



504HealthNet, Inc.

Request for Proposals

Re: Community Engagement & Communications Consultant

OVERVIEW

The 504HealthNet invites qualified **marketing and communications professionals or organizations** to submit proposals to assist in developing a culturally-relevant community engagement campaign that increases the quality of the linkages and relationships between the community and the New Orleans safety-net health care system. The required qualifications include: experience with mobilizing urban communities; expertise in developing/implementing marketing campaigns that target hard-to-reach populations, knowledge of community health centers and their role in public health, and understanding of trauma-informed care.

By working with this consultant, the 504HealthNet seeks to develop community engagement and communications strategies that support the achievement of the following strategic goals:

- Increase access to comprehensive primary care and behavioral health services to all people regardless of the ability to pay;
- Increase sustainability, effectiveness and efficiency among the member organizations;
- Advance an effective health home model system of care; and
- Develop linkages for a full continuum of health services.

The objectives of the campaign will be to (a) strengthen community support of the Medicaid program and (b) promote wellness (including mental wellness), connecting the community to the health services in their area. It will infuse cultural competency into the outreach and programmatic work of the organization and member health centers, so they become a trusted source for health in their communities.

This project aims to reduce poor health outcomes related to trauma and other social determinants of health experienced in our region. Project outcomes include: increased number of patients reporting a positive experience accessing services within health centers, an increase in the overall number of patient visits to health centers and the number of patients screened, diagnosed and treated for depression or anxiety disorders, including PTSD, in the area

The organization is planning a multi-phased project for launching this community engagement campaign that includes:

- Phase 1 – Capacity Building and Research (April – June 2019)
- Phase 2 – Campaign Development (June – September 2019)
- Phase 3 – Campaign Implementation (September – December 2019)

This RFP seeks consultant who has the capacity to assist the organization with all three phases. **However, 504HealthNet will only contract with consultant for Phase 1 of the project.** Based on available funds and the success of Phase 1, 504HealthNet will engage consultant for continuing the remaining phases of the project.

Proposals should be submitted to Tiffany Netters at TJNetters@504HealthNet.org by the deadline of **4 pm CST on Wednesday, February 27, 2019.**

BACKGROUND

The 504HealthNet is a community-based nonprofit organization comprised of twenty-six health care organizations in the Greater New Orleans Area. Membership is open to those who provide primary care or behavioral health services in a community setting irrespective of the client's ability to pay. There is a special focus on low-income, under-insured and uninsured populations. Its members independently operate over 70 service locations across Orleans, St. Bernard, Jefferson, and Plaquemines parishes; ranging from comprehensive adult and pediatric primary care and behavioral health to medical mobile units. Its mission is to improve access to health care for all New Orleanians. The 504HealthNet will also be partnering with the Making Connections NOLA Project on some project activities. The Making Connections NOLA team will be invited to participate in capacity building workshop and strategy sessions.

PROFESSIONAL SERVICES REQUESTED

Within the contract period, consultant will provide marketing and communications services to the 504HealthNet Executive Director and Board of Directors. This does not include services directed towards individual members, rather services to the membership network. The Scope of Work will include the following deliverables:

1. Educate the 504HealthNet staff and members on culturally-competent, trauma-informed community engagement models via resources and trainings.
 - a. Conduct 1 capacity-building workshop for community health centers, partners and staff that increases their ability to connect residents to protective factors that can increase health seeking behaviors.
 - b. Provide relevant resources, tools and information.
 - c. Assist in the development of online training module on topic related to trauma-informed care.
2. Assist 504HealthNet staff in the development of the organization's 2019 community engagement strategy which will increase the number of community members seeking health services within a community health center.
3. Consult with 504HealthNet Executive Director, staff or Board's Executive Committee, for development of future phases of the project.
4. Submit a written monthly summary report detailing action taken in completing deliverables.
5. Agree to contract terms that include conflict of interest and non-disclosure agreements.

SELECTION PROCESS

The 504HealthNet seeks brief proposals that provide sufficient information and needed detail for its selection committee to make a decision on what proposal will be selected for the

contract. The selection committee will select one proposal to be recommended for approval by the 504HealthNet Board of Directors for contracting. The 504HealthNet reserves the right to ask for more information and possible interview and negotiate fees during this process.

PROPOSAL SUBMISSION REQUIREMENTS

Each proposal must include the following to be considered:

Professional Service Narrative (maximum 5 pages, 12 pt. font, single spaced) that includes an overview of the proposer’s qualifications, expertise and capacity to meet the needs of the 504HealthNet, including special considerations and possible difficulties.

Narrative should include the following:

1. Cover letter to the attention of the Executive Director with the following information: Proposer’s name, email address, address, phone number, and services offered.
2. Explanation of qualifications, expertise and capacity needed to complete deliverables.
3. Brief outline of Proposer’s recent accomplishments. Proposal should attach resume(s) of principal development professional(s) to provide direct service for this project.
4. Explanation of proposer’s approach to creating a grass-roots community engagement plan (i.e. data collection methods, evidence-based approaches, etc.).
5. Overview of current Client List and services being provided with Client References (actual list can be included as an Attachment.)
6. Proposal should include clear details outlined in a draft workplan with activities to accomplish deliverables, time frames, and related cost. Final workplan will be negotiated after selection and contracting processes are complete.
7. Proposal should include detailed budget on how consultant will expend funds. Budget should include hourly wage with projected hours to complete work or fixed cost budget that outlines cost per deliverable. No indirect cost will be provided, therefore administrative and travel cost should be built into the budget.
 - **Attachment 1:** Resume(s) of person(s) proposed to provide services under this contract
 - **Attachment 2:** Current Client List
 - **Attachment 3:** Draft Workplan
 - **Attachment 4:** Proposed Budget

(Note: Attachments are not included in the maximum 5-page limit.)

Proposals should be submitted in electronic form in pdf format by the deadline.

BASIS FOR SELECTION AND AWARD OF AN AGREEMENT FOR SERVICES

The 504HealthNet will select contractor and seek final approval from its Board of Directors before finalizing contract terms and budget. Successful proposals will meet the following criteria:

1. Submission of the necessary information and detail requested in this RFP by the deadline.
2. Effectively describes the level of qualifications, experience and record of success in similar services provided.
3. Provides sufficient information of current client list and services provided with client references.
4. Provides detailed workplan as outlined above.
5. Provides detailed information within proposed budget that includes acceptable costs to organization.

COMPENSATION & EXPENSES

The total amount for the Phase 1 contract is **\$15,000**. Based on consultant's success and the availability of funds, this contract may be extended into a longer-term contract.

The proposed budget shall detail all costs: i.e. travel, and related incidental out-of-pocket expenses, if applicable. Contractor shall not be reimbursed or otherwise paid for indirect cost (i.e. office space rental, equipment purchases, phone services) that would reasonably be deemed the Contractor's overhead expense. Hourly fees for proposed "team" members, expense reimbursement, and related additional costs should be included for information purposes only. A fixed fee schedule is preferred, which includes all expenses including travel for the services outlined in RFP. The organization's billing method shall be followed, as directed by the 504HealthNet Executive Director, not to exceed one detailed invoice per month.

COMMUNICATION & NOTIFICATION

All questions should be sent via email to Tiffany Netters at TJNetters@504HealthNet.org by February 22, 2019.

Notification of selected proposal will be sent via email after March 6, 2019.