
RFP FOR CARE COORDINATION SERVICES

For the period of July 1, 2025-June 30, 2026

Schedule of Events

Event	Due Date
RFP Release	January 15, 2025
Questions submitted in writing	January 31, 2025
Answers to questions posted on Healthy Start website	February 7, 2025
Applications Due	February 28, 2025
Anticipated Completion of Initial Evaluation	March 14, 2025
Anticipated Presentation Period	March 17 – March 26, 2025
Anticipated Notice of Intent to Award	March 31, 2025
Anticipated Contract Execution	May 7, 2025
Anticipated Training and Start Up Phase	May and June 2025
Care Coordination Services Commence On	July 1, 2025

2025

Escambia County Healthy Start Coalition
318 N. Alcaniz Street| Pensacola FL | 32501

Table of Contents

SECTION 1: INTRODUCTION	2
SECTION 2: SCOPE OF SERVICES	4
SECTION 3: INSTRUCTIONS FOR SUBMISSION	7
SECTION 4: CONTENT AND EVALUATION METHOD	10
SECTION 5: CONTRACTS	16
SECTION 6: PROPOSAL CONDITIONS	17
ATTACHMENT A: CERTIFICATION-PUBLIC CONTRACTING	18
ATTACHMENT B: NON-COLLUSION AND DISCLOSURE STATEMENTS	19
ATTACHMENT C: CHECKLIST	20
ATTACHMENT D: COVER SHEET: APPLICANT AGENCY INFORMATION	21
ATTACHMENT E: REVIEW SHEET FOR EVALUATORS	22

Thank you to the Healthy Start Coalition of Brevard County and Capital Area Healthy Start Coalition for their assistance in drafting this Request for Proposal.

SECTION 1: INTRODUCTION

Escambia County Healthy Start Coalition, Inc. (“ECHSC”) intends to obtain competitive proposals from contractors (“Contractor”) to provide Healthy Start Care Coordination services for pregnant women, interconception women (those who delivered a healthy baby who is under their care and those who had a pregnancy or infant loss or delivered a baby who is not under their care), and infants from birth to age three in Escambia County, Florida. These services support the Coalition’s mission of reducing fetal and infant mortality and improving birth and health outcomes for women of childbearing age and children under the age of three. The contract period will begin July 1, 2025, and end June 30, 2026. Contracts may be renewed each fiscal year (July 1 through June 30) based on availability of funding and on satisfaction of contractual requirements.

The term “Proposal” means a response submitted by a Proposer to this RFP. The term “Proposer” means those entities that respond and submit a Proposal in response to the RFP. The term “Contractor” means the entity that is chosen to provide the services herein. These terms may be used interchangeably throughout these documents. The term “Contract” means the written agreement to provide the services herein.

Background

Healthy Start is a comprehensive program promoting optimal prenatal health, birth outcomes, and developmental outcomes for all pregnant women, infants, and children up to age three using the Healthy Start home visiting model. Services are performed in accordance with the Healthy Start Standards and Guidelines, Chapters 2, 5-23 and 30, and is subject to policies and procedures of the Coalition, the Florida Department of Health and the Agency for Health Care Administration. This is facilitated through Healthy Start services that provide the education, encouragement, linkages, and support necessary to maximize families’ health, well-being, and self-sufficiency. Care coordinators achieve this goal by helping individuals in the target population and their families receive appropriate education and interventions they need to improve conditions that place them at risk. Interventions, education, and other services are provided directly to clients by care coordinators; other community referrals are made as needed. Care coordinators strive to assure each participant is involved in their prenatal and child healthcare as well as other beneficial Healthy Start and community services based on risk appropriate care.

Escambia County Healthy Start Coalition (ECHSC) was incorporated as a not-for-profit organization in the state of Florida on October 22, 1992. ECHSC is a part of the Florida Association of Healthy Start Coalitions (FAHSC), a 32-member network ensuring that Healthy Start services are available across the state of Florida. Coalitions work with community members to identify and resolve health problems that affect pregnant women, infants, and children.

ECHSC is governed by a Board of Directors that provides administrative and fiduciary oversight for the organization. The selected provider must operate according to ECHSC’s service delivery model, comply with the annual action plan for achieving strategic priorities, and adhere to the Florida Healthy Start Standards and Guidelines as directed by ECHSC, and meet all contractual performance and outcome measures established by ECHSC.

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

For additional information, potential respondents are encouraged to visit

- The ECHSC website at <http://www.healthystart.info>
- The Florida Department of Health’s Healthy Start website at http://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading_2

Objective

The objective of this RFP is to solicit proposals from Contractors to perform the services in accordance with Section 383, *Florida Statutes*, and FAC 64F-3. ECHSC seeks to enter into a fair, competitive, and reasonable contract with one responsive and responsible Contractor whose written proposal is determined to be the most advantageous to ECHSC, taking into consideration the price and other criteria set forth in the RFP and any other information that demonstrates the Contractor’s experience and competence to provide the services herein. Contractors will be required to provide the proposed services described in the Scope of Services, Section 2, of this Request for Proposal (RFP).

Special Accommodation

Any person requiring a special accommodation because of disability should call or email the RFP Coordinator at least five (5) work days prior to the deadline for submitting written questions.

RFP Coordinator

The RFP Coordinator is the sole point of contact for information regarding this RFP from the date of release of the RFP until the Notice of Intent to Award, as indicated in the Schedule of Events. All communication concerning this RFP must be directed **by email only** to the RFP Coordinator listed below. **Please do not contact the RFP Coordinator by phone.** Unauthorized contact regarding this RFP with any other ECHSC employee or Board member could result in disqualification. There should be no oral communications with ECHSC during the solicitation and any such oral communication will be considered unofficial and nonbinding.

The RFP Coordinator is:
Allyson Anderson, J.D.
Executive Director
allyson@healthystart.info

Questions

Questions for additional information or clarification must be submitted in writing to the RFP Coordinator and received no later than the deadline in the Schedule of Events, herein. Written answers to all questions will be emailed and posted on the website at: <http://www.healthystart.info> as indicated in the Schedule of Events. Questions shall be submitted **via email only to the RFP Coordinator.**

All questions shall indicate the following in the subject line of the email:

“QUESTIONS RFP – Care Coordination Services”

Questions must be submitted in the following format:

Question #	RFP Section #	RFP Page #	Question

SECTION 2: SCOPE OF SERVICES

2.1 Scope of Work

The Florida Department of Health provides thorough definition of all Healthy Start services through their Healthy Start Standards and Guidelines. The Standards and Guidelines detail qualifications for each of the Healthy Start services and responding organizations are expected to be able to meet all requirements in both their staffing and budget. A thorough understanding of the Standards and Guidelines is expected by responding organizations.

Service provisions through this RFP must adhere to the Healthy Start home visiting model, Healthy Start Standards and Guidelines, Chapters 2, 5-23 and 30 and is subject to the Coalition, the Florida Department of Health and the Agency for Health Care Administration.

Standards and Guidelines:

https://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading_2

Below is a broad description of Healthy Start Care Coordination services.

1. Client services are individualized by client risk and need, and may include:
 - a) Providing direct, face-to-face services to clients using the Healthy Start home visiting model and curriculum
 - b) Providing assessments for newly referred clients to determine risks and needs
 - c) Completing referrals for other community services such as mental health and substance abuse counseling.
 - d) Providing wraparound services to include:
 - i. Breastfeeding education and support
 - ii. Parenting education and support
 - iii. Childbirth education
 - iv. Smoking cessation services
 - v. Stress management and emotional support
 - vi. Psychosocial counseling and support
 - vii. Interconception care services
 - e) Providing developmental screenings for infants age birth to 3rd birthday
 - f) Providing assistance with enrollment with a prenatal care and/or pediatric care provider and health insurance service providers
2. Community services: Healthy Start programs are required to collaborate with community partners for both referrals and educational outreach including:
 - a) Prenatal and pediatric providers
 - b) Local birthing hospitals and birthing centers
 - c) Medicaid Managed Care organizations (MCOs)
 - d) Other agencies that may also be providing services to Healthy Start clients (e.g., Department of Children and Families, WIC, etc.)

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

3. Monitoring of service provisions
 - a) Ensure Healthy Start performance measures are being met as required by contracts, the Healthy Start Standards and Guidelines, Florida Department of Health, and Agency for Health Care Administration, as directed by the Coalition, using a Quality Assurance and Quality Improvement (QA/QI) model.
 - b) Monitoring of client satisfaction surveys and ensuring findings are addressed appropriately.
 - c) Perform in-depth case reviews as per contract, looking at client service provisions and documentation. Review includes, but is not limited to, reviewing quality of services being provided, ensuring adherence to timelines and that mandatory curriculum and screens are being used appropriately, assessing if case notes are complete, and confirming all services are documented correctly in the Healthy Start client database.
 - d) Perform other forms of review to ensure client services and documentation are being done as necessary. Some methods may include, but are not limited to, shadowing care coordinators, client surveys, and meetings with Healthy Start staff.
 - e) It is expected that monitoring reports will be communicated to the Coalition, including how negative findings are being addressed.

4. Program Oversight: One person will be designated as the Program Supervisor who will:
 - a) Serve as the liaison between the Healthy Start program and the Coalition
 - b) Meet formally and informally with the Coalition
 - c) Ensure all Healthy Start Care Coordination staff are trained in the mandatory curriculum, screens, and Healthy Start procedures as required
 - d) Be responsible for all reporting functions to the Coalition
 - e) Ensure service provisions are being monitored (see #3 above)

2.2 Target Population and Eligibility

The Healthy Start program in Escambia County is a voluntary program that is available to all pregnant and interconception women, infants, and children ages 0-3 in Escambia County. Families are referred to services through the Florida Universal Prenatal and Infant Screening Process as well as self-referrals, and the Coordinated Intake and Referral (CI&R) program. The Contractor is required to serve all clients who are referred for Healthy Start services.

2.3 Number of potential participants and number of services provided

In 2023, there were 3,627 resident births in Escambia County. The Escambia County Healthy Start program receives an average of 359 new infant/child referrals, 513 prenatal referrals, and 2 interconception women each fiscal year. In 2023, Escambia care coordinators completed a total of 1,605 face-to-face services with clients. On average, clients are seen at least once per month. This does not include other forms of communication such as phone calls, texting, letters, mailing documents, e-mails, and working with other agencies on behalf of a client.

Prenatal clients are served up until 8 weeks postpartum and infants can be in Healthy Start from birth until their 3rd birthday. Healthy Start may also provide services to Healthy Start clients

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

through classes, such as parenting and breastfeeding education classes, in addition to the individual face-to-face services.

2.4 Qualifications

Through this RFP, Escambia County Healthy Start intends to select and negotiate a contract with a professional organization within the following parameters:

1. Organization location. The Contractor selected must have offices located within Escambia County, Florida. Organizations outside of Escambia County will not be considered.

2. Experience. Escambia County Healthy Start is interested in contracting with a Contractor that has significant experience in providing client and provider relations and direct client services. ECHSC also has interest in a Contractor with practical knowledge of Healthy Start services and Coalitions, preferably in Florida, and/or maternal and child health organizations with similar goals. The application must demonstrate an understanding of early childhood needs and resources in Escambia County, including but not limited to the needs of pregnant women and infants at risk for poor pregnancy and developmental outcomes. The application must demonstrate the ability to meet these needs in a timely, effective and non-discriminatory manner.

3. Capacity. ECHSC is interested in contracting with a Contractor that has or can have significant in-house capacity to implement and manage this program. ECHSC will not award this contract to any Contractor having an intent to subcontract services or to utilize temporary employees to provide services as contemplated by this RFP. No such subcontracts shall be awarded without the express written permission of ECHSC. The Standards and Guidelines detail qualifications for all Healthy Start services and Contractors are expected to identify these requirements in staffing patterns and budgets.

5. Qualified provider staff. It would be an advantage to ECHSC if the organization and/or individuals within the organization are already qualified to provide the services required through this RFP. [See the Florida Department of Health's Healthy Start Standards and Guidelines, Chapter 6]

SECTION 3: INSTRUCTIONS FOR SUBMISSION

Submission of Proposals and Proposal Format

Proposals must be received at or before the time specified in the Schedule of Events, herein. Contractors interested in submitting a response to this RFP must submit the following documents:

- a. **Technical Proposal.** Contractors will provide information regarding the organization that addresses the ability to provide the services listed above. This information will be provided in the format required in the attached document of the same title. It will include:
 - a) **Cover letter.** Attachment D must be completed in full and submitted as the first page of the application. This includes the name, title, address, and contact information of an official authorized to enter into negotiations and sign a binding contract for the organization. If correspondence regarding the RFP should be directed to a different individual, please also provide contact information for that person.
 - b) **Narrative portion.** The narrative portion of each application must follow the outline as shown on pages 11 and 12 of this RFP. Times Roman or Arial 12 pt. font should be used, and the narrative portion of the application *should not exceed 10 pages double spaced, excluding the work products and work plan*. Please number your sections, include section headings, and respond to each section in order.
2. **Work Plan Proposal.** Contractors will provide a detailed work plan for the implementation and operation of the contracted services as stipulated on page 13 of this RFP.
3. **Cost Proposal.** Please complete and submit a sample budget to cover twelve (12) months of Healthy Start services to run from July 1, 2025, through June 30, 2026.
- c. **Required attachments.** Attachments A, B,C

The RFP Response must be submitted to ECHSC and **received no later than 5:00 p.m CST., February 28, 2025.**

The completed RFP Application may be:

1. E-mailed as a PDF file to allyson@healthystart.info on or before February 28, 2025, no later than 5:00PM Central Standard Time

Contractors will receive an e-mail confirmation that the application was received.

It shall be the sole responsibility of the Proposer to see that their Proposal is received at the proper location on or before the stated time of the Proposal ending. All Proposals received after that time shall be rejected.

A Proposer that considers any portion of its Technical Proposal, Work Plan or Cost Proposal to be confidential shall submit both a redacted version and a non-redacted version of the Proposal.

Escambia County Healthy Start Coalition, Inc. reserves the right to reject any or all responses, to waive any non-substantive deficiency or irregularity, and to negotiate a contract(s) in what it believes to be in the best interest of the Coalition and the target population of Escambia County. All submissions become the property of the Escambia County Healthy Start Coalition, Inc. and will not be returned to the sender.

Replacement/Withdrawal/Modification of Proposal

A Contractor may replace or withdraw a Proposal at any time prior to the Proposal due date. No changes, modifications, or additions to the Proposals will be allowed after the stated deadline.

Cost of Preparation

ECHSC is not liable for any costs incurred by a Contractor in responding to this RFP.

Firm Proposal

By submitting a Proposal, Contractors acknowledge and agree that their Proposal shall remain firm and shall not be withdrawn for one-hundred twenty (120) calendar days after the proposal due date.

Use of Proposal Contents

All documentation produced as part of this RFP becomes the exclusive property of ECHSC and will not be returned to the Contractor. ECHSC will have the right to use any or all ideas or adaptations for the ideas presented in the Proposal. Selection or rejection of a Proposal will not affect this right.

Public Records/Confidential Information

All electronic and written communications pertaining to this RFP, whether sent from or received by ECHSC, are public records upon the conclusion of the RFP process.

Unless specifically exempted by law, all records made or received by the Contractor are presumed to be public record in accordance with the provisions of Article I, Section 24, *The Constitution of the State of Florida*, and Chapter 119, *Florida Statutes*. ECHSC, in its sole discretion, will determine whether a record that is created pursuant to this RFP is a public record regardless of which party is in possession of the record.

In order to ensure that records subject to an exemption are not disclosed, the Contractor shall notify ECHSC's Executive Director immediately upon the receipt of a public records request. The Contractor will not allow any inspection or otherwise disclose any information found in the documents or records unless and until directed to do so by ECHSC's Executive Director or as otherwise required by law.

All documents prepared pursuant to this RFP belong to ECHSC as a work-for-hire arrangement. Refusal of the Contractor to allow public access to such records, as directed by ECHSC or as otherwise required by law, shall constitute grounds for unilateral cancellation of this Contract by ECHSC.

If any part of the Proposal contains documents, data, or records submitted in response to this RFP that the Contractor considers to be confidential, trade secret, or otherwise not subject to disclosure pursuant to Section 119, *Florida Statutes*, The Constitution of the State of Florida, or other authority, the Contractor must also simultaneously provide ECHSC with a separate redacted copy of its documents, data, or records and briefly describe in writing the grounds for claiming exemption from the public records law, including the specific statutory citation for such exemption. This redacted copy shall contain this RFP title and Contractor's name and shall be clearly titled "Redacted Copy." The Redacted Copy shall be provided to ECHSC at the same time the Contractor submits the documents, data, or records to ECHSC and must only exclude or obliterate those exact portions that are claimed confidential, proprietary, or trade secret. The Redacted Copy shall be provided to ECHSC in electronic format.

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

The Contractor shall be responsible for defending its determination that the redacted portions of its documents, data, or records are confidential, trade secret, or otherwise not subject to disclosure. Further, the Contractor shall protect, defend, and indemnify ECHSC for any and all claims arising from or relating to the Contractor's determination that the redacted portions of its Proposal are confidential, proprietary, trade secret, or otherwise not subject to disclosure.

If the Contractor fails to submit a Redacted Copy with its Proposal, ECHSC may produce the entire documents, data, or records submitted by the Contractor in answer to a public records request upon the conclusion of the solicitation.

Modifications to RFP Terms and Conditions

The Contractor may not apply any condition or change any term to any aspect of this RFP or the Proposal may be deemed non-responsive and not evaluated. Any attempt to redline, modify, or change this RFP and its contents, may subject the Proposal to be deemed nonresponsive and not evaluated.

Submission and Evaluation of Responses

Each proposal deemed responsive, i.e. timely received and including each mandatory requirement, will be evaluated separately based on its qualifications, experience, and cost.

Mandatory Requirements for Responsiveness

The following items are minimum requirements to this RFP and must be included, and if deficient, the Proposal may be deemed nonresponsive and not evaluated.

1. Coversheet. A completed and signed Contractor's Information Coversheet of this RFP. These documents must be signed by an individual (contact name and title of the individual) responsible for the organization's Proposal with binding signature authority.
2. Technical Proposal
3. Work Plan Proposal
4. Cost Proposal
5. Completed and signed Attachment A, Certification
6. Completed and signed Attachment B, Non-Collusion and Disclosure Statements
7. Completed Attachment C, Checklist

SECTION 4: CONTENT AND EVALUATION METHOD

Section 4a: CONTENT

The format of the proposals must be arranged in the sequence in which the requirements are referenced and formatted with responses inserted directly after the requirement or request.

Additional information may be submitted to accompany the Proposal, subject to the 22 page maximum page limit.

When submitting additional information, please mark it as supplemental.

Technical and Work Plan Proposal Scoring

Ratings	
(0-5 – Evaluators will use only the enumerated numerals provided in the Numerical Scale)	
Points allotted	Description
5	Superior: Proposal exhaustively addresses the evaluation criterion or demonstrates extraordinary experience related to the criterion
4	Excellent: Proposal extensively addresses the evaluation criterion or demonstrates exceptional experience related to the criterion
3	Acceptable: Proposal adequately addresses the evaluation criterion or demonstrates sufficient experience related to the criterion
2	Fair: Proposal minimally addresses the evaluation criterion or demonstrates nominal experience related to the criterion
1	Poor: Proposal inadequately addresses the evaluation criterion or demonstrates limited experience related to the criterion
0	Missing: Proposal does not address the evaluation criterion or does not demonstrate experience related to the criterion

For each Proposal, the evaluation team will assign the appropriate score for each criterion listed above, based on the scales above.

Technical Proposal Content for Evaluation 0-50 Points

****The Technical Proposal must not contain any cost information.****

Substance of Technical Proposal

Contractor's Technical Proposal will be evaluated and scored as described below.

Maximum length of 10 pages

The narrative portion of the response must include:

1. Relevant Background and Experience (Scored: Rating x 4).

- Briefly discuss the organization's history, mission and organizational structure.
- List any current or recent (within the last 3 years) programs or projects that demonstrate the organization's experience in successfully providing client services and care coordination. Also list the organization's experience in working with Healthy Start Coalitions and/or similar maternal and child health organizations. Organizations may list as many projects as they wish but each project that is included should provide information about the scope and quality of services offered by the organization. Pertinent work products from these contracts may be included (not to exceed 5 pages). For each project, list:
 - a. The entity with which the organization contracted
 - b. The length of the contract
 - c. The organization's current staff that were/are directly involved in the contract
 - d. A description of the professional services that are/were provided by the organization including the methodology followed; the tasks, number of clients, timeline and deliverables executed; and the budget parameters
 - e. Describe whether this project was done totally in-house, primarily in-house, or primarily by outside sources
 - f. Any anecdotal information regarding the quality of the services offered and success of the program.
- Describe current and past populations served including number of clients served. Describe the experience of your organization in serving the Healthy Start target population in Escambia County and/or surrounding counties. Indicate your experience with, or knowledge of, the statewide Healthy Start program and the local implementation of Healthy Start in Escambia County and/or surrounding counties.
- List any experience the organization has with case management and describe the best practices incorporated into the delivery of this service. Describe you or your organization's familiarity with community resources in Escambia County that would benefit the target population. Describe your relationship with existing support services available in Escambia County. This section should include information regarding quality assurance/improvement measures utilized by the organization

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

related to case management and should also list any databases utilized to facilitate the organization's case management practices.

2. Capacity to Deliver Service and Manage Program (Score: Rating x 3).

- Describe the organization's capacity to initiate and maintain client and provider relations, direct client services and care coordination within its own capacity. This section should include identification of the person who will be designated as lead for the ECHSC project and a list of the organization's staff that will be directly involved in the program along with their position title, full-time equivalent, and service provision/administrative time ratios. Also describe your anticipated hiring process if additional staff will be needed to fulfill the requirements of this program.
- Identify how culturally and linguistically competent services will be provided.
- This section should also describe your organization's accounting system to adequately document, record, track and report expenditure of state funds; history or submitting timely deliverables and accurate fiscal reports; ability to record and track staff time incurred by the project; and experience managing state or federal funds.

3. Qualified Provider Staff (Score: Rating x 2).

- List and provide a brief description of the education, certification, language availability, specialized skills, and work experience of the organization's staff who would be involved in program implementation. Include an explanation of how the minimum Healthy Start staffing requirements will be met.

4. Organization's Approach and Unique Capabilities (Score: Up to 5 points).

- Provide a brief project summary on how the organization intends to approach the scope of work as outlined in the RFP. Describe any unique capabilities that would make you or your organization the best choice for providing Healthy Start services to pregnant women, interconception women, and infants in Escambia County. Describe any innovations adopted by you or your organization to overcome obstacles to client satisfaction with services.

Work Plan Proposal Content for Evaluation 0-25 Points

****The Work Plan Proposal must not contain any cost information.****

Substance of Work Plan Proposal

Contractor's Work Plan Proposal will be evaluated and scored as described below.

The detailed work plan document should be a maximum of 10 pages and is in addition to the maximum 10 pages allowed for the technical proposal.

Work Plan for Service Provision: (Rating x 5):

Provide a detailed work plan that presents activities to be undertaken to implement and operate the Healthy Start Program services with timelines, training methods, quality assurance mechanisms, product deliverables, engagement with collaborative partners and persons responsible for the activities. The work plan should reflect a thorough understanding of the specific requirements of the services to be provided as delineated in the Scope of Work, and a well-thought through and detailed approach for implementation and operation of the services that provide high quality, best practices and achieving the highest possible outcomes.

Cost Proposal Content for Evaluation 0-25 Points

Rating x 5

In addition to the cover page and narrative pages, the responses must have a separate budget page. A sample budget is required that indicates the salary, fringe benefits, and associated operating expenses, including any proportion of administrative overhead or supervision costs. Staffing should include administrative staff and professional care coordination staff and include support staff. The number of care coordinator positions needed would be determined based on the number of open cases and other care coordinator duties. For preparing the cost proposal, refer back to both the scope of work and the target population sections. (page 4)

The Cost Proposal shall consist of the proposed 12-month budget and budget justification. The proposed budget must include a total 12-month cost.

The Cost Proposal shall specify a budget for the provision of the services described in this RFP listed in the Technical and Work Proposals.

The Cost Proposal should not exceed 2 pages in length.

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

Section 4b: EVALUATION PROCESS

Proposal Responsiveness

ECHSC will review all Proposals submitted to ensure that they have met all of the requirements in this RFP. Proposals that do not meet all the requirements of the solicitation or fail to provide all required information or documents may be deemed non-responsive and may not be evaluated.

Proposal Evaluation Criteria

An evaluation team of no fewer than three (3) evaluators will individually rate the Technical Proposals and Work Plan Proposals based upon the established fair and objective criteria from this RFP. ECHSC reserves the right to seek clarifications and to request any information deemed necessary for proper evaluation from all Contractors deemed eligible for award and to determine the integrity, viability, and qualifications of all Contractors when to do so would be in the best interest of the State of Florida.

The Proposal Evaluation Criteria and points available are as follows:

Criteria		Possible Points
Technical Proposal	Contractor's Experience & Capacity to Deliver Services	50
Work Plan	Contractor's Plan for Service Provisions	25
Cost Proposal	Contractor's Cost	25
Logistics	<ol style="list-style-type: none">1. Proposal was received by February 28, 2025 by 5:00PM CST.2. Signed, original proposal was submitted in the requested manner3. Proposal is no longer than 22 pages Double Spaced4. Font Arial or Times New Roman 12pt.5. Pages are titled and numbered	5

RFP For Care Coordination Services
Escambia County Healthy Start Coalition, Inc.

Presentation

The proposals with the top 3 scores, that meet the minimum requirements, will be required to give a presentation to the evaluation team according to the schedule on page 5 of this RFP. The presentations will be evaluated and scored based on the criteria described in the Technical Proposal and Work Plan Proposal. For the budget, the evaluation and score will be based on the adequacy of the budget justification, and the extent to which the costs are reasonable and allowable.

Total Presentation Score 0-50 Points

1. Technical Proposal (0-25 Points) 10 minutes to present
2. Work Plan (0-15 Points) 20 minutes to present
3. Budget (0-10 Points) 10 minutes to present
4. Evaluation Team Q & A 20 minutes

Selection and Award

Award may be made to one or none, of the responsive and responsible Contractors, whose written Proposals are determined to be the most advantageous to ECHSC and the State of Florida, taking into consideration the price and other criteria set forth in the RFP, and any other information known to ECHSC that demonstrates the experience and competence of the Contractor to provide the Scope of Services defined herein.

Posting Notice of Intent to Award

If ECHSC decides to make an award, it will post a Notice of Intent to Award on the website specified in this RFP. If ECHSC decides to reject all Proposals or withdraw the RFP, it will post a notice of its intent on the website specified herein this RFP

SECTION 5: CONTRACTS

The contract resulting from this RFP will be two-party contracts between ECHSC and the organization that is selected. One contract will be based on the requirements from the Florida Department of Health and the second contract will be based on the requirements from the Agency for Healthcare Administration. The contracts will establish pricing to be utilized for various aspects of the service. It is anticipated that the initial contracts will be for a minimum of twelve (12) months with the possibility of renewal each fiscal year (July 1 – June 30).

The earning potential for FY 2025-26 is up to **\$567,116.00**. This amount may be lower based on the services provided by the selected organization. Taking into consideration the time it may take for the selected organization to hire and train staff, and to be fully operational, the earning potential may be lower.

Any successful applicant must provide the following before the Coalition will enter into a binding contract:

1. Certificate of professional liability insurance;
2. Proof of submitting to a criminal background screening that includes fingerprint checks through the Florida Department of Law Enforcement (FDLE) and the Federal Bureau of Investigation (FBI) for each employee/individual who would be providing Healthy Start services, including written and signed statement to share the outcome of the background screening with the Coalition; and
3. Proof of access to the U.S. Department of Homeland Security's E-Verify system <https://e-verify.uscis.gov/emp> as it is a requirement that all employees working with Healthy Start programs are found to be eligible to work in the U.S. via E-Verify.

SECTION 6: PROPOSAL CONDITIONS

ECHSC's Reserved Rights: Rejection of Proposals

ECHSC may reject any Proposal not submitted in the manner specified by this RFP. ECHSC reserves the right to reject all Proposals at any time in its sole discretion, including after an award is made, when to do so would be in the best interest of the State of Florida, and by doing so ECHSC will have no liability to any Contractor.

Withdrawal of the RFP

ECHSC reserves the right to withdraw this RFP at any time in its sole discretion, including after an award is made, when to do so would be in the best interest of ECHSC and the State of Florida, and by doing so ECHSC will have no liability to any Contractor.

Clarification

ECHSC reserves the right to seek clarifications, request any information deemed necessary for proper evaluation from all Contractors, and negotiate different terms and related price adjustments if the Legislature determines that such changes would provide the best value to ECHSC.

Waiver of Minor Irregularities

ECHSC reserves the right to waive minor irregularities and/or material deviations in a Proposal when to do so would be in the best interest for the State of Florida. ECHSC makes the sole determination of whether a mistake or omission is a minor irregularity or a material deviation from the RFP.

Form W-9

A completed Form W-9 is required from contractors doing business with the State of Florida. Should ECHSC award any Contract pursuant to this RFP, the Contractor, if not already registered, must register as a contractor with the State of Florida, Department of Financial Services, within five business days of the award. The registration and requirements for registering and submitting electronically Form W-9 are available at:
<https://flvendor.myfloridacfo.com/>.

Registration with the Florida Department of State, Division of Corporations

The Contractor must submit a certificate of licensure in good standing from the Florida Department of State, Division of Corporations, before contract execution. The Contractor must maintain that status through the term of the contract.

Attachment A: Certification-Public Contracting

- To the best knowledge of the person signing this Proposal, the Contractor, its affiliates, its subsidiaries, its directors, its officers, or employees of any other organization associated with this RFP are not currently under investigation by any governmental authority and have not in the last 10 years been convicted or found liable for any act prohibited by law in any jurisdiction involving conspiracy or collusion with respect to bidding on any public contract.
- To the best knowledge of the person signing the Proposal, the Contractor, its affiliates, its subsidiaries, its directors, its officers, or employees of any other organization associated with this RFP have no delinquent obligations to the State, including a claim by the State for liquidated damages under any other contract.
- To the best knowledge of the person signing the Proposal, the Contractor, its affiliates, its subsidiaries, its directors, its officers, or employees of any other organization associated with this RFP have not within the preceding three years been convicted of or had a civil judgment rendered against them or is presently under indictment for or otherwise criminally or civilly charged for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
- To the best knowledge of the person signing the Proposal, the Contractor, its affiliates, its subsidiaries, its directors, its officers, or employees of any other organization associated with this RFP have not within a three-year period preceding this certification had one or more federal, state, or local government public transactions terminated for cause or default.
- To the best knowledge of the person signing the Proposal, the Contractor, its affiliates, its subsidiaries, its directors, its officers, or employees of any other organization associated with this RFP are not on the State of Florida's Convicted Contractor List or the Discriminatory Contractor List.

Name of Contractor _____

Signature _____

Printed or Typed Name _____

Attachment B: Non-Collusion and Disclosure Statements

I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a Proposal for the same services, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify that I am authorized to sign this document for the organization and that the organization is in compliance with all requirements of this Request for Proposal including, but not limited to, certification requirements.

Name of Contractor _____

Signature _____

Printed or Typed Name _____

Upon reasonable inquiry, the organization discloses, on the lines below:

That the following identified owner, officer, director, employee, agent, or lobbyist who is/was a current or former Board member or employee of Escambia County Healthy Start Coalition, Inc. and was, is, or will be significantly involved in preparing or approving this contract, representing the interests of the organization regarding this contract, or doing the work covered under this contract.

That the following identified current or former Board member or employee of Escambia County Healthy Start Coalition, Inc. owns, directly or indirectly, an interest of five percent (5%) or more of the total assets or capital stock in the company.

Name: _____

Title: _____

Name: _____

Title: _____

If none, check here ____

ATTACHMENT C: Checklist

Please include this checklist with your response.

Applicant Agency/Organization:

Logistics

1. Proposal was received by February 28, 2025 by 5:00PM CST
2. Signed, original proposal was submitted in the requested manner
3. Proposal is no longer than 22 pages, double spaced
4. Font: Arial or Times New Roman 12pt.
5. Pages are titled and numbered

Sections and Attachments

Cover Sheet - Applicant Agency Information (Attachment D)

Section 1 – Technical Proposal

Section 2 – Work Plan Proposal

Section 3 - Cost Proposal

Section 4 – Attachments A, B, C

Attachment D: Cover Sheet: Applicant Agency Information

1. Agency Legal Name:	
Main Administrative Address:	
Phone Number:	
2. CEO/Administrator/Director:	
Phone Number:	
Email:	
3. Agency Contact Person:	
Phone Number:	
Email:	
4. Type of Entity:	1. Corporation 1a. Private For-Profit 1b. Private Not-For Profit 2. Unit of Government 2a. Federal 2b. State 2c. County 2d. City 3. Other (Specify:)
5. Federal Identification Number:	
6. Agency Website:	

Name of Responsible Official (Print): _____

Title: _____

Signature: _____

Date: _____

ATTACHMENT E: REVIEW SHEET FOR EVALUATORS

Please score each section 1 to 5, with 5 being the highest. Include any narrative with the score as needed. A maximum of 105 points can be awarded.

Applicant/Organization Name:	
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For Scoring

Logistics	Score Out of 5	<i>Narrative if applicable</i>

Technical Proposal	Score Out of 50	<i>Narrative if applicable</i>

Work Plan	Score Out of 25	<i>Narrative if applicable</i>

Cost Proposal	Score Out of 25	<i>Narrative if applicable</i>