



## Request for Proposals (RFP):

Project Title: Developing Online Engagement Platform to Build Capacity for Health Centers and Cross-sector Partners to Assess and Address the Social Determinants of Health

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RFP Released: November 16, 2020

Proposals Due: December 11, 2020

*Questions on the RFP must be received by November 27, 2020 for NACHC staff to internally review and post responses by December 4, 2020.*

### Points of Contact

Nalani Tarrant, Deputy Director of Research Projects ([ntarrant@nachc.org](mailto:ntarrant@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 advancing health equity at health centers across the country.
- Develops partnerships with the public and private sectors to build stronger and healthier communities.

## **Purpose**

Through this Request for Proposal (RFP), NACHC is seeking a vendor to develop an online engagement platform (website) that allows the RWJF Project team at NACHC and AAPCHO to improve dissemination of resources currently available at [www.nachc.org/PRAPARE](http://www.nachc.org/PRAPARE), disseminate resources designed to enhance health center and social sector collaborations, and engage health centers and cross-sector partners while allowing for peer-to-peer learning and information exchange.

## **Time Period**

**Time period for services is February 1, 2021 through June 30, 2021**

## **RFP Services Desired**

### **Background**

With support from the Robert Wood Johnson Foundation, the [National Association of Community Health Centers \(NACHC\)](#) has partnered with the [Association of Asian Pacific Community Health Organizations \(AAPCHO\)](#) to improve health equity by advancing health center capacity to address social determinants of health (SDOH) through cross-sector alignment and collaboration.

In the wake of COVID-19, identifying socioeconomic needs and aligning social services is more important than ever. The communities health centers serve are disproportionately affected by the pandemic’s adverse health, economic, and social impacts. Developing or enhancing cross-sector partnerships can enable strained health and social services systems to meet the changing and increased demands for their services, and to prevent the deterioration of health equity. The body of work will yield key best practices, innovations, tested models, stories from the field, tools, and other resources that health centers and their social sector partners can use to guide alignment strategies. NACHC seeks to identify, document, and disseminate innovative health center-social service sector collaborations, where we describe how the partnership began, how it works, how it has been sustained, and what elements may be replicable for other communities. In addition, by leveraging the [Protocol for Responding to and Assessing Patients’ Assets, Risks, and Experiences \(PRAPARE\)](#), both partners can foster strategic

alignment between health centers and their health and human service counterparts, including community-based organizations, public health departments, and other social service providers.

## [Improving Health Equity by Building Health Center Capacity to Address the Social Determinants of Health Abstract](#)

### **Scope of Work and Deliverables**

Project needs to be considered in completing this scope of work are described below:

**Website Audience** — Key audience includes community health centers, social service providers, and stakeholders that support health centers, such as Primary Care Associations (PCAs) and Health Center Controlled Networks (HCCNs). In addition, other organizations are currently using PRAPARE and should be considered as an audience (eg, hospitals, health plans, health systems, other providers, etc). The website could be used by patient/client-facing staff (such as clinicians, medical assistants, nurses, educators, community health workers, etc.) and administrative/ operational staff (such as managers, directors, senior leaders, etc.) at both health centers and social service providers. The staff at PCAs and HCCNs support health centers within their membership or region.

**New Website Objectives** — The primary objective of the online engagement platform (website) is to improve dissemination of resources that support the use of SDOH screening and data for building community capacity for equity and foster bi-directional engagement and peer-to-peer learning. While the website will serve as the portal to disseminate resources and engage current participants and stakeholders, it will also be a living site where we will expand our reach with future stakeholders and enhance SDOH content and informational tools, as needed. activities.

**Current Website** — [The current website for PRAPARE](#) is a sub-page under NACHC's website using a custom version of WordPress. The current website has limitations that include limited staff access with administrative rights and privileges to update the website content; limited number of sub-pages and features; and, information and resources in the current website are difficult to find.

**New Website Functionality Requirements** — Easy navigation; Trendy intuitive design and user interface; cross-browser compatible; Mobile browsing capability; 508 compliant; Analytics Integrations and Reporting Capacity; utilizes search engine optimization strategies; administrative privileges across two organizations; user-friendly Content Management System; Ability to collect information via Contact Form (Feedback/Requests/ SDOH training and technical assistance request form/Readiness Assessment to Collect SDOH Data Form); listserv sign-up widget; Events calendar; ability to host EHR templates; and allow users the ability to download PDFs, videos and other materials.

**New Website Wish List (Nice to Have)** —searchable FAQ's with tags; social media integration functionality; website translated using Google Translate; blog section; community forum discussion board; print page feature; any additional features that will foster greater online community engagement.

**Website Budget** — The budget range for this RFP is \$28,000- \$40,000.00. The final negotiated budget is contingent upon grant funding guidelines and adherence to funder requirements.

**Website Project Timeline Details** — The anticipated timeline for this RFP is a four-month period between February 1, 2021 through June 30, 2021. All tasks and deliverables are expected to be

completed during this timeframe. The timeline and work plan details will be finalized during the project kick-off meeting.

### **Activity Tasks and Deliverables**

Selected vendor will collaborate closely with NACHC staff on all activity tasks. We expect to have an initial kick off conference call followed by bi-weekly meetings. Additional calls may be needed as the project proceeds, but the selected vendor should be prepared to answer questions by email.

#### **Task 1:** Kick-off meeting (February 1, 2021 - February 5, 2021)

- Project overview
- Project timeline with deliverables/milestones
- Content Ideas and Structure
- Approval process

#### **Task 2:** Development (February 8, 2021- March 9, 2021)

- Map out website content
- Design composition
- Set up hosting account
- Configure CMS (Content Management System)
- Optimize for SEO

#### **Task 3:** Quality Assurance (March 10, 2021-May 30, 2021)

- Beta website
- Code Quality
- Page Content Review
- Review beta website design
- Optimize User Experience
- Test interactivity
- Mobile Friendly

#### **Task 4:** Launch (June 1- June 4 2021)

- Analytics
- Search Engine Optimization
- Speed and Performance
- Usability
- Social Media

*Note: Each activity task may have several iterations of review revisions between NACHC and the vendor. before final approval and listed date ranges are subject to change based on the final work plan that is developed between the selected vendor and NACHC.*

### **Submission Guidelines and Requirements**

Applications should be submitted as a PDF document with the applicant's name and date of submission in the file name. The application narrative should be no more than 5 pages (11 point font, 1 inch margins, 1.5 space lines) describing understanding of the project needs and strategies for achieving the project tasks and deliverables.

Applications should be emailed as attachments to Nalani Tarrant, Deputy Director of Research [ntarrant@nachc.org](mailto:ntarrant@nachc.org) by **December 11, 2020, 11:59 pm PT (i.e., December 12, 2020, 2:59 am ET)**.

If NACHC selects your proposal, you will be notified no later than **January 8, 2021**.

The following submission guidelines and requirements apply to this RFP:

1. Only qualified individuals or organizations with prior experience on projects such as this should submit proposals in response to this RFP.
2. Bidders must submit at least two projects that are similar to this project as part of their response, along with examples. Bidders should also describe their previous experiences and expertise in three pages or less.
3. A price proposal must be provided that is not more than 1 page. The price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should NACHC decide to award a contract on an hourly rate basis. This will not count towards the 5-page limit.
4. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation. This will not count towards the 5 page limit.
5. Proposals must be received by December 11, 2020, 11:59 pm PT (i.e., December 12, 2020, 2:59 am ET) to be considered.

### **Selection Criteria**

Selection will be made based on:

1. Clear understanding of project objectives, responsiveness to tasks/deliverable timelines, and a proposed workflow and plan that is clear, manageable and achievable
2. Past experience
3. Budget Narrative and Total cost
4. Aesthetics and layout of project samples
5. Proven ability to meet deadlines (use previous experience examples)
6. Other factors relevant to deliverables

*Contract negotiations to follow selection. Some details of the scope of work may change slightly as a result of the contract negotiation process.*