



# DEPARTMENT OF HEALTH

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## Puerto Rico Medicaid Program

### INTENTION OF AWARD RECERTIFICATION PUBLICITY CAMPAIGN 2023-PRMP-RPC-008

Pursuant to Executive Order Num. 2021-029<sup>1</sup>, Administrative Order Num. OA-535<sup>2</sup>, Act. No. 38/2017<sup>3</sup>, as amended, and 45 CFR 74.327-329, the Puerto Rico Medicaid Program (PRMP) issued a Request for Proposal with the purpose of soliciting interested entities with experience advertising campaigns, to propose and implement different strategies that would vigorously promote an effective participation of Medicaid beneficiaries in their process of recertification.<sup>4</sup> The federally imposed deadline to complete this task is March 30, 2024.

In response to the request, PRMP received proposals from four (4) vendors: CADA, LLC, doing business as CADA Advertising (Cada), GFR Media, LLC. (GFR), Publicidad Tere Suárez, LLC, (Tere Suárez) and SUP3RNOVA, LLC, (Sup3rnova).

In accordance with section 3.3 of the RFP, proposals were evaluated by a Puerto Rico Department of Health (PRDoH) appointed committee, according to a weight/score method. For its part, Section 3.4 stated “[T]he Buena Pro will be awarded in favor of the proposal that in the view of the Evaluation Committee has the greatest possibility to achieve the desired goal, for which it represents the best value for Puerto Rico Medicaid Program, the Department of Health and for the Commonwealth of Puerto Rico”.

Based on the committee’s determinations and scores given to the proposals, the Evaluation Committee recommended to the PRMP Executive Director that the Buena Pro be awarded to Tere Suárez, whose proposal scored a total of 51 points. Sup3rnova scored 41 points, followed by GFR Media with 38 points and CADA with 23 points. Having agreed with and accepted the committee’s recommendation, the Executive Director notifies this Intention of Award in favor of Publicidad Tere Suárez, LLC.

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<sup>1</sup> Issued by the Governor of the Commonwealth of Puerto Rico.

<sup>2</sup> Issued by the Department of Health of Puerto Rico.

<sup>3</sup> Known as the Uniform Administrative Procedures Act of the Government of Puerto Rico.

<sup>4</sup> The RFP was uploaded to the following websites: Puerto Rico Medicaid Program, Department of Health, and the Puerto Rico General Services Administration.

After receipt of this letter, Tere Suarez must provide a complete and thorough presentation to PRMP of its concepts and ideas to develop a tailor-made campaign for the recertification process. Once an agreement is reached, Tere Suarez shall provide a detailed written proposal to PRMP and sign a contract, which must be filed with the Puerto Rico Office of the Comptroller, before any service can be rendered.

## PROCEDURAL BACKGROUND

On October 26, 2023, the PRMP published a Request for Proposal asking interested entities with significant experience in advertising for assistance with the recertification process of Medicaid beneficiaries. The winning vendor would be asked to implement different strategies to promote the participation of all beneficiaries in their process of recertification.

Vendors were given until 2:00pm on November 8 to submit their proposals. Among other information, they were asked to include three successful ad campaigns that could project, in the eyes of the members of the Executive Committee, that the entity has the creativity and innovation necessary to develop a successful Medicaid recertification campaign.

Four entities presented proposals, which were submitted on November 8 to each member of the committee for their individual analysis and score. On Friday, November 10, the Evaluation Committee gathered to discuss their individual scores. After a session of discussion and exchange of ideas, members of the committee reached a consensus.

## PROPOSAL SUMMARY

### CADA

Cada, which stands for *Connecting Advertising & Digital Applications*, is a full-service advertising agency founded in 1988 under the name PromoAge. According to its proposal, during the last few years the firm has oriented multiple of its services to the health business. The agency considers its winning formula its tools for measuring efficiency on digital platforms.

Vendor included the following ad campaigns:

- CESMI – Developed a concept around a self-explained name that also worked as a line extension for multiple complementary services-departments. The goal was to establish a brand identity that enhanced the image of a “dispensario”.

- Precision Health – Developed brand advertising for the business organization based on a marketing mix of its products and services, nationally as well as regional or targeted to specific clinic performance. Thoe goal was to expand the brand accordingly to market demand and name recognition built on brand identity. The proposal indicates that the organization duplicated its clinic inventory from 12 to 25.
- Calesa Toyota – Developed weekly ad campaigns with the goal of achieving the expected market share pre-established by Toyoda de Puerto Rico every month. The proposal indicates that Calesa Toyota grew monthly sales from 35 units average to nearly 300 every month, making it move 17 slots in the Toyota Network ranking system.

#### GFR Media

GFR Media, previously El Día, Inc., is the largest communications and media group in Puerto Rico, and best known for its El Nuevo Día and Primera Hora brands. Over the years it has developed more products and services in digital platforms, billboards, events, promotions, eblasts, etc.

GFR did not disclose previous publicity campaigns. Instead, its proposal included a proposed 16-week media plan for the recertification process that includes outreach and educational campaigns, mobilization of eligible participants, and measurement of efficiency and effectiveness of the campaign. The first phase consists of the message development and creative assets; the second phase consists of efforts to direct participants to the regional offices (includes five mass events held around the Island with artistic events, food and beverages, wellness educational seminars, etc.); followed by a third phase of evaluation of results and reporting.

Regarding its “*creative design & assets*,” page 31 of the proposal discloses:

9. *Creative design & assets: with the support of partnering advertising agencies that will work under our supervision, we will design, build, and execute creative designs specifically tailored to be displayed in the different media outlets to b used in execution of this strategical media plan.*

#### Tere Suárez

Established in 1989, Publicidad Tere Suárez, LLC, is an advertising agency that offers public relations, digital services, and production services in over 20 categories, with clients in the public and private sectors.

The vendor included the following ad campaigns:

- ASSMCA: “Mente y Corazón” campaign – focused on the stigma of opioids dependence, based as its masterpiece on the creation of an emotive song launched on Spotify. Also, included radio stations, digital media, and outdoor advertising that, according to the proposal, reached 72% of the estimated audience.
- Todos por Puerto Rico – consists of a 30-minute weekly program production (transmitted by channels 2 & 6) with the purpose to guide and inform the entire population about all the services, grants, funds, and tools that government agencies provide, with estimates of 350,000 tuned people.
- #Ready pal Choli – design with the purpose of communicating the safety protocols implemented at the Coliseo de Puerto Rico after the COVID-19 pandemic. Renowned artists participated in the campaign based on a song written by Cucco Peña explaining the protocols to follow while attending upcoming events.

Its proposal for the recertification campaign is modeled through their trademark process called 4-K or 4-KEY ingredients: (1) close contact, (2) in -depth analysis, (3) leadership negotiations and conscious budgeting, and (4) Metrics. According to the proposal, the campaign “hinges on the concept of communal well-being, encapsulated on our chosen slogan, “*Combina Conmigo, renueva tu plan...* an affirmation that Medicaid is a partner in health, not just for the individual but for their family and loved ones as well”.

The campaign includes a song, as well as a comprehensive media planning strategy with:

- Wellness, exercise, and outdoors events
- Restaurant partnerships
- Public transportation and traffic lights
- Local community centers and workshops
- Influencer marketing
- Digital and social media
- Social media contest
- Traditional media
- Billboards and newspapers

## SUP3RNOVA

“A multicultural full-service agency with a media company approach” established over a decade ago. Its proposal introduced the SPARK concept, “a proprietary suite of tools and methodologies that synergize data analytics, creative ideation, and strategic planning to ignite campaign performance”. SPARK stands for: synchronize, proliferate, assess, refine, and kindle.

The vendor included the following ad campaigns:

The design of the first Absolut Vodka bottle for the Puerto Rico market – Consisted of a full 360° campaign for its launch. The campaign won various industry awards.

L’Oreal women’s fragrance campaign in 2023 Mother’s Day – Sup3rnova commissioned Alexandra Fuentes to be the face of the campaign, encouraging people to send real-time videos to their mothers. According to the proposal, over 1,600 videos were generated instantaneously. The campaign won industry awards.

L’Oreal men’s fragrances for 2022 Father’s Day campaign – Sup3rnova commissioned Tommy Torres and created a 360° campaign that concluded with a private concert. The campaign was shortlisted for industry awards.

Its proposal for the recertification process focuses on a senior citizen-oriented campaign with the vision of *simplifying* and *demystifying* the recertification process. It encompasses the slogan *Renueva tu Salud, Renueva tu Vida* which encompasses the message that “health is the foundation upon which the quality of our lives is built; it is the core of a full and active existence.”

The campaign includes:

- Community outreach programs
- Informational direct mailing
- Partnership with healthcare providers
- Mobile assistance units
- Volunteer ambassador program

And the following media mix:

- TV – 30%
- Digital (including social media) – 45%
- Radio – 10%
- Print – 5%
- Out of home – 5%
- Influencer collaboration – 5%

## PROPOSAL EVALUATION – METHOD AND ANALYSIS

Section 1.5 instructed vendors to submit one printed proposal accompanied by two (2) electronic copies (PDF) of the proposal. Also, this section, as well as section 3.2, instructed vendors to follow the format described in section 4 of the RFP. The format promoted vendors to include certain information, details and examples that would target the criterion considered by the Evaluation Committee through a *weight/value* evaluation process.

It should be noted that this RFP disclosed to vendors the available budget for the required services. Vendors were not asked to bid for the cost of the proposal. The purpose of this RFP was to look for creativity and innovation portrayed by vendors, among other criteria, and how these elements could be implemented in a tailor-made campaign for the Medicaid recertification process according to PRMP needs. Particularly, vendors were asked to provide up to three past campaigns that would showcase vendors creativity and innovation, which was the criterion with the highest assigned weight.

The following table portrays the criteria and its assigned weight to be considered during the evaluation process:

Criteria	Weight
Experience and Trajectory	3
Planification, Logistics, Flexibility and Adaptation Capabilities	4
Creativity and Innovation	5
Human Resources and Technical Capabilities	4

The Evaluation Committee would grant a value from 1 through 4 according to the following rubric:

- 4 – excellent
- 3 – good
- 2 – average
- 1 – poor

Members of the committee first evaluated each proposal at an individual level, then convene to reach a consensus value for each criterion. The score for each criterion is the product obtained by the multiplication of its assigned weight by the consensus value given by the Evaluation Committee. The maximum obtainable score was 64 points.

The following table portrays the final scores given to each proposal. For purposes of space constraint in the table, letters have been assigned to identify the criteria as follows:

- A – Experience and Trajectory
- B – Planification, Logistics, Flexibility and Adaptation Capabilities
- C – Creativity and Innovation
- D – Human Resources and Technical Capabilities

Criteria	Weight	CADA		GFR Media		Tere Suárez		Sup3rnova	
		Score	Total	Score	Total	Score	Total	Score	Total
A	3	2	6	3	9	4	12	2	6
B	4	1	4	3	12	3	12	3	12
C	5	1	5	1	5	3	15	3	15
D	4	2	8	3	12	3	12	2	8
<b>Total</b>			<b>23</b>		<b>38</b>		<b>51</b>		<b>41</b>

As shown in the table above, Publicidad Tere Suárez, LLC, ended up with the highest score. In the opinion of the Evaluation Committee, it presented the most complete proposal. Its three previous campaigns resonated with members who enjoyed the diversity of ideas portrayed and how the advertisement agency tackled each mission with means and messages that connected with audiences. Also, its recertification campaign proposal comprehends a variety of activities that in the opinion of members have the highest opportunities to reach the intended audience.

The Evaluation Committee was also impressed with Sup3rnova proposal. It caught the attention of the members for how it portrayed their approach to situations and their innovative ideas, projected through their past campaigns, as well as their proposed recertification slogan. Nevertheless, it seemed that the agency misunderstood the concept of Medicaid with Medicare, which provides health insurance to the elderly. Its proposal for the recertification process is fully directed at the senior’s population. Research would have proven that PRMP’s biggest no-show is the segment between 21-50 years and most efforts should be directed towards them.<sup>5</sup> Members wondered the approach they would have taken to tackle these beneficiaries.

With regards to GFR Media proposal, members of the Evaluation Committee have no doubt that the entity has the ways and means to get any message through. But the purpose of the RFP was to offer vendors the opportunity to portray their creativity and innovation through past campaigns and how those skills could help

<sup>5</sup> See Puerto Rico Medicaid website: [www.medicaid.pr.gov/info/statistics/](http://www.medicaid.pr.gov/info/statistics/)

PRMP achieve its goal to recertificate 100% of Medicaid beneficiaries. GFR Media did not provide examples of previous campaigns and, even though, it included a media plan for the recertification process, the proposal clearly stated that the *creative design & assets* would be worked later after partnering with advertising agencies of their choosing. Although the RFP allows for subcontracting, the proposal did not provide the sense of creativity and innovation expected. Recently PRMP awarded a proposal for its Medicaid Outreach Campaign RFP (2023-PRMP-MOC-007). GFR Media proposal seemed more fitted for that RFP instead of the present one.

For its part, CADA failed to connect with the members, who did not see the connection between the reviewed campaigns and the claimed achievements (increased number of clinics and sales). With little information provided, the Evaluation Committee did not grasp the creativity and innovation displayed in those campaigns, as it was the RFP's main desire. Also, the proposal did not include any ideas of how the vendor would tackle PRMP's necessities. The proposal asked for a brief statement, but this vendor was short to comply. Its simple response: "[W]e already assemble the team in case CADA ADVERTISING resulted selected." Clearly, this proposal did not provide much to analyze.

#### PRMP DETERMINATION

Hereby it is notified that the Puerto Rico Medicaid Program accepts the Evaluation Committee's recommendation to award the Buena Pro to Publicidad Tere Suárez, LLC. PRMP coincides with the committee that Tere Suárez proposal is in the best interests for the program, for the Puerto Rico Department of Health and for the Commonwealth of Puerto Rico.

Tere Suárez shall provide a complete and thorough presentation to PRMP of its concepts and ideas to develop a tailor-made campaign for the recertification process. Once an agreement is reached, Tere Suarez must provide a detailed written proposal to PRMP and sign a contract, which must be filed with the Puerto Rico Office of the Comptroller, before any service can be rendered.



In accordance with section 3.19 of the Puerto Rico Administrative Procedures Act<sup>6</sup>, a copy of this Award Notification will be sent by certified **EMAIL** to all vendors to the addresses provided.

On November 21, 2023 in San Juan, Puerto Rico.

*f/ Dinorah Collazo*

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Dinorah Collazo-Ortiz, ESQ  
Executive Director  
Puerto Rico Medicaid Program

#### ADMINISTRATIVE REVISION/JUDICIAL REVIEW – TERMS

Any person or party adversely affected or aggrieved by this award may, according to 3 LPRA §9659, file a motion for reconsideration with the Puerto Rico Department of Health (PRDoH) within a term of **ten (10) days** from the date of the notification of the award. The PRDoH must consider the motion for reconsideration within **ten (10) business days** of being filed. If any determination is made in its consideration, the term to request the appeal for judicial review will begin from the date on which a copy of the notification of the decision of the PRDoH is filed on record, according to the case, resolving the motion for consideration. If the filing date of the copy of the notification of the decision is different from that of the deposit in the ordinary mail or the sending by electronic means of said notification, the term will be calculated from the date of the deposit in the ordinary mail or sending by electronic means, as appropriate. If the PRDoH fails to take any action in relation to the motion for reconsideration within **ten (10) days** of its filing, it shall be understood that the motion was denied outright, and the time to request judicial review shall start to run from said date.

If the PRDoH Accepts the reconsideration request within the term provided, it must issue the reconsideration decision or resolution within **thirty (30) days** following the filing of the motion for reconsideration. If the PRDoH accepts the motion for reconsideration but fails to take any action in relation to the motion within **thirty (30) days** of its filing, it will lose its jurisdiction and the term to request the judicial review will begin from the expiration of said term of **thirty (30) days**. The PRDoH may extend said term only once, for an additional period of **fifteen (15) days**.

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<sup>6</sup> 3 LPRA §9659.

Any person or party adversely affected by a final reconsideration or decision may file a petition for review with the Puerto Rico Court of Appeals within a term of **twenty (20) business days** of such final decision or determination being filed.<sup>7</sup>

The mere presentation of a motion for reconsideration does not have the effect of preventing the PRMP from continuing with the procurement process within this request for Proposal.

#### CERTIFICATION


I hereby certify that on November 21, 2023, copy of this award Notification has been sent via certified mail to all vendors to the addresses provided for legal notices in the submitted proposals:

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<sup>7</sup> See 3 LPRA § 9672.