

REQUEST FOR INFORMATION (RFI)

Title: Celebrate One Prenatal Care Intake & Referral (I&R) Service

Issuing Organization: Central Ohio Hospital Council on behalf of the Ohio Better Birth Outcomes Collaborative (OBBO) and CelebrateOne
155 East Broad Street 23rd floor, Columbus, OH 43215

Three Year Funding Amounts: \$190,000 (Year 1)
\$195,700 (Year 2)
\$201,570 (Year 3)

Additional Year-One Start-Up: Up to \$12,000 (which must be spent by December 31, 2015).

Opening Date & Time: September 23, 2015 12:00 p.m.

Closing Date & Time: October 9, 2015 12:00 p.m.

Proposals should be submitted via e-mail only to katherine.higgins@nationwidechildrens.org until the closing date and time of October 9, 2015, 12:00 pm/noon. Applicants will receive a confirmation e-mail that their proposal was received. Proposals received after the closing date and time will not be reviewed.

PURPOSE OF THE REQUEST FOR INFORMATION (RFI)

The Ohio Better Birth Outcomes (OBBO) Collaborative and CelebrateOne are interested in identifying an organization that can provide information to pregnant women (with an emphasis on those women that qualify for Medicaid coverage) regarding prenatal obstetric care options available to them within Columbus and Franklin County and to offer referrals to prenatal appointments and to home visiting and other community resources. Information can and should be provided in a variety of modes including but not limited to phone and on-line technology. The vendor should be able to support the women with obtaining the most timely and convenient appointment to begin her prenatal care, preferably within two weeks of contacting the Prenatal Information and Referral service.

BACKGROUND

CelebrateOne is the Greater Columbus collective impact initiative to improve the health of babies. Its goal is to assure that all babies survive and thrive well past their first birthdays. The initiative is guided by the recommendations of the Greater Columbus Infant Mortality Task Force established to address the community's alarmingly high infant mortality rate that is among the worst in the United States.

A key CelebrateOne initiative is to increase women's access into early prenatal care. To this end, Ohio Better Birth Outcomes (OBBO) is charged with developing an effective centralized prenatal care intake and referral service to enhance women's ability to access prenatal care. This RFI is the competitive process to identify and select a

vendor to establish the CelebrateOne Intake & Referral Service. The Central Ohio Hospital Council will be the fiscal agent for this project and will issue the contract and funding for the selected organization.

Barriers to Prenatal Care. Nearly 18,000 births occur in Franklin County each year, with nearly 50% of them experiencing economic, social and health challenges. Ohio women who recently had a baby reported several barriers to beginning prenatal care including: lack of available appointments; inability to pay for the visit; not receiving a Medicaid card early enough to begin care; being too busy; or not having necessary child care or transportation. Currently, a network of community-based and hospital-based clinics provide prenatal care throughout the community to women who are un- or under-insured or on Medicaid. In addition, there are hundreds of private practice providers who serve Medicaid eligible pregnant women that could be linked to a network that connects these doctors with patients.

PROPOSED TIMELINE

RFI Released:	September 23, 2015
RFI Proposals Due:	October 9, 2015
Interviews Held:	October 14-21, 2015
Applicants Notified by :	November 2, 2015
Services begin by:	January 1, 2016

GOALS OF THIS SERVICE

The CelebrateOne Intake & Referral Service supports the following community goals:

- Decrease the infant mortality rate in Franklin County
- Increase the percentage of Medicaid-eligible and uninsured women who get access to prenatal care in their first trimester
- Eliminate barriers for women accessing prenatal and parenting services
- Increase the number of high-risk women receiving care within two weeks of contacting the I&R service
- Increase the percentage of pregnant women enrolling in a home visiting program
- Move towards integration of the scheduling function with existing systems and the reduction or elimination of the need for a stand alone I & R service

SERVICE DESCRIPTION

The vendor should be able to design a service that is effective, efficient, client centered and maximizes the use of technology for facilitating or scheduling obstetric appointments and sharing information about the importance of prenatal care. In addition, eligible women who are interested in additional prenatal, perinatal and parenting support should be referred to the Franklin County Family and Children First Council (FCFC) for information and enrollment in local home visiting programming and to other programs and resources.

Access to the Service. The vendor will establish a phone number and website that meets the CelebrateOne brand guidelines (see attached document for reference). The vendor should be able to provide services during non-traditional hours and have interpreter services available.

Intake. The vendor will gather consistent information from callers regarding their medical and pregnancy history, based on an algorithm developed by the Ohio Better Birth Outcomes (OBBO) collaborative. The vendor will also gather information regarding the client's socio-economic status and access to family and community support and resources. This can occur either over the phone or through a web-based screening tool.

Triage. Once the intake tool is completed, the vendor will determine how a woman needs to be prioritized for care. OBBO will work with the vendor to ensure that there are clear guidelines for assessing risk.

Scheduling. The vendor will counsel women on the importance of prenatal care and the appointment options available to her based on specialty, location, wait times, etc. The vendor will need to ensure that the provider information used to make appointments and/or referrals is accurate and up to date. The vendor will then act as a navigator to assist the women with scheduling the appointment or connecting with the provider to obtain a prenatal appointment utilizing technology when appropriate. It is expected that the vendor will identify and develop a network of providers that includes hospital- and community-based clinics and private practitioners. It is critical for the vendor to be flexible with getting an appointment scheduled in a variety of ways (i.e. direct scheduling, 3-way calling, hang-up and call back, etc.).

Follow-Up. The vendor will follow-up with the women prior to the first scheduled appointment and after the first appointment to ensure attendance. The goal is to maintain low no-show rates. Follow-up can be achieved through a variety of modes based on the vendor's expertise, experience and capacity and the client's preference and resources.

Referrals. Women will be asked about their current insurance coverage. If in need of coverage, the vendor will work collaboratively with Franklin County Department of Job and Family Services to ensure that the women begin the presumptive eligibility process or full application process (vendors may also provide this service directly if they have the training and capability). In addition, women will be asked about their interest in participating in a home visiting program. If interested, the vendor will contact Franklin County Family and Children First who will follow up to schedule a home visiting program based on the woman's preferences, eligibility and needs. Along with home visiting, the vendor should refer women to any and all applicable community agencies/resources.

Data Collection and Reporting. The vendor shall provide data and reports at regular intervals that measure the success of the service. Measures would include, but are not limited to: increasing the number of women entering care in the first trimester, decreasing the no-show rate for initial prenatal appointments, increasing the number of high-risk women receiving prenatal care within two weeks, and efficiency metrics. The vendor will meet with identified Ohio Better Birth Outcomes (OBBO) leadership to review the data and discuss continuous improvement opportunities.

Marketing. The vendor shall work with the CelebrateOne and OBBO (who will provide resources for marketing the service) to widely promote the Prenatal Intake & Referral Service.

PROPOSED MONTHLY REPORTING REQUIREMENTS AND PERFORMANCE MEASURES

- Callers speaking with a live person
- Clients using text/web who are contacted within 48 hours
- No show rate for initial appointments
- Customer satisfaction with the service

- Total number of clients utilizing the Intake & Referral Service, by access type (i.e., phone, e-mail, web app) and insurance status
- Percent of callers who call within 1st trimester
- Percent of callers who have access to a prenatal appointment within 2 weeks
- Percent of callers who are referred for a home visiting program
- Appointment availability by provider
- Number of new providers enrolled in the service