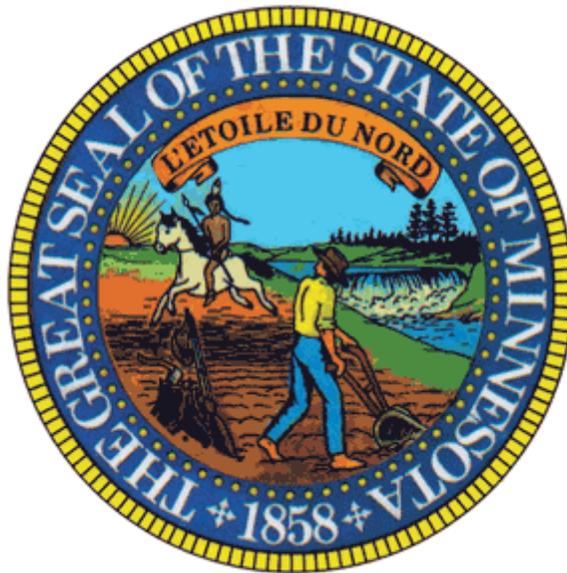


State of Minnesota

Minnesota Department of Health



Quick Call for Proposals (“Quick Call”)

State Innovation Model Storytelling Engagement Project

March 2015

- Responses must be received not later than **4/17/15 at 5:00 PM**
- Late responses will not be considered

SPECIAL NOTICE: This Quick Call for Proposals does not obligate the State of Minnesota or the Minnesota Department of Health to award a contract or complete the proposed program, and the State reserves the right to cancel this solicitation if it is considered in its best interest.

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SECTION 1 – INSTRUCTIONS TO RESPONDERS

Steps for Completing Your Response	Follow the steps below to complete your response to this Quick Call: Step 1: Read the solicitation document and ask questions, if any Step 2: Write your response Step 3: Sign and submit your response
Incomplete Submittals	A proposal must be submitted along with any required additional documents. Incomplete proposals that materially deviate from the required format and content may be rejected.

STEP 1 – READ THE SOLICITATION DOCUMENT & ASK QUESTIONS, IF ANY

How to Ask Questions	The contact person for questions is: Sida Ly-Xiong Minnesota Department of Health Sida.ly-xiong@state.mn.us Questions must be emailed to the contact by 4/10/15 . Other personnel are not authorized to answer questions regarding this Quick Call.
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STEP 2 – WRITE YOUR RESPONSE

Quick Call for Proposals	The Quick Call starts on Section 3. Insert your response to the questions as asked or provide content as requested. By signing this response, your firm is making a legal, binding offer for a contract to provide services to the State of Minnesota.
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STEP 3 – SIGN & SUBMIT YOUR RESPONSE

Where to Send Your Response	Mail your response to: Minnesota Department of Health Sida Ly-Xiong 85 7 th Place East, Suite 200 St. Paul MN 55101 Emailed responses will be accepted, sent to sida.ly-xiong@state.mn.us Faxed responses will not be accepted.
Response Submission Deadline	Must be received no later than 4/17/15 . On or before April 17th at 5:00 PM as indicated by a notation made by the Receptionist.

SECTION 2 – QUICK CALL PROJECT INFORMATION

A. Description of Project

The Minnesota Department of Health (MDH) is seeking one or more vendors to create and implement a facilitated process to collect, produce, and share stories of health integration and innovation that are aligned with the overarching goals of Minnesota's State Innovation Model grant. The purpose of the stories is to build awareness and support broad community interest in integrated care models. Final produced stories may have varying audiences such as care providers, community organizations or individual community members, policy makers, health care administrators. Likely participants in project activities may include [State Innovation Model](#) (SIM) contractors, grantees and partners, community partnerships implementing innovative strategies toward health integration, SIM Task Force members and advisors, and others. Project activities will require a 12-16 month plan in three anticipated phases: 1) planning, 2) story development and technical assistance, and 3) story production and dissemination.

Key objectives of this story telling engagement project are as follows:

- A. To collect and document examples of innovation and promising practices that advance health care integration toward population health and health equity, in alignment with the goals of Minnesota's State Innovation Model grant.
- B. To build narrative capacity of providers, partners, and communities and strengthen their work, partnerships, and impact.
- C. To supplement qualitative data collection and enhance formative evaluation findings.
- D. To support, expand, and sustain interest in health integration and innovation.

Background

The Minnesota Accountable Health Model is a State Innovation Model (SIM) testing grant awarded by the Center for Medicare & Medicaid Innovation <http://innovations.cms.gov> and administered in partnership by the Minnesota Department of Human Services (DHS) and Minnesota Department of Health (MDH). The purpose of the Minnesota Accountable Health Model is to provide Minnesotans with better value in health care through integrated, accountable care using innovative payment and care delivery models that are responsive to local health needs. The funds will be used to help providers and communities work together to create healthier futures for Minnesotans, and drive health care reform in the state.

The vision of the Minnesota Accountable Health Model is:

- Every patient receives coordinated, patient-centered primary care.
- Providers are held accountable for the care provided to Medicaid enrollees and other population, based on quality, patient experience and cost performance measures.
- Financial incentives are fully aligned across payers and the interests of patients, through payment arrangements that reward providers for keeping patients healthy and improving quality of care.

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- Provider organizations effectively and sustainably partner with community organizations, engage consumers, and take responsibility for a population's health through accountable communities for health that integrate medical care, mental/chemical health, community health, public health, social services, schools and long term supports and services.

The Minnesota Model will test whether increasing the percentage of Medicaid enrollees and other populations (i.e. commercial, Medicare) in accountable care payment arrangements will improve the health of communities and lower health care costs. To accomplish this, the state will expand Medicaid accountable care organizations that focus on the development of integrated community service delivery models and use coordinated care methods to integrate health care, behavioral health, long-term and post-acute care, local public health, and social services centered on patient needs.

A storytelling process is intended to provide SIM stakeholders and their target communities with an opportunity to reflect on and create meaning from multiple perspectives, which in turn will support sustained integration and innovation.

Stories produced in this process will re-energize teams, encourage partners, and spur new ideas. SIM staff, contractors, and grantees may use stories to teach and share practices, demonstrate their values in action, or build momentum around ideas to build a community of interest in health integration and innovation. Stories are also a way to expand our stakeholders and audience, generating communities of interest and self-organizing connections.

For more information on the SIM grant, the Minnesota Accountable Health Model and other health reform activities visit State Innovation Model Grant (<http://www.mn.gov/sim>).

B. Sample Tasks

With guidance from MDH, the vendor(s) shall:

- Implement a facilitated training and technical assistance process to SIM stakeholders on developing compelling stories
- Provide accessible means to identify, collect and select stories from a variety of stakeholders across the state
- Engage diverse individuals and community-based organizations to ensure consumer perspectives are emphasized throughout the process and final stories
- Produce a series of stories that build a business case for innovative practices, programs, and partnerships that address the [Triple Aim](#)
- Produce stories in a variety of formats such as video, written, graphic/images, etc. for diverse audiences (care providers, community, legislators, health care administrators, etc.)
- Develop dissemination plan and means of sharing stories with internal and external audiences

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- Scan existing success stories and compile resources that can be shared
- Attend select conferences, community events, and grantee site visits across Minnesota in order to provide technical assistance and/or produce stories
- Work with SIM staff to create sustainability plan for storytelling engagement project
- Meet regularly with MDH and DHS SIM staff to develop workplans and approaches, develop content, coordinate engagement efforts, ensure collaboration across multiple vendors, and for other purposes as needed.

Responders are encouraged to propose additional tasks or activities if they will improve the results of the project. These items should be separated from the required items on the Cost Proposal.

C. Available Funds

Funds for Storytelling Engagement	
Contract award size	Up to \$25,000
Number of awards	Up to three
Contract duration	12 – 18 months
Anticipated contract period	5/15/15 – 9/30/16

D. Eligible Applicants

Eligible applicants include, but are not limited to: public or private for-profit companies, public or private non-profit 501c3 agencies, faith-based organizations, tribal governments or community organizations.

E. Minimum Qualifications

- Demonstrated experience, skills and ability in digital storytelling REQUIRED.
- Minimum 3 years working with diverse groups of people in a range of organizations including government, local public health, health care providers, community and professional groups.
- Capability in assessing written and spoken narrative.
- Experience training and facilitating groups in story telling processes.
- Experience with marketing, media and communications.

F. Eligible Applicants and Qualifications

The following are preferred qualifications:

- Minnesota-based personnel with ability to travel throughout the state.
- 10 or more years' experience with multimedia production.
- Ability to host or develop web-based collection site.
- Experience producing interactive media formats and presentations.

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- Experience training and facilitating diverse stakeholders.
- Experience engaging and developing stories with individual consumers, residents and community members.
- Understanding of health education and promotion.
- Knowledge of health care systems and community health.
- Language skills for multi lingual translation and interpretation (Spanish, Hmong, American Sign Language or other languages)
- Experience training, coaching and preparing individuals in public speaking.

G. Response Evaluation

Responses will first be reviewed to confirm compliance with the minimum eligibility identified above. Responses that meet all eligibility criteria will be further evaluated in accordance with the following:

Factors	Percentage
Qualifications	40 %
Approach to Project	30 %
Cost	30 %

SECTION 3 – VENDOR RESPONSE

INSTRUCTIONS: Fill in the information requested below.

1. Vendor Contact Information

Company's Full Legal Name:	
Business Address:	
Contact Person's Name:	
Telephone Number:	
Fax Number	
E-Mail Address	

2. Qualifications

Describe the company background. This will include a list of all personnel proposed to work on the project, including contractors. Detail the experience and qualifications of key personnel which includes training, work experience, skill sets related this specific contract, and number of years of experience with similar work, and experience working with diverse communities and stakeholders. Responders should include relevant experience creating ADA compliant and accessible materials (see below). In addition, Responder should provide a description or examples of, or web links to, similar work done by key personnel. Please limit submitted qualifications to four (4) pages total.

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3. Vendor Project Plan

A. Approach to Project

This initiative has two primary components, 1) providing a storytelling framework and related technical assistance, and 2) producing distribution-ready, health innovation stories for key external audience(s). Responders may choose to focus on one or both components in their project approach but should provide clear description of how their approach engages stakeholders and/or target audiences. Responders should describe how their approach accomplishes the goals of the project within one proposed contract, which cannot exceed \$25,000.

Responders should describe their experience with relevant stakeholders, key audiences, communities, or partners that they anticipate engaging through their approach. Selected vendor(s) will partner with SIM staff to manage engagement efforts, target audiences, and overarching messages.

B. Deliverables

Responders should describe the final products, materials, tangible outcomes, or participant learning objectives from their approach.

All content, including but not limited to print, web, video, images and graphics, created by selected vendor(s) for dissemination must be available in a format that can be posted on the MDH website, and in compliance with ADA and state accessibility requirements: (<http://mn.gov/oet/programs/policies/accessibility/#>). Final products must cite all source materials, and have all rights to publish or re-publish any materials obtained by others.

Describe your overall approach to the work. This must include a description of how the Responder will accomplish the goals of the project and what specific strategies or actions will be used; who will do the work; and a description of the timelines and final deliverables. Please limit your submitted approach, timeline and deliverables to four (4) pages total.

4. Alterations or Additions to the State's Quick Call Terms & Conditions

If you wish to take an exception to the State's Quick Call Terms and Conditions (see Section 5), please indicate that below and attach any appropriate documentation.

- None
- See attached document detailing proposed alterations and/or additions to the State's Quick Call terms and conditions.

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SECTION 4 – COST PROPOSAL

Follow the instructions below when completing your cost proposal.

Deliverables Based Cost Proposal

Responder must submit a cost proposal that details a list of all deliverables and a corresponding cost for the performance of each deliverable. Detail the number of hours estimated to complete each deliverable and all hourly rates utilized and calculate the total of each deliverable.

Responders are required to use the attached Budget Template, with a sample budget included.

SECTION 5 – RESPONDER CERTIFICATIONS

Responder must check each box to certify to the conditions required under this Quick Call. Please note that some certifications may require the submission of additional information. Sign below to finalize response.

A. Required

- I have read and am aware of the **State’s Quick Call terms and conditions**, which are available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.
- I have read and am aware of the **State’s contract terms and conditions**, which can be found in the sample contract at www.mmd.admin.state.mn.us/pdf/samplecontract.pdf.
- Noncollusion Affirmation.** I certify
 - That I am the Responder (if the Responder is an individual), a partner in the company (if the Responder is a partnership), or an officer or employee of the responding corporation having authority to sign on its behalf (if the Responder is a corporation).
 - That the proposal submitted in response to the Quick Call has been arrived at by the Responder independently and has been submitted without collusion with and without any agreement, understanding or planned common course of action with, any other Responder of materials, supplies, equipment, or services described in the Quick Call, designed to limit fair and open competition.
 - That the contents of the proposal have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any such persons prior to the official opening of the proposals.
 - That I am fully informed regarding the accuracy of the statements made in the proposal.

B. If Applicable

- I am a **certified veteran-owned business**, in accordance with Minn. Stat. § 16C.16, subd. 6a and § 16C.19 (d). The eligibility criteria are available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.

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- I am a **resident vendor**, in accordance with 2013 Minn. Laws, Chapter 142, Article 3, Sec. 16. The eligibility criteria are available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.

By submitting a proposal, I warrant that the information provided is true, correct, and reliable for purposes of evaluation for potential contract award. The submission of inaccurate or misleading information may be grounds for disqualification from contract award and may subject me/my company to suspension or debarment proceedings, as well as other remedies available to the State, by law.

Signature

Title

Date