and leadership positioning.
- Other
 - Multi-cultural presence, mainly Spanish but Bengali and Russian are appreciated as well.
 - Have an understanding of NYC health insurance eco system and NYC media and healthcare trades that cover it.
 - Have knowledge and relationships with NYC government offices and large labor unions.

Proposers must provide:

- Sample 90-day PR plan
- Sample pitch angles
- Media target list (i.e. top outlets + journalists)
- Minimum of 3 Case studies with outcomes (not just activities)
- Cost Proposal that includes the following details:
 - Monthly retainer
 - Hourly rate by role
 - Project-based pricing (if any should come up)
 - Pass-through costs
- 3 References from current or previous clients. At least one client must be from the healthcare sector or managed care.

Key Performance Indicators (KPIs) - KPIs will be mutually defined to measure Vendor's performance for efficiency and effectiveness.

Included but not limited to the following:

- 3 earned media opportunities per month;
- 2-3 announcements a month;
- Sentiment improvement via AI and online comments;
- Executive visibility metrics – UMV Unique Monthly Visitors, circulation, impressions.

VI. Evaluation Criteria

The evaluation criteria shall be as follows:

Category	Weight %
Strategic Approach & Alignment to SOW	30%
Agency Capabilities & Relevant Experience	25%
Measurement & Analytics	10%
Team & Execution Model	10%
Cost	15%
MWBE Utilization Plan or MWBE Status	10%

VII. Contract and Payment

The term of the contract resulting from this RFP shall be one year with 3 one-year renewals.

VIII. RFP Process and Rules of Participation**A. RFP Process**

1. Questions. Substantive questions regarding the Scope of Work must be received by email before the date and time in the RFP Timeline and by the person designated on the first page of this RFP. Questions not timely received by such person are not guaranteed a response. Emails sent to the person on the first page of this RFP must include the RFP Number as written in this document in the Subject Line.
2. Conference. Pre-proposal conference call shall be held at the time set forth in the RFP Timeline. RSVP by emailing the person designated on the first page of this RFP.
3. MetroPlus may modify the solicitation document through solicitation addenda. If any Proposer determines that an addendum unnecessarily restricts its ability to provide a Proposal, it must notify MetroPlus no later than three (3) business days following the posting of the addendum.
4. Submission. Proposers shall submit the Proposal Package in digital format by the time and date set forth in the RFP Timeline. Proposers must submit Proposal by email to the person designated on the first page of this RFP and the Proposer must require and receive confirmation of receipt.
5. Upon submission of the Proposal, MetroPlus will most likely invite Bidders who meet the requirements for a presentation of their Proposal to include proposed methodology approach and timeframes.
6. In selecting a vendor(s), MetroPlus reserves the right to make one award, multiple awards, or to reject all proposals, in whole or in part, submitted in response to this solicitation. MetroPlus reserves the right to negotiate any or all services with individual Proposers if it is deemed in the best interest of MetroPlus. MetroPlus reserves the right, in its discretion, to reject any portion of the Proposal or to modify the proposed scope.

B. Proposal Package Contents

1. Proposal Package size limit. The Proposal Package shall not exceed 20 megabytes.
2. Cover Sheet. A cover sheet containing the following information:
 - RFP Title
 - Vendor Name and Address
 - Principal contact person name and contact information
 - Number of addenda received

3. Table of Contents. The proposer must provide a table of contents with page numbers.
4. Minimum Criteria. The proposer must attest and provide some description of how the minimum criteria are met.
5. Executive Summary. Provide a summary of no more than one page describing how you will meet the goals of the RFP and a summary of the cost information.
6. References. Provide at least three (3) references from former or current health plan clients, from the past five years where services are/were provided. Please make sure that MetroPlus will be able to have direct access to communicate with the clients.
7. Technical Proposal. The Technical Proposal must address all issues in the Scope of Work and include any other information you believe would be relevant. The technical proposal shall not exceed 20 pages.
8. Cost Proposal. Please see section V for requirements with submission.
9. MWBE Utilization Plan (attached). MetroPlus follows New York State Executive Law Article 15-A which requires 30% participation of New York State Certified Minority or Women-Owned Business Enterprises (MWBE) as subcontractors. An MWBE Utilization Plan shall be submitted with the names of the MWBE subcontractors the proposer plans to use to meet such goal. Alternatively, proposers may meet this requirement by being a certified MWBE with the State of New York or the City of New York. Waiver of the 30% goal, total or partial, may be given but only after good faith efforts have been demonstrated.
10. Doing Business Data Form ("DBDF") (attached). In accordance with New York City Local Law 34 of 2007, the proposer must submit an accurate and complete DBDF via email with proposal. Failure to do so will result in rejection of the proposal.
11. Vendor Privacy, Security, & Compliance Checklist (attached). This document has been created to highlight MetroPlus' privacy, security and compliance requirements which should be understood by all Proposers. It does not replace the requirement to complete a security review during the new business or project initiation request process (i.e. Project In-Take) for awarded Vendor.

Upon contract award the proposer will be required to submit the following:

Vendor Demographics Form with W9

Equal Employment Opportunity Report

PASSPort Registration (for contract values over \$1M)

C. Rules of Participation

1. Communication with MetroPlus. From the date this RFP is issued until the award of contract proposer and its staff shall direct all communications relating to this RFP solely to the person set forth on the first page of this RFP. Emails sent to the person on the first page of this RFP must include the RFP Number as written in this document in the Subject Line.

2. Solely within its discretion, MetroPlus may withdraw this RFP prior to award of a contract, postpone this RFP, reject all proposals, award in part, or choose not to award a contract as a result of this RFP.

3. Addenda. MetroPlus may issue addenda to this RFP to correct or clarify the solicitation. It is the proposer's responsibility to ensure that it has received all addenda. Prior to submitting the Proposal Package the proposer should check with the contact person on the first page of this RFP.

4. Minimum Criteria. Please provide a signed attestation confirming that you meet such minimum criteria and the evidence supporting the qualification.

5. Mistakes. MetroPlus may waive or modify any mistakes in proposals that are deemed to be not material.

6. MetroPlus shall not be bound by any oral or written representations, statements or explanations other than those made in this RFP or in formal written addenda issued to this RFP.

7. Proposal. The proposal is a written offer and shall be irrevocable for six months. The offer may not be withdrawn after the submission deadline.

8. Modifications to or withdrawals of a proposal after the submission deadline shall not be considered.

9. Costs. MetroPlus shall not be liable for any costs incurred by proposers in the preparation of proposals or for any work performed in connection therewith.

10. Negotiations. MetroPlus may award a contract on the basis of initial offers received. The Proposal Package should therefore contain the proposer's best terms from a programmatic and cost standpoint. MetroPlus may choose to negotiate all proposers or a limited pool of proposers and award a contract to one or more proposers.

11. Conditions of Award. All proposed awards will be subject to compliance with MetroPlus legal requirements, vendor responsibility determination, and approval by its internal governing bodies.

12. Confidential or Proprietary Information. MetroPlus is a public entity subject to New York State's Freedom of Information Law (FOIL). Confidential material shall be clearly marked by the vendor and be easily separable or redacted, and will not be disclosed unless required by Freedom of Information Law or other applicable state or federal laws.

13. Business Associate Agreement ("BAA") (attached). The selected vendor must agree to execute the BAA.

D. Evaluation

1. Evaluation Committee. An Evaluation Committee shall be formed and comprised of a minimum of five persons who will evaluate the proposals.

2. Scoring. The Evaluation Committee shall score and weight responsive proposals of proposers that meet the Minimum Qualifications in accordance with the scoring criteria set forth above in this solicitation. As part of the evaluation process there may be a request for additional information from all or a subset of proposers that might result in additional scoring. MetroPlus reserves the right to make alternative scoring decisions, if the President determines that doing so is in the best interests of MetroPlus. Any alternative decisions shall be made in a fair and impartial manner.

3. Presentations. The Evaluation Committee may require all or a short list of proposers to give one or more oral or visual presentations in support of their proposals and/or otherwise demonstrate the information contained therein.

Proposal Package Checklist

An email addressed to the person set forth on the first page of this RFP, including the name and number of this RFP	
MWBE Utilization Plan, Waiver, or Certificate	
Doing Business Data Form	
Vendor Privacy, Security, & Compliance Checklist	