

Alabama Department of Public Health (ADPH)
Bureau of Prevention, Promotion, and Support

Request for Proposals (RFP)
For
Development of Departmental Strategic Plan

April 13, 2018

OVERVIEW AND PURPOSE

The Alabama Department of Public Health (ADPH), Bureau of Prevention, Promotion, and Support, is currently accepting proposals to establish a process for developing and continuing an agency-wide Strategic Plan that demonstrates strong ties to other key documents including the Alabama Community Health Improvement Plan and ADPH Quality Improvement (QI) Plan. In addition to the strong ties, the approach for development should be one that can easily be replicated in future years to provide a document that functions for the organization and meets Public Health Accreditation Board (PHAB) reaccreditation standards.

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified applicants to support the development of a 2018-2023 ADPH Strategic Plan and train key staff on reporting and continuation of this key document.

ELIGIBLE APPLICANTS

Eligible applicants are professional consultant agencies with verifiable experience and a working knowledge of PHAB accreditation and reaccreditation standards. In addition, entities must demonstrate experience working with other PHAB accredited state health departments, PHAB accredited large county health departments, or other healthcare organizations on similar projects by providing references. Eligible applicants should have the ability to develop linkages with all other required plans.

The awarded entity will enter into a contract with the State of Alabama and must be an approved vendor in the Alabama Vendor Self Service System.

FUNDING AVAILABLE

This is a competitive RFP that will be awarded based on the ability of the contractor to meet the requirements of the RFP.

All funding for this project will originate from the Preventive Health and Health Services Block Grant, a federally funded grant.

PROJECT DESCRIPTION

ADPH is a PHAB accredited health department that maintains several organization-wide documents that are essential to maintaining PHAB accreditation status. Since being accredited in 2017, the department has been pursuing activities to strengthen areas that were identified as less than "Fully Demonstrated" during the accreditation process. One of those weaknesses is the linkage between the Strategic Plan and the Quality Improvement Plan. In addition to strengthening this linkage, ADPH seeks to maintain

the linkages between the Strategic Plan and the Workforce Development Plan, Alabama Community Health Improvement Plan, and the performance management system. The development of an agency-wide Strategic Plan in 2018 is needed to better demonstrate the standards and measures required as a part of PHAB reaccreditation.

ADPH is seeking an organization to provide facilitation and support through the development of the agency-wide Strategic Plan to improve the weaknesses mentioned above and meet PHAB's reaccreditation standards. The vendor developing the Strategic Plan will also need to ensure all measures identified during the process are easily managed by the performance management software, InsightVision 2.0. The vendor will lead the development of an annual work plan to drive activities each year with the overall goal of aiding the health department in achieving the goals and objectives established within the Strategic Plan.

REQUIRED ACTIVITIES

The approved vendor must lead the department through the development of an agency-wide Strategic Plan to include the following required activities:

1. Establish an agreed upon method of development for the Strategic Plan.
 - a. Provide a written description of the process to include elements required for PHAB reaccreditation.
 - b. Establish a mutually agreed upon schedule for the project including time frames, staff time commitments, and deliverables.
2. Establish a timeline for development and publishing the Strategic Plan.
3. Coordinate and facilitate related meetings both virtual and face-to-face based on the mutually agreed upon schedule.
 - a. Proposal must specify virtual and face-to-face meetings.
 - b. Amount of time required per meeting and ADPH staff members needed must be included (i.e. executive leadership, departmental leadership, program management staff, etc).
4. Provide documentation of meetings and decisions made.
5. Create final draft of Strategic Plan for organization review, finalization, and approval by ADPH leadership.
6. Demonstrate linkage between Strategic Plan and
 - a. QI Plan
 - b. Performance Management System
 - c. Branding Strategy
 - d. Workforce Development Plan
 - e. Job descriptions that include competencies linked to the Strategic Plan
7. Present final Strategic Plan to ADPH leadership and other strategically chosen partners.

8. Create final draft Annual Work Plan and teach key staff how to create this plan in future years.

How each of these activities will be executed should be included in the proposal. Also include past experience in conducting these activities with PHAB accredited health departments, with references.

A specific timeline and staff required, with associated timeframes, is a required element of the proposal. A final Strategic Plan and all required activities must be completed by September 30, 2018.

BUDGET

The budget section of the proposal should include a detailed budget and justification outlining proposed costs to complete the tasks included in the required activities section. The budget should include all travel costs.

PROPOSAL DUE DATE AND FORMAT

An electronic proposal must be submitted via email to carrie.allison@adph.state.al.us by April 30, 2018, at 5:00 p.m. CST. The subject line of the email must be "ADPH Strategic Plan – Response to RFP." Any proposals not received by the deadline will not be considered for award.

The proposal should be submitted as a PDF document on 8 ½ x11" paper, with Times New Roman 12 point font, and 1 inch margins. If tables are used, 10 point font is allowable. The entire proposal should be limited to 10 pages in length, not including the budget.

PROPOSAL SUBMISSION

Evaluation of the proposals will be conducted between May 1, 2018, and May 11, 2018. If additional information or discussion is needed with any respondent during this time the respondent will be notified.

The selection decision for the winning proposal will be made no later than May 15, 2018.

The awarded entity must enter into a contract with the State of Alabama. All required activities must be completed by September 30, 2018.

PROPOSAL EVALUATION

An ADPH Evaluation Committee will perform a qualitative technical review of proposals. The technical evaluation will be performed in accordance with the following:

Evaluation Criteria	Points
Required Activities: Proposed methodology Proposed timeline Proposal for coordination of meetings Description of documentation standards Demonstrates understanding of linkage needed for PHAB Accreditation Experience working with PHAB Accredited health departments Proposal for Annual Work Plan Proposed budget	75 points
References for providing services for similar activities with PHAB accredited health departments	15 points
Years of service providing similar consultation	10 points
Total	100 points

CONTACT INFORMATION AND TECHNICAL ASSISTANCE

For any questions related to this RFP, please contact:

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