



**Request for Proposals:
Maternity services on the MOM Mobile**

INTRODUCTION

This Request for Proposals (RFP) is for a clinical provider which will provide exceptional prenatal care to clients on the MOM Mobile: Maternity on the Move. An ideal applicant would have strong experience in maternal and child health in order to provide professional contractual services to Martin County Healthy Start Coalition.

BACKGROUND

Martin County Healthy Start Coalition is a non-profit 501(c)3 that has been offering support and education to pregnant women and infants since February 1993. It was born of the Florida Healthy Start initiative signed into legislation by Governor Lawton Chiles in 1991.

Governor and First Lady Chiles convened a group of community leaders and challenged them to build local coalitions to reduce Florida's alarmingly high infant mortality rate. They believed every child deserved a healthy start in life and worked with communities to build strong local coalitions to provide high-quality prenatal care for mothers and health care for children.

In order to create a system of care for expectant mothers through this legislation, 32 Healthy Start Coalitions throughout the state were created. The Healthy Start legislation provides for all pregnant women and newborn infants throughout the state with a universal risk screening to identify if they are at risk of poor birth, health and developmental outcomes, and then intervenes with interventions to mitigate these risks.

Martin County Healthy Start Coalition is a collaboration of community partners and agencies who strive to support inclusive access to exceptional prenatal care and post-delivery services that promote healthy growth and development for babies and families in Martin County. Their vision is an enriched community with confident caregivers nurturing thriving children.

Women, caregivers and families with young children are provided risk screening and referral to an array of local services running the continuum of care through the prenatal and postpartum periods until children are 3 years old. Services are provided through home visitation through Healthy Start Home Visitation and Nurse Family Partnership. Enhanced services include prenatal care for the uninsured, health navigation, education and support in childbirth, breastfeeding, newborn care, parenting,

fatherhood, child development, food and nutrition, mental health, financial self-sufficiency, diapers, and various other baby goods.

In the client's current service delivery plan, one of their objectives is to reduce disparities and create birth equity amongst Martin County's vulnerable populations. Birthweight is one of the strongest predictors of an infant's health and survival. In Martin County during 2018-2020, the percent of total births that were Low Birth Weight (under 2500 grams) was 6.9% compared to Florida at 8.7%. This indicator widens in Martin County when the same 3-year rolling data compares white births at 6.7% to black births at 13.1%.

Reaching 37 weeks of gestational age is a measure of success in achieving a full term pregnancy. Births that occur before 37 weeks gestation (preterm births) have lower chances of survival and higher chances of short and long term health problems when compared to term births. Between 2018- 2020, in Martin County, the percent of total births that were Preterm Births (less than 37 weeks gestation) was 9.4% compared to Florida at 10.4%. When comparing white births to black births in Martin County, white births have a lower rate of preterm birth at 9.2% compared to black births at 14.2%.

Severe Maternal Morbidity (SMM) is the presence of a complication during a delivery hospitalization. Complications during pregnancy or delivery can lead to negative outcomes for the woman and the infant. Monitoring the trend and disparities in severe maternal morbidity allows public health and medical professionals to take steps to improve the health of women and children. Between 2018- 2020, in Martin County, the rate of severe maternal morbidity per 1,000 hospital deliveries was 24.7 compared to Florida at 18.5. When comparing white rates to black rates in Martin County, white rates are lower at 20.3 per 1,000 compared to the black rate of severe maternal morbidity at 35.7 per 1,000. When examining Non-Hispanic rates to Hispanic rates in Martin County, Non-Hispanic rates are lower at 21.4 per 1,000 compared to the Hispanic rate of severe maternal morbidity at 29.7 per 1,000.

The services of Martin County Healthy Start Coalition serve to improve these outcomes and the proposed scope of work will increase the number of people in Martin County accessing these services. The maternal health disparity marketing campaign will also serve to raise awareness of the gaps between health outcomes in Martin County based on race and ethnicity.

SCOPE OF WORK

Overview of MOM Mobile

Martin County Healthy Start Coalition would like to increase accessibility to prenatal care and improve health outcomes by operating a mobile medical vehicle; the Maternity on (the) Move (MOM) Mobile. The MOM Mobile will bring critical services to our most vulnerable pregnant women and children located in our most desolate neighborhoods by traveling directly to them. The targeted areas that the MOM Mobile will travel to are Indiantown including Booker Park, Hobe Sound, East Stuart, Rio, Port Salerno and Golden Gate.

The MOM Mobile will be a 38 ft. RV equipped with two exam rooms, ultrasound imaging equipment, lab station, restroom, and waiting area. It will be built to clinical standards to ensure sanitary surfaces and patient confidentiality.

The MOM Mobile will be new to Martin County, however, Mobile Health Clinics (MHC) are not a new concept and have been popping up throughout the country. Data from a similar mobile unit in Miami-Dade reflected positive impacts on the social determinate indicators that Healthy Start addresses. Data showed that there were significant differences in the trimester in which mothers began care, had adequate care, and preterm births. In addition, the data reflected a lower percentage of low birth weight infants (4.4% vs. 8.8%). The results suggest that a mobile unit can be used to improve both early access to adequate prenatal care as well as birth outcomes such as prematurity.

The MOM Mobile is supportive of a teaching environment. The MOM Mobile is also open to supplementation and additional staff support to be provided by both clinical volunteers and students. This would be coordinated and scheduled by the designated provider of clinical services.

SERVICES TO BE PROVIDED

Staffing requirements are as indicated below. Each service can be filled by more than one employee.

Certified Nurse Midwife

- Provide outstanding culturally competent prenatal care to all clients.
- Track and report all prenatal visits using the Mobile Health Map
- Must be willing to complete the JJ Way Clinical Provider Training and Certification within 3 months of hire
- Metrics and monitoring of effectiveness, including recommendations for redirection of resources as needed

Medical Assistant

- Assist certified midwife in providing quality care to clients
- Will complete all phlebotomy and urine labs and take patient vitals
- Must be willing to complete the JJ Way Clinical Provider Training and Certification within 3 months of hire

PROVIDER QUALIFICATIONS AS AN ORGANIZATION

- Proof of accreditation by a National Accrediting Organization
- Demonstrates culturally competent care
- Able to provide staff that can function on the MOM Mobile 5 days a week. Schedule to be negotiated.
- Must select staff to meet the aforementioned job requirements
- Must have a physician willing to provide the physician oversight and sign contract declaring their oversight for one calendar year. This contract will

be auto renewed unless the physician or client deems dissolution necessary.

- Familiar with the presumptive eligibility of pregnant women for Medicaid
- File claims for reimbursement from Medicaid

STAFF QUALIFICATIONS

- Strong preference for applicants with maternal and child health expertise and are familiar with Healthy Start
- Strong preference for bilingual providers
- Proof of clinical license and certifications
- Availability 5 days a week and to travel locally on the MOM Mobile

PROPOSAL REQUIREMENTS

Proposals shall include, at a minimum, the following items:

1. Cover Letter. A one page cover letter containing:
 - a. Name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
 - b. Entity name and address;
 - c. Phone, website and email address; and
 - d. State certification number, if any, as a minority-owned, women-owned, disadvantaged, or emerging small business.
2. Staffing. Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities.
3. Demonstration of Process Improvement Projects specific to maternal health that led to improved outcomes. Provide examples with metrics/data that demonstrate how you are capable of executing the scope of work for this RFP. Submit 2 examples. For each example, provide the following information:
 - a. A thorough description of the targeted effort
 - b. The scope and goals of the project
 - c. How success was measured
4. Cost/Budget. Provide hourly rates or other fee structures for the services listed in scope of work of this RFP, including reimbursable expenses.
5. Capacity. Explain proposer's workload capacity and level of experience.
6. Subcontractors. A list of the tasks, responsibilities, and qualifications of any subcontractors proposed to be used on a routine basis.
7. Nondiscrimination. Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drug-free workplace policy.
8. Local Resources. Describe your proposed use of local businesses, connections, and markets in and around Martin County. Include the steps you have taken in the past to support clients and promote community involvement as well as the steps you would take if selected for this project.

Please send completed proposals to Angela Aulisio, Manager of Strategic Impact, at aaulisio@mchealthystart.org by April 3, 2023 with an email delivery receipt.

PROJECT BUDGET

\$195,000 annual. To be paid monthly.

Provider will request payment on a monthly basis through a properly completed invoice. The invoice must reference the billing period; Provider name and amount of payment requested and must include an original signature of an authorized Provider representative. The invoice must be received by the Contract Manager within 12 days following the completion of all terms and conditions for the delivery of service.

EVALUATION CRITERIA

Proposals meeting the above minimum requirements will be evaluated by the client using the following criteria for a total of 240 points:

- 1) Specialized experience and expertise in the type of work to be performed, specifically including pre-natal care/maternal and child health and Martin County. (50 points)
- 2) Qualifications and experience of the staff assigned by proposer to perform these services/currently licensed. (40 points)
- 3) Quality of proposed approach/work plan. (20 points)
- 4) Demonstration of quality work in pre-natal care/maternal and child health. (20 points)
- 5) Familiarity with the target audience and geographic area. (30 points)
- 6) Bi-lingual providers (minimum 2 of the 3 positions). (40 points)
- 7) Rate/Cost. (40 points)
- 8) Interview (if conducted)

TIMELINE

RFP delivered to potential providers and posted to client website	March 1, 2023
RFP applicant Q&A posted to client website	March 18, 2022
Proposals Due	April 3, 2023
Award Notice posted to client website	May 15, 2023
MOM Mobile delivered	December 15, 2023
MOM Mobile ribbon cutting	December 20, 2023
MOM Mobile clinical rotations begin	Jan 2, 2024- Ongoing

INQUIRIES

Questions concerning this RFP should be submitted to:

Angela Aulisio
Manager of Strategic Impact

Martin County Healthy Start Coalition
963 SE Federal Hwy
Stuart, FL 34994
Email: aaulisio@mchealthystart.org

For additional questions the secondary contact is Aubrey Campbell at acampbell@mchealthystart.org

The client will not respond to questions received after March 31, 2023.

Martin County Healthy Start Coalition, Inc. reserves the right to reject any and all submissions, and to request changes based on the reviewers' recommendations prior to final selection.