Request for Proposals (RFP):

Subject Matter Expertise: Leadership Coaching for Health Care Professionals

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RFP Released: September 10, 2020
Proposals Due: October 4, 2020

Online Submission Portal:
https://nachc.co1.qualtrics.com/jfe/form/SV_5docb0yOgvpjpLn

Points of Contact
Training and Technical Assistance Department, NACHC - Phone (301) 347-0400
Subject Matter Content Inquiries: Cindy Thomas (cthomas@nachc.com)
Submission Process Inquiries: Latisha Harley (lharley@nachc.org)
Organization Overview
The National Association of Community Health Centers (NACHC) was founded in 1971 to “promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.”

NACHC:

- Serves as the leading national advocacy organization in support of community-based health centers and the expansion of health care access for the medically underserved and uninsured.
- Conducts research and analysis that informs both the public and private sectors about the work of health centers, their value to the American health care system and the overall health of the nation’s people and communities – both in terms of costs and health care outcomes.
- Provides training and technical assistance to support and strengthen health center operations, clinical quality, leadership development and governing Boards of Directors at health centers across the country.
- Develops partnerships with the public and private sectors to build stronger and healthier communities.

Purpose
The NACHC Training and Technical Assistance (TTA) Program assists existing and potential health centers in addressing operational demands while sustaining their health care access mission, a community governance model and a commitment to cultural and linguistic competence in healthcare delivery to underserved and vulnerable populations. Through a diverse cadre of subject matter experts and delivery venues, the NACHC TTA Program is highly utilized and well prepared to respond to emerging healthcare delivery issues. Specifically, NACHC maintains a professional cadre of experts to provide health center professionals with quality instruction and technical assistance resources based in adult learning principles, advanced instructional design and an understanding and application of technology to enhance TTA delivery. The U.S. Health Resources and Services Administration (HRSA) provides resource support to NACHC to improve health center operational and clinical outcomes through the provision of coordinated, collaborative TTA.

RFP Services Desired
Through this Request for Proposal (RFP), NACHC is seeking leadership coaching experts for group & individual coaching sessions to professionals working in health centers, Primary Care Associations, and Health Center Controlled Networks, in close coordination with NACHC staff, on various emerging issues and strategies for organizational success in the context of the covid-19 pandemic and operational implications.

Time Period
Time period for services is December 1, 2020 through June 30, 2021. Vendor(s) may be retained for this multi-year period of service, based upon successful performance during period of initial service (contract year ending June 30, 2021) and on-going availability of funds.
Scope of Work and Deliverables
Selected vendor(s) will provide group and individual coaching sessions to participants from health centers, PCAs and HCCNs, in close coordination with NACHC staff, with a focus on the current/emerging events health centers are facing either during or as a result of the current COVID-19 pandemic.

The intent of this offering is to 1) support staff of health centers, PCAs, HCCNs with strategies to deploy during crisis and 2) introduce health center, PCA, and HCCN staff to a coaching experience and how it can be used for personal/organizational/professional development.

Topics for group coaching sessions could include, but are not limited to:
- Leading through change
- Resilient leadership in a time of crisis
- Building a resilient and effective team
- Managing a remote workforce
- Preparing your team for the future (beyond the pandemic)

NACHC will be responsible to manage participant registration and administrative requirements for enrollment. NACHC will also implement session evaluations that will take place directly following the group and/or individual coaching sessions as well as 4-6 months post event to determine behavior change/impact.

Deliverables:
By the end of the performance period June 30, 2021, the recipient will:
- Host 4 group coaching sessions (90 minutes each) inclusive of large group and smaller breakouts for health center staff on selected emerging issues to 1) support health center staff members with strategies during crisis for organizational success and 2) introduce health center staff to a coaching experience as a type of leadership development and retention tool.
  o These sessions will be limited to 30 participants to allow for group discussion, breakout groups, and coaching interventions.
  o Target dates are monthly from December 2020 through April 2021 with a consistent schedule/pacing.
  o These sessions will have individual registrations and will not be a homogenous or same cohort of 30 people; actual attendees may vary from session to session.
- Host 4 group coaching sessions (90 minutes each) inclusive of large group and smaller breakouts for PCA/HCCN staff on selected emerging issues to 1) support PCAs/HCCNs staff members with strategies to deploy during crisis for organizational success and 2) introduce PCA/HCCN staff to a coaching experience as a type of leadership development and retention tool.
  o These sessions will be limited to 30 participants to allow for group discussion, breakout groups, and coaching interventions.
  o Target dates are monthly from December late 2020 through April, early 2021 with a consistent schedule/pacing.
  o Vendor will work in collaboration with NACHC lead staff to determine if concurrent scheduling with the health center offering or scheduling after the health center offering will work best based on content, emerging issues, vendor capacity, etc.
These sessions will have individual registrations and will not be a homogenous or same cohort of 30 people; actual attendees may vary from session to session.

- Provide one 60-minute coaching session to each unique participant as a follow-up to the group coaching session to further expose health center, PCA, and HCCN staff to a coaching experience, and to guide each participant in taking action on one strategic area of organizational leadership during crisis.
  - These individual sessions should be completed within 45-60 days of attending the group coaching event.
  - The vendor will work with the NACHC lead staff to develop a tracking system for completed sessions, evaluations, and general topics covered.

**Travel Budget Guidelines:**

All coaching sessions will be virtually hosted; no travel is expected for this RFP.

**Information Requested**

Proposals must be submitted using NACHC’s web-based portal by **October 4, 2020, 11:59 pm PT** (i.e. **October 5, 2:59 am ET**). The system will notify you upon your successful submission into the portal. Incomplete proposals will not be considered. If NACHC selects your proposal, you will be notified no later than **October 26, 2020**.

Online Submission Portal:  [https://nachc.co1.qualtrics.com/jfe/form/SV_5docb0yOgvpjpLn](https://nachc.co1.qualtrics.com/jfe/form/SV_5docb0yOgvpjpLn)

Proposals must contain the below items, which are evaluated based on the specific criteria outlined in the Evaluation table below.

- Point of Contact Information
- Name / Description of Organization
- Capability Statement
- Education and Experience*
- Project Management Plan
- Quality of Work Sample & Client Satisfaction Data*
- Daily and Hourly Rate & Budget Justification
- Signed Statement (see below)

* For qualified vendor(s) who have previously responded to NACHC’s 2017-2020 RFI, you may indicate in your response to this RFP if you prefer NACHC to utilize your previously submitted item(s) which are on file. These item(s) are marked with an asterisk.

**ATTESTATION**

By my signature below, I hereby certify that this Proposal reflects my best estimate of the capability of organization and the true and necessary costs for the project, and the information provided herein is accurate, complete and current as of the date of my signature below.
I agree that my electronic signature is the legal equivalent of my manual signature on this application. By typing my name below, I certify that the information provided in the application is true and accurate.

<table>
<thead>
<tr>
<th>Print Name:</th>
<th>Title:</th>
<th>Organization:</th>
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<tbody>
<tr>
<td>Signature:</td>
<td>Date:</td>
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This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.
### Evaluation Criteria

Complete proposals will be evaluated using the criteria below.

<table>
<thead>
<tr>
<th>Rating Factor</th>
<th>Application Selection Criteria</th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>Capability Statement</strong></td>
<td>Capability statement demonstrates current knowledge and ability to deliver both group and individual coaching services to support health center, PCA and HCCN staff members with strategies during crisis for organizational success.</td>
<td>20</td>
</tr>
<tr>
<td>*<em>Experience and Education</em></td>
<td>Resume(s)/CV(s) of expert(s) / staff clearly show tenure, professional experience, and/or education that reflects knowledge and ability in content expertise and training. Submitted documents should reflect expertise in all areas in which that applicant has proposed qualification for. Page Limit for Resume(s) / CV(s): 2 pages per key expert / staff</td>
<td>20</td>
</tr>
<tr>
<td><strong>Project Management Plan</strong></td>
<td>The project management plan must include a timeline for planning, implementation and follow-up of group and individual coaching sessions that demonstrates appropriate level of client service. Page Limit for Project Management Plan: 5 pages</td>
<td>25</td>
</tr>
</tbody>
</table>
| **Quality of Work Samples & Client Satisfaction Data*** | Work samples must demonstrate understanding of content areas as described in this RFP. Where appropriate, understanding of adult learning needs and content knowledge should be evident. Work samples required in this RFP include:  
  - Sample presentation(s), supplementary training product(s), and/or publications developed and delivered by vendor that demonstrates understanding of the specific content area, as described in this RFP.  
  - Past client evaluations, reference letters, and/or testimonials demonstrating quantitative and/or qualitative feedback from at least two audiences, clients, or engagements occurring within a year of RFP application date. Page Limit for sample presentation(s), supplementary training product(s), and/or publications: 10 pages per each content area applicant applied to. Page Limit for past client evaluation(s), reference letter(s), and/or testimonial(s): 5 pages limit |
| **Hourly Rate & Budget Narrative** | Reasonableness of proposed budget for project implementation, inclusive of preparation and delivery to client. Reasonableness is determined by NACHC’s non-profit status:  
  - Hourly Rate should reflect overall cost rate inclusive of any fringe, overhead and/or general & administrative expense (G&A), if required. Please ensure costs are delineated as appropriate using the template categories.  
  - No travel is required for this engagement Page Limit of Budget Justification: 2 pages | 15 |
| **Total** | | 100 |
* For qualified vendor(s) who have previously responded to NACHC’s 2017-2020 RFI, you may indicate in your response to this RFP if you prefer NACHC to utilize your previously submitted item(s) which are on file. These item(s) are marked with an asterisk.