



REQUEST FOR PROPOSAL

COORDINATED INTAKE & REFERRAL SERVICES AND HEALTHY START SERVICES IN NORTHEAST FLORIDA

For the period of
July 1, 2023-June 30, 2024

The Northeast Florida Healthy Start Coalition is seeking a qualified provider to implement Coordinated Intake & Referral and/or Healthy Start services in Baker, Clay, Duval, Nassau and/or St. Johns counties aimed at addressing the region's infant mortality rate.

Funding of up to **\$450,050.00** will be available for the implementation of this initiative during the project period (July 1, 2023 – June 30, 2024)

Qualification/Disqualification

This Request for Proposals (RFP) is open to all qualified providers, including public, non-profit and for-profit organizations. Preferred applicants will be medical facilities such as OB/GYN offices or hospitals.

Page Limit

The responses/narrative may not exceed 15 pages. Coordinated Intake & Referral and/or Healthy Start Budget Narrative and the Administrative Support Budget Narrative are not included in the 15-page count.

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Healthy Start

Introduction

Florida's Healthy Start program was established in 1991 to reduce infant mortality, low birth weight, and improve infant health and developmental outcomes. The program includes the universal screening of pregnant women and infants to identify those at risk for a poor birth outcome or developmental delay. Through Coordinated Intake & Referral, participants are contacted, assessed, provided information, and referred to home visiting programs and other community services. Eligibility for CI&R begins when a pregnant woman, interconception woman, or an infant/child is referred to CI&R by a health care provider, a community service provider, or through self-referral. State and federal funding is used to support Healthy Start care coordination and related risk reduction services for eligible pregnant women and new families. These services are intended to address health and social risk factors that impact infant health and development.

The Northeast Florida Healthy Start Coalition is responsible for assessing maternal and child health care needs, developing a service delivery plan, and distributing state Healthy Start funds to implement a comprehensive system of care for at-risk women and children. The Coalition serves Baker, Clay, Duval, Nassau and St. Johns counties. The Coalition contracts with local agencies to deliver Coordinated Intake & Referral and/or Healthy Start services based on its needs assessment and service delivery plan. It sets agency-specific outcome and performance goals and is responsible for quality assurance and monitoring activities. The Coalition is comprised of maternal and child health care providers, consumers, businesses, local government, and voluntary groups representing the five-county area. Currently, the Coalition contracts with county health departments, UF Health Jacksonville, Children's Home Society, and other community-based organizations to deliver case management and related risk reduction services to eligible women and children. Services are delivered in the home, clinics and other community settings.

The purpose of this Request for Proposal is to provide Coordinated Intake & Referral and/or Healthy Start services in Northeast Florida as specified in the Healthy Start Model and the [Healthy Start Standards and Guidelines](#).

- Training for Coordinated Intake & Referral staff and/or Healthy Start care coordinators and related staff that provide direct services to prenatal and postpartum participants and infants; and,
- Utilize the Well Family System: A secure, web-based, activity-driven maternal child and case management documentation system.
- Implement the Healthy Start Program core service component in accordance with the Healthy Start Standards and Guidelines.

Purpose

Infant mortality is a community problem — and it takes a community to solve it. To make sure every baby has a healthy start, there are underlying societal & structural root causes of infant mortality that must be addressed.

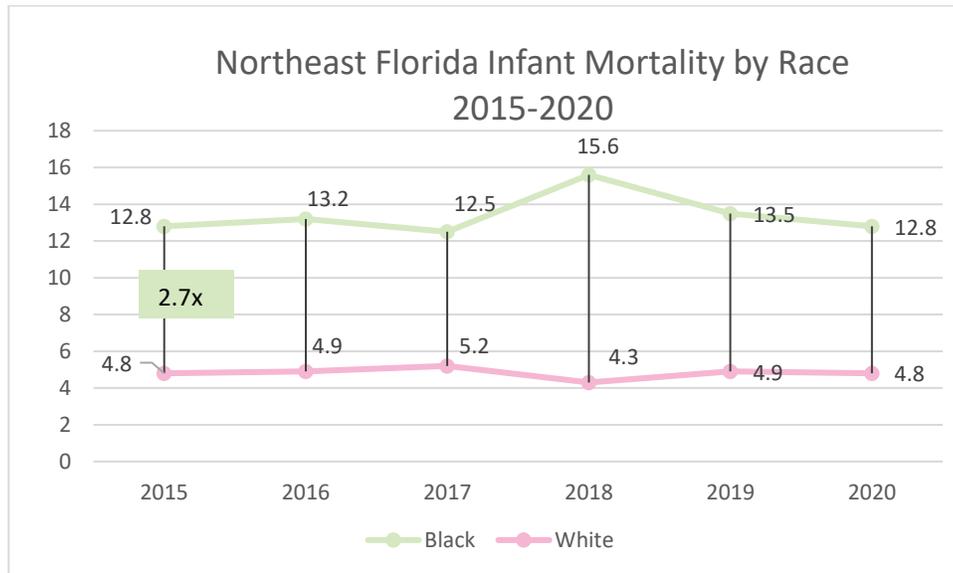
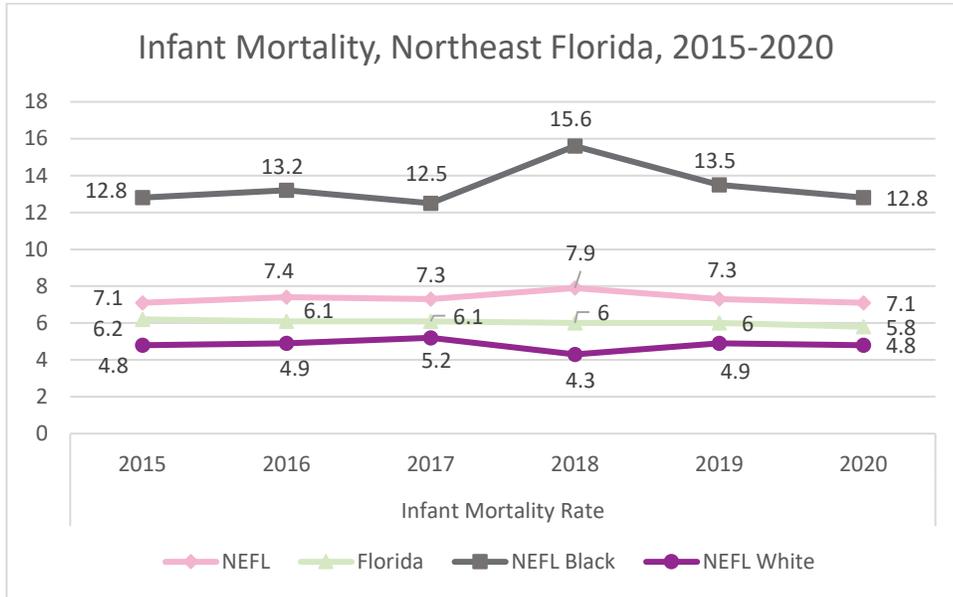
Coordinated Intake & Referral and/or Healthy Start services and support to expectant and new families were cited as needs in Northeast Florida *2021-2026 Healthy Start Service Needs Assessment/Service Delivery Plan*

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and the community recommendations developed by the FIMR project. Tables 1-3 illustrate the need to provide Coordinated Intake & Referral and/or Healthy Start services in areas within Northeast Florida and improve birth outcomes.



Source: Florida CHARTS

FIMR Contributing Factors 2019-2021	
Medical condition during pregnancy	83%



Low income	82%
Birth spacing <18 months	44%
Unintended/mis-timed pregnancy	40%
Substance use during pregnancy	34%

Source: FIMR Case Reviews, 2019-2021. N=85

Clients to be served:

Eligibility for Coordinated Intake & Referral begins when a pregnant woman, interconception woman, or an infant/child is referred to CI&R by a health care provider, a community service provider, or through self-referral.

Participants to be referred to the selected provider for Healthy Start are pregnant women and infants, birth to age three who reside in Northeast Florida and are considered high risk due to the presence of risk factors for eligibility including health issues and/or social determinants. CI&R will identify these clients through the risk screening and referral process and if the client accepts a referral to the Healthy Start Home Visitation Program, will be assigned to a Healthy Start provider to initiate services.

Program Scope:

Services under this RFP are dictated by the Coordinated Intake and Referral and Healthy Start Program model required by FDOH and AHCA through contracts with the Coalition. Applicants must implement Coordinated Intake & Referral and the Healthy Start Program as prescribed.

Provider Requirements:

- The selected Providers shall comply with the Outcomes and Performance Measures and must be able to implement the full Coordinated Intake & Referral and/or Healthy Start program model.
- The selected Providers shall comply with all FDOH/AHCA requirements, as applicable.
- The selected Providers must comply with applicable professional standards of practice concerning participant confidentiality and information obtained through access to the electronic medical record-keeping databases, including the web-based Well Family System (WFS).
- The selected Providers must comply with the monthly, quarterly, and annual program and administrative reports to be listed in the contract.
- The selected Providers shall ensure that staff meets the minimum qualifications for their position and there are a sufficient number of staff needed for the services, supervision, and oversight to be provided per provider staffing requirements, Attachment C1.
- The selected Providers shall submit to the Coalition evidence that minimum staffing requirements are in place.

Instructions

Interested respondents should PROVIDE a Letter of Intent to participate via email to Faye Johnson by COB on February 15, 2023.

Northeast Florida Healthy Start Coalition
 Attn: Faye Johnson - Email: fjohnson@nefhsc.org
 751 Oak St., Suite 610

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Jacksonville, FL 32204

No late responses will be considered. E-mail submissions will be accepted.

Evaluation and Selection Process

Responses will be evaluated by the Coalition's Contracts & QI Committee and approved by the Board of Directors. All decisions are final. The Coalition retains the right to reject all or any responses(s) based on the committee's decision and evaluation criteria.

Timeline:

- | | |
|---------------------|--|
| • February 1, 2023 | ITN Release Date |
| • February 15, 2023 | Letter of Intent |
| • March 31, 2023 | Deadline for RFP submitted to the NEFHSC |
| • April 19, 2023 | Review and Selection by Coalition Contracts & QI Committee |
| • April 27, 2023 | Approval by the Board |
| • July 1, 2023 | Contract Start Date |

Mailed To:

Northeast Florida Healthy Start Coalition, Inc.
Attn: Faye Johnson, Chief Executive Officer
751 Oak St., Suite 610
Jacksonville, FL 32204

Or

Email To: fjohnson@nefhsc.org

Selection Criteria

Respondents will be evaluated based on the following criteria:

1. Agency expertise and experience in providing effective direct services to the target population (pregnant women and their families; families of newborn infants) – **20 Points**
2. Ability to leverage and create ongoing linkages with existing services in the five-county area – **10 Points**
3. Coordination with Community Partners - **10 points**
4. Number of participants proposed to receive direct services – **20 Points**
5. Participant Focus – **30 Points**
6. Budget - **10 Points**

Contact Person

Additional information on this Invitation to Negotiate may be obtained from:

Faye Johnson, Chief Executive Officer
Northeast Florida Healthy Start Coalition, Inc.
751 Oak St., Suite 610
Jacksonville, FL 32204
Email: fjohnson@nefhsc.org

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Cover Sheet: Applicant Agency Information

1. Agency Legal Name:	
a. Administrative Address:	
b. Phone Number:	
c. Fax Number:	
2. CEO/Administrator/Director:	
a. Phone Number:	
b. Email:	
3. Agency Contact Person:	
a. Phone Number:	
b. Email:	
c. Fax Number:	
5. Type of Entity:	<input type="checkbox"/> Corporation <input type="checkbox"/> Private For-Profit <input type="checkbox"/> Private Not-For-Profit <input type="checkbox"/> Unit of Government <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> County <input type="checkbox"/> City <input type="checkbox"/> Other (Specify: _____)
6. Federal Identification Number:	

Name of Responsible Official (Print)

Title

Signature

Date

Section 1: Agency Detail

1. Provide a concise description of the applying Agency. (Expertise and Experience)
 - I. Agency's history and years of operation
 - II. General services mission and how that mission relates to Coordinated Intake & Referral and/or Healthy Start
 - III. Primary services provided and population served
 - IV. Past experience providing services
 - V. Strategy to successfully provide Coordinated Intake & Referral and/or Healthy Start services
 - VI. Strength of your organization to provide services
 - VII. Challenge in providing one or more of the services
2. Describe provider history as it relates to Coordinated Intake & Referral and/or Healthy Start, if applicable; include the period of time in which the Agency was a provider and what services were provided.
3. Demonstrate your capability and success in working with pregnant women, infants and families on related programs and services.
4. Attach a copy of your Agency's organizational chart including organizational plans for the proposed Coordinated Intake & Referral and/or Healthy Start program. The position (s) responsible for the direct supervision of program staff should be clearly noted. *(Not included in page count)*
5. What is the Agency's fiscal year? Beginning: _____
Ending: _____
6. Has your organization conducted a formal organizational assessment of effectiveness in the last three (3) years? If yes, please describe.

Section 2: Proposed Staff Information – (Number of participants to be served)

7. Describe how the program will be staffed. List all positions that will be providing direct and support services. Include the number of staff in each position, position title, minimum education, experience requirements, primary duties, and the percentage of each position's time that will be devoted to this program. Service Provider requirements for Coordinated Intake & Referral and/or Healthy Start services are outlined in the Healthy Start Standards and Guidelines. (Available at http://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading_6)
8. Include a timeline for hiring and training of staff and when you expect to begin providing services.
9. Include the proposed number of participants that will receive direct services.
10. Due to the nature of the program, staff continuity is essential for engagement and retention. Describe what efforts you will make to maintain trained, experienced staff and reduce turn-over within the

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program. Describe current staff turnover within your agency as well as staff recruitment and retention efforts.

Section 3: Coordination with Community Partners – (Ability to leverage and create ongoing linkages)

11. Relationships with support services available in **Northeast Florida** are necessary for the success of a program. Describe other existing support services that are available in the community. Demonstrate your knowledge of those services and how your program will fit into that continuum of care. Describe the history of successful community collaboration.
12. Provide Letters of Commitment from local partners agreeing to collaborate and support efforts to provide services to meet the complex and diverse needs of families receiving services. *(Not included in page count)*

Section 4: Service Provider History

13. If applicable, please attach any previous monitoring reports for Coordinated Intake & Referral and/or Healthy Start services completed within the last three years. *(Not included in page count)*

If not applicable, please include a statement to that effect.

14. If applicable, please attach any previous monitoring reports for services **similar** to Coordinated Intake & Referral and/or Healthy Start completed within the past three years for **non-Coordinated Intake & Referral and/or Healthy Start funded programs only**. *(Not included in page count)*

15. Has the Agency been sanctioned for non-compliance, including corrective action or performance improvement plan*, with any contract, government law, or regulation within the past three (5) years? _____ Yes _____ No

If yes, please provide a summary of the findings with any explanatory information you would like considered and attach a labeled copy of the report to this application.

If no, provide a statement to that effect.

*Quality assurance reports of current and past providers of Coordinated Intake & Referral and/or Healthy Start services will be made available by the Coalition to the RFP review panel.

16. Clearly state your commitment to working with the Northeast Florida Healthy Start Coalition in providing participant- focused services.

Section 5: Participant Focus

17. Describe the innovative or Best Practice approach and specific strategies the organization will utilize to improve rates of completed Initial Intakes, Initial Assessments, “Face-to-Face” and home visitation, in-patient substance abuse treatment, and Interconceptional Care/postpartum services.

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18. Describe specific strategies you would implement to improve each of the maternal child health indicators identified in the Coalition's Service Delivery Plan (<https://nefhealthystart.org/wp-content/uploads/2011/02/2021-Service-Delivery-Plan-UPDATED.pdf>), particularly those in which the Northeast Florida rate is worse than the state's rate.
19. Describe specific strategies the organization will utilize to understand and address Social Determinants of Health.
20. Describe specific strategies the organization would utilize to understand and address Behavior/Mental Health.
21. Describe the approach to ensure quality improvement/assurance is maintained.
22. Client engagement and retention are strong indicators for success. Explain in detail how you plan to engage and retain substance abuse women and/or their babies in services and innovative practices you plan to utilize.

Section 6: Budget Narratives

23. Due to the method in which Coordinated Intake & Referral and/or Healthy Start funds are earned, please explain how you will monitor and adjust your budget and expenditures based on actual earnings.
24. Coordinated Intake & Referral and/or Healthy Start Budget Narrative - *(Not included in page limit)*
25. Administrative Support Budget Narrative - *(Not included in page limit)*

Request for Proposal End