

IOWA DEPARTMENT OF PUBLIC HEALTH
DIVISION OF ACUTE DISEASE PREVENTION AND EMERGENCY
RESPONSE

REQUEST FOR PROPOSAL 58810024
INNOVATIVE PROJECTS TO IMPROVE REIMBURSEMENT IN
PUBLIC HEALTH DEPARTMENT CLINICS

RFP Table of Contents

SECTION 1 - GENERAL AND ADMINISTRATIVE ISSUES

- 1.01 Purpose
- 1.02 Project Period/Contract Term
- 1.03 Eligible Applicants and Service Delivery Area
- 1.04 Available Funds
- 1.05 Schedule of Events
- 1.06 Inquiries
- 1.07 Amendments to the RFP
- 1.08 Open competition
- 1.09 Withdrawal of proposals
- 1.10 Acceptance of Terms and Conditions
- 1.11 Costs of Proposal Preparation
- 1.12 Multiple Proposals
- 1.13 Oral Presentation
- 1.14 Rejection of Proposals
- 1.15 Restrictions on Gifts and Activities
- 1.16 Use of Subcontractors
- 1.17 Reference Checks
- 1.18 Criminal Background Checks
- 1.19 Information From Other Sources
- 1.20 Verification of Proposal Contents
- 1.21 Bid Proposal Clarification Process
- 1.22 Waivers and Variances
- 1.23 Disposition of Proposals
- 1.24 Public Records
- 1.25 Copyrights
- 1.26 Appeal of Award Decision
- 1.27 Definition of Contract
- 1.28 Construction of RFP

SECTION 2 - DESCRIPTION OF SERVICES

- 2.01 Description of Work and Services
- 2.02 Objectives
- 2.03 Staffing or Personnel Requirements
- 2.04 Budget
- 2.05 Required Reporting

SECTION 3 - PROPOSAL FORMAT AND CONTENT

- 3.01 Technical Requirements
- 3.02 Proposal Contents
- 3.03 Budget
- 3.04 Proposal Checklist
- 3.05 Business Organization
- 3.06 Litigation or Investigation

SECTION 4 - PROPOSAL REVIEW PROCESS AND CRITERIA

- 4.01 Overview of Review Process
- 4.02 Scoring of Proposals

SECTION 5 - CONTRACT

- 5.01 Conditions
- 5.02 Incorporation of Documents
- 5.03 Order of Priority
- 5.04 Contractual Payments

SECTION 6 - ATTACHMENTS

Attachments are posted in a separate file on the IDPH Web page under *Grants, Bids and Proposals*: www.idph.state.ia.us.

- Attachment 1 Budget Justification Worksheet
- Attachment 2 Cover Page
- Attachment 3 Minority Impact Statement
- Attachment 4 Proposal Checklist
- Attachment 5 Technical Review Tool
- Attachment 6 Review Tool
- Attachment 7 Final Review Tool

SECTION 1 - GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this Request for Proposal (RFP) 58810024 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicant to provide services to develop a public health billing model that may be implemented by local public health agencies (LPHA) to bill health insurance plans for immunization services provided to health plan members.

1.02 Project Period/Contract Term

The project period shall be from June 1, 2010 to May 31, 2011

IDPH expects the initial contract period to be 12 months from June 1, 2010 to May 31, 2011.

The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.

1.03 Eligible Applicants and Service Delivery Area

Private (for-profit or nonprofit) agencies or government entities within the state of Iowa are eligible to submit proposals in accordance with this RFP.

Applicants must have knowledge and successful experience in developing billing models, preferably public health billing models and must be able to demonstrate:

- Knowledge of Iowa's public health system
- In-depth knowledge and experience with current insurance billing regulations and practices regarding immunizations
- Ability to communicate and work with multiple stakeholders to gain support, including but not limited to local public health agencies, insurance companies, fiscal agencies, governmental agencies
- Ability to plan, facilitate, and lead meetings
- Ability to develop surveys, collect and analyze data, and interpret results
- Experience and ability in developing and implementing public health plans and evaluation methodologies
- Experience and ability in developing and disseminating plan implementation tools, including but not limited to: 1) guidance documents, 2) policies and procedures, 3) timelines, and 3) evaluation methods.

1.04 Available Funds

The source of funding is Federal Centers for Disease Control (CDC), American Recovery and Reinvestment Act (ARRA) funds.

Applicants may apply for up to \$282,940 for the project period. Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

1.05 Schedule of Events (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. IDPH reserves the right to change them.

RFP Issued	February 17, 2010
Written Questions Due	March 1, 2010
IDPH Responses to Written Questions Issued	March 5, 2010
Proposals Due	April 12, 2010
Issue Notice of Award	April 28, 2010

A. RFP Issued - February 17, 2010. IDPH will post the RFP on the IDPH Web page under *Grants, Bids and Proposals* link at: www.idph.state.ia.us. IDPH will email a notice of availability of the RFP to current program contractors. IDPH will send a copy of an RFP to any person or entity which requests the RFP.

B. Applicant's Conference - An applicant's conference will not be held.

C. Written Questions Due - March 1, 2010. Written questions and comments related to the terms and conditions of the RFP must be received by John McMullen at the address below before 4:00 p.m. on March 1, 2010.

John McMullen, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building
321 East Twelfth Street
Des Moines, Iowa 50319 – 0075
E-mail: jmcmulle@idph.state.ia.us
Fax: (515) 281-3789

Questions or comments must be submitted by mail, by electronic mail or by facsimile. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

D. Response to Written Questions Issued - March 5, 2010. IDPH will prepare written responses to all pertinent and properly submitted questions and post the written questions and responses on the IDPH Web page. IDPH's written responses will be considered part of the RFP.

E. Proposals Due - April 12, 2010. **Proposals must be received by John McMullen at the address below by 4:00 p.m. (local time) on April 12, 2010.** This requirement is a mandatory requirement and will not be subject to waiver as a minor deficiency.

The original signed in non- black ink and five copies of the proposal shall be submitted to:

John McMullen, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building - 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319-0075

Proposals received by IDPH after the stated due date and time will be rejected, returned to the applicant, and not reviewed by IDPH.

Electronic mail and faxed copies of the proposal **will not** be accepted. Applicants who choose to mail proposals must allow ample mail delivery time to ensure timely receipt of their proposals by IDPH. Postmarking by the due date will not substitute for actual receipt of the proposal by IDPH. It is the applicant's responsibility to ensure that the proposal is date and time stamped as received by IDPH prior to the deadline.

Any information submitted separately from the proposal will not be considered in the review process.

F. Release of Names of Applicants – April 28, 2010. The names of all applicants who submitted properly dated and time stamped proposals shall be released to all who have, in writing (including email), requested such notification.

G. Notice of Award - April 28, 2010. The successful and unsuccessful applicants will be notified electronically via email from the IDPH contract administrator. A letter in PDF format will be emailed to the recipient email addresses listed on the proposal cover page. IDPH is not responsible for delayed receipts of notifications due to misspelled or invalid email addresses the applicant lists on the cover page. Recipients shall accept the provision of a read receipt to IDPH upon opening the email.

H. Contract Negotiations and Execution of the Contract – Following issuance of the notice of award, the successful applicant will receive a contract document. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

1.06 Inquiries

During the period following release of this RFP and during the period of evaluation, applicants should contact only John McMullen in the manner provided for in section 1.05(C). Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IDPH.

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.07 Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event it becomes necessary to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

1.08 Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.09 Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its proposal after the submission time shall notify the Contract Administrator in writing.

1.10 Acceptance of Terms and Conditions

A. An applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

B. IDPH reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with that applicant. However, IDPH may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.11 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the applicant which are related to the preparation or delivery of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

1.12 Multiple Proposals

Only one proposal will be accepted from each applicant.

1.13 Oral Presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of IDPH. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

1.14 Rejection of Proposals

A. IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

B. Any proposal will be rejected outright and not evaluated for any of the following reasons:

1. The applicant fails to deliver the letter of intent if required by this RFP by the relevant dates and times stated in section 1.05.
2. The applicant fails to deliver the proposal by the relevant dates and times stated in section 1.05.
3. The applicant is not an eligible applicant as defined in section 1.03.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.

6. The applicant's response limits the right of IDPH.
7. The applicant fails to respond to IDPH's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The applicant initiates unauthorized contact regarding the RFP with a state employee.

1.15 Restrictions on Gifts and Activities

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code Chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is not permitted to subcontract for this RFP.

1.17 Reference Checks

IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information From Other Sources

IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

The contents of a proposal submitted by an applicant are subject to verification. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to Section 1.14.

1.21 Bid Proposal Clarification Process

IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.

1.22 Waivers and Variances

IDPH reserves the right to waive or permit cure of non-material variances in the proposal's form and content providing such action is in the best interest of IDPH. In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.

1.23 Disposition of Proposals

All proposals become the property of IDPH and shall not be returned to the applicant unless all proposals are rejected. In the event all proposals are rejected, applicants will be asked to send prepaid shipping instruments to IDPH for return of the proposals submitted. In the event the IDPH does not receive shipping instruments, IDPH will destroy the proposals.

If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code Chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant.

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible.

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code Section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Award Decision

Applicants may appeal the award decision by filing a written appeal to IDPH within 10 working days of receipt of the award decision in accordance with 641 Iowa Administrative Code Chapter 176.8. Appeals shall be submitted in writing, return receipt requested, to John McMullen, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.27 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

1.28 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

SECTION 2 – DESCRIPTION OF SERVICES

2.01 Description of Work and Services

The successful applicant will develop a public health billing model that may be implemented by LPHA to bill health insurance plans for immunization services. The billing model shall include, at a minimum, the following work and services:

1. Work with multiple stakeholders (e.g. local public health agencies, insurance companies, fiscal agencies, governmental agencies) to gain strong support for successful implementation and evaluation of a public health billing program for immunization services through LPHAs across the state of Iowa.
2. Collect, analyze and interpret data to determine the scope of the billing model and expected benefits (outcomes) following implementation.
3. Describe existing and anticipated infrastructure and other resources (e.g. financial, technology, personnel, communication, etc.) that are necessary to implement and sustain a successful billing program.
4. Identify and describe any challenges and or barriers that may be faced by LPHAs during implementation of a billing program and how these challenges and or barriers may be overcome.
5. Provide a final written public health billing model for immunization services that includes at a minimum, but is not limited to, the following:
 - Executive summary of the public health billing model for immunizations
 - List of stakeholders and methods used to engage
 - Overview of data collected and interpretations for scope of the billing model and expected outcomes
 - Outline of existing and anticipated resources needed by LPHAs to implement an immunization billing program
 - Description of barriers and or challenges that may be faced by LPHAs during implementation of an immunization billing program and how these may be overcome
 - An implementation plan for a LPHA immunization service billing program that includes measureable milestones to meet program goals and objectives
 - Detailed policies and procedures needed by LPHAs to bill health insurance plans for immunization services
 - Description of evaluation methods necessary to ensure success and sustainability of the program
 - An Immunization Billing Program Toolkit that includes tools and guidance for LPHA to use (e.g. sample policies, guidelines of billing practices from the different insurance companies).
6. Plan, organize and conduct a symposium for all LPHA and stakeholders to present the developed public health billing model and provide a printed copy of the developed public health billing model as well as a CD copy for each LPHA and stakeholder.

2.02 Objectives

The purpose of this funding opportunity is to develop a public health billing model that may be implemented by local public health agencies (LPHA) to bill health insurance plans for immunization services provided to health plan members.

2.03 Staffing or Personnel Requirements

Applicants must have knowledge and successful experience in developing billing models, preferably public health billing models. The successful applicant will demonstrate a staffing plan that includes an understanding of the labor necessary to accomplish the goal of the project. The successful applicant will demonstrate the following:

- Knowledge of Iowa's public health system
- In-depth knowledge and experience with current insurance billing regulations and practices regarding immunizations
- Ability to communicate and work with multiple stakeholders to gain support, including but not limited to local public health agencies, insurance companies, fiscal agencies, governmental agencies
- Ability to plan, facilitate, and lead meetings
- Ability to develop surveys, collect and analyze data, and interpret results
- Experience and ability in developing and implementing public health plans and evaluation methodologies
- Experience and ability in developing and disseminating plan implementation tools, including but not limited to: 1) guidance documents, 2) policies and procedures, 3) timelines, and 3) evaluation methods.

2.04 Budget Justification

A budget/justification must be submitted (see Attachment 1) by line item. The budget shall include only the line item categories listed below:

- Salary/Fringe (complete person & position)
- Other
- Indirect/Administration (See explanation below)

Contractors may charge an Indirect Rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract. In the absence of a federally approved Indirect Cost Rate Agreement, the contractor may charge an Administrative Cost not to exceed a maximum rate of 15% of the total contractual amount.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect / administrative costs.

The contractor shall maintain documentation to support the administrative cost allocation. The department reserves the right to request the documentation at any time.

2.05 Required Reporting

The contractor shall prepare and submit the following reports to IDPH on forms approved by IDPH:

Report	Number	Date Due
Claim Voucher	1 Original & 1 Copy	20 th of the Following Month
Expenditure Report	1 Original & 1 Copy	20 th of the Following Month
Progress Report	Submit Electronically	Dates to be Determined

SECTION 3 - PROPOSAL FORMAT AND CONTENT

These instructions prescribe the format and content of the proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to these requirements and proposal content may result in disqualification of the proposal.

3.01 Technical Requirements

- A. Proposals must be typewritten and follow the format delineated herein. Photocopies or exact computer-generated replicas are permissible.

Aspect	Requirement
Length	There is a 20-page limit for the narrative section.
Font size	Proposal must be in a minimum of 12 points. A smaller font may be used for tables, figures or maps.
Margins	Must be a minimum of one inch on all sides.
Spacing	May be single- or double-spaced.
Header or Footer and Pagination	Insert a header or footer that identifies the applicant name, page number and the RFP number. All pages are to be sequentially numbered (1, 2, 3...) at the bottom or top of each page, including the cover page, maps, charts, budget pages, tables, and appendices or attachments; and beginning with the cover page as number one.
Copies	Submit one (1) original proposal, signed with non-black ink, and five (5) photocopies.
Cover Page & Minority Impact Statement	The cover page & minority impact statement must be complete and contain original signatures in non-black ink to easily distinguish the original proposal.
Binding	Clip or staple each proposal copy. Do not use specially prepared binders, dividers, or face sheets. Binder clips are permitted.

- B. Do not submit promotional materials. Promotional materials or items other than required by this RFP will not be considered during the review process.
- C. Any information or materials submitted separately from the proposal will not be considered in the review process.

3.02 Proposal Content

Compile proposal elements in the following order:

1. Cover Page
2. Minority Impact Statement
3. Narrative (20 page limit)
 - a. Technical Approach including timeline
 - b. Staffing
 - c. Qualifications and References
4. Budget

A. Cover Page: Identifies the applicant's legal name, federal identification number, and key contact information for the project. Complete required form-**Attachment 2** following these instructions:

- Applicant - Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a "d/b/a" (doing business as), please include that in the legal name.
- IRS # - Provide the applicants federal identification number.
- Applicant Address, Telephone and FAX - Provide the information as requested.
- Executive Director Name - Provide the name of the person who has overall responsibility and authority for administering the program in which the entity is applying for the funds.
- Executive Director Email - Provide the email address of the executive director.
- Program Director Name - Provide the name of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.
- Program Director Email - Provide the email address of the program director.
- Program Director Telephone - Provide the telephone number of the program director.
- Total Funds Requested - Indicate the total amount of funds requested, not to exceed the amounts outlined in section 1.04.
- Conditions/Signature - The person authorized to obligate the entity must sign and date in non-black ink to certify that the applicant is in agreement with the conditions listed.

B. Minority Impact Statement: Identifies the applicant's potential impact of the project's proposed programs or policies on minority groups. Complete required form - **Attachment 3** following these instructions:

- Applicants must independently complete the "Minority Impact Statement" form by checking the box that most accurately reflects the proposed project programs or policies

C. Narrative: (Limit 20 Pages) Provide a summary of the following:

- **Technical Approach** - Provide a plan that is complete, sound and practical. Include specific and measurable objectives, activities to meet those objectives and an evaluation measure. Explain how each of the description of services from Section 2.01 will be addressed.
- **Staffing Plan** - The successful applicant will demonstrate a staffing plan that includes an understanding of the labor necessary to accomplish the goal of the project. Applicants must have knowledge and successful experience in developing billing models, preferably public health billing models. The staffing plan should demonstrate the following:
 - staff have experience working with similar projects
 - staff members' roles are clearly defined
 - staff members have the necessary expertise and experience to accomplish the identified objectives and activities
 - staff members have experience in establishing working with traditional and non-traditional partners (potential stakeholders)
 - address each of the items listed under Staffing or Personnel Requirements (section 2.03)
- **Qualifications and References** – provide a summary of previous projects (relevant to this project) that the agency has successfully completed

3.03 Budget

The applicant will submit a line item budget of anticipated direct project costs for the period of (June 1, 2010 – May 31, 2011). The budget shall include only the line item categories listed below and comply with the guidelines as outlined in Section 2.03 of this RFP. The applicant shall complete Budget Justification Worksheet **Attachment - 1** identifying proposed expenditures:

- Salary/Fringe
- Other
- Indirect/Administration Costs

1. Salary/Benefits:

List all staff directly funded, wholly or partially with these funds. Employee's name (if current staff), credentials, and position title must be listed. Justification must include the total annual salary and fringe benefits paid to the employee, as well as the total annual salary and fringe benefits charged to this project.

2. Other:

All other anticipated expenses using funds must be listed on the line item budget and justified. This category includes: office supplies, project supplies, communication, travel, postage, printing, costs associated with the symposium (e.g. facility, food, hand outs), etc.

- **Travel** -IDPH will not reimburse travel amounts in excess of limits established by Iowa Department of Administrative Services, State Accounting Enterprise. Current in-state

maximum allowable amounts are:

Food- \$8.00/breakfast, \$12.00/lunch, \$23.00/dinner

Lodging- Maximum \$75 plus taxes per night

Mileage- Maximum of \$0.39 per mile.

3. Administrative Costs or Federally Approved Indirect Rate

If the applicant plans to charge administrative or indirect costs, this must be identified in the proposal. If the applicant charges indirect costs, a copy of the current, signed federally approved indirect cost rate agreement must be submitted with the proposal.

Contractors may charge an Indirect Rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract.

In the absence of a federally approved Indirect Cost Rate Agreement, the contractor may charge an Administrative Cost not to exceed a maximum rate of 15% of the total contractual amount.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The contractor shall maintain documentation to support the administrative cost allocation. IDPH reserves the right to request the documentation at any time.

3.04 Proposal Checklist

Applicant is not required to submit a checklist with the proposal. Refer to Attachment 4 for the list of items which must be included in the proposal.

3.05 Business Organization

Attach the information required in this section as a Business Organization Appendix to the proposal.

A. Identify the legal structure of the applicant and the state of incorporation or registration, if applicable. Provide evidence of an Iowa business license and any necessary applicable professional licenses required by law.

B. Identify and specify the location(s) of the applicant's offices or other facilities involved in provision of services under this proposal.

C. Describe the history of the organization and the organization mission and vision statements.

D. Include a table of organization. Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services.

E. Identify any established partnership relationships with the community.

F. Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.

G. Describe other similar contracts or projects currently undertaken by the applicant.

H. Disclose if, during the preceding three (3)-year period, the applicant or any subcontractor identified in the proposal has defaulted on a contract. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.

I. Disclose if, during the preceding three (3)-year period, the applicant or any subcontractor identified in the proposal has terminated a contract prior to its stated term or has had a contract terminated by the other party prior to its stated term. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.

J. Provide an audited financial statement for the preceding three (3)-year period. Nonprofit corporations whose previous funding level has not required an audited financial statement shall submit a year end operating statement and balance sheet for the preceding three (3) year period and a current operating statement in lieu thereof. Any applicant agency that currently holds a contract with the department and has previously submitted audit reports need not submit a copy with this proposal. Please specify in the proposal that audits are on file with the department

3.06 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

SECTION 4 - PROPOSAL REVIEW PROCESS AND CRITERIA

4.01 Overview of Review Process

Review/evaluation of proposals submitted under this RFP will be conducted in three phases. See Attachment 5, 6 and 7 for the review tools that will be used in the review process.

Phase I - Technical Review: The first phase will involve a preliminary review by the IDPH staff of an applicant's compliance with the mandatory requirements for submitted proposals. Proposals which fail to satisfy technical requirements may be eliminated from the proposal review. These proposals will be returned to the applicant via United States Postal Service, first class mail. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.

Phase II - Review Committee: Proposals determined to be compliant with technical requirements will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the IDPH. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate proposals in accordance with a point system. Each committee member will review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criteria. If an applicant is requested to make an oral presentation of the proposal pursuant to RFP Section 1.13, the committee members may consider the oral presentation of the applicant in determining the points awarded.

The total score awarded by each committee member will be averaged to arrive at the final score (rounded to the nearest whole number) for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IDPH staff may solicit additional input and recommendations from the review committee(s).

In the event competitive proposals receive an equal number of points, two division directors and the respective bureau chief administering the program may conduct a second review utilizing the same scoring process.

Phase III - IDPH Review and Award: The third phase will be a final review. The IDPH will consider the submitted proposals and the review committee's scores and recommendations.

The IDPH may also consider geographical distribution, budget information, any information received pursuant to Sections 1.17 - 1.21 of the RFP, and any other information received pursuant to the procurement process. IDPH reserves the right not to award the contract to the applicant with the highest point average.

4.02 Scoring of Proposals

A maximum of 100 points may be awarded to each proposal. A minimum average score of 60 or greater is required for the proposal to be considered for funding.

Accepted proposals will be evaluated based on the following criteria:

A. All parts of each section are included and addressed.

B. Descriptions and detail are clear, organized and understandable.

C. Descriptions are responsive to the intent of the RFP objectives.

D. The overall ability of the applicant, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as technical approach, staffing, qualification and references and budget.

Points will be assigned for each item listed as follows:

5 Applicant's proposal or capability is exceptional and exceeds expectations.

4 Applicant's proposal or capability is superior and slightly exceeds expectations.

3 Applicant's proposal or capability is satisfactory and meets expectations.

2 Applicant's proposal or capability is unsatisfactory and contains numerous deficiencies.

1 Applicant's proposal or capability is not acceptable or applicable.

The maximum points to be awarded for each proposal section are as follows:

Proposal Component	Weight	Potential Score
1. Cover Page	N/A	Required but not scored
2. Minority Impact Statement	N/A	Required but not scored
3. Narrative/Technical Approach	2	50
4. Narrative/Staffing	1	20
3. Narrative/Qualifications and References	1	10
4. Budget	1	20
TOTAL		= 100

SECTION 5 - CONTRACT

5.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page www.idph.state.ia.us under *Grants, Bids and Proposals link*. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$ 500,000, or if the contract together with other contracts awarded to the Contractor by the IDPH exceed \$ 500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

IDPH requires Contractors to link with the local board of health when providing services supported by IDPH funding. In particular, Contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
- Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
- Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the contractor and the board of health or by attending regular meetings of the board of health.
- Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
- Be active in the Community Health Needs Assessment and Health Improvement Plan process.
- Provide the board of health expert input on the services provided and how those services relate to; the health priorities of the community, and health improvement plans to address those priorities.

The contractor is expected to provide documentation of linkage efforts if requested by IDPH.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

5.04 Contractual Payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one month's value of the contractual amount may be provided by the IDPH. One-third ($1/3$) of this advance will be deducted from eligible reimbursement of expenses for the 6th, 7th and 8th months of service.

SECTION 6 - ATTACHMENTS

Attachments are posted in a separate file on the IDPH web page under *Grants, Bids and Proposals*: www.idph.state.ia.us. Applicants must download these forms and include them in the proposal as outlined in Section 3 of this RFP.

- Attachment 1 Budget Justification Worksheet
- Attachment 2 Cover Page
- Attachment 3 Minority Impact Statement
- Attachment 4 Proposal Checklist
- Attachment 5 Technical Review Tool
- Attachment 6 Review Tool
- Attachment 7 Final Review Tool