

Date: March 3, 2023

Request For Proposal: Education & Marketing Provider

Deadline: March 17, 2023

Timeframe: April 3, 2023-December 31, 2026

Requirements: Please provide the following framework in a maximum of three pages:

1. Organization Name
2. Expertise/Credentials/Experience
3. Project Approach for Services to be Performed
4. Project Deliverable Details (see the scope of work)
5. Budget

Submit Quotes to:

https://docs.google.com/forms/d/e/1FAIpQLSd8cAdzQXlqwDm9HxAxqZH0wcECM3Y0IOhx4SyHu5eREs6iFg/viewform?usp=sf_link

With Questions please contact Lissette Vilarchao, Cross-Sector Convening Manager at 305-849-2307 or via email at LVilarchao@alliancehealthequity.org

BACKGROUND

The mission of The Alliance is to advance a more equitable, resilient, and healthy Greater Coatesville. Over the past 21 years, The Alliance has provided over \$19 million in funding to local nonprofit organizations to address health inequities and remove service barriers. Since 2001, The Alliance has provided philanthropic support and inter-agency coordination to meet the needs of low-income and underserved members of the Coatesville community through initiatives that promote health, and well-being and address the root causes of the social determinants of health.

The mission of the Equity Center Integrated Care Model (Equity Center) is to build and pilot an integrated healthcare ecosystem to meet the needs of impoverished populations disparately impacted by COVID-19 in the City of Coatesville and contiguous townships and municipalities. To fulfill this mission, the Equity Center will provide multidisciplinary, high-quality healthcare and services lost when the area's only hospital closed due to the pandemic. The new services will ensure high-quality care is provided in a manner that is whole-person centered, equitable and culturally tailored through a coordinated community and provider network.

The impact of the closure of Brandywine Hospital continues to cause consumers to delay or not seek healthcare services due to inconvenience, limited access to transportation and lack of knowledge of healthcare services provided outside the area. Community knowledge of existing and new services will be vital to the sustainability of the Equity Center.

SERVICES TO BE PERFORMED

1. Develop the Equity Center Education Campaign strategy, building upon an existing infrastructure led by the Coatesville Hospital Closure Advocacy Work Group
2. Implement the Education Campaign strategy campaign tailored to the Coatesville community including radio, television, print, digital, etc.

3. Design and develop all material for the Educational Campaign, in English and Spanish, and of the Equity Health Center.
4. Design, develop, and manage Equity Health Center website, in English and Spanish, that includes oversight committee, provider network, educational materials, and links to UniteUs.

BUDGET

Budget not to exceed \$80,000 over a four-year period.

PROPOSAL FORMAT

In order to simplify the evaluation process and obtain maximum comparability, responses to the RFP are required to be organized in the following manner

Organization Name

Executive Summary

Describe your understanding of the work to be performed and your organization's ability to perform the work within the time frame provided. State why your organization is best suited to provide the outlined services to The Alliance for Health Equity.

Firm and Staff Profile

1. Provide an overview of your organization including philosophy, size, structure and qualifications.
2. Identify the specific staff who will be assigned to this engagement if you are successful in your bid. Provide bios where appropriate.
3. Describe any distinguishing features of your organization and its culture that would be of value to The Alliance for Health Equity.

Project Approach for Services to be Performed and Delivered

1. Provide an overview of your approach to address the strategies and deliverables as outlined in the services to be performed section.
2. Provide your timeline, listing major benchmarks, from March 1, 2023 - December 31, 2026 to meet the deliverables.

Budget

1. Provide a 4-year budget of expenses not to exceed \$80,000

EVALUATION CRITERIA AND EVALUATION

Proposals received on or before the deadline will be given first priority. The Alliance for Health Equity reserves the right to consider proposals received after the deadline, but is not obligated to do so.

Selection of the successful organization shall be based on bidder qualifications and the acceptability of the quoted costs for the services related to the completion of tasks as specified in this RFP.

The Alliance for Health Equity reserves the right to award a contract to other than the lower bidder or not to make any award if it is deemed not to be in The Alliance's best interest.

The Alliance for Health Equity

- a. Reserves the right to make an award without further discussion.
- b. Reserves the right to reject any or all proposals.

- c. Accepts no responsibility for the costs to contractors for proposal preparation or submission.
- d. Reserves the right to implement any part of the accepted proposal, but not necessarily the proposal as a whole