



REQUEST FOR PROPOSAL

HEALTHY START SERVICES IN NORTHEAST FLORIDA

The Northeast Florida Healthy Start Coalition is seeking a qualified provider to implement Healthy Start services in Baker, Clay, Duval, Nassau and/or St. Johns counties for Medicaid clients aimed at addressing the region's infant mortality rate.

Funding of up to **\$500,000 per fiscal year** will be available for implementation of this initiative (FY: July 1 – June 30).

Qualification/Disqualification

This Request for Proposals (RFP) is open to all qualified providers, including public, non-profit and for-profit organizations. Preferred applicants will be medical facilities such as OB/GYN offices or hospitals.

Page Limit

The responses/narrative may not exceed 15 pages. Healthy Start Budget Narrative and the Administrative Support Budget Narrative are not included in the 15-page count.



Healthy Start

Introduction

Florida's Healthy Start program was established in 1991 with a goal of reducing infant mortality, low birth weight, and improving infant health and developmental outcomes. The program includes universal screening of pregnant women and infants to identify those at-risk for a poor birth outcome or developmental delay. Through Coordinated Intake & Referral, participants are contacted, assessed, provided information, and referred to home visiting programs and other community services. Eligibility for CI&R begins when a pregnant woman, interconception woman, or an infant/child is referred to CI&R by a health care provider, a community service provider, or through self-referral. State and federal funding is used to support Healthy Start care coordination and related risk reduction services for eligible pregnant women and new families. These services are intended to address health and social risk factors that impact infant health and development.

The Northeast Florida Healthy Start Coalition is responsible for assessing maternal and child health care needs, developing a service delivery plan and distributing state Healthy Start funds to implement a comprehensive system of care for at-risk women and children. The Coalition covers Baker, Clay, Duval, Nassau and St. Johns counties. The Coalition contracts with local agencies to deliver Coordinated Intake & Referral and/or Healthy Start services based on its needs assessment and service delivery plan. It sets agency-specific outcome and performance goals, and is responsible for quality assurance and monitoring activities. The Coalition is comprised of maternal and child health care providers, consumers, businesses, local government, and voluntary groups representing the five-county area. Currently, the Coalition contracts with county health departments, UF Health Jacksonville, Children's Home Society, and other community-based organizations to deliver case management and related risk reduction services to eligible women and children. Services are delivered in the home, clinics and other community settings.

The purpose of this Request for Proposal is to provide Healthy Start services in Northeast Florida as specified in the Healthy Start Model and the [Healthy Start Standards and Guidelines](#).

- Training for Healthy Start care coordinators and related staff that provide direct services to prenatal and postpartum participants and infants; and,
- Utilize the Well Family System: A secure, web based, activity driven maternal child and case management documentation system.
- Implement the Healthy Start Program core service component in accordance with the Healthy Start Standards and Guidelines.

Purpose

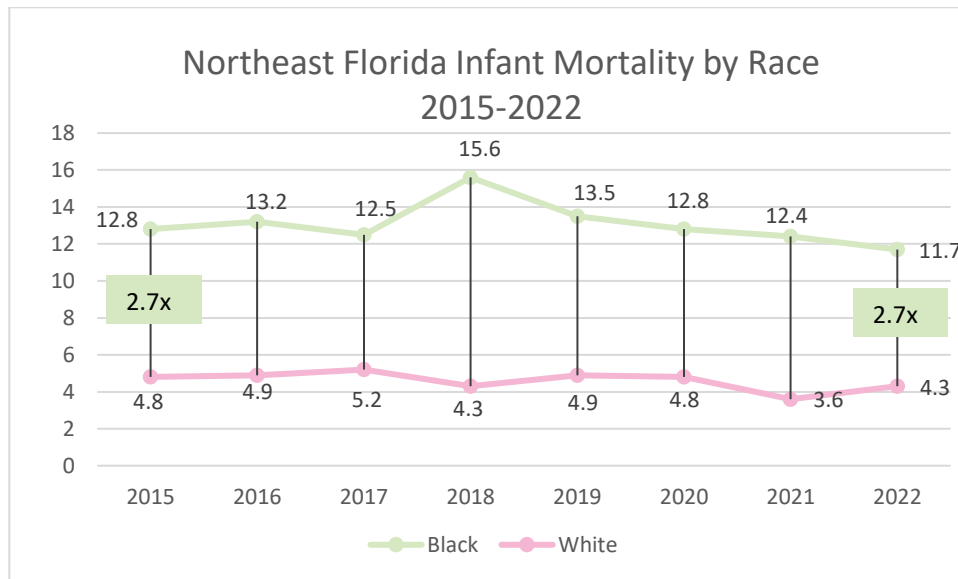
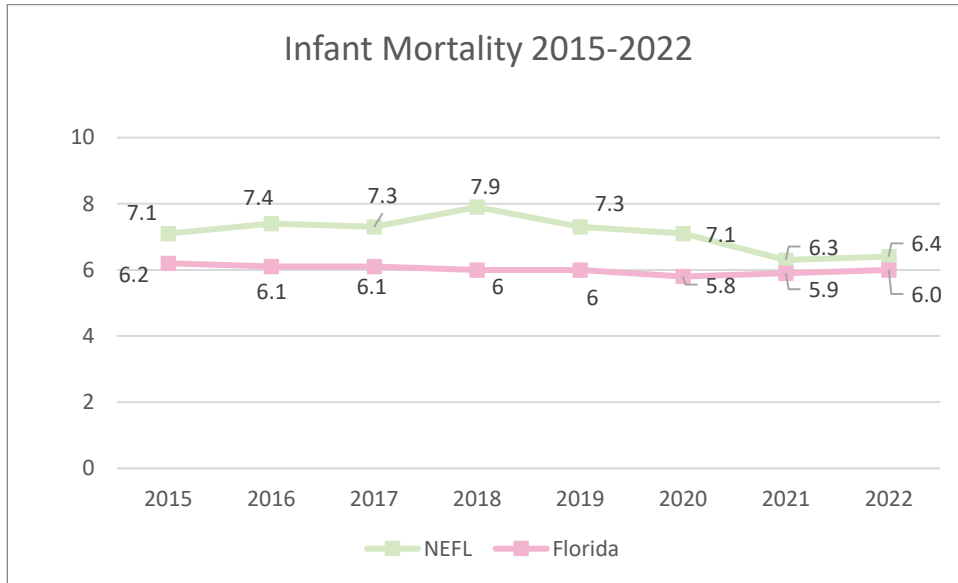
Infant mortality is a community problem — and it takes a community to solve it. To make sure every baby has a healthy start, there are underlying societal & structural root causes of infant mortality that must be addressed. Prevention and intervention is crucial in the prevention of babies born substance exposed.

The need to provide Healthy Start services and support to expectant and new families was cited as a need in Northeast Florida *2021-2026 Healthy Start Service Needs Assessment/Service Delivery Plan* and the community recommendations developed by the FIMR project. Tables 1-3 illustrate the need to provide Healthy Start services in areas within Northeast Florida and improve birth outcomes.

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Source: Florida CHARTS

FIMR Contributing Factors 2020-2022	
Medical condition during pregnancy	53%
Unintended/mis-timed pregnancy	50%
Birth spacing <18 months	47%
Substance use during pregnancy	34%
No prenatal or infant screen completed	26%

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Source: FIMR Case Reviews, 2020-2022. N=86

Clients to be served:

Participants to be referred to the selected provider for Healthy Start are pregnant women and infants, birth to age three who reside in Northeast Florida and are considered high risk due to the presence of risk factors for eligibility including health issues and/or social determinants and are currently enrolled in Medicaid. CI&R will identify these clients through the risk screening and referral process and if the client accepts a referral to the Healthy Start Home Visitation Program, will be assigned to a Healthy Start provider to initiate services.

Program Scope:

Services under this RFP are dictated by the Healthy Start Program model required by FDOH and AHCA through contracts with the Coalition. Applicants must implement the Healthy Start Program as prescribed.

Provider Requirements:

- The selected Providers shall comply with the Outcomes and Performance Measures as outlined in Attachment C and must be able to implement the full Healthy Start program model.
- The selected Providers shall comply with all FDOH/AHCA requirements, as applicable.
- The selected Providers must comply with applicable professional standards of practice concerning participant confidentiality and information obtained through access to the electronic medical record-keeping databases, including the web-based Well Family System (WFS).
- The selected Providers must comply with the monthly, quarterly, and annual program and administrative reports to be listed in the contract.
- The selected Providers shall ensure that staff meets the minimum qualifications for their position and there are a sufficient number of staff needed for the services, supervision, and oversight to be provided per provider staffing requirements, Attachment C1.
- The selected Providers shall submit to the Coalition evidence that minimum staffing requirements are in place.

Instructions

Interested respondents should PROVIDE a Letter of Intent to participate via email to Faye Johnson by COB September 20.

Northeast Florida Healthy Start Coalition
Attn: Faye Johnson - Email: fjohnson@nefhsc.org
751 Oak St., Suite 610
Jacksonville, FL 32204

E-mail submissions will be accepted





Evaluation and Selection Process

Responses will be evaluated by the Coalition’s Contracts & QI Committee and approved by the Board of Directors. All decisions are final. The Coalition retains the right to reject all or any responses(s) based on the committee’s decision and evaluation criteria.

Timeline:

- September 4, 2024 ITN Release Date
- September 11, 2024 Information Session via Microsoft Teams @ 10 am

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- September 20, 2024 Letter of Intent
- October 9, 2024 Deadline for RFP submitted to the NEFHSC
- October 16, 2024 Review and Selection by Coalition Contracts & QI Committee
- October 24, 2024 Approval by the Board
- November 1, 2024 Contract Start Date

Mailed To:

Northeast Florida Healthy Start Coalition, Inc.
Attn: Faye Johnson, Chief Executive Officer
751 Oak St., Suite 610
Jacksonville, FL 32204

Or

Email To: fjohnson@nefhsc.org

Selection Criteria

Respondents will be evaluated based on the following criteria:





1. Agency expertise and experience in providing effective direct services to the target population (pregnant women and their families; families of newborn infants) – **20 Points**
2. Ability to leverage and create on-going linkages with existing services in the five-county area – **10 Points**
3. Coordination with Community Partners - **10 points**
4. Number of participants proposed to receive direct services – **20 Points**
5. Participant Focus – **30 Points**
6. Budget - **10 Points**

Contact Person

Additional information on this Invitation to Negotiate may be obtained from:

Faye Johnson, Chief Executive Officer
Northeast Florida Healthy Start Coalition, Inc.
751 Oak St., Suite 610
Jacksonville, FL 32204
Email: fjohnson@nefhsc.org

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Cover Sheet: Applicant Agency Information

1. Agency Legal Name:	
a. Administrative Address:	
b. Phone Number:	
c. Fax Number:	
2. CEO/Administrator/Director:	
a. Phone Number:	
b. Email:	
3. Agency Contact Person:	
a. Phone Number:	
b. Email:	
c. Fax Number:	
5. Type of Entity:	<input type="checkbox"/> Corporation <input type="checkbox"/> Private For-Profit <input type="checkbox"/> Private Not-For Profit <input type="checkbox"/> Unit of Government <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> County <input type="checkbox"/> City <input type="checkbox"/> Other (Specify: _____)
6. Federal Identification Number:	

 Name of Responsible Official (Print)

Title

 Signature

 Date

Section 1: Agency Detail

1. Provide a concise description of the applying Agency. (Expertise and Experience)
 - I. Agency's history and years of operation
 - II. General services mission and how that mission relates to Healthy Start
 - III. Primary services provided and population served
 - IV. Past experience providing services
 - V. Strategy to successfully provide Healthy Start services
 - VI. Strength of your organization to provide services
 - VII. Challenge in providing one or more of the services
2. Describe provider history as it relates to Healthy Start; include period of time in which the Agency was a provider and what services were provided.
3. Demonstrate your capability and success in working with pregnant women, infants and families on related programs and services.
4. Attach a copy of your Agency's organizational chart including organizational plans for proposed Healthy Start program. Position(s) responsible for the direct supervision of program staff should be clearly noted. *(Not included in page count)*
5. What is the Agency's fiscal year?
6. Has your organization conducted a formal organizational assessment of effectiveness in the last three (3) years? If yes, please describe.

Section 2: Proposed Staff Information – (Number of participants to be served)

7. Describe how the program will be staffed. List all positions that will be providing direct and support services. Include the number of staff in each position, position title, minimum education, experience requirements, primary duties, and the percent of each position's time that will be devoted to this program. Service Provider requirements for Healthy Start services are outlined in the Healthy Start Standards and Guidelines. (Available at http://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading_6)
8. Include a timeline for hiring and training of staff and when you expect to begin providing services.
9. Include the proposed number of participants that will receive direct services.
10. Due to the nature of the program, staff continuity is essential for engagement and retention. Describe what efforts you will make to maintain trained, experienced staff and reduce turn-over within the program. Describe current staff turn-over within your agency as well as staff recruitment and retention efforts.

Section 3: Coordination with Community Partners – (Ability to leverage and create on-going linkages)

11. Relationships with support services available in **Northeast Florida** are necessary for the success of a

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program. Describe other existing support services that are available in the community. Demonstrate your knowledge of those services and how your program will fit into that continuum of care. Describe history of successful community collaboration.

12. Provide Letters of Commitment from local partners agreeing to collaborate and support efforts to provide services to meet the complex and diverse needs of families receiving services. *(Not included in page count)*

Section 4: Service Provider History

13. If applicable, please attach any previous monitoring reports for Healthy Start services completed within the last three years. *(Not included in page count)*

If not applicable, please include a statement to that effect.

14. If applicable, please attach any previous monitoring reports for services **similar** to Healthy Start completed within the past three years for **non Healthy Start funded programs only**. *(Not included in page count)*

15. Has the Agency been sanctioned for non-compliance, including corrective action or performance improvement plan*, with any contract, government law, or regulation within the past three (3) years? _____ Yes _____ No

If yes, please provide a summary of the findings with any explanatory information you would like considered and attach a labeled copy of the report to this application.

If no, provide a statement to that effect.

*Quality assurance reports of current and past providers of Healthy Start services will be made available by the Coalition to the RFP review panel.

16. Clearly state your commitment to work with the Northeast Florida Healthy Start Coalition in providing participant- focused services.

Section 5: Participant Focus

Describe the innovative or Best Practice approach and specific strategies the organization will utilize to improve rates of completed Initial Intakes, Initial Assessments, “Face-to-Face” and home visitation, in-patient substance abuse treatment and Interconceptional Care/postpartum services.

Describe specific strategies you would implement to improve each of the maternal child health indicators identified in the Coalition’s Service Delivery Plan (<https://nefhealthystart.org/wp-content/uploads/2011/02/2021-Service-Delivery-Plan-UPDATED.pdf>), particularly those in which the Northeast Florida rate is worse than the state’s rate.

17. Describe specific strategies the organization will utilize to understand and address Social Determinants of Health.
18. Describe specific strategies the organization would utilize to understand and address Behavior/Mental

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19. Describe the approach to ensure quality improvement/assurance is maintained.
20. Client engagement and retention is a strong indicator for success. Explain in detail how you plan to engage and retain substance abuse women and/or their babies in services and innovative practices you plan to utilize.

Section 6: Budget Narratives

21. Please explain how you will monitor and adjust your budget and expenditures based on actual earnings.
22. Healthy Start Budget Narrative - *(Not included in page limit)*
23. Administrative Support Budget Narrative - *(Not included in page limit)*

Request for Proposal End

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