

REQUEST FOR PROPOSALS

HEALTHY START SERVICES IN NORTHEAST FLORIDA

The Northeast Florida Healthy Start Coalition is seeking a qualified provider to implement Coordinated Intake & Referral and/or 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 **\$440,000 per fiscal year** will be available for implementation of this initiative through a fee-for-service contract.

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.

Healthy Start

Introduction

State and federal funding is used to support Coordinated Intake & Referral and 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 Coordinated Intake & Referral and 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 Coordinated Intake & Referral and/or Healthy Start services in Northeast Florida as specified in the Healthy Start Model and the [Healthy Start Standards and Guidelines](#):

- Training for Coordinated Intake & Referral and/or 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 Coordinated Intake & Referral and/or the Healthy Start Program core service component

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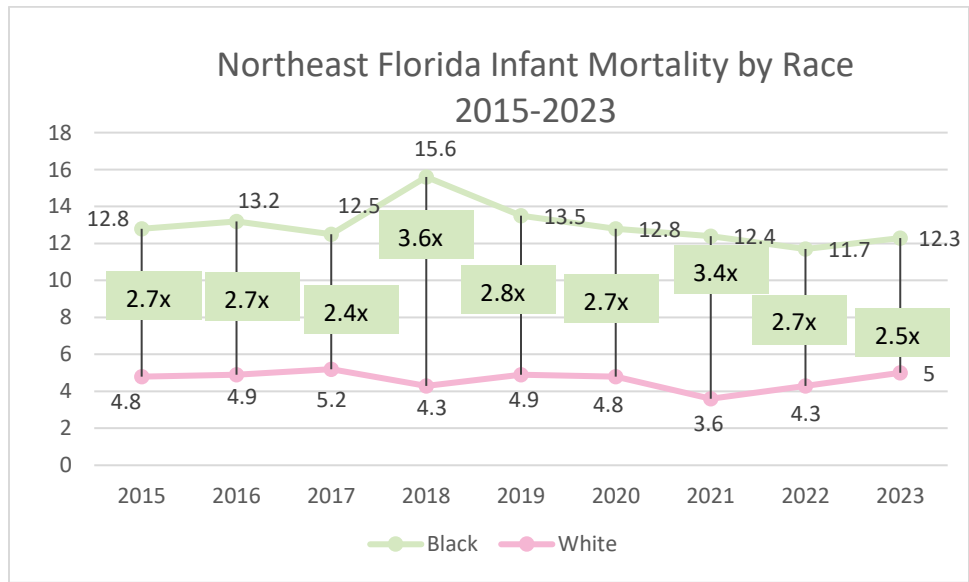
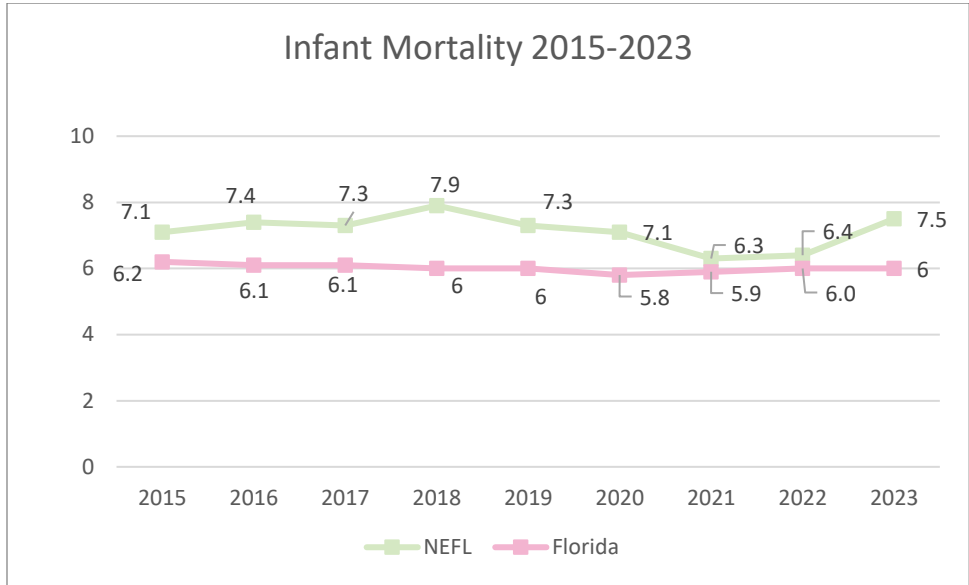
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in accordance with the [Healthy Start Standards and Guidelines](#).

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 Coordinated Intake & Referral and/or 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 Coordinated Intake & Referral and/or Healthy Start services in areas within Northeast Florida and improve birth outcomes.



Source: Florida CHARTS

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FIMR Contributing Factors 2019-2023	
Unintended/mis-timed pregnancy	65%
At least one chronic condition during pregnancy	49%
Birth spacing <18 months	44%
Substance use during pregnancy	38%
3 rd trimester entry or no prenatal care	32%

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

Clients to be served:

Participants to be referred to the selected provider for Coordinated Intake & Referral and/or 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 Coordinated Intake & Referral and/or Healthy Start Program model required by FDOH and AHCA through contracts with the Coalition. Applicants must implement Coordinated Intake & Referral and/or the Healthy Start Program as prescribed.

Provider Requirements:





- The selected Providers shall comply with the Outcomes and Performance Measures and must be able to implement the full Coordinated Intake & Referral and/or 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.
- The selected Providers shall submit to the Coalition evidence that minimum staffing requirements are in place.

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:

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- April 21, 2025 RFP Release Date
- April 30, 2025 Information Session via Microsoft Teams @ 10 am
- May 23, 2025 Deadline for application submitted to the NEFHSC
- June 18, 2025 Review and Selection by Coalition Contracts & QI Committee
- June 26, 2025 Approval by the Board
- July 1, 2025 Anticipated Contract Start Date

Application:

All applications must be submitted by May 23, 2025 at 11:59 pm through the online application portal:
<https://form.jotform.com/243375885919071>

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 Requests for Proposals 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

Application Questions

1. Agency's Description. Include:
 - I. Mission
 - II. Years of operation
 - III. Past experience providing services
 - IV. Primary services provided
 - V. Population served
2. Demonstrate your capability and success in working with pregnant women, infants and families on related programs and services.
3. How many participants do you propose to serve?
4. Describe how your agency will provide the required services, including initial assessments and face-to-face/home visitation services, to the proposed number of participants. Include:
 - I. Caseloads

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- II. Proposed number of staff
 - III. Types of positions
5. Describe how your agency will leverage and create on-going linkages with existing services in the five-county area.
 6. Describe how your agency will address the social determinants of health and behavioral/mental health.
 7. Describe how your agency will engage and retain women in services.

Required Attachments

1. Organizational chart for the proposed Coordinated Intake & Referral and/or Healthy Start program.
2. Budget and budget narrative

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