



NORTH COUNTRY

HealthCare

creating healthier communities

REQUEST FOR PROPOSAL

Organizational Communication Plan

June 15th, 2022

Tammy Howell, Director of Marketing & Development

Primary Request for Proposal Contact:

Tammy Howell

Director of Marketing & Development

North Country HealthCare

2920 N 4th St

Flagstaff, AZ 86004

928.522.9501

thowell@nchcaz.org

Purpose:

North Country HealthCare, Inc. (NCHC) is a not –for-profit, federally qualified community health center and teaching health center located in 13 communities across northern Arizona. NCHC intends to enter into a short-term consulting relationship with an experienced professional or team of professionals to **develop an organizational communication plan**.

In staff surveys, communication has been identified as one of the top areas for improvement, but it is unclear what type of information is desired and in what formats. It seems that there are gaps in the consistency of information about workflows and procedures across the organization as well as pockets of misunderstanding about policies and employee benefits.

The purpose of the Request For Proposal (RFP) is to obtain information that we will deem pertinent to our decision making process and to collect such information in a uniform format from all interested bidders.

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Due Dates and Schedule of Events:

All times expressed in this RFP are local time in Arizona. Please be aware that Arizona does not observe daylight savings time.

A written confirmation of the vendor's Intent To Respond to this RFP is required by the date indicated below. Submit your Intent To Respond via email to the Primary RFP Contact, and include the name, title, telephone number, and email of the person that should be contacted regarding the proposal. Addenda or other information related to this RFP will be transmitted to the contact listed in the Intent To Respond.

Proposals are due by the date and time indicated below. Proposals should be submitted to the Primary RFP Contact. Email submission is preferred. Any proposals received after the specified time will be considered non-responsive and will not be evaluated for award. Please direct any questions to ***Tammy Howell at thowell@nchcaz.org before July 6th, 2022.***

RFP Release	<i>June 15th, 2022</i>
Intent To Respond due	<i>July 6th, 2022</i>
Proposals due	<i>August 1st, 2022, at 11:59 pm, Arizona time</i>
Anticipated announcement of award	<i>August 15th, 2022</i>
Desired service start date	<i>September 1st, 2022</i>
Communication Plan completion deadline	<i>December 31st, 2022</i>

Communication Plan Objectives:

NCHC wishes to assess the following objectives through completion of an organizational communication plan. Your proposal should describe your qualifications to meet the listed objectives and the activities and scope of services your company will undertake in order to achieve them.

1. Consistent message communication across multiple sites and user types
2. Tools for different types of information dissemination
3. Messaging congruent with NCHC's mission, vision, and culture
4. Identify the preferred modalities for communication with different employees, teams, and other stakeholders
5. Evaluating the effectiveness of communication efforts across the organization and with external stakeholders.

The final report should include a detailed action plan that NCHC can use to implement a new communication plan for the organization. The final report is due to NCHC by December 31st, 2022.

Proposal Content:

Proposals submitted in response to this RFP will be incorporated into the final agreement between NCHC and the selected vendor. The submitted proposals should include each of the following sections. Detailed requirements for each of the listed sections are contained in the remainder of this section.

1. Executive Summary
2. Scope of Services
3. Qualifications
4. Pricing
5. Billing/Invoicing
6. Compliance with federal non-discrimination requirements
7. Additional Services
8. References

Executive Summary:

This section should present a high-level synopsis of the proposal. Include a brief overview of the vendor's company, and the benefits your company can offer to NCHC.

Provide the following information for your company:

- Name, title, telephone number, and email of the person authorized to negotiate the contract and clarify services in proposal on behalf of the organization.

Scope of Services:

- a) Provide a description of the activities you will undertake to evaluate the objectives listed above.
- b) Provide a list of the types of individuals and institutions with whom you will consult.
- c) Provide a timeline for completion of the organizational communication plan and whether you would be able to complete the study on an earlier timeline than the required deadline of December 31st, 2022.

- d) Describe the total amount of time required for assessment, consultation, and development of recommendations.
- e) Describe your plans to meet with NCHC staff and leadership.
- f) Describe any additional service options or feasibility study considerations that may be of interest to NCHC.

Qualifications:

- a) Provide a brief history of your firm including size, volume of business, locations, number of years in business and business philosophy.
- b) Describe the visibility and influence of your firm in the organizational communication field.
- c) Provide a copy of the lead consultant's CV.
- d) Describe attributes that make you a valuable strategic partner to North Country HealthCare

Pricing:

- a) Describe how you expect to be compensated for the services outlined in this proposal.

Billing/Invoicing:

- Contractor shall submit an invoice monthly to Accounts Payable with all applicable information
- Contractor cannot bill for services in advance and the account will be set up on a Net 30 for billing purposes.

Compliance with federal non-discrimination requirements:

Being a federal contractor, our contract with you will require the following statement to be part thereof:

This contractor and subcontractor shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities and prohibit discrimination against all individuals based on their race, color, religion, sex, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, national origin, protected veteran status or disability.

This contractor and subcontractor shall abide by the requirements under the Federal Acquisition Regulation (FAR) clause at 52.219-9, we are required to flow down certain requirements to our subcontractors and suppliers to ensure utilization of small businesses in all subcontracts that offer further subcontracting opportunities. You must provide us with a formal subcontracting plan under the flow-down provision set forth in FAR 52.219-9(d)(9).

Additional Services:

Describe any additional services that your company can provide to NCHC.

References:

Provide three reference letters from other similar businesses using your services. Please provide three contact names and phone numbers from your references.

Evaluation Criteria:

NCHC will use a qualification-based evaluation process to select the vendor whose proposal provides the greatest value and provides the most comprehensive services. Proposals will be evaluated based upon the vendor's responsiveness to the requirements of this RFP, how well the proposed solution meets the described needs, and

the costs associated with the proposed services. Evaluation will also consider the extent to which the proposal demonstrates the vendor's ability to deliver the services needed.

Declarations:

NCHC reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor.
- Accept other than the lowest priced offer
- Award a contract based on initial offers received, without discussions or requests for best and final offers
- Request best and final offers from less than all potential vendors