

**Request for Proposals:**  
**For services as part of a Health Aging Track in Elevate 2023**

**PROJECT DESCRIPTION**



**RFP Released: March 22, 2023**

**Proposals Due: April 12, 2023, 11:59 pm ET**

**Decisions Announced: April 19, 2023**

**Project Period: May 1 – July 31, 2023**

**Funding:** Centers for Disease Control and Prevention (CDC)

**For more information, contact:** Cheryl Modica @ [cmodica@nachc.org](mailto:cmodica@nachc.org)

**ORGANIZATION OVERVIEW**

The National Association of Community Health Centers (NACHC) was founded in 1971 to “promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.”

**NACHC:**

- Serves as the leading national advocacy organization in support of community-based health centers and the expansion of health care access for the medically underserved and uninsured.
- Conducts research and analysis that informs both the public and private sectors about the work of health centers, their value to the American health care system and the overall health of the nation’s people and communities – both in terms of costs and health care outcomes.
- Provides training, leadership development, and technical assistance to support and strengthen health center operations and governance.
- Develops alliances and partnerships with the public and private sectors to build stronger and healthier communities.

**BACKGROUND**

The National Association of Community Health Centers, Inc. (NACHC), as part of the Cooperative Agreement: *Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation’s Health*, is engaged in program efforts to integrate ‘Brain Health’ into primary care as part of overall health center systems transformation. NACHC’s strategy includes: creation of a healthy aging and brain health track within NACHC’s national Elevate learning forum. [Elevate](#) is a national community of health centers and partners coming together to transform systems and enhance value. Elevate offers a collaborative environment for sharing experiences and learning

organized by the [Value Transformation Framework](#). This work uses evidence-based strategies nested within a systems approach and gives attention to training health center staff in such areas as care management, expanded care teams, Community Health Workers, as well attention to social drivers of health (SDOH) and reimbursement models.

To implement this proposal, NACHC will leverage its infrastructure, strategic partnerships, data-driven approach, and unique reach to 1,400 health center organizations providing primary care to 30 million medically underserved patients in over 14,000 national delivery sites.

## **RFP SERVICES DESIRED**

This request for proposals (RFP) seeks vendors who can contribute education, training, or support as part of a systems transformation curriculum offered through *Elevate 2023*, with attention to brain health as part of comprehensive primary care. Vendors will contribute as part of a national network of organizations supporting *Elevate 2023*. Trainings, tools, and resources will be made available to Elevate participants through NACHC's online learning management system (LMS). This proposal seeks vendors who can provide subject matter expertise in a range of content.

## **TIME PERIOD**

**Time period for services is May 1 - July 31, 2023.** Vendor(s) may be retained for a multi-year period of service, based upon successful performance during the period of initial service (contract year ending July 31, 2023), and on-going availability of funds.

## **FUNDING & BUDGET INFORMATION**

Funding: Centers for Disease Control and Prevention

Budget Allocation: Multiple awards anticipated; estimated range from \$15k - \$50,000 per award.

## **SCOPE OF WORK & DELIVERABLES**

Selected vendors will offer one or more of the following Quality Improvement or Instructional Design services:

### **Care Management Training**

Selected vendor to design and deliver a series of virtual and/or in-person care management trainings created to guide health center staff in the start-up and operation of a care management program that meets the requires of CMS care management services. Training should:

- Target content and curriculum to nurses and other staff who can serve in the role of care manager.
- Train in skills necessary to operate a care management program that meets Centers for Medicare and Medicaid Care Management Services (CMS) requirements, including: Chronic Care Management (CCM), Complex Chronic Care Management (CCCM), Principal Care Management (PCM), Transitional Care Management (TCM), Behavioral Health Integration (BHI), and Psychiatric Collaborative Care Management (CoCM).

- Ensure the curriculum and training gives consideration to development of a care management program within a federally qualified health center (FQHC) environment.
- Design a training curriculum that covers program requirements for CMS care management services, including but not limited to: patient eligibility and consent, timeframe for services, initiating visit, authorized provider/staff, documentation. Depending on vendor expertise, training could include discussion of FQHC coding/billing.
- Include as part of training, content that addresses all phases of a care management program: start-up (e.g., defining program parameters, hiring/identifying a care manager; identifying patients for care management); operation (e.g., patient enrollment, developing care plans, documentation); and monitoring (e.g., graduating patients, measuring outcomes).
- Develop a multi-series care management curriculum and deliver 1 to 2 training sessions within the proposed project period. While the full care management training curriculum is envisioned to consist of more than 1-2 trainings, delivery of the remaining curriculum would occur in a new fiscal year, contingent upon availability of funding.

### **Community Health Worker Training**

Selected vendor to design and deliver a series of trainings to prepare individuals to serve in the role of a health center Community Health Worker (CHW). Training should:

- Target individuals from the health center community and/or current health center staff to serve in the role of a CHW.
- Train in skills necessary to successfully carry out the role and functions of a CHW, including but not limited to: role and skills of a CHW, communication skills, health literacy, community referrals and partnerships, and documentation.
- Include as part of training, content that addresses workflows and how a CHW interfaces with other members of the care team.
- Develop a multi-series CHW curriculum and deliver 1 to 2 training sessions within the proposed project period. While the full CHW training series is envisioned to consist of more than 1-2 trainings, delivery of the remaining proposed sessions would occur in a new fiscal year, contingent upon availability of funding.
- (Optional but desired) Include one or more sessions for CHW supervisors and health center leaders outlining the importance and role of CHWs to health center mission and function.
- (Optional but desired) Offer CHW 'certification' to individuals upon successful completion of training.
- (Optional) Provide solutions that connect CHWs to Community Hubs or similar partnerships.

### **Expanded Care Team Training**

Selected vendor to design and deliver a series of virtual and/or in-person trainings to guide health centers in development of expanded care teams and care models that deliver care and services outside of the traditional brick and mortar or telehealth visit modalities. Training should:

- Use virtual and/or in-person training to educate and train health center staff in care models that reach beyond the walls of the health center and engage individuals where they live, work, move, and grow.
- Trainings should include messaging for health center leadership as to the value and opportunity of expanded care teams and care models outside of traditional models.

- Include patient engagement and self-management strategies as part of the care team and care model considerations.
- Support health centers in activities that explore non-traditional care models and use of extended care team members.
- Offer workflows and/or assist health centers in creating workflows to support new care models and care team roles and configurations.
- Outline suggested pathways for health centers to transition from traditional care models and care team roles to use of extended care team members and non-traditional care models.

### **Instructional Design**

Selected vendor(s) to develop strategies for packaging and disseminating NACHC Elevate transformation content, including healthy aging and brain health content. Strategies should include:

- Create a strategy for packaging materials in a way that maximizes uptake and learning by the field (e.g., health centers, PCAs, HCCNs, and NTTAPs). Applicants can focus on one or both of the below:
  - Organization and translation of learning content (e.g., instructional document, how-to guide, train-the-trainer approach, etc.)
  - Packaging and dissemination of content (e.g., format, look, organization, etc.).  
Packaging and dissemination strategies should include a mix of print and digital formats (e.g., thumb drive, cloud-based, etc.) and use of social media.

### **INFORMATION REQUESTED**

Proposals must be submitted using NACHC’s web-based portal by **Wednesday, April 12, 2023**. The system will notify you upon successful submission into the portal. Incomplete proposals will not be considered. NACHC will notify all applicants by **Wednesday, April 19, 2022**.

**Online Submission Portal:** [https://nachc.co1.qualtrics.com/jfe/form/SV\\_1Y3MJlraQOobeOa](https://nachc.co1.qualtrics.com/jfe/form/SV_1Y3MJlraQOobeOa)

Proposals must contain the following information:

- Contact Information
- Hourly Rate
- Resume
- Capability Statement
- Examples of Previous Work (limit to 2-3 pages)

*Funding opportunity through the Centers for Disease Control and Prevention (CDC), Promoting Community-Clinical Linkages for Brain Health*

**REVIEW CRITERIA**

Selection Domain	Application Selection Criteria	Points
Capability Statement	<ul style="list-style-type: none"><li>• Demonstrates ability to deliver proposed resource, tool, training, technical skills and/or subject matter expertise (500-word limit)</li></ul>	60
Qualifications and Experience	<ul style="list-style-type: none"><li>• Description of experience with proposed work (500-word limit)</li></ul>	15
Examples of Previous Work	<ul style="list-style-type: none"><li>• Provides 2 samples demonstrating proficiency in proposed subject area</li></ul>	15
Budget and Budget Narrative	<ul style="list-style-type: none"><li>• Budget and budget narrative are reasonable, within budget specifications, and consistent with market pricing for the work.</li></ul>	10
Total		100