



REQUEST FOR PROPOSAL

**2DI. IMPLEMENTATION OF PATIENT ACTIVATION ACTIVITIES TO ENGAGE, EDUCATE,
AND INTEGRATE THE UNINSURED AND LOW/NON-UTILIZING MEDICAID
POPULATIONS INTO COMMUNITY BASED CARE**

EDUCATIONAL MATERIALS: COACHING FOR ACTIVATION® TRAINING FACILITATION

CNY Care Collaborative
109 Otisco Street
Syracuse, NY 13204

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Timetable of Key Events:

Event:

Opportunity Announced	04/28/2016
Inquiry Period	04/28/2016-05/23/2016
Proposal Submittal Deadline	05/30/2016
Distribution of CFA® Training Materials	05/31/2016
CFA® Training Demonstrations	06/08/2016
Awards Announcement (Tentative)	06/13/2016
Contract Start Date (Projected)	06/15/2016

Inquiries:

From the issuance of this Request for Proposal (RFP) until contractors are selected, all contacts concerning this RFP with personnel of Central New York Care Collaborative, Inc. (CNYCC), except as otherwise specified herein, must be made through:

Kelsie Montaque
Project Manager

109 Otisco St, Syracuse, NY 13204

Kelsie.Montaque@cnycares.org with “Coaching for Activation Training Facilitation RFP” in the subject line

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1. SUMMARY AND BACKGROUND

Central New York Care Collaborative, Inc. (CNYCC) is a New York not-for-profit corporation created to serve as the lead entity for the Performing Provider System (PPS) implementing the DSRIP program in six Central New York counties: Cayuga, Madison, Lewis, Oneida, Onondaga, and Oswego. As such, CNYCC is the lead of a collaboration of more than 1,400 healthcare and community based service providers working together to create a better system of care for all patients in our region -- specifically focused on the Medicaid and uninsured individuals.

Through a New York State initiative called the Delivery System Reform Incentive Payment (DSRIP) Program, we're striving to integrate services, collaborate on patient care, improve regional healthcare quality and lower the costs of care over a five year period.

The 2.d.i Patient Activation project is focused on increasing patient activation related to health care paired with increased resources that can help the uninsured as well as the non-utilizing and low-utilizing populations gain access to and utilize primary and preventive care services.

People have many reasons they do not interact with the health care system, including the lack of knowledge of health issues, language, literacy and health literacy, lack of insurance or understanding coverage, cultural and religious barriers, embarrassment, fear and other life priorities, to name a few. Without targeted activities to address these issues, it will be difficult to engage these persons in managing their health and integrating them into the reformed health care system. Engagement with this population will not only require understanding their barriers, but also creating opportunities for this population to gain confidence in their ability to understand their health and how to manage it as well as how to understand and manage their interactions with the health care system.

The purpose of this Request for Proposal (RFP) is to obtain proposals from organizations interested in partnering with CNYCC to facilitate Coaching For Activation® Trainings. The proposed organization will provide training for health coaching to organizations contracted with CNYCC to implement the Patient Activation (2di) project.

CNYCC will conduct a fair and extensive evaluation of all proposals based on criteria listed herein. CNYCC will select the organizations whose mission, goals, and proposal best aligns with the project requirements.

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Purpose and Funding Availability

CNYCC is issuing this targeted RFP and estimating that a total of \$20, 000 will be available for the facilitation of all the Coaching For Activation® trainings. Applicants may apply for up to \$20,000 for providing trainings and support services.

Eligible Applicants

- Partner organization with a history of providing health coaching and have been training in Insignia Health's CFA®.
- Partner organizations with a history of providing services to the targeted population of Uninsured, Low/Non-Utilizing Medicaid Lives.
- Organization with the capacity/capability to undertake requirements specified by this RFP.

Proposer's Responsibilities

It is the proposer's responsibility to meet the entire intent of these specifications. Proposers shall carefully examine the terms of this document and shall judge for themselves all the circumstances and conditions affecting their RFP. Failure on the part of any proposer to make such examination and to investigate thoroughly shall not be grounds for any declaration that the proposer did not understand the terms and conditions herein. CNYCC shall not be liable for any costs associated with the preparation, transmittal, or presentation of any response or materials submitted in response to the RFP.

It is the responsibility of each proposer to:

- Examine the RFP documents thoroughly;
- Consider federal, state and local laws and regulations that may affect your proposal.
- Study and carefully correlate proposer's observations with the RFP document;
- Visit the site and examine schematics to become familiar with local conditions that may affect your proposal, if appropriate.

2. PROJECT SPECIFICATIONS

Involving individuals in their own care is widely recognized as critical to better health, improved care, and the more efficient use of healthcare resources. Insignia Health's Coaching for Activation® (CFA) program applies a decade of PAM® research to help health coaches tailor support based upon a person's self-management ability. Behavioral activation, and the attainment of guideline health behaviors, is achieved through delivering PAM level-appropriate information, setting realistic goals and planning achievable action steps. With CFA-guided support, individuals steadily will build their knowledge, skills, and confidence over time. Gains in health activation reflect increased positive self-care

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behaviors that improve the individual's quality of life and decrease utilization of high-cost health resources. CNYCC is looking for an organization to train individuals in Insignia Health's Coaching For Activation® along with best-practice health coaching techniques. It is our expectation that the proposed organization will:

1. Be trained in Insignia Health's Patient Activation Measure® (PAM) and Coaching For Activation® (CFA). Organization must teach health coaching skills utilizing Insignia Health's CFA platform.
2. Become a Trainer (Train-the-Trainer) for PAM® and Coaching For Activation®
3. Conduct CFA® Training demonstration on 6/8/16 for CNYCC. This will be evaluated and scored to support the selection process.
4. Incorporate experience in providing health coaching in the facilitation of CFA training.
5. Provide support services that will be set in place to support trained PAM Coaches on health coaching content. Please specify.
6. Provide relevant context to support training and retention of CFA training content.
7. Develop interactive solutions to train individuals in CFA.
8. Work collaboratively with CNYCC project staff to coordinate training schedule and content.
9. Work collaboratively with CNYCC project staff to develop an evaluative instrument to be used for quality improvement/quality assurance purposes.
10. Conduct all CFA Trainings based on prescribed PAM Training Schedule (4 trainings), organizational requests, subsequent additional trainings if needed.
11. Travel to relevant locations to provide trainings.
12. Participate in all relevant learning collaboratives.

Project Timeline:

Project Elements	Deadline for Completion
Distribution of CFA® Training Materials	6/01/2016
Training Demonstration Meeting with CNYCC	6/08/2016
Awards Announcement	06/13/2016
Conduct CFA Trainings	6/22/2016 6/30/2016
Other Trainings As Assigned	TBD

3. PROPOSAL GUIDELINES/RFP FORMAT

1. All requirements noted within this RFP are required and must be addressed in the proposal, following the instructions provided. This proposal should be no more than 10 pages.

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2. Proposals should be submitted on 8½ by 11-inch paper, with one (1)-inch margins using the minimum of 12 point type, in Times New Roman font. At least one (1) copy of the proposal should be in loose-leaf form, that is, not stapled or bound and easily accessible for photocopying. To be considered for funding, Proposers are required to submit one (1) signed original proposal and six (6) copies of the proposal. To facilitate the review process, all proposal pages must be numbered. Proposers may NOT submit extraneous material such as brochures or newspaper articles.

SUBMISSION AND PROJECT TIMELINE

All proposals in response to this RFP are due no later than **5pm EST Monday May 30, 2016**. All proposals also must be in accordance with the format specified above and below.

1. Please submit one PDF version via email to Kelsie Montaque, Kelsie.Montaque@cnycare.org. Please also mail:
2. One (1) signed original
3. Six (6) copies

Proposal Submittal Process

Please send items requested in a sealed envelope marked 'Community Engagement Forums and Other Information Gathering Mechanisms' to the address below:

ATTN: Kelsie Montaque

Central New York Care Collaborative, Inc.

109 Otisco Street, 2nd Floor

Syracuse, NY 13204

Any proposals received after this date and time will not be considered. All proposals must be signed by an authorized representative of the organization submitting the proposal.

All proposals must include:

Cover Sheet (Appendix A)

Proposer Information Sheet (Appendix B)

Budget (Provided Template)

Evaluation of proposals will be conducted by a third party agency. If additional information or discussions are needed with any applicants during this window, the applicant(s) will be notified.

Upon notification, the contract negotiation with the winning applicant will begin immediately.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work.

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Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by CNYCC legal representation and will include scope, budget, schedule, and other necessary items pertaining to the project.

Required Content

Each Response must include the following information:

- Applicant agencies will provide a history of their organization and what makes their agency uniquely qualified to offer this service.
- Describe in detail your organization's experience with similar projects including a listing of any current projects of this same type.
- Describe your agency's experience in working with this targeted population/area and the process which will be put in place to ensure current licensing protocols.
- Describe how you will fulfill the activity as identified in this RFP. Include a tentative time schedule.
- Identify the staff that would be assigned to work on this project. Define the capacity in which each person would be working, and describe the qualifications, education, training, expertise, and experience that qualifies these individuals to work on this project.
- Lastly, the applicant agency should describe efforts that will be employed to promote the new service, approaches to building community partnerships.

4. EVALUATION, DATA AND REPORTING REQUIREMENTS

As stated within the projects specifics, responding organizations will need to:

1. Work collaboratively with CNYCC project staff to develop an evaluative instrument to be used for quality improvement/quality assurance purposes.
2. Ongoing development and revision of CFA presentation content and delivery based on evaluative feedback by CNYCC staff and training participants.

5. BUDGET

Proposals must provide a detailed and accurate budget. There must be a clear budget explanation, budget items must reference project specific topics. Budget explanation is expected to be realistic with a budgeting total that is within CNYCC proposed funding availability (Detailed in Section 1).

Template for budget is provided as an attachment to this document.

NOTE: All costs and fees must be clearly described in each proposal.

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6. PROPOSAL EVALUATION CRITERIA

CNYCC will evaluate all proposals based on the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposal must meet the scope and needs included herein and be presented in a clear and organized manner.
- Organizational Experience: Applicants will be evaluated on their experience as it pertains to the scope of this project.
- Previous work: Applicants will be evaluated on examples of their work pertaining to the nature of the work described.
- Value and cost: Applicants will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.
- Technical expertise and experience: Applicants must provide descriptions and documentation of staff technical expertise and experience. Please append resumes of current staff who would complete functions under this project and job descriptions for any new positions.

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**APPENDIX A
PROPOSER REPLY COVER SHEET**

Sealed Proposals are due by **5:00 p.m., Monday May 30, 2016** to CNYCC; 109 Otisco Street (2nd Floor); Syracuse, NY; 13204.

CNYCC RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS

The undersigned hereby certifies that he/she has examined and fully comprehends the requirements and intent of the Notice, Information, Specifications and RFP for Community Engagement Forums And Other Information-Gathering Mechanisms, and offers to fulfill the activities as shown on the attached RFP for the cost listed below.

Federal ID Number: _____

Type or Print Name

Company

Title

Address

Authorized Signature

Date

Telephone Number/ Fax

Please attach any additional information to this sheet.

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**APPENDIX B
PROPOSER INFORMATION SHEET**

Proposing Organization: _____

Address: _____

Phone: (_____) _____

Fax: (_____) _____

Contact Person:

Name: _____

Title: _____

Address: _____

Phone: (_____) _____

Fax: (_____) _____

E-mail: _____

Signatory Authority: _____

“In consideration of the limitations of this proposal, I hereby certify that the information in this proposal is correct to the best of my knowledge, and that I am an official of the above organization authorized to sign and submit this proposal.”

Name/Title: _____

Signature: _____

Date: _____

Training	Date	Time	Location	RSVP By	Facilitator
PAM® Training	3/30/2016	1:00PM-4:30PM	CNYCC Office	3/18/2016	Julie Niemann Insignia Health
PAM® Training	3/31/2016	8:30AM-12:00PM	CNYCC Office	3/18/2016	Julie Niemann Insignia Health
PAM® Training	5/4/2016	8:30AM-12:30PM	CNYCC Office	4/7/2016	Kelsie Montaque CNYCC
Coaching For Activation® Training	6/22/2016	9:00AM-12:00PM	CNYCC Office	6/1/2016	TBD
Coaching For Activation® Training	6/22/2016	1:00PM-4:00PM	CNYCC Office	6/1/2016	TBD
PAM® and Coaching For Activation® Training	6/30/2016	9:00AM-4:00PM	CNYCC Office	6/1/2016	Kelsie Montaque CNYCC
Patient Activation Train-the-Trainer Training	TBD				TBD
Patient Activation(2di) Primary/Preventive Care Service Coordination Training	8/3/2016	8:30AM-4:30PM	CNYCC Office	7/15/2016	TBD
Patient Activation(2di) Primary/Preventive Care Service Coordination Training	8/24/2016	8:30AM-4:30PM	CNYCC Office	7/15/2016	TBD
Patient Activation(2di) Primary/Preventive Care Service Coordination Training	9/7/2016	8:30AM-4:30PM	CNYCC Office	7/15/2016	TBD