Pursuant to New Mexico Procurement law, the UNM Purchasing Department will post your completed form on the UNM Sunshine Portal for 30 days prior to purchase of the goods/services.

**I. GENERAL INFORMATION. PLEASE PROVIDE THE FOLLOWING:**

<table>
<thead>
<tr>
<th>Date of Request</th>
<th>Requisition Number (If Applicable)</th>
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</thead>
<tbody>
<tr>
<td>May 30, 2018</td>
<td>87454036 &amp; 88929448</td>
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<tr>
<th>Request Submitted by:</th>
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<tbody>
<tr>
<td>Angela Zamora</td>
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<th>Department</th>
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<tr>
<td>Project ECHO</td>
<td>Angela Zamora</td>
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<tr>
<th>Proposed Vendor</th>
<th>Email</th>
<th>Phone</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Weber Shandwick</td>
<td><a href="mailto:azamora@salud.unm.edu">azamora@salud.unm.edu</a></td>
<td>272-9893</td>
<td>$275,000.06</td>
</tr>
</tbody>
</table>

**Proposed Vendor**

Weber Shandwick is a leading global communications firm that will provide communications and policy expertise to facilitate the implementation, dissemination and expansion of the ECHO model on two major projects: 1.) The Bristol-Myers Squibb Foundation Cancer Project, and 2.) The Merck Foundation Project in India. Weber Shandwick will work with the ECHO Institute, Burness Communications (a national partner) and other key stakeholders to help build awareness of and involvement with Project ECHO.

**Why is this purchase needed?**

Because Weber Shandwick is a global communications firm, ECHO Institute can leverage its expertise both at the national and international level to develop and implement a strategy for increasing providers’ awareness of and involvement with Project ECHO. For the Bristol-Myers Squibb Foundation project, Weber Shandwick will work with ECHO Institute, the NCI Designated Cancer Centers and other community hospitals to develop and implement a strategy for increasing oncology providers’ awareness of and involvement with Project ECHO. For the Merck Foundation project, Weber Shandwick will work with the ECHO Institute, the ECHO India Trust to develop and implement a strategy for increasing awareness of and involvement with Project ECHO throughout India using media placement, outreach initiatives, stakeholder events, press releases, and content creation and planning.

The work on both projects will leverage Weber Shandwick’s vast and broad network of healthcare, policy and social impact experts to facilitate the implementation, dissemination and expansion of the ECHO model among academic medical centers, advocacy organizations, policy makers and local, state and federal governments, globally.

**II. BASIS FOR SOLE SOURCE PROCUREMENT. CHOOSE APPLICABLE BOX(ES) AND PROVIDE ADDITIONAL INFORMATION, AS REQUESTED:**

- Proprietary item, technology or service only available from the proposed vendor. (Check box and describe proprietary component)

Collaborating with a communications firm that has “on the ground” understanding of the healthcare landscape and government complexities in India is vital to the success of the Merck project. Weber Shandwick has an office in India; the ECHO Institute will be relying on their regional expertise. Weber Shandwick is a leading global communications and engagement firm in 79 cities across 34 countries, with a
network extending to 127 cities in 81 countries. The firm’s diverse team of strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work. ECHO Institute needs to collaborate with Weber Shandwick to disseminate and expand the ECHO model in India.

☒ Compatibility requirement with existing item, technology or service. (Check box and describe compatibility requirement)

Weber Shandwick is deeply knowledgeable about the work of Project ECHO and will serve as a strong promoter and advocate within their network of experts in healthcare, policy and social impact to facilitate the implementation, dissemination and expansion of the ECHO model among academic medical centers, advocacy organizations, policy makers and local, state and federal governments, globally.

☐ Renewal of support/maintenance/subscription of software, technology or other intellectual property. (Check box and describe)

☐ Other Basis for Sole Source: Please describe below:

III. SUPPLEMENTAL DETAILS. PLEASE PROVIDE ADDITIONAL INFORMATION AS REQUESTED BELOW:

Describe in detail the unique capabilities of the proposed vendor’s goods/service and/or personnel performing the work and why this constitutes the only source. Focus on what is unique about the goods/service and why no other vendor could meet your needs.
Weber Shandwick’s deep understanding and knowledge of the ECHO model combined with their domain expertise in healthcare, policy and social impact, will help drive the following activities successfully:

- Work with the ECHO Institute, Bristol-Myers Squibb Foundation and the NCI Designated Cancer Centers and other community hospitals to develop and implement a strategy for increasing oncology providers’ awareness of and involvement with Project ECHO.
- Build awareness and advance support for the project with: a) key external audiences including key stakeholders at academic medical centers, community hospitals, cancer advocacy organizations, etc.; and b) policy makers to include national and state level legislators and healthcare payors.
- Leverage the wide network of cancer related contacts in the United States to secure grand rounds and other major conference invitations to present the ECHO model and its utility in cancer.
- Work together with the ECHO Institute to create, publish and promote a series of articles in newspapers/magazines/ trade journals from a range of perspective on the impact of ECHO in the cancer space.
- Work with Burness Communications to identify opportunities to leverage social media and other ECHO Institute media opportunities in support of the ECHO Cancer initiative: through the ECHO website, Twitter, Medium, and through partner websites.
- Work with the ECHO Institute and the ECHO India Trust to develop and implement a strategy for increasing awareness of and involvement with Project ECHO throughout India using media placement, outreach initiatives, stakeholder events, press releases, and content creation and planning.
- Adapt existing ECHO Institute communications and marketing collateral to the Indian context and ensure cultural appropriateness.
- Work with the ECHO Institute and ECHO India Trust to create, publish and promote a series of articles in newspapers/magazines/ trade journals from a range of perspective on the impact of ECHO in India.

Describe the due diligence made to locate other possible sources including communications with other universities, communications with similar providers, web searches, yellow page searches, review of advertisements and trade publications, etc.

ECHO Institute considered collaborating with Burness Communications, its primary communications partner. However, because Burness Communications is strictly a U.S. firm, they would not be able to help facilitate the implementation, dissemination and expansion of the ECHO model among academic medical centers, advocacy organizations, policy makers and local, state and federal governments in India.

List the other vendors who were contacted. Please describe the specs/qualifications/criteria that the other vendors were unable to satisfy.
We focused our evaluation primarily on communications firms (Burness and Weber Shandwick) that had familiarity and deep understanding of the complexities of the ECHO Model. Burness Communications is a U.S. firm; we needed to collaborate with a proven global communications organization with a strong presence in India.