

**MANDAT**

14.10.2019

**GLEISS LUTZ ADVISES THE AOK COMMUNITY ON COMPLEX TENDER PROCEDURES FOR COMMUNICATION WITH INSURED PERSONS**

A team of Gleiss Lutz lawyers provided contracting and public procurement advice to the AOK Bundesverband (The Federal Association of the AOK) and the 11 AOKs in the tender procedure for a new content service provider for communication with insured persons. This invitation to tender is regarded in the industry as one of the largest and most complex contracts in the area of content marketing in Germany this year.

Starting next year, Serviceplan (Berlin) and Heinrich Bauer Verlag (Hamburg) will be new content service providers for the AOK Community for communication with insured persons. Both companies ultimately prevailed over four further bidders in extensive negotiations.

The contract includes, in particular, the designing of four target group-specific magazines for a total of more than 26 million insured persons of the AOK Community, the development and maintenance of a content hub on aok.de as well as the management of the AOK's social media channels. The contract has a term of four years.

In addition to the creation of content, tenders were also invited for the printing of the magazines for the insured persons. The previous content service provider, the wdv Group from Bad Homburg, was awarded this contract.

Gleiss Lutz has already advised the AOK Community on many occasions in past years on complex procedures, for example, most recently also in connection with the invitations to tender for the development of a digital health network (DiGeN).

At the AOK Bundesverband, Dr. Kai-Alexander Heine (contract law) and Silke Renner (public procurement law) advised on the tender procedure for communicating with insured persons.

The agency cherrypicker advised on the content marketing contract, while the consulting firm ClueOne advised on the printing contract.

The following team of Gleiss Lutz lawyers advised the AOK Community on contract and procurement law aspects: Dr. Andreas Neun (partner, public procurement), Dr. Stefan Weidert (partner, contracts/IP, both lead), Dr. Thomas Fritsche (public procurement), Dr. Hannah Bug (contracts/IP, all Berlin).

## PRESSEKONTAKT

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## EXPERTISE

**Public Procurement**

**Public Law**

**Healthcare and Life Sciences**

## LAWYERS

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**Dr. Hannah Bug**