



REQUEST FOR PROPOSALS

PROJECT: NEA Patient Community Integrated Communications Plan
COMPANY: National Eczema Association (NEA)
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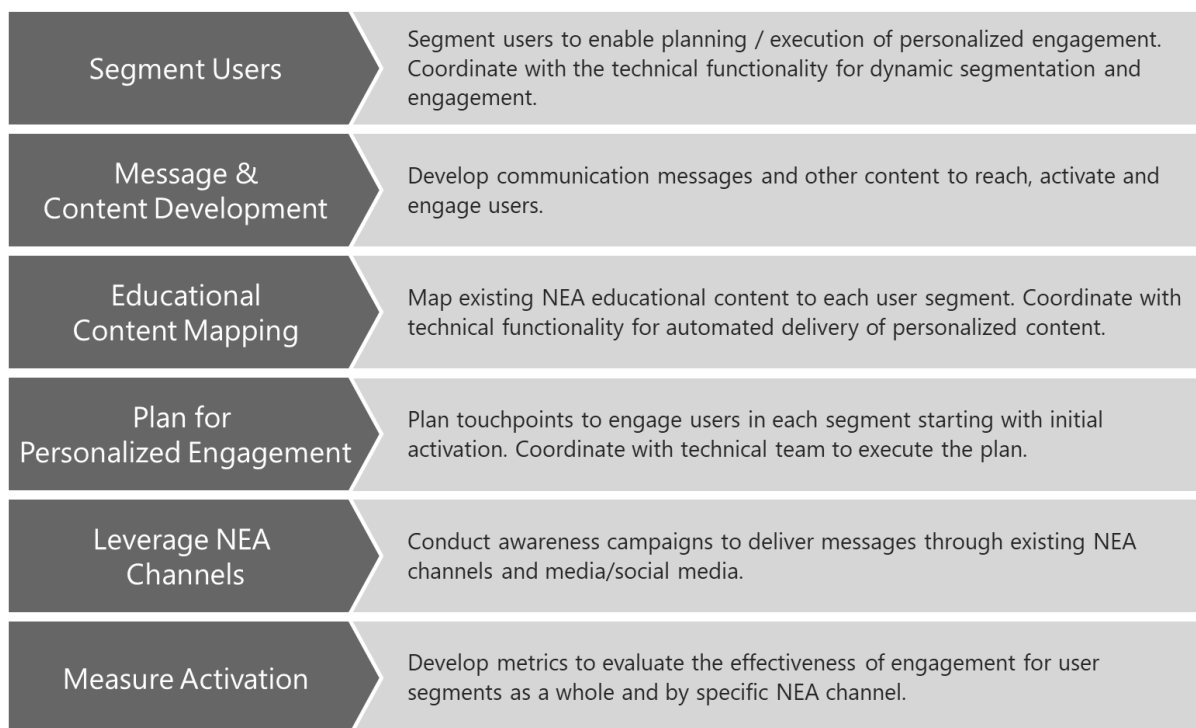
1. Background/Introduction

NEA is a national patient advocacy non-profit organization dedicated to improving the health and quality of life for those affected by eczema through research, support and education. Eczema affects over 30 million individuals in the U.S. and is a skin disease that can result in marked burden on an individual's health and quality of life, as well significantly impact the lives of caregivers and families. Eczema is also a diverse disease that ranges in severity, duration, triggers, and associated comorbid conditions. The NEA patient community broadly represents the varied patient and caregiver journeys with this condition.

This chronic disease is currently experiencing a groundswell of research interest and drug development which is setting the stage for long-desired improvements in treatment, clinical care and patient outcomes. This groundswell is coupled by a need to foster an increasingly engaged, activated patient community to capitalize on this brighter future. To continue NEA's mission most effectively in this time of growth and change, we are seeking to 1) evolve our marketing and communications activities across all NEA channels to provide targeted, more personalized information to segmented audiences within the patient community, 2) encourage community engagement based on discreet patient/caregiver personas, and 3) specifically implement this evolved strategy with our new eczema digital health platform (currently in beta).

2. Project Goals and Scope of Services

Consultant will provide a detailed integrated marketing and communications plan for all current/planned NEA channels, as well as develop materials to specifically implement this strategy for the launch of NEA's forthcoming Eczema Platform program, inclusive of the below considerations:



This plan and subsequent implementation will be developed in consultation with NEA staff and expert landscape assessment research, and should also be in alignment with the five transformational keys of the current [NEA strategic plan](#):

- Promote a New Understanding of Eczema
- Equip Health Care Professionals for the New Era of Care
- Support People with Eczema Outside the Medical Office
- Invest in High Value Impact Research
- Advocate for Accessible Treatment and Care Options

3. Elements of Proposal

Proposals will include:

- a) A profile of the consultant/consulting team who will work on the project. List names and titles, as well as experience as it specifically relates to aspects of this project.
- b) Samples of deliverables created by the consultant/team for similar projects.
- c) A letter outlining the consultant/team's proposed services and creative approach to the project, including a general timeline and key activities that will lead to the completion of project deliverables.
- d) A detailed description of expected project fees and related expenses.
- e) References for whom the consultant has performed similar work in the past 3-5 years, including email and phone contact information.
- f) Any supplemental information that will help the selection panel understand the consultant/team's approach, previous outcomes, or expected deliverables.

4. Timeline

RFP Release:	September 6, 2019
Proposals due (via email):	October 18, 2019 (by 5:00 pm PST)
Final Selection & Notification:	By December 20, 2019
Plan Delivery Date:	March 31, 2020
NEA Platform Launch	June 2020 (anticipated)