VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

REQUEST FOR PROPOSALS

Connect Mat-Su Strategic Planning

1. Date of issue: July 7, 2023
2. Deadline to submit proposals: August 7, 2023 5:00 PM (AST)
3. Award to successful firm/agency: August 25, 2023

Mat-Su Health Foundation is requesting proposals from qualified consultants interested in supporting the development of a three-year strategic plan to guide Connect Mat-Su program operations. Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically, by 5:00 PM, Alaska Standard Time, August 7, 2023, to:

Mat-Su Health Foundation
Attn: Ashley Peltier
Connect Mat-Su Director
apeltier@connectmatsu.org

I. About Mat-Su Health Foundation, Connect Mat-Su, and R.O.C.K. Mat-Su

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su’s community hospital and protect the community’s interest in this important healthcare asset through board oversight. The MSHF invests its share of Mat-Su Regional’s profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

- Vision: A community where all persons have the opportunity for a healthy life
- Mission: To Improve the Health and Wellness of Alaskans Living in the Mat-Su
- Values: Prevention, Access, Wellness, Fairness, Leadership, Collaboration

Definitions
• Health – Complete physical, mental and social well-being and not merely the absence of disease and infirmity
• Wellness – A healthy balance of the mind, body and spirit that results in an overall feeling of well-being
• Wellbeing – A good or satisfying condition of existence; a state characterized by health, happiness and prosperity (Quality of Life)

II. Background

As a program of Mat-Su Health Foundation and with guidance from an advisory council comprised of members representative of the community, Connect Mat-Su provides information and referral virtually through phone, email, social media, website, and in person with the goal of reducing barriers and streamlining access to services. The program provides services to an area the size of West Virginia, to people of all ages and backgrounds, and focuses on providing local resources for those within the Mat-Su Borough.

In addition to providing information and referral, Connect Mat-Su collects data to identify barriers to accessing services and works with community partners to make meaningful systems-level changes. There currently are seven (7) systems-level projects that Connect Mat-Su has various levels of involvement in:

• Mat-Su Multidisciplinary Team of providers streamlining access to services for high utilizers of social service programs
• E-referral for social determinants of health—a partnership with the State of Alaska Health Systems Collaboration program, Mat-Su Regional Medical Center, and local Federally Qualified Health Centers connecting healthcare system utilizers with non-healthcare-related resources
• Crisis Now—a local initiative to provide crisis support services to community members and streamline access to behavioral health services
• Mat-Su Housing and Homelessness Assessment—steering committee member working to address housing needs and homelessness
• Hello BABY—a local collaborative building a support system and network of services for families
• Mat-Su Central Dispatch Transportation Pilot—working to implement a central dispatch system to improve utilization of public transit in the Mat-Su

Connect Mat-Su is actively participating in the projects above, with leadership roles in the e-referral, MDT, and Crisis Now projects. As facilitator for the MDT, in partnership with MDT member organizations, and with funding from the Alaska Mental Health Trust, Connect Mat-Su is leading a pilot project utilizing Cloud 9 telehealth software aimed to improve client outcomes through streamlined communication.

Additionally, the program utilizes the Salesforce CRM platform to track client interactions, maintain community resources, log and track community events, and to share resource trends and community needs with the Mat-Su Health Foundation Philanthropic team. The resource database is shared with partners that work at the state and local levels. Those partners operate as a “hub team” and share the
responsibility of updating and maintaining the resources.

The Connect Mat-Su website www.connectmatsu.org is available for the public to access resource information, a community events calendar, and other pertinent information.

III. Scope of Work

Project scope: Contractor will work with Connect Mat-Su core staff and advisory council to prepare for and facilitate a strategic planning process that guides the development of Connect Mat-Su toward community care hub development over the next three (3) years.

Tasks and deliverables:

1. Develop project management plan to include:
   a. Key staff and contacts
   b. Timeline and task completion dates
   c. Meeting dates (regular check-ins, advisory council workgroups, strategic planning session)
   d. Supplemental documents for background information
   e. Any additional information needed

   Deliverables: Written plan with contact information, list of needed supplemental background information needed

2. Prepare for strategic planning session
   a. Identify and review programmatic data and supporting documents
   b. Review MSHF Community Health Needs Assessment (CHNA)
   c. Review MSHF Community Health Implementation Plan (CHIP)
   d. Review Community Care hub background information
   e. Meet with key staff and advisory council members to map our preliminary strategic plan framework

   Deliverables: Summary of background information, strategic plan framework(s), any other materials to be used in strategic planning meeting

3. Facilitate planning session with Advisory Council
   a. Utilize summary background information to develop vision, mission, and goals statements
   b. Establish long-term goals
   c. Prioritize key focus areas

   Deliverables: Agenda and presentation, notes, draft framework, and decisions

4. Develop strategic plan
   a. Work with key staff to identify next steps in development of strategic plan
   b. Utilize information from planning sessions to develop strategic plan

   Deliverables: Draft strategic plan
5. Facilitate strategic planning session with Advisory Council
   a. Review and discuss draft strategic plan
   b. Facilitate discussion of key elements
   c. Refine draft plan

**Deliverables:** Finalized 2024-2027 strategic plan

**IV. Budget**

A budget of $30,000 has been established for this project. Interested vendors are requested to submit a proposed cost structure based on their knowledge of the time and resources needed to complete the project as described. The proposed budget should be commensurate with the scope and complexity of the requirements outlined in this RFP. We are seeking competitive proposals that offer value for money while ensuring high-quality deliverables. Vendors are encouraged to submit detailed cost breakdowns and pricing structures that align with the proposed project plan and deliverables.

**V. Work Schedule**

The contract term and work schedule set out herein represent MSHF’s best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will likely be shifted by the same number of days.

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>RFP award</td>
<td>August 25, 2023</td>
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<tr>
<td>Kick-off meeting at Mat-Su Health Foundation</td>
<td>September 5, 2023</td>
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<tr>
<td>Project management plan developed</td>
<td>September 22, 2023</td>
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<tr>
<td>Strategic planning session with advisory council</td>
<td>October 15, 2023</td>
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<tr>
<td>Draft strategic plan completed</td>
<td>November 15, 2023</td>
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<tr>
<td>Final strategic planning session with advisory council</td>
<td>December 15, 2023</td>
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<tr>
<td>Finalized strategic plan delivered</td>
<td>January 15, 2024</td>
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**VI. Proposal Format and Content**

MSHF seeks simplified, cost-effective proposals. However, in order for MSHF to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

**Introduction**

Proposals must include the complete name and address of the offeror’s firm and the name, mailing address, and telephone number of the person MSHF should contact regarding the proposal. Proposals must confirm that the offeror will comply with all provisions in this RFP. Proposals must be signed by a company officer empowered to bind the company. An offeror’s failure to include these items in the proposals may cause the proposal to be determined non-responsive and the proposal may be rejected.

**Methodology**

Offeror must provide sufficient information and specific recommendations on the following:

- Overall processes to be used to complete tasks and deliverables
Experience and Qualifications
Offeror must provide the following:

- A narrative description of offeror’s organization
- Contractor information, including:
  - Names and titles of key personnel and details regarding their website design experience
  - Résumés of key personnel
- At least three samples of relevant work products (strategic plan examples)
- Reference names and phone numbers for similar projects the contractor has completed

Cost Proposal
Cost proposal must include an itemized list of all direct and indirect costs associated with the performance of the contract, including, but not limited to, total number of hours at various hourly rates, direct expenses, and supplies. Costs should be broken out by estimated number of work hours needed, hourly rates, and direct expenses and supplies.

VII. Evaluation Criteria
The following criteria will be weighed in evaluating the proposals for each response:

- Suitability of the proposal (20 points): The proposed solution meets the needs and criteria set forth in the RFP.
- Competency and experience (50 points): The contractor has successfully completed similar projects and has the qualifications necessary to undertake this project. The contractor has appropriate staff to develop the site in the time frame needed.
- Value/pricing structure (30 points): The price is commensurate with the value offered by the contractor.

VIII. Additional Instructions

Location of Work
The work is to be performed, completed, and managed at the contractor’s site and at locations where the stakeholders convene. MSHF will not provide workspace for the contractor. The contractor must provide its own workspace.

Right of Rejection
Offerors must comply with all the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. MSHF may reject any proposal that does not comply with all the material and substantial terms, conditions, and performance requirements of the RFP. Offerors may not qualify the proposal nor restrict the rights of MSHF. If an offeror does, MSHF may find the proposal to be a non-responsive counteroffer and reject the proposal. Minor informalities that do not affect responsiveness and/or change the meaning/scope of the RFP may be waived by MSHF. MSHF reserves the right to refrain from making an award if it determines that to be in its best interest.

MSHF Not Responsible for Preparation Costs
MSHF will not pay any cost associated with preparation, submittal, or presentation of any proposal.
Disclosure of Proposal Contents
All proposals and other material submitted become the property of MSHF and may be returned only at MSHF’s option. All proposal information will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing and that MSHF agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified, and the offeror must include a brief statement that sets out the reasons for confidentiality.

Offeror’s Certification
By signature on the proposal, offerors certify that they comply with:
(a) the laws of the State of Alaska;
(b) the applicable portion of the Federal Civil Rights Act of 1964;
(c) the Equal Opportunity Act and the regulations issued thereunder by the federal government;
(d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
(e) all terms and conditions set out in this RFP;
(f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and
(g) that the offers will remain open and valid for at least 30 days.

By signature on the proposal, offerors also certify that programs, services, and activities provided to the general public under the resulting contract conform to the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with (a) through (g) of this paragraph, MSHF reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

Conflict of Interest
Each proposal should include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. MSHF reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. MSHF’s determination regarding any questions of conflict of interest shall be final.

Discussions with Offerors
MSHF will answer written questions pertaining to this RFP sent via email to apeltier@connectmatsu.org and submitted before the deadline for submission of proposals. Additionally, the MSHF may conduct discussions with offerors in order to determine if a proposal is reasonably susceptible for award. Such discussions between the offeror and MSHF staff are permitted to clarify uncertainties or eliminate confusion concerning the contents of a proposal and which do not result in a material or substantive change to the proposal.

MSHF may also conduct discussions with offerors for the purpose of ensuring full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposals identified by MSHF. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by MSHF. If modifications are made as a result of
these discussions, they will be put in writing. Following discussions, MSHF may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror’s immediate previous proposal is considered the offeror’s best and final proposal.

Offerors with a disability needing accommodation may contact MSHF prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal should be reduced to writing by the offeror.

Alaska Business License and Other Required Licenses
At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror’s failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive.

Proposed Payment Procedures
MSHF will make payments based on a negotiated payment schedule. Each billing may not exceed 40% of the contract amount and must consist of an invoice and progress report. No payment will be made until the progress report and invoice have been approved by the Contract Officer. MSHF will retain 20% of the contract amount until the contract is successfully completed.