

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

Addendum 2

December 7, 2010

Perinatal Support Services

Request for Proposals

HTH 560-CW-009

Issued: September 22, 2010

December 7, 2010

ADDENDUM NO. 2

To

**REQUEST FOR PROPOSALS
Perinatal Support Services
HTH 560-CW-009**

The Department of Health, Family Health Services Division, Maternal and Child Health Branch is issuing this addendum to HTH 560-CW-009, Perinatal Support Services for the purposes of:

- Responding to questions that arose at the orientation meeting of October 19, 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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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

Evaluation Categories and Thresholds

<u>Evaluation Categories</u>	<u>Possible Points</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
TOTAL POSSIBLE POINTS	100 Points

I. Evaluation Criteria

A. Phase 1 - Evaluation of Proposal Requirements

1. Administrative Requirements

- Application Checklist
- Required Licenses/Certificates

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 to 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>5 – Outstanding <i>(100% of points)</i></p> <p>4 – Above Average <i>(80% of points)</i></p> <p>3 - Satisfactory <i>(60% of points)</i></p> <p>2 – Marginally Adequate <i>(40% of points)</i></p> <p>1 – Unsatisfactory <i>(20% of points)</i></p>	<ul style="list-style-type: none"> ▪ <i>Each bullet identified and addressed clearly.</i> ▪ <i>Consistently exceeded required elements by clearly proposing additional services or strategies for implementation to achieve the RFP requirements.</i> ▪ <i>Bullets addressed clearly in subheading under the appropriate numbered heading.</i> ▪ <i>More than met expectations by providing additional details or specific examples of the services or strategies for implementation.</i> ▪ <i>Competent; general description of “what we do” for all required elements.</i> ▪ <i>No additional details, specific examples, or additional services or strategies to achieve RFP.</i> ▪ <i>Not all bullets or all components of a bullet were evident under the appropriate numbered heading of the RFP.</i> ▪ <i>Did not answer the question completely in terms of approach, strategies, services, or descriptions.</i> ▪ <i>Not all bullets or components of a bullet were addressed or evident in the proposal.</i> ▪ <i>Only reiterated the wording of RFP or other attached DOH materials.</i>
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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. *(1 point)*
 - Demonstrated ability to work with various population groups such as immigrants, uninsured and underinsured pregnant women and families, adolescents, and the homeless. *(1 point)*
 - Demonstrated ability to work with pregnant and post-partum women who use substances (tobacco, alcohol, illicit drugs), experience depression, IPV, domestic violence, and sexual coercion. *(2 points)*
 - Demonstrated ability to incorporate cultural competency in the service delivery requirements. *(1 point)*
- B. Experience** 5
- Possesses relevant skills, abilities, knowledge of, and experience relating to the delivery of the proposed services. *(2 points)*
 - Demonstrated experience in similar women’s health projects/contracts within the past five (5) years. *(3 points)*

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|-----------|--|-----------------|
| C. | Quality Assurance and Evaluation | <u>5</u> |
| | <ul style="list-style-type: none"> • Sufficiency of quality assurance and evaluation plans for the proposed services, including methodology. <i>(2 points)</i> • Sufficiently described quality assurance plans that include the following: data/billing forms and submission of invoices; PSS staff supervision; meeting performance measures; (inclusion of Table A Performance Measures for Columns B, C(a), D(a)) and adherence to accounting systems. <i>(3 points)</i> | |
| D. | Coordination of Services | <u>3</u> |
| | <ul style="list-style-type: none"> • Demonstrated capability to coordinate services with other agencies and resources in the community for PSS participants including a process for referral follow-up and, as applicable, case-conferencing with multiple agencies. <i>(2 points)</i> • Demonstrated ability to coordinate multiple services, agencies, and DOH managed programs such as Family Planning Programs. <i>(1 point)</i> | |
| E. | Facilities | <u>2</u> |
| | <ul style="list-style-type: none"> • Adequacy of facilities relative to the proposed services meeting ADA requirements. Includes plans for prospective locations in proposed geographic area if facility is not yet secured. <i>(2 points)</i> | |

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**7**

- Proposed Staffing: That the proposed staffing pattern, participant/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 comply with applicable requirements in RFP. (3 points)

B. Project Organization**8**

- Supervision and Training: Demonstrated ability to supervise, train, and provide administrative direction to staff relative to the delivery of the proposed services. (5 points)
- Organization Chart: Approach and rationale for the structure, functions, and staffing of the proposed organization for the overall service activity and tasks. (2 points)
- Applicable submission of evidence for licenses and certifications as required by the State. (1 point)

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 as written in Section 3, IV, including clarity in work assignments and responsibilities, and the realism of the timelines and schedules as applicable. There should also be inclusion and reference to Table A Performance Measures for Columns B, C(a), D(a). Note: Performance measures 8 and 9, Columns C and D will include separate reporting for (1), (2), and (3) as shown in Column B for FY 2010.

- Providing outreach to high-risk pregnant women in community settings with a focus on entry into early prenatal care and PSS from the first trimester pregnancy. *(9 points)*
- Assessing for risk factors including screening in each pregnancy trimester, into the six (6) months post-partum, and interconception period for health, psycho-social behaviors, and/or conditions placing the women and her fetus at greater risk of poor birth outcomes. *(12 points)*
- Providing motivational interviewing, counseling, brief intervention, and related health education in each trimester of pregnancy and into the six (6) months post-partum/interconception period. *(9 points)*
- Providing individual or group health education, counseling, and/or activities incorporating the use of an incentive system. *(9 points)*
- Utilizing a Care Plan for case management of PSS participants and documentation of service activities including risk assessments, goal setting, referral, including birth outcomes and case conferencing with other agencies and/or programs. *(12 points)*
- Participating in DOH, MCHB sponsored trainings, meetings, and monitoring visits. *(4 points)*

4. Financial (10 Points)**Pricing structure based on fixed unit of service rate**

- Applicant's proposal budget is reasonable, given program resources and operational capacity. A cost allocation plan clearly describes a system to prevent double billing for similar program activities (when appropriate). *(5 points)*
- The submission of a copy of the most recent audit report. Adequacy of accounting system and compliance with stated billing requirements. *(1 point)*

Pricing structure based on cost reimbursement

- Non-personnel costs are reasonable and adequately justified. The budget fully supports the scope of service and requirements of the Request for Proposal. *(2 points)*
- Budget details describe the use of incentives. *(2 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.