

Get Tested KC Planning

Get Tested KC: A Public Health Initiative to End the HIV Epidemic Request for Proposals for External Evaluator

RFP Issued: March 9, 2020

Deadline for Submission of Proposals: April 17, 2020

Contract Start Date: June 15, 2020



*KC CARE Health Center serves as the administrator of the Get Tested KC Initiative;
see Section I below for more information.*

I. **Background**

Get Tested KC is a citywide public health initiative—the goal of which is to end the HIV epidemic in the Kansas City region. For the past 10 years, there have been approximately 500 new cases of HIV in Missouri and 130 in Kansas annually; roughly one-third of these cases were diagnosed in the KC Metro region. Using CDC estimates that 1 in 7 people are living with HIV and do not know it, this equates to approximately 1,000 people living with HIV in the KC Metro without knowing it.

Get Tested KC aims to test everyone in Kansas City, 13 and older, for HIV. To accomplish this ambitious goal, the initiative will work with local and regional health systems to implement opt-out HIV testing as a routine standard of care; increase outreach testing throughout the metro region; and launch a major marketing and education campaign to reduce stigma surrounding HIV. The initial HIV test, though, is just the first step of a coordinated and streamlined response. People who test positive for HIV will be linked to care in order to rapidly start treatment and those who test negative for HIV will explore appropriate prevention options, including PrEP.

Get Tested KC is critically important because we have the tests, medicines, and knowledge to end the HIV epidemic. During the multiple decades of the epidemic, many medical advances have been achieved. Today HIV can be both prevented and treated; while the virus cannot yet be cured, it can be suppressed. Get Tested KC will position Kansas City as a national example for a successful, large-scale public health initiative—proving this is possible not just on the coasts, but in the heart of America. It will also be the first time Kansas City's major health systems have engaged in a large, collaborative effort and will lay the groundwork for future coordinated public health initiatives.

Get Tested KC is, by design, a community-led initiative engaging health system personnel, community members, people living with HIV, social service organizations, local and state government, health departments, and the business community. KC CARE Health Center (KC CARE) serves as the administrative backbone of the initiative—committed to fundraising and staffing the initiative. KC CARE (formerly the Kansas City Free Health Clinic) is a Federally Qualified Health Center (FQHC) focused on providing a broad range of healthcare and support services to the uninsured, underserved, and those with Medicaid, Medicare, and private insurance. KC CARE offers a range of medical, dental, behavioral health, and social services—including a robust HIV care and prevention program. With four locations throughout Kansas City, KC CARE serves more than 11,000 unduplicated patients annually. As such this RFP and subsequent contract will be between the awarded entity and KC CARE Health Center.

Requests for Information

Questions related to this RFP should be submitted in writing to Corinne Kritikos, Vice President of HIV Services, at corinnek@kccare.org no later than Monday, April 6th. Specify “RFP for External Evaluator for Get Tested KC” in the subject line.

II. **Scope of Work**

The successful external evaluator will work closely with KC CARE administrative staff to formalize a monitoring and evaluation plan and provide regular progress updates, including annual reports. As Get Tested KC is a multi-year initiative, the following outline on scope of work is subject to change and develop.

Planning Year 2020

- Draft formal monitoring and evaluation plan; define initiative target outcomes (short-/medium-/long-term, considering both process outcomes and impact outcomes); and assist with establishing baseline data as needed
- Create and distribute needs assessment pre-surveys if applicable
- Draft data collection plan, including describing how data will be collected, what data collection tools can be used, and reporting requirements for partner sites (i.e., regular community partner testing sites, health systems, etc.)
- Create and/or select infrastructure to track all pieces of agreed-upon initiative outcomes
- Develop and/or select potential data management solutions for initiative
- Utilize local, state, and national data and reports to inform initiative outputs and benchmarks
- Present to Get Tested KC leadership council, provider work group, and other initiative work groups to share monitoring and evaluation plans and solicit input

Years 1-3—2021-2023

- Provide Technical Assistance to sites on data collection in partnership with health system liaisons
- Train KC CARE staff on data management systems as needed
- Develop and administer surveys as needed
- Assist with collecting process measures and yearly outputs
- Determine the need for revisions to evaluation plan, considering the need for course-correction or additional data collection
- Write annual data reports/assist in creation of infographics
- Present to Get Tested KC leadership council, provider work group, and other initiative work groups to share initiative data and trends

Close Out-January 1-March 31, 2024

- Finalize evaluation of outcome measures to determine if short-/medium-/long-term goals were met
- Write final close-out report for entire initiative, including recommendations for sustaining program efforts
- Develop and administer final surveys as needed
- Present data and reports to initiative stakeholders

Budget: The budget for the length of contract will not exceed \$100,000. Please see section III below for additional information on budget requirements.

Length of Contract: June 15, 2020, through March 31, 2024.

III. Content for Proposals

For proposals to be considered, they must be clear, concise, complete, and well organized and demonstrate applicant's qualifications and adherence to instructions. Please use the format and page limits listed below to organize the proposal. In general, please utilize 12 pt.

font, standard margins, and single spacing for narrative elements. Please convert all documents into PDF for submission.

A. Submittal Letter

Include the RFP's title and submittal due date, and name, address, and telephone number of the responding firm or individual. Include a contact person and corresponding e-mail address. Confirm the firm or individual will be able to start work on the contract start date and commit to the full scope of the project. The person authorized by the firm to negotiate a contract with KC CARE Health Center shall sign the cover letter. *The cover letter is not to exceed one page.*

B. Description of Individual/Firm and Resume/CV

This section should include two components. In the first, provide information regarding the location, nature of work performed, years in business, and the approach that will be used in meeting the needs of this RFP. The second component is the resume or CV of the individual who will serve as the project lead. *The first component is not to exceed one page. There is no page limit for the resume or CV.*

C. References and Description of Experience

This section should identify similar projects that the individual or firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise and how your expertise directly relates to the needs of this RFP. Describe your ability to provide each item outlined in the scope of work. Include at least two examples of past projects that are healthcare specific and include reference information for those two examples. Ideal applicants will possess a mix of both quantitative and qualitative skills/experience. *This section is not to exceed three pages.*

D. Budget

Provide a line-item budget organized by Planning Year, each year of the initiative (i.e., Calendar Year 2021, 2022, and 2023) and close-out period, not to exceed the budget amount listed in Section II. Budget categories can be general but must provide detail on projected costs for activities, personnel, and other needed costs to accomplish the scope of work. *The budget is not to exceed three pages.*

IV. Selection Criteria

All proposals will be evaluated to determine the individual/firm deemed most qualified to meet the needs of the Get Tested KC Initiative. The selection criteria will include, but not be limited to:

- A. Demonstrated understanding and responsiveness to the Request for Proposals**
- B. Experience of firm and/or personnel named in the proposal**

- C. Experience serving as an external evaluator for healthcare entities or public health projects
- D. The description of the firm or individual's ability to provide each item outlined in the Scope of Work
- E. Satisfaction of previous clients based on references
- F. Proposed budget
- G. Good communication skills as evidenced by the application materials

V. Process for Selection

An external selection committee comprised of members of the Get Tested KC Leadership Council who have experience in program evaluation will review all proposals and rank the strength of proposals based on the selection criteria detailed above. The external selection committee will recommend the highest-ranked proposal to KC CARE administrative staff. KC CARE reserves the right to interview applicants in order to make final selection.