



Southeast Michigan Health Information Exchange



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Consultation Services for Strategic Communications Plan Development

Request for Proposals

Version: Final

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Prepared for: SEMHI
Version Released: 5/12/08
Document Status: Final

1.0 INTRODUCTION:

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal to provide consultation services to Altarum Institute on behalf of the Southeast Michigan Health Information Exchange (SEMHIIE) to develop a strategic communications plan promoting and educating Southeast Michigan's health care community including patients, health care providers, and other pertinent stakeholders about SEMHIIE. Altarum has been designated as the lead host organization for planning efforts including contract management, payment and other administrative issues for SEMHIIE. SEMHIIE does not currently have a strategic communications plan.

SEMHIIE currently operates under a State of Michigan Department of Community Health planning grant. As such, this RFP is limited to developing the first phase of comprehensive communications for SEMHIIE – a strategic communications plan. As SEMHIIE evolves and is implemented, it is anticipated that additional communications resources will be required to execute and enhance the plan developed as result of this RFP.

2.0 BACKGROUND

In late 2006 the SEMHIIE Consortium identified four host organizations to facilitate planning activities toward the development of a multi-stakeholder initiative dedicated to the creation of a health information exchange (see Appendix A for full list of participating organizations). The SEMHIIE Consortium is currently in the process of forming a separate, legal entity dedicated to delivering the promise of integrated, interoperable health information exchange throughout Southeast Michigan. When successfully deployed, SEMHIIE will:

- Enhance patient care, quality and safety
- Increase effectiveness and efficiency of healthcare delivery
- Reduce healthcare costs

The SEMHIIE Consortium has the mission of advancing the implementation of an integrated interoperable health information exchange across the region, supporting the data needs of physicians, health systems/hospitals, public health departments, patients, employers, health plans and other regional constituents. The exchange will provide a platform for the delivery and sharing of electronic health information in a secure and timely manner to authorized users across organizational boundaries.

The Southeast Michigan region covers the five Michigan counties of the Wayne Medical Trading Area: Macomb, Monroe, Oakland, St. Clair, and Wayne. Over 50 hospitals or medical centers operate in the region, with about three quarters affiliated with one of seven major health systems: Detroit Medical Center; Henry Ford Health System, McLaren Health Care, Oakwood Healthcare System, St. John/Ascension Health, Trinity Health, and William Beaumont Hospitals. Over 17,000 physicians (MDs and DOs) practice in the region, well over half the state's physician population. Within the region, half the physicians are located in Oakland County, another third in Wayne County and 10 percent in Macomb County. While some of these physicians are aligned with one of the health systems, many interact with multiple systems. Healthcare resources in the region provide on the order of 9 million visits, 600,000 annual discharges, and 7 million lab tests annually.

Responses to this RFP are expected to be consistent with the Michigan Health information Network (MiHIN) Project and the goals and objectives of SEMHIIE (see www.mihin.org and www.semhie.org for more information).

3.0 DATES

Following release of the RFP, all organizations interested in submitting a proposal in response to this RFP must respond by 6/2/2008. All questions regarding this RFP must be submitted by 5/21/2008 to the appropriate Altarum points of contact (POCs) – see Section 3.0 – and all questions and responses will be posted on www.semhie.org by 5/23/2008. Again, all proposals in response to this RFP must be submitted to Altarum on or before 6/2/2008. Altarum is responsible for disseminating all proposals received to the SEMHIIE Consortium.

3.1 Schedule of Events

Respondents are expected to fully participate in the Schedule of Events.

EVENT	DATE
Release of RFP	5/12/2008
Time period to submit questions	5/12/2008 – 5/21/2008
Responses to questions posted on www.semhie.org	5/23/2008
RFP responses due	6/2/2008
In-person presentations (if required)	To be determined

4.0 POINTS OF CONTACT:

Electronic responses are required and should be sent via email to both of the Altarum POCs listed below. Please reference SEMHIE Communications RFP in subject line. An electronic copy of the written proposal saved on a CD and the sealed cost proposal should be mailed to the address listed below.

Altarum Contractual POC:
Laura Schwennesen
PH 734.302.4691
Laura.schwennesen@altarum.org
3520 Green Court #300
Ann Arbor, MI 48105

Altarum Project Management POC:
Kimberly Lynch
PH 734.302.5633
Kimberly.lynch@altarum.org
3520 Green Court #300
Ann Arbor, MI 48105

5.0 PROJECT SCOPE

The successful vendor will provide consultation services to SEMHIE to develop a strategic communications plan. Specific elements of the plan include:

- 5.1 Conduct assessment of SEMHIE communication goals, objectives
- 5.2 Develop stakeholder profiles
 - Recommend prioritization of community groups and stakeholders for targeted and strategic messaging
- 5.3 Provide strategic advice and assistance on project website enhancement
- 5.4 How to get the word out to the community
 - Conduct assessment to identify and define the different community and stakeholder groups (and sub-groups) relevant to SEMHIE
 - Define steps to engage community and stakeholder groups and different sub-groups to help us achieve SEMHIE's stated goals and objectives
- 5.5 Create tailored messages for community groups and stakeholders
 - Recommend PR/communications partner(s) (subject to approval)
- 5.6 Recommend communication activities and materials communications channels
 - Provide an 18-month communications strategy timeline; include rationale and proposed methodology
 - Develop specific deliverables to be included with timeline
 - Provide evaluation of the effectiveness of different means and media for different stakeholders
- 5.7 Specifically address community engagement challenges and solutions
- 5.8 Provide for suggested issue prioritization in the context of the developing Southeast Michigan Health Information Exchange.

6.0 OTHER PROPOSAL REQUIREMENTS

In addition to describing how you will address the project scope, be sure to include the following information in your proposal:

6.1 Introduction

The vendor should describe how they propose to provide assistance to SEMHIE in developing a comprehensive communication plan. Information provided should confirm the vendor understands the work to be performed. Vendors should describe techniques that would be used to develop the communications plan.

6.2 Organization Capabilities

Describe the firm's experience and capabilities in providing services similar to what is described within this RFP. This information should provide evidence of your firm's demonstrated ability to develop communications that have been memorable and convincing and stood out from other conflicting/competing messages. Be specific and identify projects over the last five years involving public sector organizations, other major clients, and particular experience in health information exchange. Include dates, key contacts at each location, and a summary of the results of the project. If you wish, provide relevant examples of your work.

6.3 Proposed project staff, qualifications and project staffing plan

Provide resumes describing the educational and work experiences for each of the key/senior/principle staff who would be assigned to the project. Additionally, provide a separate table showing proposed staff, qualifications and estimated level of effort for each staff member's proposed contribution to the project.

6.4 Proposed two-month project timeline, complete with specific deliverables.

Timeline should assume an anticipated start date of July 1, 2008 and a target completion date for all communication plan development activities no later than September 1, 2008.

6.5 At least three client references to include a brief narrative description of relevant work and contact information for each reference.

6.6 Define Communications Strategy

Describe the process your firm would follow to develop communications that would be memorable and convincing, and stand out from other conflicting/competing messages. This approach should demonstrate your ability to use qualitative insights to drive communication plans that result in quantifiable change in perceptions that meet stated objectives.

6.7 Collaborate with SEMHIE Representatives

Describe how you would collaborate with designated representatives to ensure consistent, timely, and accurate communications while recognizing the need for cost effective solutions. Also describe process steps in typical creative projects that your firm has completed.

6.8 Measure Results

Provide a statement explaining how you would propose to measure the effectiveness of the communications plan.

6.9 Vendors should describe other factors that they would use to develop a communications plan for SEMHIE. This may involve characteristics related to your approach that differentiate you from your competition.

6.10 Separate Cost Proposal

Separate from the written proposal, vendors shall provide a sealed detailed cost proposal with vendor name and RFP title referenced that breaks down specific project costs on a Time and Materials basis, with information where appropriate on the following:

- Project management
- Research

- o Report writing
- o Travel expenses (which will be reimbursed at cost)
- o Miscellaneous costs, including supplies

No references to cost of work to be performed should appear in the narrative portion of the proposal.

Throughout the project we desire participation and involvement of firm principals and require confidentiality regarding project findings and recommendations. It is currently anticipated that the funding level for development of the communication plan is \$30,000, however all respondents should provide a proposal response based on their own assessment of the requirements of this RFP. Any costs associated with the preparation of written and cost proposals in response to this RFP are borne by the respondent.

7.0 EVALUATION CRITERIA

Accepted proposals will be reviewed by an evaluation committee and scored against the stated criteria. Proposals will be scored using the following criteria:

Criteria	Points	%
Organizational Capabilities	25	25%
Staff Qualifications/Experience	15	15%
Proposer References	10	10%
Response to Project Scope	50	50%
Total Points	100	100%

Top scoring vendors based on an evaluation of the written proposal may be asked to participate in in-person presentations to support and clarify their proposals, if requested by Altarum/SEMHIE. Vendors selected for presentations will be asked to introduce their company, outline their business and creative philosophy, show samples of successful work (with metrics) and explain their creative process and how they would anticipate working with Altarum/SEMHIE. We will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the proposer. Failure of a proposer to conduct an interview or permit a site-visit on the date scheduled may result in rejection of the vendor's proposal.

8.0 PRELIMINARY EVALUATION

Proposals will first be reviewed to determine if Project Scope requirements (as identified) are met. Failure to meet these requirements may result in the proposal being rejected.

9.0 RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

Altarum reserves the right to reject any and all proposals and to waive minor irregularities and technicalities. The judgment of Altarum/SEMHIE on such matters shall be final. Altarum further retains the right to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract.

10.0 AWARD AND FINAL OFFERS

Altarum/SEMHIE shall evaluate all vendor proposals in accordance with the RFP evaluation criteria described above. The firms shall be ranked based upon these criteria and based upon this ranking, Altarum/SEMHIE shall identify up to three (3) vendor proposals for further consideration. For these three identified firms, the sealed cost envelopes will be opened and Altarum/SEMHIE shall finally rank the firms in order of 1, 2 and 3 based upon the evaluation criteria and cost consideration. Altarum/SEMHIE may consider conducting in-person interviews/presentations with vendors that are considered finalists as per the RFP calendar of events. All deliverables and work products resulting from this RFP are considered works made for hire and are the sole property of Altarum/SEMHIE.

Appendix A – SEMHIE Participating/Supporting Organizations

Ancillary Services	
Joint Venture Hospital Laboratories ^{PC}	Michigan Pharmacists Association* ^{PC}
Michigan Hospital Association Laboratories	Quest Diagnostics Clinical Group
Association	
Healthcare Information Management Systems Society	
At Large	
Ann Arbor Area Health Information Exchange ^{PC}	MPRO ^{PC}
Community	
Southeastern Michigan Health Association*	Presbyterian Villages of Michigan ^{PC}
Detroit Community Health Connection	Visiting Nurse Association ^{PC}
Hospice of Michigan ^{PC}	
Consumer	
AFL-CIO Employer Purchasing Coalition ^{PC}	Greater Detroit Area Health Council* ^{HPC}
Citizens Research Council of Michigan ^{PC}	Michigan Health and Safety Coalition
Employer	
Chrysler* ^{PC}	General Motors* ^{PC}
Detroit Regional Chamber ^{PC}	University Bank ^{PC}
Ford Motor Company* ^{PC}	
Government	
Detroit Department of Health & Wellness Promotion	Oakland County Community Mental Health Authority ^{PC}
Detroit Wayne County Health Authority ^{PC}	Washtenaw Community Health Organization ^{PC}
Macomb County Community Mental Health Services ^{PC}	Washtenaw County Public Health
Michigan Department of Community Health ^{PC}	Wayne County Department of Public Health
Oakland County Health Department ^{PC}	
Health Plan	
Blue Cross Blue Shield of Michigan* ^{PC}	Omnicare Health Plan ^{PC}
Great Lakes Health Plan ^{PC}	Priority Health ^{PC}
Health Alliance Plan ^{PC}	United Healthcare* ^{PC}
Health System	
Botsford Hospital ^{PC}	St. John Hospital* ^{PC}
Detroit Medical Center ^{PC}	Trinity Health* ^{PC}
Henry Ford Health System* ^{PC}	University of Michigan Hospitals and Health Centers
Oakwood Healthcare System* ^{PC}	William Beaumont Hospitals ^{PC}
POH Regional Medical Center ^{PC}	
Medical Society	
Oakland County Medical Society* ^{HPC}	Michigan State Medical Society
Wayne County Medical Society* ^{HPC}	
Other	
Altarum Institute ^H (Lead Host)	
Physician Organizations	
Huron Valley Physicians Association ^{PC}	Oakwood Primary Care Physicians ^{PC}
Macomb County Osteopathic Medical Association ^{PC}	United Physicians ^{PC}
Oakland Southfield Physicians ^{PC}	

H - Host organization

* - Representation on current Governance Committee

PC - SEMHIE Participation Commission Member