

Community Health Needs Assessment (CHNA)

Request for Proposals

Contact

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Responses Due 4:00 p.m. (Central Time) October 9, 2020



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PURPOSE

The National Rural Health Resource Center (The Center) seeks a sub-contractor to provide Community Health Needs Assessment (CHNA) services.

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.

As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce

This CHNA Project allows The Center to assist communities with developing action plans to improve health in their area. The Center works with multiple communities each year on these projects.

SCOPE OF WORK

The Center is seeking a vendor to provide survey services for conducting CHNAs through our organization.

1. The Center's CHNA services are conducted on an ongoing basis based on customer requests and do not have a maximum or minimum number of CHNA services delivered in a calendar year. The Center requests the vendor to be ready and able to respond at any time for the need to generate a survey template and collect and report data findings.

2. The Center uses mail-only surveys to collect community-specific data from a representative sample. The Center process for deploying CHNA surveys include:

- The Center sends vendor survey via MS Word document to format the survey into an optical scan template.
 - 3-5-day turn-around
 - All surveys will be four pages in length
- The Center edits survey proof #1 and sends to vendor to create proof #2.
 - 3-5-day turn-around
- The Center and hospital/community customer edit survey proof #2 and send to vendor to create proof #3 (final proof).
 - 3-5-day turn-around
 - The Center sends final proof to hospital/community customer to sign off on. Additional edits from the customer may be requested. If this happens, The Center sends final edits to vendor to create another final proof.
- Vendor transfers final electronic file of survey proof to The Center.

3. Vendor receives completed surveys (six weeks after being mailed via US Postal Service to the survey sample area).

- Vendor reports weekly to The Center the response rate of received, completed surveys during the six-week period in which the survey is in the field for response. If needed, the survey response period may be extended, as determined by The Center and its customer. If so, the vendor will continue to monitor the weekly response rate and report to The Center. The Center will maintain communication with the customer to determine undeliverable mailings in order to calculate the true overall response rate.

4. Vendor provides data entry (e.g. scanning), including transcription, documentation, and categorization methods of open-ended questions.

- Vendor utilizes quality assurance procedures and data management procedures.
- Vendor has documented procedures for identifying and reporting errors.

5. Vendor compiles all survey responses into data reports (Excel File). If requested by The Center, the vendor provides analysis of cross-tabular data for particular identifiers.

6. Vendor transfers data files to The Center.

7. Vendor delivers paper survey copies to The Center.

Additional Printing/Mailing Scope of Work (optional):

- Vendor prints a set number of surveys, as determined by The Center and its customer.
 - The number of surveys depends on the number of individuals in the zip codes of the targeted sample area
 - The number of surveys varies from 650 – 800 surveys, though is most often 800 surveys
 - Surveys are printed front and back in black and white on 8.5" x 11" paper
- Vendor prints in color the same number of cover letters on hospital/community letterhead (file is sent to the vendor by The Center)
- The Center provides envelopes to the vendor that are labeled with hospital/community return mailing address
- The vendor provides postage paid envelopes for participants to use to return the survey to the vendor
- The Center provides a file to the vendor with the exact postal mailing addresses
- The vendor stuffs and addresses envelopes using the provided mailing addresses. The vendor mails the envelopes using the US Postal Service direct first-class mail.
- The Center provides a template reminder postcard to the vendor
- The vendor prints the number of required post cards, addresses them with the provided address list and mails the postcards via US Postal Service direct first-class mail at the interval instructed by The Center (normally two weeks prior to survey due date)

PROPOSAL SUBMISSION REQUIREMENTS

Proposals are due **4:00 p.m. Central Time, October 9, 2020.**

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 contractor’s 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 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 October 9, 2020.

Small Businesses, Service-Disabled Veteran Owned, or Woman Owned Small Business concerns are encouraged to respond.

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