



## EVALUATOR RATING SHEET

### Marketing Research RFP

Date: \_\_\_\_\_

Vendor Name: \_\_\_\_\_

Evaluator Signature: \_\_\_\_\_

### **INSTRUCTIONS: PLEASE READ FIRST!**

After reviewing each written proposal, the evaluator must complete the following evaluation rating sheet, sign and date above, and return both sheets to the Official Contact.

The Evaluator must assess each section of the rating components to determine to what extent the information provided exceeds, meets, somewhat meets or does not meet project deliverables.

Evaluators will assign a rating (point values for each criterion) based on their assessment. The maximum points allowed for each criterion are listed.



## EVALUATION RATING SHEET

### Marketing Research RFP

SECTION	DESCRIPTION	MAX POINTS	RATING
A	<b>Background and qualifications</b> This includes, but is not limited to: <ul style="list-style-type: none"> <li>• Summary of past research projects which provide evidence of being able to successfully perform this work</li> <li>• Experience in healthcare, health insurance and health literacy</li> <li>• Familiarity with the Connecticut health insurance market</li> </ul>	20	
B	<b>Approach &amp; Methodology</b> This includes, but is not limited to: <ul style="list-style-type: none"> <li>• Proposed study design(s)</li> <li>• Proposed method(s) for recruitment of participants</li> <li>• Creative strategy for reaching target populations</li> <li>• Comprehensive strategy to accomplish all main goals stated in Section II-A of RFP</li> <li>• Appropriate solution to address Spanish language targets</li> </ul>	30	
C	<b>Timing</b> This includes, but is not limited to: <ul style="list-style-type: none"> <li>• Feasibility of proposed project timeline</li> <li>• Will final delivery date meet our needs?</li> </ul>	20	
D	<b>Cost Proposal</b> This includes, but is not limited to: <ul style="list-style-type: none"> <li>• Clarity of pricing structure for research study</li> <li>• Clarity of rates for project staff</li> <li>• Competitiveness of cost</li> </ul>	30	
<b>Total Score</b>		<b>100</b>	