

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

## **Addendum 2**

**December 7, 2010**

**To**

**Request for Proposals**

**HTH 560-CW-008**

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

Issued: September 21, 2010

December 7, 2010

**ADDENDUM NO. 2**

To

**REQUEST FOR PROPOSALS**

**To Enhance the Statewide Perinatal and Related Women's Health System of Care through Assessment and Advocacy; Pregnancy Resource, Referral, and Information; and Perinatal Support Service Provider Education and Training  
HTH 560-CW-008**

The Department of Health, Family Health Services Division, Maternal and Child Health Branch is issuing this addendum to HTH 560-CW-008, To Enhance the Statewide Perinatal and Related Women's health System of Care through Assessment and Advocacy; Pregnancy Resource, Referral, and Information; and Perinatal Support Service Provider Education and Training for the purposes of:

- Responding to questions that arose at the orientation meeting of October 12, 2010 and written questions subsequently submitted in accordance with Section 1-V, of the RFP.
- Amending the RFP.
- Final Revised Proposals

The proposal submittal deadline:

- is amended to <new date>.
- is not amended. Deadline 12/22/10.
- for Final Revised Proposals is <date>.

Attached is (are):

- A summary of the questions raised and responses for purposes of clarification of the RFP requirements.
- Amendments to the RFP.
- Details of the request for final revised proposals.

If you have any questions, contact:  
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HTH – 560- CW-008

To Enhance the Statewide Perinatal and Related Women’s Health System of Care through Assessment and Advocacy; Pregnancy, Resource, Referral, and Information; and Perinatal Support Service Provider Education and Training is amended as follows:

*Subsection Page*

**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

**Evaluation Categories and Thresholds**

<u><b>Evaluation Categories</b></u>	<u><b>Possible Points</b></u>
<i>Administrative Requirements</i>	
<i>Proposal Application</i>	
Program Overview	0 points
Experience and Capability	20 points
Project Organization and Staffing	15 points
Service Delivery	55 points
Financial	10 Points
<b>TOTAL POSSIBLE POINTS</b>	<b>100 Points</b>

### 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.

Points will be awarded to bullets under the criteria by the evaluation committee, such as 100% of points are given for outstanding responses and 60% of points are given for satisfactory responses. Consensus scoring will be used by an evaluation committee to reviewing the proposals.

<p><b>5 – Outstanding</b> (100% of points)</p>	<ul style="list-style-type: none"> <li>▪ Each bullet identified and addressed clearly.</li> <li>▪ Consistently exceeded required elements by clearly proposing additional services or strategies for implementation to achieve the RFP requirements.</li>   <li>▪ Bullets addressed clearly in subheading under the appropriate numbered heading.</li> <li>▪ .More than met expectations by providing additional details or specific examples of the services or strategies for implementation.</li>   <li>▪ Competent; general description of “what we do” for all required elements.</li> <li>▪ No additional details, specific examples, or additional services or strategies to achieve RFP.</li>   <li>▪ Not all bullets or all components of a bullet were evident under the appropriate numbered heading of the RFP.</li> <li>▪ Did not answer the question completely in terms of approach, strategies, services, or descriptions.</li>   <li>▪ Not all bullets or components of a bullet were addressed or evident in the proposal.</li> <li>▪ Only reiterated the wording of RFP or other attached DOH materials.</li> </ul>
<p><b>4 – Above Average</b> (80% of points)</p>	
<p><b>3 - Satisfactory</b> (60% of points)</p>	
<p><b>2 – Marginally Adequate</b> (40% of points)</p>	
<p><b>1 – Unsatisfactory</b> (20% of points)</p>	

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

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

- |           |  |          |
|-----------|--|----------|
| <b>A.</b> | <b>Necessary Skills</b>  | <b>5</b> |
|           | <ul style="list-style-type: none"> <li>• Demonstrated skills, abilities, and knowledge relating to the delivery of the proposed services. (3 points)</li> <li>• Demonstrates ability for cultural competence in delivery of proposed services. (2 points)</li> </ul>             |          |
| <b>B.</b> | <b>Experience</b>  | <b>5</b> |
|           | <ul style="list-style-type: none"> <li>• Demonstrates experience in public health specifically for the maternal, infant and child health population groups. (3 points)</li> <li>• Demonstrates experience working with diverse cultural population groups. (2 points)</li> </ul> |          |

- C. Quality Assurance and Evaluation** 5
  - 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. (5 points)
  
- D. Coordination of Services** 3
  - Demonstrated capability to coordinate services with other agencies and resources in the community as related to program resources/activities in this RFP. (3 points)
  
- E. Facilities** 2
  - Adequacy of facilities relative to the proposed services. (2 points)

**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. (4 points)
  - Staff Qualifications: Minimum qualifications (including experience) for staff assigned to the program. (2 points)
  
- 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. (6 points)
  - Organization Chart: Approach and rationale for the structure, functions, and staffing of the proposed organization for the overall service activity and tasks. (3 points)

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

Evaluation criteria for this section will assess the applicants' 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 (18 points)**

- Promoting through facilitation, advocacy for improvement and/or changes to perinatal health including the post-partum/interconception period and this system of care in the broader context of women's health and MCHB issues. *(4 points)*
- Completing two (2) perinatal and women's health focused (preconception and interconception issues) written assessments including quantitative and qualitative analysis, including Family Health Services Division, Maternal and Child Health Branch priorities resulting from 2009 Maternal and Child Health Needs Assessment and/or emerging perinatal and related women's health issues. *(4 points)*
- Planning and facilitating a minimum of three (3) perinatal stakeholder two (2) hour meetings. Each meeting will include the opportunity for perinatal stakeholders, public and private providers and communities to offer feedback into assessments and provide recommendations for further actions. *(4 points)*
- 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. *(2 points)*
- 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. (2 points)

- 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 and related women's health system of care. (2 points)

**B. Pregnancy Resource, Referral, and Information (18 points)**

- 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 prior to pregnancy (preconception), in pregnancy to decrease the incidence of preterm and low or very low birth weight, and following pregnancy during the post-partum/interconception period to support continued women's health and infant needs. (3 points)
- Providing 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. (3 points)
- 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.

*(3 points)*

- 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. *(3 points)*
- 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; the means by which the caller learned of the phone line and/or website; and, specific user service or information request/referrals and service needs. Data collection should also include a discussion of approaches to evaluate the effectiveness and public awareness of the phone line and website. *(3 points)*
- Development and implementation of ongoing strategies to expand awareness and increase phone line and website use statewide. *(3 points)*

**C. Perinatal Provider Education/Training *(19 points)***

- 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. *(4 points)*
- Describing how the training exercise(s) will focus on priority health areas described in the RFP. *(4 points)*
- 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. (3 points)

- 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. (3 points)
- Completing written evaluation reports for each education/training. (3 points)
- Organization of logistics and budgeting for payment of three (3) PSS Provider education/training sessions for number of participants as required in RFP. (2 points)

#### **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. (7 points)
- Adequacy of accounting system. (3 points)

#### **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.