

Professional Educational Materials Development Consulting Services Request for Information

Contact: Shannon Jorgenson, Contract Specialist
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Responses Due: July 31, 2019



NATIONAL
RURAL HEALTH
RESOURCE CENTER

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PURPOSE

The National Rural Health Resource Center (The Center) seeks potential sub-contractors in the [Delta Regional Authority\(DRA\) service area](#) to perform consulting services related to brand and brand strategy.

BACKGROUND

The Center is a nonprofit organization dedicated to sustaining and improving health care in rural communities. The Center provides technical assistance, information, tools and resources for the improvement of rural health care. It serves as a national rural health knowledge center and strives to build state and local capacity. The Center operates at a \$5.1 million annual budget.

Through the [Delta Region Community Health Systems Development \(DRCHSD\) Program](#), The Center, along with the [Delta Regional Authority \(DRA\)](#), and the Health Resources Services Administration's [Federal Office of Rural Health Policy \(FORHP\)](#) have partnered to support selected hospitals, clinics and communities with an opportunity to receive consulting services in the area of branding and brand strategy.

The DRCHSD program supports selected rural hospitals and clinics to receive comprehensive services to identify and address health care needs to strengthen the local health care system. The goal is to make in-depth enhancements to position the organization and community for population health.

The purpose of this solicited request for information is to support communities with the development of promotional handouts summarizing key outputs of the DRCHSD Community Care Coordination (CCC) plan. These handouts are professionally developed brochures that build awareness of local services, share the CCC plan, and spotlight the hospital, clinic and community joint partners. The handouts will support ongoing community outreach and public education, as well as promote the hospital/clinic's services. Rural leaders often do not have access to professionally developed materials and need assistance drafting messaging that effectively promotes local services, which may include new services developed through the

DRCHSD Program. This output could possibly help to build community awareness of local coordinated services, reduce out-migration, increase the hospital/clinic's market share.

SCOPE OF WORK

The Center seeks a qualified consultant in the DRA service area or DRA states to provide services including but not limited to:

- Initial consultation with site to determine scope of project
- Development of promotional brochures that build public awareness of local services, share the CCC plan and spotlight the hospital, clinic and community joint partners
- Development of handouts to support ongoing community outreach and public education as well as promote the hospital and/or clinic's services
- Assist leadership in developing communications that promote services locally and regionally to build market share

PROPOSAL SUBMISSION REQUIREMENTS

Proposals are due 4:00 p.m. July 31, 2019

Proposal Format and Content

Proposers should address the content and sections presented below in a narrative format. Information should be as concise and direct as possible. Any supporting documentation submitted in conjunction with the proposal should be directly related to one or more of the content sections.

- Submit one electronic copy of the proposal
- Limit the proposal to 10 pages or less (not including attachments)
- For ease of reading, use 1.15 spacing, 1 inch margins and 11 point font size.
- Must contain a cover letter, experience and qualifications, the approach and fee structures.
- The cover letter should include:
 - Name – Legal name of the company or individual
 - Address – Provide your agency or organization's main office address
 - Email address – of agency/individual submitting RFP

- Contact – provide name, phone number and email of who will serve as contact for this proposal
- A statement that the proposal remains valid for at least 90 days
- A declaration of any conflict of interest and if so, the nature of the conflict
- The complete contact information for the person responsible for submitting the proposal
- The signature of a company officer or individual who can bind the proposer to the provisions of the RFP and any agreements awarded pursuant to it

Experience and Qualifications

- A brief descriptive statement indicating the proposer's credentials to be delivered under this RFP
- A brief description of the proposer's background and organizational history
- Number of years in business as consultant
- Location of offices
- A listing of key personnel who will be assigned to this contract if awarded, including resumes
- Three references from clients for whom you have performed similar work: including contact name, company name, address, telephone number and email address
- A brief description of the proposer's plan for working with The Center to ensure maximum implementation of The Center's goals and objectives
- Attest that organization and employees that will work on this project are not debarred, suspended, or proposed for debarment by the Federal government and consents to a search of the Excluded Parties List System (FAR 9.404) to verify the contractors written acknowledgement that the contractor, or its principals, is not debarred, suspended, or proposed for debarment by the Federal Government (FAR 52.209-6).

Approach and Cost

The proposer will describe plans and the approach for accomplishing the services requested. The information provided should be in enough detail so as to enable The Center to determine whether the proposer understands the

effort to be accomplished. It should outline the steps for services to be provided, including a narrative entitled "Approach" that clearly illustrates how the proposer will complete the scope and services indicated in the RFP and include a budgetary estimate to implement the approach.

Questions regarding this RFP may be directed to Shannon Jorgenson by email to sjorgenson@ruralcenter.org. Responses to Request for Proposal are due by 4:00 CDT on July 31, 2019.

Small Businesses, Service-Disabled Veteran Owned, or Women-Owned Small Business concerns are encouraged to respond. Preference will be given to businesses with headquarters in the DRA counties.

Submit proposals to Shannon Jorgenson at sjorgenson@ruralcenter.org.