

REQUEST FOR PROPOSAL

CONTINUA HEALTH ALLIANCE

JANUARY 6TH 2010

INTRODUCTION

The Continua Health Alliance is a non-profit, open industry coalition of the finest healthcare and technology companies joining together in collaboration to improve the quality of personal healthcare. With more than 200 member companies around the world, Continua is dedicated to establishing a system of interoperable personal health solutions with the understanding that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalized health and wellness management.

Continua's Mission is to establish a system of interoperable personal telehealth solutions that fosters independence and empowers people and organizations to better manage health and wellness. We envision a market place of interoperable devices that enable better care, empower consumers and connect health care providers to their patients. Focusing on three key categories: fitness, chronic disease management and aging independently; Continua promotes better management of health and wellness at every stage of life.

The Continua Health Alliance is comprised of technology, medical device and health care industry leaders dedicated to making personal telehealth a reality.

CURRENT REQUEST FOR PROPOSALS

Continua is seeking proposals from a qualified consultant to support Continua's activities in promoting and supporting the adoption of personal health technology within the member companies of the alliance.

CORE ACTIVITIES AND DELIVERABLES

The activities and deliverables sought by this RFP will include the following:

1. Design, develop and administer a survey and questionnaire interviewing instrument that will be administered to Continua member company representatives.
2. Compile and deliver a report of current practices and planned changes within the member companies. The initial audience for the report will be the member companies. Additional external communication, presentation, and publication is desired but will be subject to the by-laws of the Continua Health Alliance.
 - The study should provide for an understanding of the following:
 - How the member company is applying personal health and wellness technology within their own employee health and wellness programs, including HRA's, health benefit plans, etc.
 - Future plans to incorporate standards-based technology into their programs.
 - Investigate barriers and concerns with technology adoption for employee health and wellness programs.
 - Understand the opinions of the program directors and senior HR managers on the use of standards-based technology in managing employee health & wellness.
 - Current approaches to outcomes evaluation and mechanisms to quantify ROI.
 - The study should be developed within a system of tracking that provides for potential longitudinal analysis of wellness technology adoption.

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EXPERIENCE AND EXPERTISE

Continua seeks a consultant with the following attributes:

- Demonstrable experience and expertise in developing strategic market analyses.
- Demonstrable experience and expertise in developing and applying survey, monitoring, interviewing tools or applications, preferably in the area of health information technologies and personal health devices and applications.
- Background knowledge of health information standards and technical landscape of personal health applications and devices.

CONTRACT DURATION

The contract shall be issued initially for a period of not to exceed 4 months with additional 4-month extensions possible. The extensions will be granted upon approved success of the preceding period. Specific deliverables for each contract period should be specified in detail, and based upon project phasing, e.g. design, development, execution, analysis, reporting.

TIMELINE

January 6, 2010:	RFP issued.
January 22, 2010:	Deadline for proposals via email to Continua Wellness Solutions Working Group.
February 3, 2010:	Selection process completed. Decision communicated to all applicants.
February 8, 2010:	Continua Winter Summit. Latest date for Continua Board of Directors approval, earlier dates may be possible.
June 16-18, 2010:	Continua Summer Summit and face-to-face meeting. Latest date for review of work and decision point for contract extension.
October 20-22, 2010:	Continua Fall Summit and face-to-face meeting. Latest date for review of work and decision point for contract extension.
February 2011:	Continua Winter Summit and face-to-face meeting. Latest date for review of work and decision point for contract extension.

FEES

The proposal must include a realistic fee structure for services rendered. Proposed fees are \$25,000 for each contract period.

Other information to be included

Consultant Name:

Company:

Phone:

Fax:

Email:

Mailing Address:

Please submit proposals by email to Rusty Davis, Continua Health Alliance Administration, at Rusty@ContinuaAlliance.org

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