

RCHC Request for Proposal

The Redwood Community Health Coalition (RCHC) is currently soliciting proposals from vendors to provide consulting services to create COVID-19 communications directed to patients using patient portals in our Health Center Controlled Network (HCCN).

Timeline

Activity	Timeframe
RFP Release	August 28th, 2020
RFP Due	September 10th, 2020
Vendor Selection	September 14th, 2020
Contracted Period	September 28th, 2020 through December 31st, 2020

Project Background and Overview

Formed in 1994, RCHC is a consortium of 16 health centers with the mission of improving access and quality of care for the underserved and uninsured. Our member health centers serve as the health homes for over 230,500 patients across the four county region of Napa, Marin, Sonoma and Yolo counties. RCHC formed it's HCCN in 2007 with the aim of implementing health IT to support member health centers. Fifteen community health centers currently participate in the HRSA funded HCCN.

In response to the COVID-19 emergency, community participating health centers are providing an increased amount of services virtually. The COVID-19 related need to reduce in-person interaction may make patient portal the primary method that patients use to interact with health center care teams. Many office visits are performed via telehealth and many of the previously in-person health center services are being provided via patient portals. This project will ensure that COVID-19 messaging in the portals is culturally and linguistically appropriate and accessible. To enhance critical health information is available to patients, RCHC will contract with one vendor to create messaging for patients to see when they use the patient portal. In order for this project to be successful we need to create outreach and materials that are linguistically, grade-level, and culturally appropriate.

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Consulting Scope of Work

RCHC is seeking the services of a consultant to help us develop COVID-19 specific, culturally sensitive, and locally customized patient education and messaging in the most common languages spoken at our PHCs to embed in health center patient portals and other PHC technology platforms, including some market testing with patients using the patient portal. Our health centers use more than one Electronic Health Record (EHR) system and the developed communications need to be supported across all user platforms. Project steps include:

1. Assess COVID messaging needs with staff from RCHC and some health centers, as well as technology consultants.
2. Generate recommendations for COVID-19 messaging to be embedded in the portal.
3. Design and create samples with project lead.
4. Test samples with target markets and different EHRs. RCHC will help access participants through Health Centers.
5. Adjust and finalize materials based on test results.
6. Coordinate with technology consultant to integrate content into portals.

The selected vendor will work with RCHC staff to co-design materials and strategy.

Project timeline:

Activity	Timeline
Project kickoff meeting with RCHC staff	September 28th, 2020
Co-design of materials	September 29th-October 23rd
Final Review of messaging	October 27th, 2020
Finalize content	October 28th-November 1st, 2020
Coordinate with patient portal consultants to integrate content into EHR platforms.	November 2nd-December 16th 2020
Project evaluation	December 17th-31st, 2020

Requirements:

- Expertise with patient or targeted community engagement and communications
- Previous work in assisting organizations with patient engagement
- A proven track-record of working in the health field, preferably with a federally qualified health center (FQHC) or other safety net organization.
- Ability to provide consulting services virtually.
- Organizational capacity to complete the above work in the timeframe outlined.
- Complete scope of work for under \$15,000

Submission and selection:

Submission process and instructions

Contact Information

- 1) Name of organization:
- 2) Name of proposer(s):
- 3) Address, City, State, Zip
- 4) Phone: Email: Website: Facebook page:
- 5) Company Size :
- 6) Years in operation:

Please complete the following questions:

- 1) What is your proposed approach to complete the tasks and scope of work?
- 2) What will you be able to create that is effective and engaging for clients in this time of isolation?
- 3) What experience do you have in the areas required?
- 4) Who will be doing the work and what is their experience?

Please submit the following with your proposal:

- 1) Samples of similar projects, multi-media encouraged
- 2) Two references from similar projects
 - a) If you have worked with a federally qualified health center or one of the RCHC member health centers please include them as a third reference.
- 3) Resumes of those who will be working on the project
- 4) Budget

Submit questions and proposals with attachments to:

Cynthia King, Director of Programs at cking@rchc.net.

Rating Table	Points
Patient Communications Expertise	10
Bilingual Spanish/English	10
Expertise in electronic communication	10
Experience working with health field/FQHCs	10
Qualified Personnel	10
Budget	10
References	10
Work samples	10