

COUNTY OF LOS ANGELES – DEPARTMENT OF MENTAL HEALTH

F A C T S H E E T

**CONSULTANT SERVICES AGREEMENT WITH INEZ K. MANN
DOING BUSINESS AS MANN AND ASSOCIATES
FOR FISCAL YEAR 2008-09 AND OPTIONAL RENEWALS THROUGH 2012-13
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval of a consultant services agreement with Inez K. Mann, doing business as Mann and Associates, for recruitment advertising, marketing, and public/media relations services for psychiatrists.

REQUEST

Approve and instruct the Director of Mental Health, or his designee, to prepare, sign, and execute a consultant services agreement (Agreement) with Inez K. Mann, doing business as (dba) Mann and Associates (Mann and Associates), to provide recruitment advertising, marketing, and public/media relations. The term of this Agreement will be for one year with four optional one-year renewals, effective upon Board approval through June 30, 2013. For FY 2008-09, the Total Compensation Amount (TCA) will be \$125,000, fully funded by sales tax realignment funds. Each subsequent optional one-year renewal term will be \$150,000 annually contingent upon available funding.

Delegate authority to the Director of Mental Health, or his designee, to prepare, sign, and execute future amendments to this Agreement, provided that: 1) the County's payments to the contractor under the Agreement for each fiscal year do not exceed an increase of 20 percent from the applicable TCA; 2) any increase will be used to reflect program and/or policy changes; 3) the Board of Supervisors has appropriated sufficient funds for all changes; 4) approval of County Counsel and the Chief Executive Officer (CEO), or their designee, is obtained prior to the execution of any such Amendment; 5) the parties may, by written Amendment, mutually agree to reduce programs or services without reference to the 20 percent limitation; and 6) the Director of Mental Health provides written notification to your Board within 30 days after the execution of any Amendment.

PURPOSE/JUSTIFICATION

Board approval will establish an agreement with Mann and Associates, a specialized marketing/communications firm with 21 years of experience working in the health care

sector. Mann and Associates has been working with DMH for one year through a Board approved sole source contract and has prior experience working with the County's mental health system.

Mann and Associates has developed multi-pronged innovative strategies, which have increased the Department's visibility and enhanced its ability to attract and hire psychiatrists during an era of tremendous scarcity and remarkable demand. This firm designed a marketing campaign which included advertisements placed strategically in national professional publications and attractive promotional materials that targeted and appealed to psychiatrists. DMH does not have staff with the necessary skill set, knowledge, and experience to provide specialized marketing/communications services required for recruitment advertising. Approval of the recommended actions will allow DMH to continue advertising and marketing efforts focused on psychiatrist recruitment. These efforts increase the pool of candidates which enhances the Department's ability to hire psychiatrists. A lowered vacancy rate improves access to and the quality of psychiatric care provided to the community.

CONTRACTOR

Mann and Associates, located at 1719 Gillette Crescent, South Pasadena, CA 91030, is a sole proprietorship, minority, woman-owned, full-service communications agency that has provided marketing, public relations, and advertising services to health care clients for 21 years. Clients have included the Southern California Psychiatric Society, Los Angeles Child Guidance Clinic, HealthCare Partners Medical Group, Community Health Councils, Inc., Cedars-Sinai Medical Center Burns & Allen Research Institute, Omni Medical Center, Good Samaritan Hospital, and Spine Center at Presbyterian Intercommunity Hospital.

Mann and Associates' efforts have included the development, design, and implementation of a marketing strategy that features testimonials and photographs of psychiatrists employed by the Department. These testimonials have been successfully utilized nationally in advertisements, direct mail campaigns and posters provided to residency programs, and during this past fiscal year have produced more than 300 inquiries by psychiatrists. This increased pool of candidates heightened the Department's ability to hire more psychiatrists resulting in a reduced vacancy rate. Since July 1, 2007, DMH hired 43 psychiatrists, and 12 additional psychiatrist candidates have been selected and are in the process of being hired. With the 55 new hires from FY 2007-08 to now, the psychiatrist vacancy rate is reduced to 13% from 21%.

The Agreement has been approved as to form by County Counsel. The proposed actions have been reviewed by the CEO. Administrative staff of DMH will review and monitor Mann and Associates' adherence to the Agreement and ensure that agreement provisions and DMH policies are being followed.

CONTRACTING PROCESS

On May 22, 2007, your Board approved a sole source consultant services agreement on a month-to-month basis with Mann and Associates while the Department initiated and completed the Request for Proposal (RFP) process. On April 10, 2008, DMH issued an RFP to identify qualified marketing and public relations agencies to provide the following services: design advertising for the purpose of mental health professional staff recruitment, develop marketing strategies for the purpose of successful recruitment, and promote public/media relations. The purpose of the RFP was to enhance the visibility and awareness of the Department's clinical recruitment efforts and to develop innovative programs to attract qualified physicians. DMH announced the release of the RFP by mailing letters along with a compact disc to 17 marketing and public relations firms (identified by the DMH Public Information Office), posting on the DMH and countywide website, and advertising in the Los Angeles Times. Two agencies attended the mandatory Proposers' Conference on April 18, 2008 and submitted proposals by the deadline of May 2, 2008.

The Evaluation Committee comprised of three raters and a facilitator convened on May 15, 2008 to evaluate and score the proposals and determined that one agency did not meet the mandatory minimum requirements as specified in the RFP. The Department's Executive Management Team reviewed the evaluation ratings and finalized the recommendation that Mann and Associates be approved for a contract award by your Board.

DMH Contact:

Roderick Shaner, M.D., Medical Director
Telephone Number: (213) 738-4603
Email Address: rshaner@dmh.lacounty.gov

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APPROVED BY:

DMH Program – Roderick Shaner, M.D.
DMH Contracts – Larry Quan
Chief Executive Officer - James Sokalski
County Counsel - Edward Yen