

State of Hawaii  
Department of Health  
Family Health Services Division  
Maternal and Child Health Branch  
Perinatal Health Program

## **Request for Proposals**

**RFP No. 550 - 17**

**To Enhance the Statewide Perinatal System of Care through Assessment and Advocacy; Pregnancy Resource, Referral, and Information; and, Perinatal Support Service Provider Education and Training**

November 9, 2006

Note: If this RFP was downloaded from the State Procurement Office RFP Website each applicant must provide contact information to the RFP contact person for this RFP to be notified of any changes. For your convenience, you may download the [RFP Interest form](#), complete and e-mail or mail to the RFP contact person. The State shall not be responsible for any missing addenda, attachments or other information regarding the RFP if a proposal is submitted from an incomplete RFP.

November 9, 2006

**REQUEST FOR PROPOSALS  
RFP No. HTH 550 -17**

**To Enhance the Statewide Perinatal System of Care  
Through Assessment and Advocacy; Pregnancy Resource, Referral, and Information;  
and Perinatal Support Service Provider Education and Training**

The Department of Health, Family Health Services Division, Maternal and Child Health Branch (MCHB), Perinatal Health Program is requesting proposals from qualified applicants to promote healthy birth outcomes for women statewide from preconception (prior to pregnancy) through the post-partum (after birth) and the interconception (between pregnancy) periods. Services are being sought to support and improve the Perinatal System of Care and related outcomes during the reproductive years for women in Hawaii. Research has shown that perinatal health does not occur in isolation but within the broader context of women's overall health. Services will address outcomes which promote perinatal health within this broader context not limited to National and State performance measures to: improve access to care in the first trimester; reduce low and very-low birth weight; promote abstinence from alcohol, cigarette smoking, and illicit drug use; increase breastfeeding; increase screening and referral for domestic violence and depression; improve use of contraception to prevent unintended pregnancy; increase preventive education and screening on oral health care and sexually transmitted infections. The contract term begins July 1, 2007, or the date of State's Notice to Proceed, whichever is later, and ends June 30, 2009, with the option to extend up to an additional twenty-four (24) months and end no later than June 30, 2011. Services being sought may be applied for separately or within one proposal to design and implement the following system components:

- 1) Perinatal Assessment and Advocacy  
Activities will include completing a needs assessment for the purpose of informing and educating the public, private partners, and communities on issues impacting perinatal health and subsequently promoting related discussion and actions.
- 2) Pregnancy Resource, Referral, and Information  
Activities will include implementing a statewide phone line and website for the purpose of assisting women and their families in accessing resources, referral, and information which promote healthy pregnancy and related positive women's health outcomes and decision making.
- 3) Perinatal Support Service (PSS) Provider Education and Training  
Activities will include provision of PSS education, training, and follow-up evaluation for the purpose of improving perinatal and women's health outcomes and service delivery in the areas of outreach, health assessment, education/ counseling and case management/care coordination.

The MCHB will conduct an orientation on November 15, 2006 from 1:00 p.m. to 3:00 p.m., HST, at the Wilcox Building Conference Room 205A, 741-A Sunset Avenue, Honolulu, Hawaii. All prospective applicants are encouraged to attend the orientation.

The deadline for submission of written questions is 4:30 p.m., HST, on November 30, 2006. All written questions will receive a written response from the State on or about December 19, 2006.

Inquiries regarding this RFP should be directed to the RFP contact person, Sharon Sirling at 741-A Sunset Avenue, Honolulu, Hawaii 96816, telephone: (808) 733-9023, fax: (808) 733-9032, e-mail: [sharon.sirling@fhsd.health.state.hi.us](mailto:sharon.sirling@fhsd.health.state.hi.us).

## PROPOSAL MAIL-IN AND DELIVERY INFORMATION SHEET

**ONE (1) ORIGINAL AND TWO (2) COPIES OF THE PROPOSAL ARE REQUIRED.**

**ALL MAIL-INS MUST BE POSTMARKED BY THE USPS BEFORE 12:00 MIDNIGHT,  
January 26, 2007  
Mail-Ins**

**Oahu:**  
Department of Health  
Maternal and Child Health Branch  
Women's Health Section  
741-A Sunset Avenue, Room 102  
Honolulu, Hawaii 96816

**ALL HAND DELIVERIES WILL BE ACCEPTED AT THE FOLLOWING SITES UNTIL 4:30 P.M.,  
January 26, 2007  
Drop-off Site**

**Oahu:**  
Department of Health  
Maternal and Child Health Branch  
Women's Health Section  
741-A Sunset Avenue, Room 102  
Honolulu, Hawaii 96816

**BE ADVISED:** All mail-ins postmarked USPS after 12:00 midnight, January 26, 2007, will not be accepted for review and will be returned.

**Hand deliveries will not be accepted after 4:30 p.m., January 26, 2007**

**Deliveries by private mail services, such as FedEx or UPS, shall be considered hand deliveries, and will not be accepted if received after 4:30 p.m., January 26, 2007.**

**DOH RFP COORDINATOR**

Sharon Sirling  
For further info or inquiries  
Phone: 733-9023  
Fax: 733-9032  
E-mail: [sharon.sirling@fhsd.health.state.hi.us](mailto:sharon.sirling@fhsd.health.state.hi.us)

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# **Section 1**

## **Administrative Overview**

# Section 1

## Administrative Overview

**Applicants are encouraged to read each section of the RFP thoroughly. While sections such as the administrative overview may appear similar among RFPs, state purchasing agencies may add additional information as applicable. It is the responsibility of the applicant to understand the requirements of *each* RFP.**

### I. Procurement Timetable

**Note that the procurement timetable represents the State's best estimated schedule. Contract start dates may be subject to the issuance of a notice to proceed.**

<u>Activity</u>	<u>Scheduled Date</u>
Public notice announcing RFP	Nov. 9, 2006
Distribution of RFP	Nov. 9, 2006
RFP orientation session	Nov. 15, 2006
Closing date for submission of written questions for written responses	Nov. 30, 2006
State purchasing agency's response to applicants' written questions	Dec. 16-19, 2006
Discussions with applicant prior to proposal submittal deadline (optional)	
Proposal submittal deadline	Jan. 26, 2007
Discussions with applicant after proposal submittal deadline (optional)	
Final revised proposals (optional)	
Proposal evaluation period	April 9-13, 2007
Provider selection	April 16-20, 2007
Notice of statement of findings and decision	April 23-25, 2007
Contract start date	July 1, 2007

## II. Website Reference

The State Procurement Office (SPO) website is [www.spo.hawaii.gov](http://www.spo.hawaii.gov)

	For	Click
1	Procurement of Health and Human Services	“Health and Human Services, Chapter 103F, HRS...”
2	RFP website	“Health and Human Services, Ch. 103F...” and “RFPs”
3	Hawaii Administrative Rules (HAR) for Procurement of Health and Human Services	“Statutes and Rules” and “Procurement of Health and Human Services”
4	Forms	“Health and Human Services, Ch. 103F...” and “For Private Providers” and “Forms”
5	Cost Principles	“Health and Human Services, Ch. 103F...” and “For Private Providers” and “Cost Principles”
6	Standard Contract -General Conditions	“Health and Human Services, Ch. 103F...” “For Private Providers” and “Contract Template – General Conditions”
7	Protest Forms/Procedures	“Health and Human Services, Ch. 103F...” and “For Private Providers” and “Protests”

### Non-SPO websites

(Please note: website addresses may change from time to time. If a link is not active, try the State of Hawaii website at [www.hawaii.gov](http://www.hawaii.gov))

	For	Go to
8	Tax Clearance Forms (Department of Taxation Website)	<a href="http://www.hawaii.gov/tax/">http://www.hawaii.gov/tax/</a> click “Forms”
9	Wages and Labor Law Compliance, Section 103-055, HRS, (Hawaii State Legislature website)	<a href="http://www.capitol.hawaii.gov/">http://www.capitol.hawaii.gov/</a> click “Bill Status and Documents” and “Browse the HRS Sections.”
10	Department of Commerce and Consumer Affairs, Business Registration	<a href="http://www.hawaii.gov/dcca">http://www.hawaii.gov/dcca</a> click “Business Registration”
11	Campaign Spending Commission	<a href="http://www.hawaii.gov/campaign">www.hawaii.gov/campaign</a>

## III. Authority

This RFP is issued under the provisions of the Hawaii Revised Statutes (HRS), Chapter 103F and its administrative rules. All prospective applicants are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective applicant shall constitute admission of such knowledge on the part of such prospective applicant.

## IV. RFP Organization

This RFP is organized into five sections:

**Section 1, Administrative Overview**--Provides applicants with an overview of the procurement process.

**Section 2, Service Specifications**--Provides applicants with a general description of the tasks to be performed, delineates applicant responsibilities, and defines deliverables (as applicable).

**Section 3, Proposal Application Instructions**--Describes the required format and content for the proposal application.

**Section 4, Proposal Evaluation**--Describes how proposals will be evaluated by the state purchasing agency.

**Section 5, Attachments** --Provides applicants with information and forms necessary to complete the application.

## V. Contracting Office

The Contracting Office is responsible for overseeing the contract(s) resulting from this RFP, including system operations, fiscal agent operations, and monitoring and assessing provider performance. The Contracting Office is:

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Department of **Health**  
**Family Health Services Division**  
**Maternal and Child Health Branch**

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**741-A Sunset Avenue, Honolulu, Hawaii 96816**

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Phone (808) **733-9023** Fax: (808) **733-9032**

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## VI. Orientation

An orientation for applicants in reference to the request for proposals will be held as follows:

**Date:** Nov. 15, 2006 **Time:** 1:00 p.m. to 3:00 p.m.  
**Location:** Wilcox Building Conference Room 205A, MCHB, 741-A  
Sunset Avenue, Honolulu, HI 96816

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Applicants are encouraged to submit written questions prior to the orientation. Impromptu questions will be permitted at the orientation and spontaneous answers provided at the state purchasing agency's discretion. However, answers provided at the orientation are only intended as general direction and may not represent the state purchasing agency's position. Formal official responses will be provided in writing. To ensure a written response, any oral questions should be submitted in writing following the close of the orientation, but no later than the submittal deadline, for written questions indicated in the next paragraph (VII. Submission of Questions).

## VII. Submission of Questions

Applicants may submit questions to the RFP Contact Person identified in Section 2 of this RFP. All written questions will receive a written response from the state purchasing agency.

Deadline for submission of written questions:

**Date:** Nov. 30, 2006      **Time:** 4:30 p.m. HST

State agency responses to applicant written questions will be provided by:

**Date:** Dec. 16-19, 2006

## VIII. Submission of Proposals

- A. Forms/Formats** - Forms, with the exception of program specific requirements, may be found on the State Procurement Office website (See page 1-2, Websites Referred to in this RFP.) Refer to the Proposal Application Checklist for the location of program specific forms.
- 1. Proposal Application Identification (Form SPO-H-200)** - Provides identification of the proposal.
  - 2. Proposal Application Checklist** – Provides applicants with information on where to obtain the required forms; information on program specific requirements; which forms are required and the order in which all components should be assembled and submitted to the state purchasing agency.
  - 3. Table of Contents** - A sample table of contents for proposals is located in Section 5, Attachments. This is a sample and meant as a guide. The table of contents may vary depending on the RFP.
  - 4. Proposal Application (Form SPO-H-200A)** - Applicant shall submit comprehensive narratives that addresses all of the issues contained in the Proposal Application Instructions, including a cost proposal/budget if required. (Refer to Section 3 of this RFP.)
  - 5. Tax Clearance** – A certified copy of a current valid tax clearance certificate issued by the State of Hawaii, Department of Taxation (DOTAX) and the Internal Revenue Service (IRS) will be required either at the time of proposal submittal or upon notice of award at the discretion of the purchasing agency.

Refer to Section 4, subparagraph III. A.1., Administrative Requirements, and the Proposal Application Checklist (located in Section 5) to determine whether the tax clearance is required at time of proposal submittal for this RFP. Tax clearance application may be obtained from the Department of Taxation website. (See paragraph II, Website Reference.)

- B. Program Specific Requirements** - Additional program specific requirements are included in Sections 2 and/or 3, Service Specifications and the Proposal Application Instructions, as applicable. If Federal and/or State certifications are required, they are listed on the Proposal Application Checklist located in Section 5.
- C. Multiple or Alternate Proposals** - Multiple or alternate proposals shall not be accepted unless specifically provided for in Section 2 of this RFP. In the event alternate proposals are not accepted and an applicant submits alternate proposals but clearly indicates a primary proposal, it shall be considered for award as though it were the only proposal submitted by the applicant.
- D. Wages and Labor Law Compliance** - Before a provider enters into a service contract in excess of \$25,000, the provider shall certify that it complies with section 103-55, HRS, Wages, hours, and working conditions of employees of contractors performing services. Section 103-55, HRS may be obtained from the Hawaii State Legislature website. (See paragraph II, Website Reference.)
- E. Compliance with all Applicable State Business and Employment Laws** - All providers shall comply with all laws governing entities doing business in the State. Prior to contracting, owners of all forms of business doing business in the state except sole proprietorships, charitable organizations, unincorporated associations, and foreign insurance companies be register and in good standing with the Department of Commerce and Consumer Affairs (DCCA), Business Registration Division. Foreign insurance companies must register with DCCA, Insurance Division. More information is on the DCCA website. (See paragraph II, Website Reference.)
- F. Campaign Contributions by State and County Contractors** - Contractors are hereby notified of the applicability of Section 11-205.5, HRS, which states that campaign contributions are prohibited from specified State or county government contractors during the term of the contract if the contractors are paid with funds appropriated by a legislative body. For more information, Act 203/2005 FAQs are available at the Campaign Spending Commission webpage. (See paragraph II, Website Reference.)

- G. Confidential Information** – If an applicant believes any portion of a proposal contains information that should be withheld as confidential, the applicant shall request in writing nondisclosure of designated proprietary data to be confidential and provide justification to support confidentiality. Such data shall accompany the proposal, be clearly marked, and shall be readily separable from the proposal to facilitate eventual public inspection of the non-confidential sections of the proposal.

**Note that price is not considered confidential and will not be withheld.**

- H. Proposal Submittal** – All mail-ins shall be postmarked by the United States Postal System (USPS) and received by the State purchasing agency no later than the submittal deadline indicated on the attached Proposal Mail-in and Delivery Information Sheet. All hand deliveries shall be received by the State purchasing agency by the date and time designated on the Proposal Mail-In and Delivery Information Sheet. Proposals shall be rejected when:
- Postmarked after the designated date; or
  - Postmarked by the designated date but not received within 10 days from the submittal deadline; or
  - If hand delivered, received after the designated date and time.

The number of copies required is located on the Proposal Mail-In and Delivery Information Sheet. Deliveries by private mail services such as FEDEX shall be considered hand deliveries and shall be rejected if received after the submittal deadline. Dated USPS shipping labels are not considered postmarks.

- Electronic submission of proposals whether faxed, on diskette/CD, e-mail, website, or other electronic means **will not be permitted.**

## **IX. Discussions with Applicants**

- A. Prior to Submittal Deadline** - Discussions may be conducted with potential applicants to promote understanding of the purchasing agency's requirements.
- B. After Proposal Submittal Deadline** - Discussions may be conducted with applicants whose proposals are determined to be reasonably susceptible of being selected for award, but proposals may be accepted without discussions, in accordance section 3-143-403, HAR.

## **X. Opening of Proposals**

Upon receipt of proposal by a state purchasing agency at a designated location, proposals, modifications to proposals, and withdrawals of proposals shall be date-stamped, and when possible, time-stamped. All documents so received shall be held in a secure place by the state purchasing agency and not examined for evaluation purposes until the submittal deadline.

Procurement files shall be open to public inspection after a contract has been awarded and executed by all parties.

## **XI. Additional Materials and Documentation**

Upon request from the state purchasing agency, each applicant shall submit any additional materials and documentation reasonably required by the state purchasing agency in its evaluation of the proposals.

## **XII. RFP Amendments**

The State reserves the right to amend this RFP at any time prior to the closing date for the final revised proposals.

## **XIII. Final Revised Proposals**

If requested, final revised proposals shall be submitted in the manner, and by the date and time specified by the state purchasing agency. If a final revised proposal is not submitted, the previous submittal shall be construed as the applicant's best and final offer/proposal. *The applicant shall submit **only** the section(s) of the proposal that are amended, along with the Proposal Application Identification Form (SPO-H-200).* After final revised proposals are received, final evaluations will be conducted for an award.

## **XIV. Cancellation of Request for Proposal**

The request for proposal may be canceled and any or all proposals may be rejected in whole or in part, when it is determined to be in the best interests of the State.

## **XV. Costs for Proposal Preparation**

Any costs incurred by applicants in preparing or submitting a proposal are the applicants' sole responsibility.

## **XVI. Provider Participation in Planning**

Provider participation in a state purchasing agency's efforts to plan for or to purchase health and human services prior to the state purchasing agency's release of a request for proposals, including the sharing of information on community needs, best practices, and providers' resources, shall not disqualify providers from submitting proposals if conducted in accordance with sections 3-142-202 and 3-142-203 of the Hawaii Administrative Rules for Chapter 103F, HRS.

## **XVII. Rejection of Proposals**

The State reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the problems involved and comply with the service specifications. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be rejected without further notice.

A proposal may be automatically rejected for any one or more of the following reasons: (Relevant sections of the Hawaii Administrative Rules for Chapter 103F, HRS, are parenthesized)

- (1) Rejection for failure to cooperate or deal in good faith. (Section 3-141-201, HAR)
- (2) Rejection for inadequate accounting system. (Section 3-141-202, HAR)
- (3) Late proposals (Section 3-143-603, HAR)
- (4) Inadequate response to request for proposals (Section 3-143-609, HAR)
- (5) Proposal not responsive (Section 3-143-610(a)(1), HAR)
- (6) Applicant not responsible (Section 3-143-610(a)(2), HAR)

## **XVIII. Notice of Award**

A statement of findings and decision shall be provided to all applicants by mail upon completion of the evaluation of competitive purchase of service proposals.

Any agreement arising out of this solicitation is subject to the approval of the Department of the Attorney General as to form, and to all further approvals, including the approval of the Governor, required by statute, regulation, rule, order or other directive.

No work is to be undertaken by the awardee prior to the contract commencement date. The State of Hawaii is not liable for any costs incurred prior to the official starting date.

## **XIX. Protests**

Any applicant may file a protest against the awarding of the contract. The Notice of Protest form, SPO-H-801, is available on the SPO website. (See paragraph II, Website Reference.) Only the following matters may be protested:

- (1) A state purchasing agency's failure to follow procedures established by Chapter 103F of the Hawaii Revised Statutes;
- (2) A state purchasing agency's failure to follow any rule established by Chapter 103F of the Hawaii Revised Statutes; and
- (3) A state purchasing agency's failure to follow any procedure, requirement, or evaluation criterion in a request for proposals issued by the state purchasing agency.

The Notice of Protest shall be postmarked by USPS or hand delivered to 1) the head of the state purchasing agency conducting the protested procurement and 2) the procurement officer who is conducting the procurement (as indicated below) within five working days of the postmark of the Notice of Findings and Decision sent to the protestor. Delivery services other than USPS shall be considered hand deliveries and considered submitted on the date of actual receipt by the state purchasing agency.

<b>Head of State Purchasing Agency</b>	<b>Procurement Officer</b>
Name: Chiyome Leinaala Fukino, M.D.	Name: Leighton Tamura
Title: Director of Health	Title: Public Health Administrative Officer
Mailing Address: P. O. Box 3378 Honolulu, HI 96801-3378	Mailing Address: 741-A Sunset Avenue Honolulu, HI 96816
Business Address: 1250 Punchbowl Street Honolulu, HI 96813-3378	Business Address: 741-A Sunset Avenue Honolulu, HI 96816

## **XX. Availability of Funds**

The award of a contract and any allowed renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawaii, pursuant to Chapter 37, HRS, and subject to the availability of State and/or Federal funds.

**XXI. Monitoring and Evaluation**

The criteria by which the performance of the contract will be monitored and evaluated are:

- (1) Performance/Outcome Measures
- (2) Output Measures
- (3) Quality of Care/Quality of Services
- (4) Financial Management
- (5) Administrative Requirements

**XXII. General and Special Conditions of the Contract**

The general conditions that will be imposed contractually are on the SPO website. (See paragraph II, Website Reference). Special conditions may also be imposed contractually by the state purchasing agency, as deemed necessary.

**XXIII. Cost Principles**

In order to promote uniform purchasing practices among state purchasing agencies procuring health and human services under Chapter 103F, HRS, state purchasing agencies will utilize standard cost principles outlined in Form SPO-H-201 which is available on the SPO website (see paragraph II, Website Reference). Nothing in this section shall be construed to create an exemption from any cost principle arising under federal law.

# **Section 2**

## **Service Specifications**

## Section 2

# Service Specifications

### I. Introduction

The Hawaii State Department of Health, Family Health Services Division, Maternal and Child Health Branch, Perinatal Health Program is requesting proposals from qualified applicants to promote healthy birth outcomes for women statewide from preconception (prior to pregnancy) through the post-partum (after birth) and the interconception (between pregnancy) period. Services are being sought are to support and improve the Perinatal System of Care and related outcomes during the reproductive years for women in Hawaii. Research has shown that perinatal health does not occur in isolation but within the broader context of women's overall health. Services will address outcomes not limited to those focused upon through National (Healthy People 2010 Objectives) and State (Title V Maternal and Child Health, MCH) performance measures to: improve access to care in the first trimester; reduce low and very low birth weight; promote abstinence from alcohol, cigarette smoking, and illicit drug use; increase breastfeeding; increase screening and referral for domestic violence and depression; improve use of contraception to prevent unintended pregnancy; increase preventive education and screening on oral health care and sexually transmitted infections.

#### A. Overview, Purpose or Need

To reduce disparities in adverse pregnancy outcomes for women and their children, the existing Perinatal System of Care needs to expand the timeframe for addressing high risk factors and behaviors during the reproductive years. Research and recommendations are now promoting a higher awareness of reproductive health including the risk and protective factors related to childbearing and promotion of a reproductive life plan (e.g., whether or when women wish to have children and how they will maintain their reproductive health). Increasing access to resources and services during periods of Preconception (prior to pregnancy) – through the Post-partum (after birth) and – Interconception (between pregnancy) is important in supporting positive maternal and child health issues and related outcomes across the lifespan.

Services through this Request for Proposal have been developed to assist in improving the Perinatal System of Care in the broader context of women's health. This system of services is focused on the prevention of minimization of health problems for pregnant women and her infant before, during, and after pregnancy. Ensuring resources and actions for ongoing assessment and related state and community based advocacy to address these needs; a information and referral system for pregnant women, their families and to general positive women's health outcomes and decision making; and, education and training of state Perinatal Support Service Providers in serving high risk pregnant and post-partum women will strengthen the foundation to improve the Hawaii Perinatal System of Care.

**B. Planning activities conducted in preparation for this RFP****Planning activities included:****References:**

Barclay, Laurie, M.D. and Murata, Penny, M.D. "Breast Milk Feeding Improves Outcomes in Extremely Low Birth Weight Children." *Medscape* 20 July 2006. 21 July 2006, <<http://www.medscape.com/viewarticle/541246>>

Behrman, Richard and Butler, Adrienne Stith, ed. "Preterm Birth: Causes, Consequences, and Prevention." The National Academies Press (2006). 21 July 2006, <<http://darwin.nap.edu/books/030910159X/html>>

CDC, MMWR. Recommendations to Improve Preconception Health and Health Care. By Kay Johnson, MPH, Samuel Posner, PhD, Janis Bierman, MS, Jose F. Cordero, M.D., Hani K. Atrash, M.D., et. al. 21 April 2006. 19 May 2006, <<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5506a1.htm>>

U.S. Department of Health & Human Services, Public Health Service, Health Resources & Services Administration (HRSA), Maternal & Child Health Bureau. Grason, Holly, Hutchins, John and Silver, Gillian, Editors, March 1999. Charting a Course for the Future of Women's and Perinatal Health, Vol. 1: Concepts, Findings and Recommendations; Vol. 2: Reviews of Key Issues.

United State Department of Health & Human Services. Healthy People 2010. 19 May 2006, <<http://www.healthypeople.gov>>

State of Hawaii Maternal & Child Health Needs Assessment (July 2005).

**Request for Information (RFI):**

A RFI was conducted via electronic mail format on October 11, 2006. Interested individuals and organizations responded to the RFI notice by e-mail, telephone, and/or fax.

**C. Description of the Goals of the Service**

The overarching goals for these services are to improve the State's performance measures in maternal and child health. Services provided broaden the current statewide perinatal system of care and services. This is inclusive of the State Perinatal Support Service Providers service which with this expansion promotes positive MCH outcomes such as related Healthy People 2010 Objectives and Title V Maternal and Child Health priorities. Overarching goals are described below:

- Reduction in unintended pregnancy;

- Increase first trimester prenatal care for pregnant women (excluding those arriving in the State of Hawaii after the first trimester);
- Decrease number of low and very low birth weight infants;
- Decrease number of pregnant women using substance(s) in pregnancy (alcohol, cigarette smoking, and illicit drugs);
- Increase number of women breastfeeding their babies in the post-partum/interconception period;
- Increase screening and referral for domestic violence;
- Increase number of pregnant women receiving oral care education during pregnancy;
- Increase screening for depression or other mental health problems during pregnancy and the post-partum interconception period with appropriate service/referral;
- Increase prenatal education for sexually transmitted infection (STI) prevention and related referrals for STI follow-up as required; and,
- Increase subsequent pregnancy planning in the post-partum/interconception period.

Therefore overarching service delivery for perinatal assessment and advocacy; pregnancy resource, referral and information; perinatal support service provider education and training – will enhance the following outcomes through:

- Increased assessment and advocacy activities which inform and educate perinatal stakeholders, public and private partners, and communities on issues impacting perinatal health.
- Increased discussion and actions to improve identified needs (via Perinatal Assessment and Advocacy).
- Increased access and utilization to pregnancy resources, referral, and information for women and their families in Hawaii.
- Increased access to information to promote both a healthy pregnancy and positive general women's health outcomes and decision making (via Pregnancy, Resource, Referral, and Information).
- Improved perinatal and women's health outcomes.
- Improved service delivery in the areas of outreach, health assessment,

education/counseling, and case management/care coordination  
(via Perinatal Support Service Provider Education and Training).

**D. Description of the Target Population to be Served**

1. For Perinatal Assessment and Advocacy; and, Pregnancy Resource, Referral, and Information, the target populations are women, families, and perinatal stakeholders, public and private partners, and communities in Hawaii (statewide).
2. For Perinatal Support Service (PSS) Provider Education and Training, the target populations are high-risk pregnant women served by the statewide PSS Providers on the islands of Oahu, Kauai, Lanai, Maui, and Molokai.

**E. Geographic Coverage of Service**

Statewide

**F. Probable Funding Amounts, Source, and Period of Availability**

Up to one hundred fifty-five thousand dollars (\$155,000.00) will be allocated for these services based on availability of State and Federal funds in each fiscal year (FY). The first (1<sup>st</sup>) FY begins on July 1, 2007 and ends on June 30, 2008 and the second (2<sup>nd</sup>) FY begins on July 1, 2008 and ends on June 30, 2009. The total amount will be separated up to these amounts for each service component:

1. Perinatal Assessment and Advocacy
 

FY 2007:	<u>\$61,000.00</u>	State funds
FY 2008:	<u>\$61,000.00</u>	State funds
2. Pregnancy Resource, Referral, and Information
 

FY 2007:	<u>\$68,000.00</u>	
	<u>\$45,299.00</u>	State funds
	<u>\$22,701.00</u>	Federal funds
FY 2008:	<u>\$68,000.00</u>	
	<u>\$45,299.00</u>	State funds
	<u>\$22,701.00</u>	Federal funds

## 3. Perinatal Support Service Provider Education and Training

FY 2007: \$26,000.00 State fundsFY 2008: \$26,000.00 State funds**II. General Requirements****A. Specific Qualifications or Requirements, including but not limited to licensure or accreditation**

Applicant(s) must comply with all applicable federal, state, and county laws, ordinances, codes, rules, and regulations to manage the required services in this RFP, including but not limited to, written policies, procedures, and/or practices maintained for a:

- Smoking Policy
- Drug Free Workplace
- Persons with Disabilities
- Nondiscrimination
- Confidentiality

Applicant(s) should be able to comply with all applicable requirements as stated in the Hawaii Administrative Rules (HAR) for recordkeeping and accounting.

**B. Secondary Purchaser Participation**

(Refer to §3-143-608, HAR)

After-the-fact secondary purchases - Will be allowed.Planned secondary purchases - None**C. Multiple or Alternate Proposals**

(Refer to §3-143-605, HAR)

 Allowed  Unallowed**D. Single or Multiple Contracts to be Awarded**

(Refer to §3-143-206, HAR)

 Single  Multiple  Single & MultipleCriteria for multiple awards:

Applicant(s) may submit separate proposals for each service of interest, or within one proposal for all services described in this RFP. This may result in multiple

awards in provision of RFP services.

**E. Single or Multi-Term Contracts to be Awarded**

(Refer to §3-149-302, HAR)

Single term ( $\leq$  2 yrs)

Multi-term ( $>$  2 yrs.)

Contract terms:

Initial term of contract: July 1, 2007 or the State's Notice to Proceed whichever is later to June 30, 2009

Length of each extension: Up to twenty-four (24) months

Number of possible extensions: one (1)

Maximum length of contract: Up to forty-eight (48) months

The initial period shall commence on July 1, 2007 or the State's Notice to Proceed, whichever is later.

Conditions for extension: Must be in writing and executed prior to expiration of contract date. Option for extension shall be based on the Provider(s) satisfactory performance of the contracted service(s) and availability of funds.

**F. RFP Contact Person**

The individual listed below is the sole point of contact from the date of release of this RFP until the selection of the successful provider or providers. Written questions should be submitted to the RFP contact person and received on or before the day and time specified in Section 1, paragraph I (Procurement Timetable) of this RFP.

Name: Sharon Sirling, Perinatal Program Manager

Telephone: (808) 733-9023

Fax: (808) 733-9032

Email: sharon.sirling@fhds.health.state.hi.us

**III. Scope of Work**

The scope of work encompasses the following tasks and responsibilities:

**A. Service Activities**

(Minimum and/or mandatory tasks and responsibilities)

1. Perinatal Assessment and Advocacy

Assessment and advocacy activities will be designed and implemented to first inform and educate the perinatal stakeholders, public and private partners, and communities on issues impacting perinatal health; and, secondly promote related discussion and actions to improve identified needs. More specific annual activities will include:

- a. Promoting through facilitation advocacy for improvement and/or changes to perinatal health systems as related to MCHB issues.
- b. Completing two (2) perinatal and women's health focused (preconception and interconception issues) needs assessments. Needs assessments should include Family Health Services Division, Maternal and Child Health Branch priorities resulting from the 2005 Maternal and Child Health Needs Assessment and/or emerging perinatal and related women's health issues. Written assessments would include quantitative and qualitative analysis and not exceed ten (10) pages. Following discussions with stakeholders and best practice review assessments would also include future recommendations, outcomes, and actions.
- c. Planning and facilitating a minimum of three (3) perinatal stakeholder two (2) hour meetings. These meetings may be through video conference centers (VCC) or face-to-face. The Department of Health, Maternal and Child Health Branch will provide logistic support by reserving VCC sites. Each meeting will include opportunity to offer feedback into needs assessments and provide recommendations for further actions.
- d. Coordinating and collaborating with the Maternal and Child Health Branch, Perinatal Health Program, Women's Health Section and other essential stakeholders in obtaining input into all needs assessments and related recommendations.
- e. Collaborating with the Maternal and Child Health Branch, including the Perinatal Health Program, Women's Health Section in review of all assessments and recommendations prior to completion.
- f. Developing and implementing strategies (e.g. legislative tracking) to ensure perinatal and other essential stakeholders and communities statewide are informed of issues and policies impacting the statewide perinatal system of care.
- g. Completing quarterly and an annual report including assessment and advocacy activities using a report format developed by the Maternal and Child Health Branch (MCHB), Perinatal Health Program (PHP).

2) Pregnancy Resource, Referral, and Information

Pregnancy resource, referral, and information activities will be designed and implemented to provide through a phone line and website access to

pregnancy resources, referral, and information for women and their families in Hawaii. This service will provide information which promotes both a healthy pregnancy and related positive women's health outcomes and decision making. The Awardees will be provided with related information and material previously developed to support the planning and implementation process. More specific activities include:

- a. Planning during a three (3) month phase which may include development of training and products (e.g. brochures) to increase statewide awareness of the phone line and website. All material developed shall acknowledge the Department of Health, Maternal and Child Health Branch and include wording to that effect with the DOH Logo. Plans for developing material shall incorporate timelines for the DOH approval process.
- b. Developing and implementing a phone line and website which at a minimum include the availability of information and related resources in areas for: access to prenatal care; Medicaid providers; family planning services; services which address substance use; domestic violence shelters, mental health counseling; breastfeeding support services; dental care during pregnancy; and, promote health behaviors in pregnancy to decrease the incidence of preterm and low or very low birth weigh infants.
- c. Implementing one (1) dedicated phone line and one (1) additional toll free phone line for women and families to call for statewide access to pregnancy resources, referrals, and information.
- d. Implementing the dedicated phone line and additional toll free phone line which is operational Monday through Friday during regular business hour with a detailed plan for answering calls after hours. The phone line shall be staffed to answer calls during operational hours.
- e. Developing and implementing a website which provides access to pregnancy resources, referrals, and information to promote positive general women's health outcomes and decision making. The website shall have electronic mail capability for users to submit questions and receive answers.
- f. Providing telephone and website personnel training and ongoing supervision to answer calls or website questions received, and appropriate referrals. Phone line and website staff should have knowledge of perinatal health issues, resources, and be able to recognize an emergency situation for appropriate referrals.

- g. Developing and implementation of ongoing strategies to expand awareness and increase phone line and website use statewide.
- h. Completing data collection and quarterly reports not limited to user demographics by County and zip code (e.g., gender, age, race, education, marital status, insurance status); time/day of calls or website hits; how users are learning of the phone line and website; and, specific user service or information request/referrals and needs. Reporting would also include the discussion of activities promoting awareness of the phone line and website.

3) Perinatal Support Service (PSS) Provider Education and Training

To plan and facilitate training and education for the state funded PSS Providers to improve perinatal and women's health outcomes and service delivery in the areas of outreach, health assessment, education/counseling, and case management/care coordination. More specific activities shall include:

- a. Developing three (3) Perinatal Support Services (PSS) Provider education/trainings for 4 (four) hours on the same day as the PSS Provider meetings. Plans may include sub-contracting for services. The Awardee would provide not less than 55 % of described core activities. If the applicant is planning to subcontract any of its duties, obligations, or interests for any of the core activities, the approach for these arrangements, including work assignments/responsibilities and the budget for the subcontractor and related education materials, shall be described.
- b. Providing three (3) annual PSS education/trainings to include the following service delivery focus: 1) Outreach; 2) Health assessment, education/counseling; and, 3) Case management/care coordination. Each developed training exercise will focus on priority health areas not limited to increasing health promotion, education, and screening for depression; abstinence from alcohol, cigarette smoking, and illicit drug use; and, support reproductive health planning for women to decrease the incidence of unintended pregnancies.
- c. Developing and implementing method(s) to evaluate the three (3) education/trainings with a focus on the impact on the PSS Providers in quality of day-to-day service delivery and data collection, as well as the promotion of healthy perinatal and related positive women's health outcomes and decision making. Evaluation methods may include, but are not limited to, surveys or site visits.

- d. Completing written evaluation reports for each education/training for inclusion in the applicable Maternal and Child Health quarterly report with a discussion of training objectives, implementation challenges, and future recommendations.
- e. Organizing the logistics and budgeting for payment of the three (3) PSS Provider annual four (4) hour education/training(s) and three (3) hour meetings for twenty-five to twenty-eight (25-28) participants.
- f. The applicant may or may not propose organizing the logistics and budgeting for approximately eight (8) neighbor island participants airline travel to attend meetings and trainings three (3) times a year.

**B. Management Requirements (Minimum and/or mandatory requirements)**

**1. Personnel**

All personnel required to perform the services in this RFP are to be secured at the Applicant(s) own expense, unless otherwise provided for in the proposal budget. The Applicant(s) shall ensure that the employees or agents are experienced and fully qualified to engage in the activities and perform the services required under this RFP, and that all applicable licensing and operating requirements imposed or required under federal, state, or county law, and all applicable accreditation and other standards of quality generally accepted in the field of activities of such employees and agents are complied with and satisfied.

Personnel assigned to oversee or manage contractual services are required to have, at the minimum, a bachelor's degree with additional experience in public health or similar programs.

**2. Administrative**

Contractor (s) will be responsible for understanding and complying with the Hawaii Administrative Rules (HAR) Chapter 3-141 effective on January 23, 2006 (available on the website [http://www4.hawaii.gov/spoh/HAR/ch3\\_141.htm](http://www4.hawaii.gov/spoh/HAR/ch3_141.htm)), for an appropriate accounting system and record keeping.

Required program activity quarterly and an annual report shall be submitted in a format designated by the MCHB and include data elements to measure all outcomes. Quarterly and an annual report for services provided may be integrated in reporting and will be based on how award(s) are made.

**3. Quality Assurance and Evaluation Specifications**

The Applicant shall describe its own plan for quality assurance and evaluation for the proposed services, including methodology.

Quality assurance of program activities and services shall include an annual site visit for evaluation of how services are: delivered, provided, and received by the specific population groups for this RFP; and, documented and reported for perinatal system improvements and/or changes.

**4. Output and Performance/Outcome Measurements**

There are overarching goals discussed in Section 2, B. Description of the goals of the service. These performance measurements are to be measured as a broader statewide perinatal system of care and services by MCH in relation to Healthy People 2010 Objectives and Title V Maternal and Child Health priorities.

Specific output and performance/outcome measurements for these services will include:

**a. Perinatal Assessment and Advocacy**

- Number of needs assessment reports completed to promote perinatal and women's health focused (preconception and interconception issues) including overarching goals in Section 2, B. Description of the goals of the service.
- Number of needs assessment reports completed to promote emerging perinatal and women's health issues including overarching goals in Section 2, B. Description of the goals of

the service.

- Number of activities to communicate and receive feedback on needs assessment information to perinatal stakeholders, public and private providers, and communities.
- Number of recommendations to promote action to address needs assessment outcomes from information obtained from perinatal stakeholders, public and private providers, and communities.
- Number of improvements/changes made to perinatal system of care as a result of the needs assessments and community based discussions and/or other strategies implemented to improve the perinatal system of need and care.

b. Pregnancy Resource, Referral, and Information

- Number of strategies planned and implemented to increase awareness of phone line and website statewide.
- Monthly number of users statewide by County and zip code that use the phone line and website.
- Monthly demographics of users statewide not limited to (gender, age, race, education, marital status, insurance status) who use the phone line and website. This would include an assessment of time/day of calls or web site hits.
- Data collection which shows how the users are learning of the phone line and website, specific service or information requests/referrals, and needs.

c. Perinatal Support Provider Education and Training

- Number of written evaluation reports summarizing outcomes for each education/training and related recommendations for future actions.
- Number of PSS Providers who incorporate education and training into improved service delivery and data collection in areas of outreach, health assessment, education/counseling, and case management/care coordination.
- Number of qualitative examples of how PSS Providers are improving service delivery and data collection following

training in areas of outreach, health assessment, education/counseling, and case management/care coordination.

- Number of qualitative descriptions provided by PSS Providers in recommendations for continued educations/trainings.

**5. Experience**

Experiences in managing public health programs specifically for the maternal, infant and child population groups are preferred.

**6. Coordination of Services**

The Applicant shall coordinate services and resources with other organizations and community agencies as related to program services/activities in this RFP.

**7. Reporting Requirements for Program and Fiscal Data**

**a. Required Program Reports:**

The Applicant(s) shall submit, in the format specified by MCHB, quarterly and annual reports. Quarterly reports are due thirty (30) days after the end of the quarter. Year-end reports are due forty-five (45) days after the end of each fiscal year.

If multiple perinatal system services are awarded, the Provider will be required to submit one (1) report per quarter and an annual report which is inclusive of all service activities in a format developed by the Maternal and Child Health Branch, Perinatal Health Program.

For contracts beginning July 1:

Quarter 1: July 1 – September 30	Report due October 31
Quarter 2: October 1 – December 31	Report due January 30
Quarter 3: January 1 – March 31	Report due April 30
Quarter 4: April 1 – June 30	Report due July 31
Annual: July 1 – June 30	Report due August 15

**b. Required Fiscal Reports:**

The Applicant shall submit monthly invoices accompanied by expenditure reports. The expenditure reports shall be certified by the Applicant to contain expenditures actually incurred for the services provided under the Agreement.

MCHB will perform an annual fiscal monitoring of the Applicant to ensure that billed services have been provided and documented. The fiscal monitoring shall include, but is not limited to, the review of financial statements, invoices, receipts, payroll registers, cancelled checks, and other documents as requested by the monitors.

**8. Pricing Structure or Pricing Methodology to be Used**

A Cost Reimbursement pricing structure for all services will be used.

Cost Reimbursement:

The cost reimbursement pricing structure reflects a purchase arrangement in which the purchasing agency pays the provider for budgeted agreed-upon costs that are actually incurred in delivering the services specified in the contract, up to a stated maximum obligation.

**9. Units of Service and Unit Rate**

“Not applicable”

**10. Method of Compensation and Payment**

Payments to the contractor will occur monthly upon submission of an invoice and expenditure report, in a format prescribed by the State. Applicant should have an accounting system that allows for monthly billing and compensation.

**11. Cultural Competence**

Cultural competence for culturally and linguistically diverse groups shall be expected of provider(s). Written health education materials and/or instructions for health maintenance activities shall be simple to understand and written at the 6<sup>th</sup> grade reading level or less in English and other languages. Oral and written language assistance services shall be coordinated or provided for participants/families with limited English proficiency or communication disabilities.

**IV. Facilities**

Facilities should be adequate to accommodate the activities and services as required by this RFP.

## **Section 3**

# **Proposal Application Instructions**

## Section 3

# Proposal Application Instructions

### General instructions for completing applications:

- *Proposal Applications shall be submitted to the state purchasing agency using the prescribed format outlined in this section.*
- *The numerical outline for the application, the titles/subtitles, and the applicant organization and RFP identification information on the top right hand corner of each page should be retained. The instructions for each section however may be omitted.*
- *Page numbering of the Proposal Application should be consecutive, beginning with page one and continuing through for each section. See sample table of contents in Section 5.*
- *Proposals may be submitted in a three ring binder (Optional).*
- *Tabbing of sections (Recommended).*
- *Applicants must also include a Table of Contents with the Proposal Application. A sample format is reflected in Section 5, Attachment B of this RFP.*
- *A written response is required for **each** item unless indicated otherwise. Failure to answer any of the items will impact upon an applicant's score.*
- *Applicants are **strongly** encouraged to review evaluation criteria in Section 4, Proposal Evaluation when completing the proposal.*
- *This form (SPO-H-200A) is available on the SPO website (see Section 1, paragraph II, Website Reference). However, the form will not include items specific to each RFP. If using the website form, the applicant must include all items listed in this section.*

### The Proposal Application comprises the following sections:

- *Proposal Application Identification Form*
- *Table of Contents*
- *Program Overview*
- *Experience and Capability*
- *Project Organization and Staffing*
- *Service Delivery*
- *Financial*
- *Other*

#### **I. Program Overview**

Applicant shall give a brief overview to orient evaluators as to the program/services being offered. The applicant should describe established community connection(s) in which the services will be provided.

## **II. Experience and Capability**

### **A. Necessary Skills**

The applicant shall demonstrate that it has the necessary skills, abilities, and knowledge relating to the delivery of the proposed services. The applicant should include demonstrated abilities in working with various populations such as pregnant women, families, other agency and community providers and in incorporating cultural competency.

### **B. Experience**

The applicant shall provide a description of projects/contracts within the past five (5) years that are pertinent to the proposed services that are detailed in Section 2, and provide highlights of maternal, infant, and child public health programs experience. The State reserves the right to contact references to verify experience. Applicant(s) shall include points of contact, addresses, e-mail/phone numbers.

### **C. Quality Assurance and Evaluation**

The applicant shall describe its own plans for quality assurance and evaluation for the proposed services, including methodology.

Quality assurance plans shall be in the proposal, but are not limited to assuring:

1. Adherence to scope of services, program supervision, staffing, and accounting practices.
2. Activities are being implemented to meet output measures in the scope of services.
3. Accurate invoices are submitted to the MCHB.

### **D. Coordination of Services**

The applicant shall demonstrate the capability to coordinate services with other agencies and resources in the community to meet the scope of services.

### **E. Facilities**

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the proposed services. If facilities are not presently available, describe plans to secure facilities. Also describe how the facilities meet ADA requirements, as applicable, and special equipment that may be required for the services.

### **III. Project Organization and Staffing**

#### **A. Staffing**

##### **1. Proposed Staffing**

The applicant shall describe the proposed staffing pattern, client/staff ratio and proposed caseload capacity appropriate for the viability of the services. (Refer to the personnel requirements in the Service Specifications, as applicable.)

##### **2. Staff Qualifications**

The applicant shall provide the minimum qualifications (including experience) for staff assigned to the program. (Refer to the qualifications in the Service Specifications, as applicable)

#### **B. Project Organization**

##### **1. Supervision and Training**

The applicant shall describe its ability to supervise, train and provide administrative direction relative to the delivery of the proposed services.

##### **2. Organization Chart**

The applicant shall reflect the position of each staff and line of responsibility/supervision. (Include position title, name and full time equivalency) Both the "Organization-wide" and "Program" organization charts shall be attached to the Proposal Application.

### **IV. Service Delivery**

Applicant shall include a detailed discussion of the applicant's approach to applicable service activities and management requirements from Section 2, Item III. - Scope of Work, including (if indicated) a work plan of all service activities and tasks to be completed, related work assignments/responsibilities and timelines/schedules.

#### **A. Service Activities**

1. Providing Perinatal Assessment and Advocacy by describing:
  - a. Promoting through facilitation advocacy for improvement and/or changes to perinatal health systems as related to MCHB issues.
  - b. Development and completion of two (2) perinatal and women's health focused (preconception and interconception) needs

assessments. This will include Family Health Services Division, Maternal and Child Health Branch priorities resulting from the 2005 Maternal and Child Health Needs Assessment and/or emerging perinatal and related women's health issues.

- c. Planning and facilitation of a minimum of three (3) perinatal stakeholder two (2) hour meetings providing an opportunity for perinatal stakeholders, public and private providers and communities to offer feedback into needs assessments and recommendations for further actions.
  - d. Development and implementation of strategies to disseminate needs assessment and emerging perinatal health issue information collaborating with MCH and perinatal and other essential stakeholders in this process.
  - e. Development and implementation of strategies to ensure there is a system in place for review by the Maternal and Child Health Branch, Perinatal Health Program, Women's Health Section in review of all assessments and recommendations prior to completion.
  - f. Development and implementation of strategies (e.g. legislative tracking) to ensure perinatal and other essential stakeholders and communities statewide are informed of issues and policies impacting the statewide perinatal system of care.
2. Providing Pregnancy Resource, Referral, and Information by describing:
- a. Planning that will occur during a three (3) month planning phase which may include training, development of products (e.g., brochures), and strategies to increase statewide awareness of the phone line and web site. This would include a timeline for development and DOH approval process of any printed material.
  - b. Development of a phone line and website which at a minimum includes the availability of information and related resource areas for access to prenatal care; Medicaid providers; family planning services; services which address substance use; domestic violence shelters; mental health counseling; breastfeeding support services; dental care during pregnancy; and, promote health behaviors in pregnancy to decrease the incidence of preterm and low or very low birth weight infants.
  - c. Development of a phone line system with one (1) dedicated phone line and one (1) additional toll free phone line for women and

families to call for statewide access to pregnancy resources, referrals, and information including hours of operation (which for the phone line should be operational Monday through Friday during regular business hours with a detailed plan for answering calls after hours) and for the website electronic capability for users to submit questions and receive answers.

- d. Development and implementation of procedures and trainings which will be provided to phone line and website staff which ensure callers or website inquiries needing immediate attention (e.g., medical or psycho-social situations) and those related to access to care and other requests (e.g., uninsured/underinsured) are appropriately serviced and referred.
  - e. Documentation of data collection not limited to: demographics of users statewide by County and zip code (e.g., gender, age, race, education, marital status, insurance status); time/day of calls or website hits; how users are learning of the phone line and website; and, specific user service or information request/referrals and needs. Data collection discussion would also include approaches to evaluate effectiveness and public awareness of the phone line and website.
  - f. Development and implementation of ongoing strategies to expand awareness and increase phone line and website use statewide.
3. Perinatal Support Service Provider Education and Training by describing:
- a. Development of three (3) Perinatal Support Service Provider education/trainings for 4 (four) hours on the same day as the PSS Provider meetings. The three (3) trainings shall be described to include the following service delivery focus: 1) Outreach; 2) Health assessment, education/counseling; and 3) Case management/care coordination. This description should include how the training exercise will focus on priority health areas not limited to increasing health promotion, education and screening for depression; abstinence from alcohol, cigarette smoking, and illicit drug use; and, support reproductive health planning for women to decrease the incidence of unintended pregnancies. This service may include subcontracting if not less than 55% of described core activities along with a budget for the subcontractor and related education materials.
  - b. Organization of the logistics for payment of three (3) PSS Provider annual four (4) hour education/training(s) and three (3) hour meetings for twenty-five to twenty-eight (25-28) participants.

Submitting a budget for education/training sessions to occur three (3) times a year.

- c. Applicant may or may not propose to organize and budget for approximately eight (8) neighbor island participant's airline travel for three (3) meetings/trainings a year.
- d. Development and implementation of method(s) to evaluate the three (3) education/training(s) with a focus on PSS Provider impact in quality of day-to-day service delivery and data collection; as well as the promotion of healthy perinatal and related positive women's health outcomes and decision making. Evaluation methods may include but are not limited to surveys or site visits.

## V. Financial

### A. Pricing Structure

Applicant shall submit a cost proposal utilizing the pricing structure designated by the state purchasing agency. The cost proposal shall be attached to the Proposal Application.

All budget forms, instructions and samples are located on the SPO website (see Section 1, paragraph II Websites referred to in this RFP). The following budget form(s) shall be submitted with the Proposal Application:

Budget Form	Description	Other instructions
SPO-H-205B	Organization wide by programs	Special instructions are located in Section 5
SPO-H-206A	Personnel: Salaries & Wages	For each program activity (1, 2 and/or 3)
SPO-H-206B	Personnel: payroll taxes, assessment & fringe benefits	“ “
SPO-H-206C	Travel-Inter-Island	“ “
SPO-H-206F	Contractual Services-subcontracts	For program activities 2 and 3 only)
SPO-H-206H	Program Activities	For each program activity (1, 2 and/or 3)
SPO-H-206I	Equipment Purchase	For program activity 2 only (phoneline)

**B. Other Financial Related Materials**

**1. Accounting System**

In order to determine the adequacy of the applicant's accounting system as described under the administrative rules, the following documents are requested as part of the Proposal Application (may be attached): most recent financial audit.

**VI. Other**

**A. Litigation**

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgment. If applicable, please explain.

# **Section 4**

## **Proposal Evaluation**

## Section 4

# Proposal Evaluation

### I. Introduction

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly and impartially. Structural, quantitative scoring techniques will be utilized to maximize the objectivity of the evaluation.

### II. Evaluation Process

The procurement officer or an evaluation committee of designated reviewers selected by the head of the state purchasing agency or procurement officer shall review and evaluate proposals. When an evaluation committee is utilized, the committee will be comprised of individuals with experience in, knowledge of, and program responsibility for program service and financing.

The evaluation will be conducted in three phases as follows:

- Phase 1 - Evaluation of Proposal Requirements
- Phase 2 - Evaluation of Proposal Application
- Phase 3 - Recommendation for Award

Each service activity being applied for will be evaluated separately with a total of 100 points each: 1) Assessment and Advocacy; 2) Pregnancy Resource, Referral, and Information; and, 3) Perinatal Support Service Provider Education and Training.

#### Evaluation Categories and Thresholds

##### Evaluation Categories

##### Possible Points

##### *Administrative Requirements*

##### *Proposal Application*

Program Overview	0 points
Experience and Capability	20 points
Project Organization and Staffing	15 points
Service Delivery	55 points
Financial	10 Points

##### **100 Points**

##### **TOTAL POSSIBLE POINTS**

##### **100 Points**

### III. Evaluation Criteria

#### A. Phase 1 - Evaluation of Proposal Requirements

##### 1. Administrative Requirements

##### 2. Proposal Application Requirements

- Proposal Application Identification Form (Form SPO-H-200)
- Table of Contents
- Program Overview
- Experience and Capability
- Project Organization and Staffing
- Service Delivery
- Financial (All required forms and documents)
- Program Specific Requirements (as applicable)

#### B. Phase 2 - Evaluation of Proposal Application (100 Points)

***Program Overview:*** No points are assigned to Program Overview. The intent is to give the applicant an opportunity orient evaluators as to the service(s) being offered.

A five (5)-point rating scale will be used to rate the proposal content. Only whole numbers will be assigned (1, 2, 3, 4, or 5), half numbers are not utilized in this five (5)-point rating scale. This scale is based on the semantic differential developed by William E. Arnold, James C. McCroskey, and Samuel V.O. Prichard of the University of Connecticut, as well as the Information Skills Rating Scale developed by the Oak Harbor Schools and Jamie McKenzie.

<b>5 - Outstanding</b>	<ul style="list-style-type: none"> <li>▪ <i>Each bullet identified and addressed clearly.</i></li> <li>▪ <i>Consistently exceeded required elements by clearly proposing additional services or strategies for implementation to achieve the RFP requirements.</i></li> </ul>
<b>4 – Above Average</b>	<ul style="list-style-type: none"> <li>▪ <i>Bullets addressed clearly in subheading under the appropriate numbered heading.</i></li> <li>▪ <i>.More than met expectations by providing additional details or specific examples of the services or strategies for implementation.</i></li> </ul>
<b>3 - Satisfactory</b>	<ul style="list-style-type: none"> <li>▪ <i>Competent; general description of “what we do” for all required elements.</i></li> <li>▪ <i>No additional details, specific examples, or additional services or strategies to achieve RFP.</i></li> </ul>
<b>2 – Marginally Adequate</b>	<ul style="list-style-type: none"> <li>▪ <i>Not all bullets or all components of a bullet were evident under the appropriate numbered heading of the RFP.</i></li> <li>▪ <i>Did not answer the question completely in terms of approach, strategies, services, or descriptions.</i></li> </ul>
<b>1 – Unsatisfactory</b>	<ul style="list-style-type: none"> <li>▪ <i>Not all bullets or components of a bullet were addressed or evident in the proposal.</i></li> <li>▪ <i>Only reiterated the wording of RFP or other attached DOH materials.</i></li> </ul>

**1. Experience and Capability (20 Points)**

The State will evaluate the applicant’s experience and capability relevant to the proposal contract, which shall include:

**A. Necessary Skills**

5

- Demonstrated skills, abilities, and knowledge relating to the delivery of the proposed services.
- Demonstrates ability for cultural competence in delivery of proposed services.

<b>B. Experience</b>	<u>5</u>
<ul style="list-style-type: none"> <li>• Demonstrates experience in public health related programs.</li> <li>• Demonstrates experience working with diverse cultural population groups.</li> </ul>	
<b>C. Quality Assurance and Evaluation</b>	<u>5</u>
<ul style="list-style-type: none"> <li>• Sufficiency of quality assurance and evaluation plans for the proposed services, including methodology for: adherence to scope of services and submission of invoices to MCHB.</li> </ul>	
<b>D. Coordination of Services</b>	<u>3</u>
<ul style="list-style-type: none"> <li>• Demonstrated capability to coordinate services with other agencies and resources in the community.</li> </ul>	
<b>E. Facilities</b>	<u>2</u>
<ul style="list-style-type: none"> <li>• Adequacy of facilities relative to the proposed services.</li> </ul>	

**2. *Project Organization and Staffing (15 Points)***

The State will evaluate the applicant's overall staffing approach to the service that shall include:

**A. Staffing** 6

- Proposed Staffing: That the proposed staffing pattern, client/staff ratio, and proposed caseload capacity is reasonable to insure viability of the services.
- Staff Qualifications: Minimum qualifications (including experience) for staff assigned to the program.

**B. Project Organization** 9

- Supervision and Training: Demonstrated ability to supervise, train and provide administrative direction to staff relative to the delivery of the proposed services.
- Organization Chart: Approach and rationale for the structure, functions, and staffing of the proposed organization for the overall service activity and tasks.

**3. Service Delivery (55 Points)**

Evaluation criteria for this section will assess the applicant's approach to the service activities and management requirements outlined in the Proposal Application. The evaluation criteria may also include an assessment of the logic of the work plan for the major service activities and tasks to be completed, including clarity in work assignments and responsibilities, and the realism of the timelines and schedules, as applicable.

**A. Perinatal Assessment and Advocacy** 55

- Promoting through facilitation advocacy for improvement and/or changes to perinatal health systems as related to MCHB issues.
- Completing two (2) perinatal and women's health focused (preconception and interconception issues) written needs assessments including quantitative and qualitative analysis, including Family Health Services Division, Maternal and Child Health Branch priorities resulting from 2005 Maternal and

Child Health Needs Assessment and/or emerging perinatal and women's health issues.

- Planning and facilitating a minimum of three (3) perinatal stakeholder two (2) hour meetings. Each meeting will include the opportunity to offer feedback into needs assessments and provide recommendations for further actions.
- Coordinating and collaborating with the Maternal and Child Health Branch, Perinatal Health Program, Women's Health Section and other essential stakeholders in obtaining input into all needs assessments and related recommendations.
- Collaborating with the Maternal and Child Health Branch, including the Perinatal Health Program, Women's Health Section in review of all assessments and recommendations prior to completion.
- Developing and implementing strategies (e.g., legislative tracking) to ensure perinatal and other essential stakeholders and communities are informed of issues and policies impacting the statewide perinatal system of care.

**B. Pregnancy Resource, Referral, and Information**

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55

- Planning that will occur during a three (3) month planning phase which may include training, development of products (e.g., brochures), and strategies to increase statewide awareness of the phone line and website. A timeline should be provided for the development of any printed material which incorporates the DOH approval process.
- Development of phone line and website which at a minimum includes the availability of information and related areas for access to prenatal care; Medicaid providers; family planning services; services which address substance use; domestic violence shelters; mental health counseling; breastfeeding support services; dental care during

pregnancy; and, promote health behaviors in pregnancy to decrease the incidence of preterm and low or very low birth weight.

- Development of phone line and website follows specifications for: one (1) dedicated phone line, one (1) toll-free phone line for women and families to call for statewide access to pregnancy resources, referrals, and information, which is accessible statewide, is operational Monday to Friday during regular business hours for the phone line with a detailed plan for answering calls for after hours; and, for the website electronic mail capability for users to submit questions and receive answers.
- Development and implementation of procedures and trainings and supervision for phone line and website staff which ensures callers or website inquiries needing immediate attention (e.g., medical or psycho-social situations) and those related to access to care and other requests (e.g., uninsured/underinsured) include appropriate service and referral.
- Documentation of data collection for the phone line and website not limited to: demographics of users statewide by County and zip code using the phone line and website (e.g., gender, age, race, education, marital status, insurance status); time/day of calls or website hits; how users are learning of the phone line and website; and, specific user service or information request/referrals and needs. Data collection should also include a discussion of approaches to evaluate the effectiveness and public awareness of the phone line and website.
- Development and implementation of ongoing strategies to expand awareness and increase phone line and website use statewide.

### **C. Perinatal Provider Education/Training**

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**55**

- Developing three (3) PSS education/trainings for four (4) hours on the same day as the PSS Provider meetings to include the following service delivery focus: 1) Outreach; 2) Health assessment, education/counseling; and, 3) Case

management/care coordination.

- Describing how the training exercise(s) will focus on priority health areas described in the RFP.
- Describing any subcontracting of duties, obligations, or interests for any of the core activities and the approach for these arrangements, including work assignments/responsibilities and the budget including that for any related education materials. Not more than 55% of the core services shall be subcontracted.
- Describing methods to evaluate the three (3) education/trainings with a focus on the PSS Providers in quality of day-to-day service delivery and data collection; as well as the promotion of healthy perinatal and related positive women's health outcomes and decision making.
- Completing written evaluation reports for each education/training.
- Organization of logistics and budgeting for payment of three (3) PSS Provider education/training sessions for number of participating as required in RFP.

**4. *Financial (10 Points)***

- Pricing structure based on cost reimbursement  
Personnel costs are reasonable and comparable to positions in the community. Non-personnel costs are reasonable and adequately justified. The budget fully supports the scope of service and requirements of the RFP.
- Adequacy of accounting system.

**C. Phase 3 - Recommendation for Award**

Each notice of award shall contain a statement of findings and decision for the award or non-award of the contract to each applicant.

# **Section 5**

## **Attachments**

- A. Proposal Application Checklist
- B. Sample Table of Contents
- C. Federal Certifications
- D. Intra-Departmental Directive No. 04-01 - Interpersonal Relationships Between Staff and Clients/Patients
- E. Procurement Circular No. 2006-02 - Campaign Contributions by State and County Contractors, Section 11-205.5, Hawaii Revised Statutes

## Proposal Application Checklist

Applicant: \_\_\_\_\_

RFP No.: \_\_\_\_\_

The applicant's proposal must contain the following components in the order shown below. This checklist must be signed, dated and returned to the purchasing agency as part of the Proposal Application. SPOH forms ore on the SPO website. See Section 1, paragraph II Website Reference.\*

Item	Reference in RFP	Format/Instructions Provided	Required by Purchasing Agency	Completed by Applicant
<b>General:</b>				
Proposal Application Identification Form (SPO-H-200)	Section 1, RFP	SPO Website*	<b>X</b>	
Proposal Application Checklist	Section 1, RFP	Attachment A	<b>X</b>	
Table of Contents	Section 5, RFP	Section 5, RFP	<b>X</b>	
Proposal Application (SPO-H-200A)	Section 3, RFP	SPO Website*	<b>X</b>	
Tax Clearance Certificate (Form A-6)	Section 1, RFP	Dept. of Taxation Website (Link on SPO website)*		
Cost Proposal (Budget)				
SPO-H-205	Section 3, RFP	SPO Website*		
SPO-H-205A	Section 3, RFP	SPO Website* Special Instructions are in Section 5		
SPO-H-205B	Section 3, RFP,	SPO Website* Special Instructions are in Section 5	<b>X</b>	
SPO-H-206A	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206B	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206C	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206D	Section 3, RFP	SPO Website*		
SPO-H-206E	Section 3, RFP	SPO Website*		
SPO-H-206F	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206G	Section 3, RFP	SPO Website*		
SPO-H-206H	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206I	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206J	Section 3, RFP	SPO Website*		
<b>Certifications:</b>				
<b>Federal Certifications</b>		Section 5, RFP		
Debarment & Suspension		Section 5, RFP	<b>X</b>	
Drug Free Workplace		Section 5, RFP	<b>X</b>	
Lobbying		Section 5, RFP	<b>X</b>	
Program Fraud Civil Remedies Act		Section 5, RFP	<b>X</b>	
Environmental Tobacco Smoke		Section 5, RFP	<b>X</b>	
<b>Program Specific Requirements:</b>				

\_\_\_\_\_

Authorized Signature

\_\_\_\_\_

Date

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**VII. Attachments**

**A. Cost Proposal**  
SPO-H-205B Organization wide budget by Programs  
SPO-H-206A Budget Justification - Personnel: Salaries & Wages  
SPO-H-206B Budget Justification - Personnel: Payroll Taxes and  
Assessments, and Fringe Benefits  
SPO-H-206C Budget Justification - Travel: Interisland  
SPO-H-206F Budget Justification  
SPO-H-206H

**B. Other Financial Related Materials**  
Financial Audit for fiscal year ended June 30, 2006

**C. Organization Chart**  
Program  
Organization-wide

**D. Performance and Output Measurement Tables**  
Table A  
Table B  
Table C

**E. Program Specific Requirements**

