REQUEST FOR PROPOSAL

FOR

Alliance for a Healthier Generation
Healthier Generation Benefit Evaluation

DUE DATE:

October 8th, 2014

E-Mail Complete Proposal Package To Jenny.Bogard@healthiergeneration.org
Request for Proposal Healthier Generation Benefit

1. OVERVIEW

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, is requesting the services of an experienced, highly qualified organization to evaluate and report on the progress and impact of the Alliance Healthier Generation Benefit program. Your organization is invited to submit a proposal that meets the specifications outlined in this document.

Criteria to be used in evaluating responses to this Request for Proposal (RFP) include, but are not limited to:

- Firm qualifications and experience
- Demonstrated knowledge of relevant subject matter
- Project team and project management strength
- Project and schedule understanding and approach
- References
- Cost

Responses to RFP due by Noon EST October 8th, 2014 in electronic format [Microsoft Word or PDF]. Supplemental materials may be submitted in hard copy form and must also be received by the aforementioned deadline. If submitting hard-copy supplemental materials, please supply 2 copies. We anticipate making a selection decision by November 10th, 2014. Work to begin on January 1, 2015, following finalization of contract.

RFP and materials to be submitted to:
Jenny Bogard
Alliance for a Healthier Generation
Jenny.Bogard@healthiergeneration.org

Supplemental hard copy materials may be sent to:
Tamar Karpuj
Alliance for a Healthier Generation/ Clinton Foundation
1271 Avenue of the Americas
42nd Floor
New York, NY 10020

Address all questions to:
Jenny Bogard
Alliance for a Healthier Generation
Jenny.Bogard@healthiergeneration.org
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2. BACKGROUND INFORMATION

About the Alliance for a Healthier Generation

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits. The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children.

RFP Specific Background

This project will evaluate the success of agreements brokered as a part of the Alliance Healthier Generation Benefit.

The Alliance for a Healthier Generation launched the Healthier Generation Benefit in 2009, a collaborative effort with insurers and employers (referred to as “signatories”), to offer comprehensive health benefits to children and families for the prevention, assessment, and treatment of childhood obesity. All signatories provide insurance coverage for at least four follow up visits with their primary care provider and at least four visits with a registered dietitian per year for children (ages 3-18) in the eighty-fifth percentile or higher of BMI for age. Primary care providers are reimbursed for follow-up visits to support the adoption of healthy lifestyle behaviors and registered dietitians are reimbursed for providing nutrition counseling. Insurers and employers also agree to distribute annually at least two targeted communications (e.g. print or electronic newsletters, mailings, advertising, public relations and intranet and internet postings) to all eligible beneficiaries to educate and promote utilization as well as monitor utilization by sharing specific HEDIS and employee awareness data. The American Academy of Pediatrics (AAP) and the Academy of Nutrition and Dietetics (Academy) collaborate with the Alliance on the development of educational materials, provider webinars, care coordination resources, and family resource materials.

As of 2014, there are 19 signatories consisting of 10 insurers and 9 employers. Evaluation work has been done on the program since 2010 showing early successes and utilization of the program. Initially, claims data was collected by each signatory to determine utilization. In 2014, the decision was made to collect HEDIS scores on three key measurements to assess pediatric obesity and counseling (BMI assessment, evidence of physical activity counseling and evidence of nutrition counseling). All insurers are required to send yearly HEDIS reports to the evaluator, while employers are surveyed on their wellness programs and focus on family health.

3. SCOPE OF WORK

The company/organization that is selected to evaluate the impact of the Alliance’s Healthier Generation Benefit program will be responsible for designing, administering and reporting the results of the impact of the Healthier Generation Benefit.

Evaluation Design

A comprehensive evaluation design should be presented that addresses the methodology and administration plan to be used in performing the research.

Data Collection
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Data will be collected from all 19 signatories to determine the impact and reach of the program.

*Impact/ROI Research:*

The scope of the research should focus on the impact the Healthier Generation Benefit has on families and signatories. More specifically, it should include:

- The potential ROI for insurers/employers
- The number of visits necessary to see behavior change
- Physician confidence in working with pediatric patients
- Employee awareness of the program (for employer signatories only)
- The impact communication/marketing plans have on the program
- The breakdown of HEDIS scores from all insurer signatories

There have been challenges with response rates among healthcare providers and employees. The Alliance is looking for creative solutions to engaging both groups and applicants are encouraged to include ideas in the application.

The successful applicant should also have in-depth understanding of care delivery and should address this in the application.

Data collection from Healthier Generation Benefit should include all signatories, supporting organizations, and a representative sample of impacted families. The Alliance will provide contact information for companies and will promote participation in the research process.

*North Carolina Pilot Research:*

A process improvement pilot will be implemented in 1-3 pediatric clinics in North Carolina in early 2015.

Data collection may vary slightly with final design but should focus on:

- Increase Identification of overweight/obese children in each clinic
- Increase awareness of the Benefit among providers and families
- Identify reimbursement and utilization questions from practicing physicians
- Assess healthcare providers confidence in discussing weight with their patients pre/post pilot
- Track referrals to local RDs
- Assess office staff/billing department confidence around reimbursement and appropriate coding
- Determine impact on BMI in each clinic
- Determine average number of follow-up visits with eligible families in a 12 month period at each clinic
- Assess expectations between parents and healthcare providers pre/post pilot
- Determine if Benefit has increased parents’ knowledge of BMI
- Determine behavior change among patients
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Deliverables

 Evaluation design and data warehousing outline
 Implementation Plan
 Data sets from companies
 A comprehensive report addressing all areas specified in the RFP, as well as other noteworthy findings.

This evaluation should focus on measuring the impact the Healthier Generation Benefit has on healthcare providers, families, and payers.

The evaluator must be available for weekly scheduled check-in conference calls with the Alliance team to update the Alliance on the evaluation. The evaluator is expected to attend and present at the Healthier Generation Benefit quarterly conference calls. In addition to the quarterly calls, an in-person evaluation meeting may be required to discuss, in detail, the evaluation design and outcomes. The Alliance has the right to determine if an in-person meeting is necessary and will lead the planning/logistics of that meeting. The Alliance will be responsible for travel costs for the evaluation team associated with this meeting.

The above specifications represent a general framework that the Alliance envisions at this time, however, a successful applicant must be willing to make adjustments to certain specifications as the Healthier Generation Benefit program progresses. Recruitment to the Healthier Generation Benefit program is on an on-going basis, so an applicant must be willing to add new signatories to the overall evaluation plan on a rolling basis. Due to the number of companies participating in the Agreements, the Alliance anticipates the need to make reasonable changes to these specifications or add additional specifications to ensure meaningful evaluation of the Healthier Generation Benefit program.

Please note that a successful applicant will also be expected to actively seek and secure additional grant funding from third party sources to support additional research beyond the initial retainer.
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4. REQUIRED INFORMATION FROM APPLICANT

Applicant must provide the following as part of their proposal. Please respond using the following numbering sequence:

1. A detailed description of the proposed evaluation, including draft methodology and timeline.
2. A detailed description of your company/organization’s capacity to carry out this research in a timely manner and a description of your work in similar arenas including a description of experience working with the private sector.
3. A description of proposed team for this project including bios or CVs.
4. A detailed itemization of any fees, charges, etc. that the Alliance would be responsible for covering.
5. At least three references from clients that have completed a research/evaluation project similar to the one you propose, including name, phone number and email address. At least one reference should be a non-profit organization.
6. An example of a research report conducted for a similar client (if a public report is available).

5. TIMELINE FOR RFP/BID

The following timetable will serve as a general guideline for the issuance, evaluation, and award of this Request for Proposal (RFP).

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>September 2, 2014</td>
<td>Issue Request for Proposal/Bid</td>
</tr>
<tr>
<td>September 15, 2014</td>
<td>Applicants must notify Jenny Bogard at the Alliance (<a href="mailto:Jenny.Bogard@healthiergeneration.org">Jenny.Bogard@healthiergeneration.org</a>) as to whether or not they plan to submit a response.</td>
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<tr>
<td>September 24, 2014</td>
<td>Last date for applicants to submit written questions</td>
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<tr>
<td>October 1, 2014</td>
<td>Last date the Alliance will issue written response to all questions</td>
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<tr>
<td>October 8, 2014</td>
<td>Proposals/Bids due no later than 12:00 p.m. (ET)</td>
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<tr>
<td>Week of October 20, 2014</td>
<td>If needed, conduct interviews with finalists</td>
</tr>
<tr>
<td>November 10, 2014</td>
<td>Provider(s) selected</td>
</tr>
<tr>
<td>January 1, 2015</td>
<td>Work begins</td>
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The Alliance for a Healthier Generation may need to change portions of this timetable due to alterations in its operating schedule. Receipt of this RFP does not represent in any way an offer or contract from the Alliance for a Healthier Generation. Any costs incurred by the applicant in the proposal process are the sole responsibility of the applicant.
6. APPLICANT/VENDOR RESPONSE AND CONTACT WITH THE ALLIANCE

Responses to RFP are due by Noon Eastern Standard Time on October 8, 2014, in electronic format. Supplemental materials may be submitted in hard copy form and must also be received by the aforementioned deadline. If submitting hard-copy supplemental materials, please supply 2 copies. Decisions on contract expected by November 10, 2014. Work to begin on January 1, 2015, following finalization of contract.

RFP and materials to be submitted to:
Jenny Bogard
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1271 Avenue of the Americas
42nd Floor
New York, NY 10020

1. Questions regarding the bid specifications or RFP process should be electronically addressed to Jenny.Bogard@healthiergeneration.org. Questions must be received before 5pm EST on September 24, 2014.

2. Responses to questions posed by a vendor will be issued back to all other vendors to the proposal no later than 5pm EST October 1, 2014. If requested, the Alliance will hold an open conference call to clarify the project and process. All vendors will be invited.

3. The Alliance for a Healthier Generation will assume no cost for proposal presentation and submission.
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7. VENDOR SELECTION CRITERIA

Vendors will be selected based on overall qualifications and experience, demonstrated knowledge of relevant subject matter, project team and project management strength, project and schedule understanding and approach, references and cost.

A successful applicant will be expected to continue to seek third party grant funding for additional research and grant support.

Evaluation/Rejection of Proposals:

Prior to completion of the evaluation process, an applicant may be asked to participate in an interview for the purpose of clarifying or expanding upon any information contained in this proposal.

The Alliance for a Healthier Generation reserves the right to accept a proposal, all or in part and reject any and all proposals.

The Alliance for a Healthier Generation is aware of the amount of time and effort it takes to prepare a response to a proposal. Your participation in this process is sincerely appreciated.
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