

Request for Proposal (RFP) for Doula Program Outreach, Data Management, Payment, and Administration Services

RFP release date: August 21, 2023

Proposals due: September 18, 2023

Please submit proposals by email to dpettit@johnsoncountyiowa.gov

Estimated term of contract: November 1, 2023–June 30, 2026, contingent on successful administration and reporting.

\$25,000 per year, with a maximum budget of 75,000

1. Introduction:

Johnson County received \$29.3 million in federal American Rescue Plan (ARPA) funding. The Johnson County Board of Supervisors allocated this federal funding to respond to the public health and negative economic impacts of the COVID-19 pandemic, in compliance with the Final Rule from the U.S. Department of the Treasury. One such use is to increase supports for pregnant, laboring, and recent parents who were impacted by COVID-19. Project EC.2.12.01 increases the number of trained doulas in the County to provide culturally responsive care, reduce racial health disparities, and compensate the doulas who provide this work.

Johnson County seeks an experienced service provider to conduct outreach, data management, payment, and administration for a program reimbursing doulas for birth work to eligible patients in Johnson County. The ideal provider has successful experience executing programs using federal funding.

This program will reimburse doula services rendered to Johnson County patients impacted or disproportionately impacted by the COVID-19 pandemic. In accordance with the Final Rule of the Coronavirus State and Local Fiscal Recovery Funds, populations impacted or disproportionately impacted by COVID-19 must meet at least one of the following criteria: Low- or moderate-income (at or below 300% federal poverty guideline or 65% of the area median income); households that experienced unemployment due to COVID-19; households that experienced increased food or housing insecurity due to COVID-19, or households that qualify for a number of federal programs such as state child care assistance (CCDF); Family Investment Program (FIP) or Temporary Assistance for Needy Families (TANF); Free and Reduced Price Lunch or School Breakfast programs; Head Start or Early Head Start; Healthy and Well Kids in Iowa (HAWKI) or Children's Health Insurance Program (CHIP); Johnson County General Assistance; Low-Income Home Energy Assistance Program (LIHEAP); Medicaid; Medicare Part D Low-Income Subsidies; Pell Grants; Section 8 Vouchers or HUD Subsidized Housing; Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); Supplemental Nutrition Assistance Program (SNAP); Supplemental Security Income (SSI).

The selected organization will undergo a risk assessment and subrecipient monitoring. They will be expected to submit quarterly invoices and activity reports by the 15th of the month following quarter end (January 15; April 15; July 15; October 15).

2. Objective:

The objective of this RFP is to identify a qualified service provider who can perform the following tasks:

a) **Data Management:** Establish a robust data management system to track doula participation, client information, services rendered, and payment details. The system should ensure accurate and secure data storage, allow for easy access and reporting, and comply with all applicable privacy regulations.

b) **Payment Administration:** Develop and implement a payment administration process that ensures timely and accurate compensation for doulas based on the services provided. This involves verifying and approving invoices, processing payments, maintaining payment records, and addressing payment-related inquiries.

c) **Program Administration:** Provide administrative support for the program, including managing program documentation, maintaining records, responding to inquiries from doulas and clients, and coordinating with relevant stakeholders.

d) **Eligibility Determination:** Determine and store eligibility for each patient, documenting Johnson County residency and meeting at least one of the eligibility criteria: low- or moderate-income; experienced unemployment; experienced food or housing insecurity; enrollment in a qualifying assistance program (listed above and in the Final Rule of the Coronavirus State and Local Fiscal Recovery Funds).

3. Scope of Work:

The service provider will be responsible for the following tasks:

a) Provide outreach to eligible patients for doula services. Communicate with the trained doula pool to connect patients and doulas.

b) Establish a secure and efficient data management system for tracking doula participation, client information, services rendered, and payment details.

c) Develop and implement a payment administration process to ensure accurate and timely compensation for doulas.

d) Provide ongoing administrative support for the program, including managing program documentation, maintaining records, and addressing inquiries.

4. Proposal Guidelines:

Interested service providers are requested to submit a comprehensive proposal that includes the following information:

a) Executive Summary: A brief overview of your organization, highlighting relevant experience and expertise in managing similar programs and/or administering federally funded programs.

b) Approach and Methodology: A detailed description of your approach to outreach, data management, payment administration, and program administration, including any innovative strategies or technologies you plan to utilize. Explain how you will document and determine eligibility of patients.

c) Project Timeline: A proposed timeline outlining key milestones and deliverables during this award period.

d) Team Qualifications: Provide information about the key personnel who will be assigned to this project, including their qualifications, relevant experience, and roles/responsibilities.

e) Budget: A detailed breakdown of proposed budget for the program, including the following:

- Training stipend for participants going through doula training: \$300 per birth before certification and \$100 incentive for the patient's household.
- Start-up funds for doulas to build their bag for visiting patients: \$829 to be awarded after completing the initial workshop.
 - Business Startup - \$75
 - Doula Certification - \$255
 - Doula Supply Setup - \$260

- Doula Teaching Aids - \$227
 - Doula Tear Pads - \$12
- Per-birth fees for doulas performing pre-, post-, and during-birth work - \$1,300 per client/family
 - 4 prenatal visits (\$75 each) - \$300
 - 4 postpartum visits (\$75 each) - \$300
 - Birth - \$600
- Administrative fee, not to exceed 10% of the total award.

5. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

a) Experience and Expertise: The service provider's experience in managing similar programs and their understanding of the requirements for federal funding.

b) Approach and Methodology: The clarity and effectiveness of the proposed approach to outreach, data management, payment administration, and program administration.

c) Timelines and Deliverables: The feasibility of the proposed project timeline and the ability to meet the Client's expectations.

d) Qualifications of the Team: The qualifications, relevant experience, and expertise of the team members who will be assigned to the project.

e) Budget and Narrative: The feasibility and reasonability of the budget and narrative will be considered.