

MedQuarter Website Redesign, Proposal #PUR0616-212

Proposal Evaluation Summary, August 4, 2016

Evaluators: MedQuarter Branding & Marketing Committee: Steve Drake; Gordon Epping; Wendy Good; Chris Nichols; Richard Pankey; Laura Rainey; Dr. Julianne Thomas

Ex-Officio: Phil Wasta, Executive Director, MedQuarter Regional Medical District

Proposals received:

	Name of Company	Location	Base Price	Evaluation Score
1	Amperage	Cedar Rapids	\$16,430	883.0
2	deNovo Marketing	Cedar Rapids	\$16,500	783.6
3	Fusionfarm	Cedar Rapids	\$21,485	763.4
4	Informatics, Inc.	Cedar Rapids	\$27,125	696.0
5	AndiSites	Chapel Hill, NC	\$43,500	
6	Vision	El Segundo, CA	\$62,230	
7	The C2 Group	Grand Rapids, MI	\$97,730	
8	Radii Digital Marketing	Boca Raton, FL	Non-responsive	

Top ranked firms:

1. Amperage

- a) Experienced team, knows the MedQ
- b) Robust digital division
- c) Looked at the project from the “big picture” point of view, not just the technical side
- d) Will perform one-on-one interviews with 25 MedQ businesses
- e) Price competitive
- f) Lowest cost for ongoing technical support
- g) WordPress platform

2. deNovo Marketing

- a) Experience with the MedQ
- b) Video experience with the MedQ
- c) Good proposal response
- d) Price competitive
- e) WordPress platform

3. Fusionfarm

- a) Good web ability
- b) Comprehensive response to the proposal; whole project perspective
- c) Price competitive, but ongoing cost components could increase annual costs
- d) WordPress platform

4. Informatics, Inc.

- a) Proposal was web-focused and process driven
- b) Current vendor of MedQuarter website
- c) Price competitive

Recommendation for Award:

The evaluation team ranked each proposal independently and unanimously chose **Amperage** as the top proposal.