

# **Request for Proposal to Conduct Market Research in the Hispanic Market**

## **Background**

M. D. Anderson's Marketing Department is seeking the services of a proven market research consultant to conduct market research in the Hispanic community, principally in the Houston-Sugar Land-Baytown MSA, and Corpus Christi MSA (Metropolitan Statistical Area)

## **Research Objectives:**

The objectives of this research are:

1. To understand how Hispanics make cancer care purchase decisions and choices.
2. To learn who are the key influencers in healthcare consumption decisions in the Hispanic community.
3. To gain insight into the barriers to choosing M. D. Anderson for cancer treatment and care.
4. To understand what cancer myths exist in the Hispanic community and to determine effective consumer education strategies tailored to countermand these beliefs.

## **Rationale**

M. D. Anderson has a strong commitment to widening minority patients' access to its research-driven patient care, education and prevention. The Institution is also committed to serving all the residents of the State of Texas. One of the strategies for achieving a Strategic Vision 2005-2010 prevention goal is to "conduct research and provide education on health disparities, especially in minority and medically underserved populations in which the burden of cancer is excessive" and to reduce the disparate participation of minorities in the Clinical Trials that the Institution has to offer patients.

## **Hispanic Market Challenges & Opportunities**

### **Challenges:**

1. Despite numerous outreach efforts, M. D. Anderson is not attracting an optimal number of Hispanic patients to its patient care and clinical trials.
2. Hispanics are increasingly bearing a disproportionate burden of cancer due to insufficient access to care caused from barriers driven by myths.

### **Opportunity**

New cancer incidence rates in the Hispanic population are projected to grow at a faster rate than in every other race in Texas from FY06 through FY2010. M. D. Anderson has the opportunity to positively impact this trend.

## **Scope**

The selected vendor will conduct qualitative and quantitative market research in the Hispanic community in Houston-Sugar Land-Baytown MSA, and Corpus Christi MSA with a sample size of 200 individuals for Qualitative, and 500 individuals for Quantitative., with 90% of the total sample size meeting the following criteria:

1. Age 30+
2. Enrolled in an insurance plan
3. Annual income > \$30k
4. Minimum education = high school graduate
5. Mix of “never had cancer”, “has had cancer” and “has been a care giver to a cancer patient”: 35% “has never had cancer”, 40% “has had cancer”, and 25% “caregiver”.
6. 60% Female 40% male

## **Deliverables**

Including but not limited to :

- Recommendations on research design (methodology and approach)
- Analysis & Communications
  - Analysis of data findings
  - Presentation of reports (oral, electronic and print)

## **Vendor Qualifications**

- Proven record of national Hispanic market research, with local experience preferred
- Hospital and physician organization experience is mandatory.
- In-depth knowledge of branding defined as:
  - ✓ Experience and verifiable track record in developing brand assessment and brand strategy for healthcare organizations,.

## Vendor Questionnaire:

**THIS QUESTIONNAIRE MUST BE COMPLETED.** Answer each question completely, concisely, and accurately adding space where needed. Incomplete answers will be considered as “blank answers” and will be disregarded. This questionnaire will be included in your proposal under TAB #3.

### Company Information

Provide the legal name of the company.

Provide the principal address of the company.

State of incorporation. \_\_\_\_\_

Number of employees. \_\_\_\_\_

What percentage of your workforce are non-employee contract professionals? \_\_\_\_%

Provide a brief history of the company including the number of years in business and expertise in the healthcare industry.

How many Hispanic Market Research consulting engagements has your company completed in the last three years? Of these how many engagements were with healthcare organizations?

Provide the primary contact person for purposes of addressing issues related to this RFP.

Name

Title

Address

Phone Number

Fax Number

Email Address

Provide a list of client referrals and background of services provided. Include company name and contact information.

### Product and Services Information

Provide a brief summary of consulting engagements including:

- Number of years in the industry

- Total number of Market Research engagements during the last 3 years within the Healthcare industry.
- Define what differentiates your company's products and services from its competitors.
- What metrics does your company use to measure the benefits of your company's recommendations? Please provide an example.

## **Approach to Project Services**

Describe your methodology for the delivering the defined Scope of Services and deliverables.

Provide a standard project plan that would be used for M. D. Anderson, include items such as milestones, tasks, task responsibilities, and time frames for completion.

Describe the tools & technologies your organization uses to perform market research.

Under your methodology, describe the responsibilities assigned to your clients.

Provide an estimate of the earliest start date following execution of an Agreement.

## **Project Team**

Provide bios of project team members.

## **Miscellaneous**

Please provide a list of any additional services or benefits not otherwise identified in this RFP. Additional services or benefits must be directly related to the services solicited under this RFP.

## **Attachments**

Attach copies of any product brochures and descriptions.

Attach copies of any trade journal articles about your company, products, or clients.