

# Family Bridge Sustainability RFP Bidder Conference

November 3, 2023



# Agenda

- Welcome & Introductions
- Overview of the Family Bridge Pilot
- RFP Overview
- Key Dates & Next Steps
- Closing

# RFP Conference Speakers

Dr. Deidre Gifford, MD, MPH  
Executive Director, Office of Health Strategy

Rachel Rusnak, MPA  
Family Bridge Program Manager, Office of Health Strategy

Welcome Message from Dr. Gifford

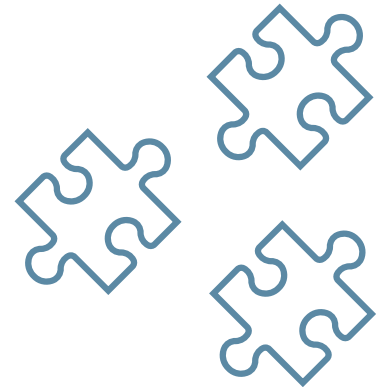
# Disclaimer



- This presentation includes brief descriptions of the RFP specifications and requirements but does not fully elaborate on all required elements. As a result, this presentation does not supersede what is stated in the RFP or its appendices.
- Proposers are responsible for ensuring that their proposal is complete and accurate according to the information and requirements contained in the full RFP.
- Any oral answers given at the conference by the Agency's representatives are tentative and not binding on the Agency.
- All questions submitted will be answered in a written amendment to this RFP, which will serve as the Agency's official response to questions asked at the conference.

# Logistics

- OHS will post a recording of this conference and slide deck after the conference.
- Questions are to be submitted to [Rachel.Rusnak@ct.gov](mailto:Rachel.Rusnak@ct.gov)
- Questions will be answered on a rolling basis and posted to the State contracting portal.
- The deadline to submit questions is COB November 20, 2023.



# Overview of Family Bridge



**Family Bridge**

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*From birth to home*

# Family Bridge

## Program Overview

Family Bridge is a pilot offering universal nurse home visiting and certified community health worker services. The UNVH component is based on the FCI evidence-based model.

## Eligibility

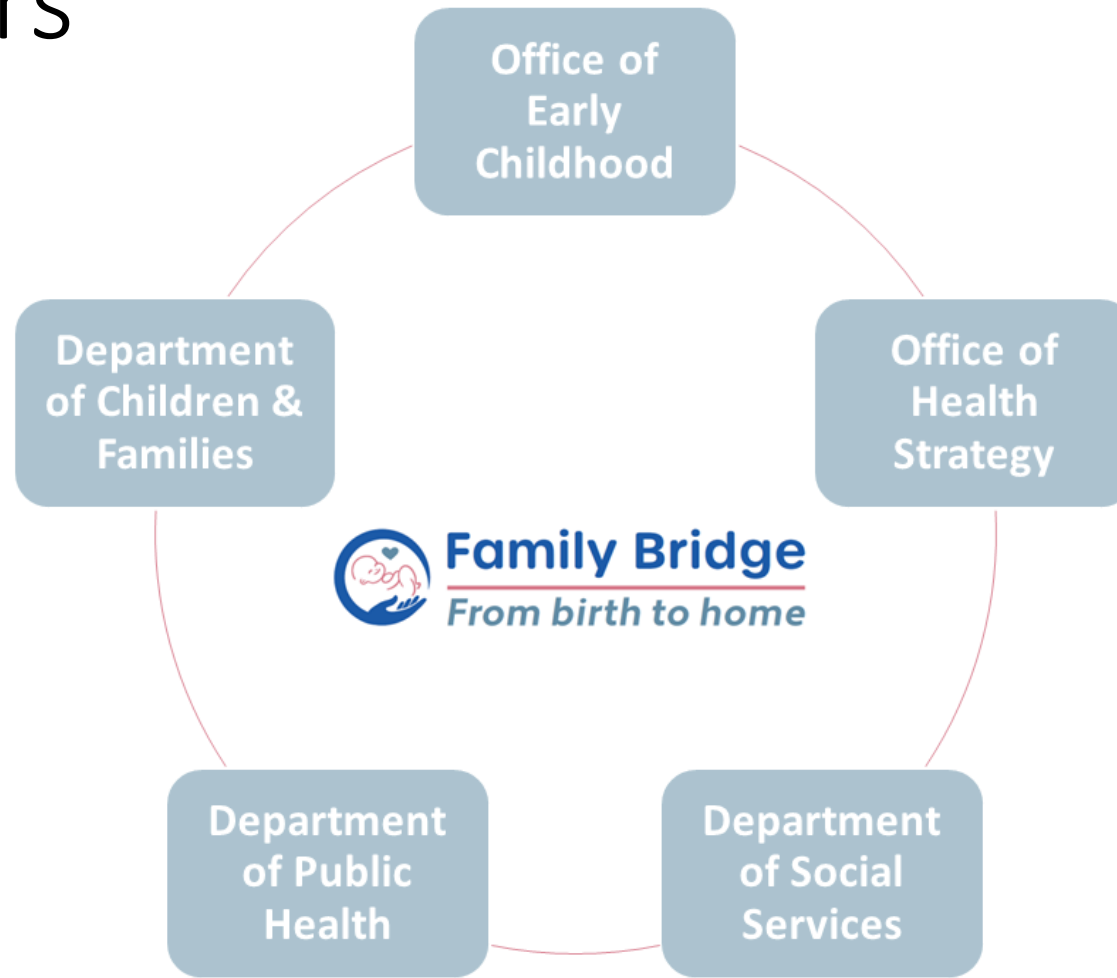
Any family who delivers their babies in the catchment area, regardless of income, is eligible.

## Services Offered

1-3 in-home postpartum visits at home by a RN  
Facilitated referrals and connections to community resources and support from CCHWs



# State Partners



# Family Bridge Goals

## GOALS

- Improve the physical and mental health outcomes of families and infants
- Offer prevention-oriented public health resources
- Prevent and address health disparities by race
- Support families who have been impacted by Covid-19
- Mitigate stressors impacting families

# Why Family Bridge

## Population-level solutions

It is critical to **build population-level health impacts** and offer services to all families early in babies' lives. Broad, upstream interventions can prevent the health disparities that persist throughout life and were laid bare at a community-level by COVID-19.

## Reduced stigma for services

**Universal nurse home visiting reduces the stigma** associated with targeted eligibility requirements, which creates enrollment challenges for existing services statewide.

## Enhanced referral system

**Community health workers serve as an entry point** into Connecticut's existing service array and **connect high-need families to resources.**

# Program Justification & Potential Impact

**COVID has worsened mental health**

Depression and anxiety rates more than doubled during the pandemic, **depression rates increased from 15% to 41%, anxiety rates increased from 29% to 72%.<sup>1</sup>**

**Nationally, maternal mental health challenges cost \$14 billion per year**

Individuals with mental health diagnoses have **over \$450 in additional costs per delivery** and 50% increased rates of maternal morbidity, resulting in an estimated \$102 million in additional hospitalization costs for those with perinatal mental health conditions.<sup>2</sup> And “untreated perinatal mental health conditions, encompassing pregnancy and the first five years of a child’s life, carry a **societal burden of \$14 billion per year.**”<sup>3</sup>

**Family Connects (Universal Nurse Home Visiting) improves maternal mental health and child outcomes<sup>4</sup>**

**50% reduction**  
emergency room visits and hospital overnight stays

**44% lower rates** of Child Protective Services investigations

**30% reduction**  
mothers experiencing postpartum depression or anxiety

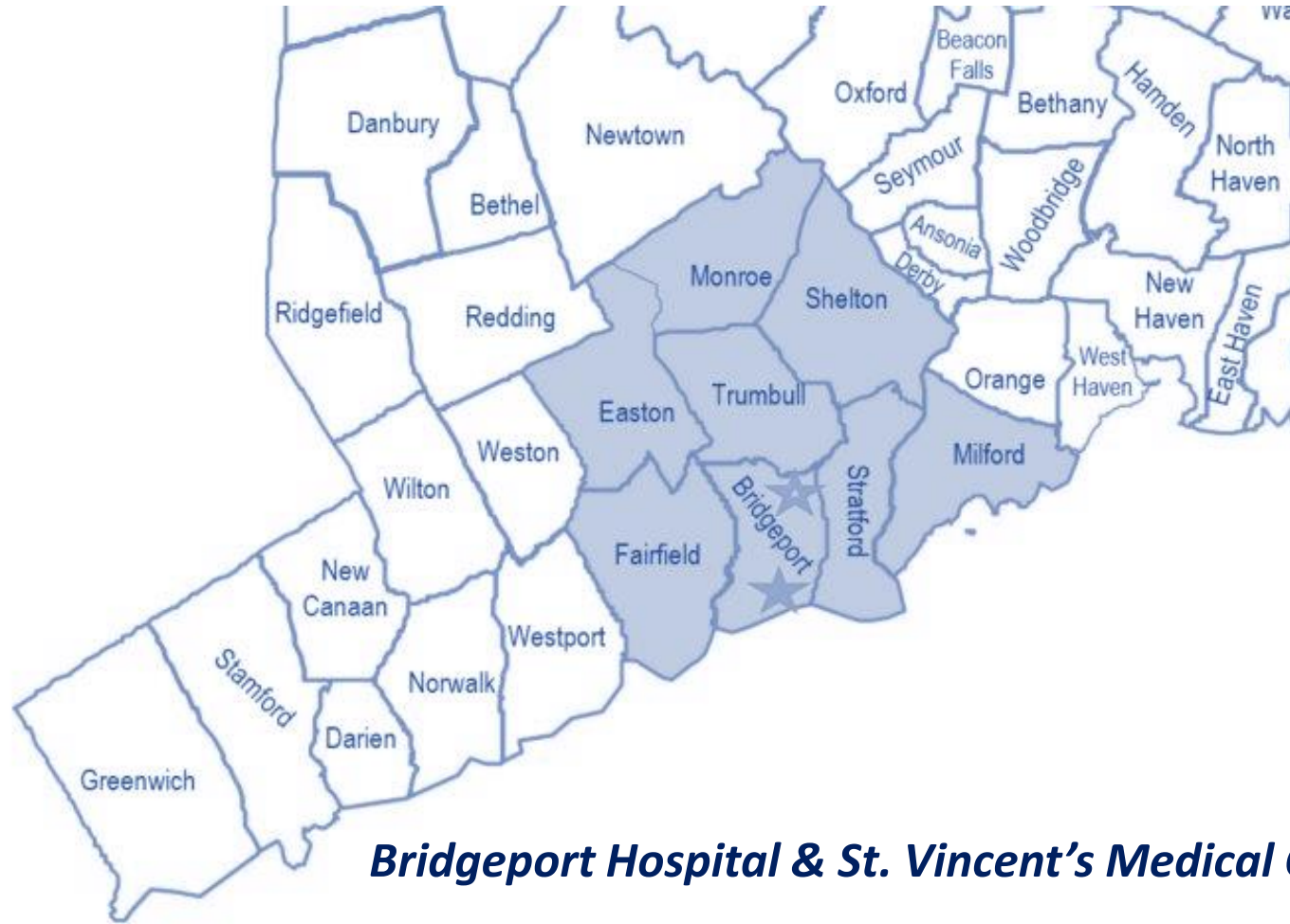
**15% increase**  
community connections

Mothers reported **more positive parenting behaviors**

**The program generates cost savings of \$3 for every \$1 in program costs**

Family Connects has been found to **generate over \$3 in savings for every \$1 spent in program costs** through reductions in emergency medical care use (e.g., reduced emergency department visits)<sup>5</sup>

# Pilot Catchment Area



# Sustainability RFP

# Overview: Sustainability RFP

## Eligibility

Public or private organizations, non-profits legally registered with CT's Secretary of State are eligible to submit proposals in response to this RFP.

## Service

Creation and implementation of a sustainability plan for the Family Bridge Pilot, utilizing multiple data sources and inclusive of both Universal Nurse Home Visiting and Community Health Worker components.

## Funding

Up to \$1,000,000

## Due Date

December 1, 2023

## Timeline

The term of the work shall be from the Date of Execution of a contract through December 31, 2025.

# Target Activities

## Landscape Analysis

- **Goal:** Research and deliver a thorough report on existing reimbursement strategies/mechanisms for CHWs and Visiting RNs.

## Roadmap

- **Goal:** Deliver a draft project plan for CT to accomplish sustainability.

## Implementation

- **Goal:** Assist in the implementation of the Sustainability Roadmap.



# Sample Collaborators

State Agencies	Implementation Partners	Other
OHS	Bridgeport Hospital	Medicaid
OEC	SWAHEC	Commercial Insurers
DSS	FCI	Legislators
DPH	Community Organizations	Federal Agencies
DCF	Secondary Implementation Sites	Other Stakeholders
OSC		

# RFP Outline

	<b>Section</b>	<b>Page #</b>
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# Proposal Submission Overview

Section	Description
<b>Cover Sheet</b>	Page 1 of proposal, Contains essential contact Information and signature
<b>Table of Contents</b>	All proposals must include a Table of Contents that conforms with the required proposal outline
<b>Executive Summary</b>	High-level summary of the main proposal and cost
<b>Attachments</b>	Only the required Appendices or Forms identified in the RFP are allowed
<b>Pagination</b>	The proposer's name must be displayed in the header of each page
<b>Packaging and Labeling Requirements</b>	All proposals must be submitted and addressed to the Official Contact
<b>Declaration of Confidential Information</b>	All materials associated with this procurement are subject to the terms of the Freedom of Information Act, and the Privacy Act. If a proposer deems that information required by this RFP is confidential, such information must be labeled as CONFIDENTIAL prior to submission.
<b>Conflict of Interest Disclosure</b>	Proposers must include a disclosure statement concerning any current business relationships (within the last three (3) years) that pose a conflict of interest, as defined by C.G.S. § 1-85.

# Components Overview

- Strengths and Qualifications of Agency & Staff
- Scope of Service
- Staffing Plan (inclusive of Subcontractors)
- Data, Data Collection, & Technology
- Workplan
- Cost Competitiveness & Budget Narrative

# Evaluation & Scoring

Criteria	Weight
Organizational Profile	10%
Scope of Services	20%
Staffing Plan (Inclusive of subcontractors)	20%
Data & Technology	10%
Work Plan	20%
Financial Profile	5%
Cultural Competence	5%
Budget & Narrative	10%

# Proposal Checklist

## **Proposal Content Checklist**

- Cover Sheet** including required information:
  - o RFP Name or Number
  - o Legal Name
  - o FEIN
  - o Street Address
  - o Town/City/State/Zip
  - o Contact Person
  - o Title
  - o Phone Number
  - o E-Mail Address
  - o Authorized Official
  - o Title
  - o Signature
- Table of Contents**
- Executive Summary:** high-level summary of proposal and cost
- Main proposal body answering all questions with relevant attachments.**  
*Proposers should use their discretion to determine whether certain required information is sufficiently captured in the body of their proposal or requires additional attachments for clarification. Additional attachments may include:*
  - o Staffing plan with FTE status
  - o Agency and program organizational chart detailing reporting structure
  - o Staff resumes and applicable licensures
  - o Work plan describing the organization's efforts, progress, or plans to diversify the workforce
  - o Memoranda of Agreement/Understanding with service partners
  - o Written financial policies and procedures

- IRS Determination Letter** (for nonprofit proposers)
- Two years of most recent annual audited financial statements; OR any financial statements prepared by a Certified Public Accountant** for proposers whose organizations have been incorporated for less than two years. *Agencies may swap in use of EARS system if applicable.*
- Proposed budget**, including budget narrative and cost schedules for planned subcontractors if applicable. \* All budgets must be submitted using the OHS RFP Budget Template which has been included as uploaded as an addendum to the RFP.
- Conflict of Interest Disclosure Statement**
- Statement of Assurances**

## **Formatting Checklist**

- Is the proposal formatted to fit 8 ½ x 11 (letter-sized) paper?
- Is the main body of the proposal within the page limit?
- Is the proposal in 12-point, Calibri Font?
- Does the proposal format follow normal (1 inch) margins and 1 ½ line spacing?
- Does the proposer's name appear in the header of each page?
- Does the proposal include page numbers in the footer?
- Are confidential labels applied to sensitive information (if applicable)?

## **Registration with State Contracting Portal (if not already registered):**

- Register at: <https://portal.ct.gov/DAS/CTSource/Registration>
- Submit required forms:
  - o Campaign Contribution Certification (OPM Ethics Form 1):  
<https://portal.ct.gov/OPM/Fin-PSA/Forms/Ethics-Forms>

# Key Dates & Next Steps

# Procurement Schedule

Activity	Date
RFP Released	10/20/23
Letter of Intent	11/3/23
RFP Conference	11/3/23
Deadline for Questions	11/20/23
Answers Released	On a rolling basis
Proposals Due	12/1/23 3 pm



# Submission Recap

**RESPONSES MUST BE RECEIVED NO LATER THAN**

**3 pm EST , December 1, 2023**

**Respondents must register with the State of CT contracting portal at  
<https://portal.ct.gov/DAS/CTSource/Registration>.**

- **Maximum file submission: 25MB**
- **The original proposal must carry original signatures and be clearly marked on the cover as “Original.”**
- **The proposal must be complete, properly formatted and outlined, signed, and ready for evaluation by the Screening Committee.**

# Contact

## Official Contact

Rachel Rusnak  
Office of Health Strategy  
450 Capitol Avenue, Hartford, CT 06103  
860-418-7001  
Rachel.rusnak@ct.gov

## RFP Links

The Request For Proposal is available in electronic format on the State Contracting Portal by filtering by Organization for the Office of Health Strategy.

<https://portal.ct.gov/DAS/CTSource/BidBoard>

OR

Through the Office of Health Strategy's Website:

<https://portal.ct.gov/OHS/Services/Data-and-Reports/To-Access-Data/Contracts-and-RFPs>



Thank you!