



Request for Proposal (RFP) For Results Based Accountability Trainers

August 15th, 2019

Objective

The purpose of this request for proposals (RFP) is to solicit applications from commercial vendors, independent consultants, or academic institutions to conduct Results-Based Accountability (RBA) workshops for Health ENC member hospitals, health departments, and other health care stakeholders who have responsibility for developing community health improvement plans (CHIPs).

The Foundation for Health Leadership and Innovation (FHLI) workshops are conducted in partnership with the North Carolina Department of Health and Human Services (NC DHHS)/Division of Public Health (DPH) and are intended to continue statewide expansion of the work of two regional community health initiatives in eastern (Health ENC) and western (WNC Healthy Impact) North Carolina.

Background

FHLI is a non-profit 501(c)(3) organization established in 1982. (www.foundationhli.org). FHLI works with business, medical, civic, and non-profits leaders throughout North Carolina to develop innovative health care strategies with a special focus on the needs of low-income, underserved patients in rural areas. FHLI currently employs seventeen employees at its office in Cary, NC and has eighteen members on its Board of Directors.

North Carolina Public Health (NCPH) works to promote and contribute to the highest possible level of health for the people of North Carolina. The Division of Public Health (<https://publichealth.nc.gov/>) plays a vital role in these efforts, collaborating with local health departments, hospitals, community health centers, practitioners, community agencies and organizations throughout the state and nation.

Health ENC (www.healthenc.org) is a program of FHLI and coordinates a regional CHNA in 33 counties of eastern North Carolina, and its Program Manager works to build coalitions and partnerships that will address health issues identified through the regional CHNA process.

Results-Based Accountability (RBA), is a disciplined way of thinking and taking action that communities can use to improve the lives of children, youth, families, adults and the entire community. RBA is also used by organizations to improve the performance of their programs or services. Developed by Mark Friedman and described in his book "Trying Hard is Not Good Enough", RBA is being used throughout the United States, and in countries around the world, to produce measurable change in people's lives (<http://resultsaccountability.com/>)

Response Instructions

Please submit all proposals via email to Will Broughton, Health ENC Program Manager (will.broughton@foundationhli.org) by **September 16th, 2019 at 5pm.**

RFP Timeline

August 15th, 2019 – Release of RFP

September 3rd, 2019 – Informational conference call for interested parties to learn more about the RFP and ask questions

September 16th, 2019 – RFP closes; proposals are due by 5pm

September 30th, 2019 – Applicants will be notified of FHLLI's decision

Contact Information

Please contact Will Broughton with any questions

Will Broughton, MA, MPH, CPH

Program Manager, Health ENC

A program of the Foundation for Health Leadership & Innovation

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Informational Conference Call

FHLLI will host an informational conference call on **September 3rd, 2019 at 2pm EST** for those interested in learning more about the RFP and expectations of FHLLI for proposals. While not a requirement to submit a proposal, interested parties are highly encouraged to participate in the conference call.

To register for the conference call, please email Will Broughton (will.broughton@foundationhli.org) by 12pm September 3rd, 2019.

Format and Review

All proposals should be submitted via email. Will Broughton will confirm that the proposal has been received. Proposals should be no more than 20 pages.

Be sure to include the following in the proposal:

- 1) Qualification of trainers
- 2) Specific example of past work with RBA and Scorecard
- 3) References that can speak to experience with RBA and Scorecard
- 4) Instructional design based upon learning objectives
- 5) Copy of evaluation tools and summary of evaluation process for webinars and workshops
- 6) Budget

A review committee will review all applications. This committee will be comprised of representatives from FHLLI, N.C. Division of Public Health, Health ENC, and the North Carolina Healthcare Association. Each member of the review committee will score applications

independently and return to the FHLI. The final selection decision will be made by FHLI.

Presentations may be requested of the top 2-3 finalists. Information and/or factors gathered during interviews, negotiations, and any reference checks, in addition to the evaluation criteria rankings, shall be the sole and exclusive property of FHLI. FHLI reserves the right to contact references other than, and/or in addition to, those furnished by the applicant.

FHLI shall not be responsible or liable in any manner for the risks, costs, or expenses incurred by any vendor/consultant/institution in the preparation of its response to this RFP nor travel expenses incurred by the finalists.

Finalist Presentations

Vendor/consultant/institution selected as finalists may be asked to conduct a one-hour presentation at FHLI's corporate offices in Cary, NC. Finalists should be prepared to answer detailed questions regarding their proposals.

FHLI anticipates RBA training will be an ongoing need and applicants not selected for this proposal may be solicited for future RBA trainings statewide.

Confidentiality

All proposals will be treated as confidential and shared only with FHLI staff and members of the review committee.

Scope of Work

FHLI requires the selected vendor/consultant/institution to conduct a 2-day workshop on RBA in 6 locations across eastern North Carolina, tentatively planned for the following locations:

- 1) Greenville, NC – Eastern AHEC, October 29th and 30th
- 2) Rocky Mount, NC – Edgecombe County Health Dept, TBD
- 3) Wilmington, NC – UNC Wilmington, October 23 and 24th
- 4) New Bern, NC - TBD
- 5) Smithfield, NC – Johnston Medical Mall, October 17th and 18th
- 6) Edenton, NC – Chowan County Coop Extension, Dec 11 and 12th

The target audience will be Health ENC member health departments and hospitals in addition to other health care stakeholders interested in community health needs assessments and community health improvement plans. Approximately 30 participants will attend each 2-day workshop. Dates are pending, but are planned for October, November, and early December 2019.

FHLI and the Eastern Area Health Education Center (EAHEC) will be responsible for participant registration, securing training locations, recommending local accommodations, continuing education, and other administrative aspects of the trainings.

RBA Training

- 1) The selected vendor/consultant/institution will be expected to contribute content to a 90-minute online webinar introducing the basic principle of RBA to the target audience. This webinar will be repeated 4-5 times in early October to accommodate the target audience.

Tentative RBA Webinar Dates

10/7: 2pm-4pm

10/9: 10am-12pm

10/10: 2-4pm

10/11: 10am-12pm

10/14: 2pm-4pm

- Content for the webinar should include:
 - Explanation and justification for RBA and Scorecard trainings – push towards submitting CHIP online/Scorecard becoming the CHIP
 - Introductory explanation of RBA and the book “Trying Hard is Not Good Enough” by Mark Friedman
 - Set expectations for attendees that are participating trainings – that attendees will be part of a yearlong process to implement RBA and Scorecard and that they are expected to attend both trainings
 - The vendor/consultant should be prepared to concisely present the **basic principles of RBA in 30 minutes**. The webinar agenda will also include:
 - 15 minutes for expectations for trainings
 - **30 minutes for RBA basics**
 - 15 minutes about Clear Impact Scorecard
 - 30 minutes for questions
- 2) In October/November/December 2019, the vendor/consultant will lead 6, 2-day in person workshops in eastern North Carolina. It is anticipated that each day of the workshop will last 6 hours. The first day will focus on the basic principles of RBA as well as applying RBA to CHIPs. The second day will focus on construction of CHIPs using RBA principles and Clear Impact Scorecard language with the goal of participants leaving with a CHIP that can be used for NC Local Health Department accreditation or ACA IRS CHNA/implementation plan documentation.

The overall goal of these workshops is for learners to know how to produce measurable improvements for their communities.

- Day 1 Learning Objectives:
 - 1) Learners will know the definition of RBA and how it works
 - 2) Learners will apply the building blocks of RBA to the CHIP process
 - 3) Learners will be able to explain performance measures and how they may contribute to population health measures
- Day 2 Learning Objectives:

- 1) Learners will apply basic principles to RBA to create 1-2 CHIPs based upon the HNC 2030 objectives
- 2) Learners will apply basic principles of RBA to the creation of 1-2 CHIPs of their own choice

Performance Standards

- 1) Vendor/consultant/institution will have knowledge of adult learning principles and experience with instruction of health care, public health, and community professionals
- 2) Program targets 33 counties in Health ENC (23 local health departments/districts and 21 hospitals/health systems). The goal is to have 100% representation from all 33 counties.

Terms and Conditions of the Contract

The target start date for the contract will be October 1, 2019 and will end with the completion of the last of the 6 in-person trainings, or no later than January 31st, 2020.

Evaluation Criteria

All proposals will be evaluated using the following criteria:

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|---|-----------------|
| 1) Submitted on time | Required |
| 2) Qualification of Vendor/Consultants | 25% |
| • <i>Education – Post baccalaureate education in health/human service field</i> | <i>5%</i> |
| • <i>Experience with RBA</i> | <i>15%</i> |
| • <i>Certification in RBA</i> | <i>5%</i> |
| 3) Instructional Design for RBA Content (Webinar, Workshops) | 50% |
| • <i>Content/Outline of Instruction/Method</i> | <i>25%</i> |
| • <i>Learner Activities</i> | <i>25%</i> |
| 4) Learner Evaluation | 15% |
| • <i>Evaluation Tool</i> | <i>7.5%</i> |
| • <i>Proposed format for evaluation summary</i> | <i>7.5%</i> |
| 5) References | 5% |
| 6) Training Cost | 5% |

Guidance

For this project, FHLI is estimating that it will reimbursees its vendors/consultants using the

following guidelines

- Vendor/Consultant Professional Fee - \$50 per instructional hour not to exceed \$400 per day

- Travel Associated Costs
 - In state mileage rate – \$0.58 per mile
 - Per diem rates for meals
 - Breakfast - \$10
 - Lunch - \$15
 - Dinner - \$25
 - Lodging – Reasonable accommodations not to exceed \$150 per night plus tax