



Green & Healthy Homes Initiative®

Request for Proposals

Business Development Support for Asthma Programs with
Comprehensive Environmental Health Services

Issued: August 1, 2019

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1. Overview

Purpose

As a proud recipient of funding from the Environmental Protection Agency (EPA), Green & Healthy Homes Initiative (GHHI) is pleased to announce that it is offering **pro bono technical assistance** to help advance asthma programs that feature elements of comprehensive environmental health services, including environmental assessment and remediation of asthma triggers. The objective of this Business Development Request for Proposals (Business Development RFP) is to facilitate and support either new or existing business partnerships to build or expand the scope of asthma programs to include environmental health services as part of comprehensive care management of asthma. The Reimbursement Request for Proposals (Reimbursement RFP), to be released on August 1, 2019, will build upon existing asthma programs and partnerships between service providers and local healthcare entities—such as Medicaid managed care organizations, hospitals, and health systems to achieve reimbursement for those comprehensive services.

The overall goal is working collaboratively together to 1) increase the number of home visiting programs providing comprehensive (including environmental remediation of asthma triggers) asthma interventions, 2) while simultaneously working to increase the number of health plans serving Medicaid populations and/or state Medicaid programs that reimburse for these services.

- The Business Development RFP (this RFP) will be accepting proposals from October 1 - November 18, 2019, designed to select up to two projects to participate from January 16 - September 30, 2020.
- The Reimbursement RFP will be re-released as an open call for proposals on August 1, 2019, designed to select at least five projects in 2019-20 and provide up to 12 months of technical assistance.

GHHI will select up to two projects for the third Business Development cohort, which has an award period of January 16, 2020 – September 30, 2020. Letters of intent are optional, but recommended, and are due October 1, 2019. **The deadline for proposals is Monday on November 18, 2019 by 8:00 PM ET** and all proposals must be submitted to rfp@ghhi.org. GHHI will host a webinar to explain more about the Business Development RFP on Thursday, August 15th, 2019 from 1:00 – 2:00 pm EST.

In total, GHHI will work with two Business Development support cohorts for a total of 12 sites and select up to 10 projects for Reimbursement support from 2018 to 2020.

Cohort Timeline			
Two separate RFPs for Technical Assistance:	2018	2019	2020
Business Development	4 sites	6 sites	2 sites
Reimbursement	2 sites	3 sites	5 sites

Background

GHHI is a nonprofit organization whose mission is to break the link between unhealthy housing and unhealthy families. GHHI has 30 years of experience in fundraising, delivering high-quality evidence-based services, working with governments in jurisdictions around the country, and forming innovative cross-sector partnerships. The organization's headquarters are in Baltimore, Maryland where GHHI provides an array of evidenced-based direct services to increase the stock of healthy, safe, and energy efficient homes for low-income families. GHHI's direct service program has won numerous best practice awards and serves as a national model for cities and states across the country. GHHI has established partnerships to replicate its model in over 25 cities throughout the US. Additionally, it provides technical assistance to government agencies, nonprofit organizations, and foundations. GHHI's office in Washington, DC focuses on policy, innovation, and social impact financing strategies.

As a direct service provider in Baltimore, Maryland, GHHI began exploring innovative financing models for its asthma program in 2014 in partnership with Johns Hopkins Health System in Baltimore. In 2016, with funding from the White House Social Innovation Fund, we completed Pay for Success (PFS) feasibility studies for a cohort of five asthma-focused projects across the country, three of which are now actively transitioning to the transaction structuring phase. The PFS model combines private investment with Medicaid payment mechanisms that allow service providers to perform comprehensive asthma programs to include services that are typically not reimbursable. We worked with nonprofits, health plans, hospital systems, and local agencies to develop or refine asthma programs that feature home visiting and comprehensive environmental assessment and remediation.

GHHI is eager to leverage the knowledge, tools, and network it has developed thus far to help asthma programs advance toward scaling and implementing evidence-based interventions to benefit communities that need them most. In our experience, we have witnessed too often the detrimental effects of underfunding services that address the root causes of asthma. With this opportunity, we seek to strengthen asthma programs across the country by providing business development support in key areas further described below.

2. Eligibility Criteria and Requirements

Applicant must:

- If selected, enter into a Memorandum of Understanding with GHHI for technical assistance services.
- Have two partner entities willing to participate as project leads: a health care entity partner and a service provider partner.
- If selected, agree to contribute in-kind hours, estimated at 240-360 hours from primary partner and/ or partners, to support the technical assistance GHHI will provide.
- If selected, participate in knowledge-sharing activities and be willing to make publicly available all non-confidential documents and tools developed during the agreement period.

While GHHI will provide the necessary guidance and tools for Business Development, we expect that the awarded organization and its partners dedicate time and effort to advance the project, including completion of key deliverables and tasks between project meetings. During the eight-month project, we estimate the required time commitment to be as follows:

- Health care entity and/ or Service provider entity:
 - 200 to 300 project-level hours

- 40 to 60 executive sponsor hours

3. Service Offerings

Award Period for Technical Assistance

January 16, 2020 – September 30, 2020

Key Dates

- Business Development 2019 Cohort Kickoff Webinar: Thursday January 16, 2020 from 3:00-4:00 PM ET

Value of Business Development Support

Over the course of eight months, GHHI will deliver technical support services valued at \$20,000 to \$30,000 per project.

Service Offerings

Upon selection of awardees, GHHI will perform an in-depth needs assessment and, from that, create a project development plan that includes the needs assessment, overview of services/deliverables to be provided, and a customized work plan. Below is an overview of the types of services that are available to projects. GHHI and partners may be willing and able to provide related services that are not listed below, if other needs are identified.

Work Plan Timeline

February-April 2020

Service delivery model support

- Service provider capacity analysis and support
- Referral and enrollment process support
- Pilot planning and implementation support
- Ramp-up support

Data support

- Creation and execution of appropriate business associate agreements and data use agreements
- Development and implementation of appropriate infrastructure, processes, and procedures to securely monitor and transfer data between systems
- Creation of data dictionaries outlining criteria and format for data extracts
- Assistance with Institutional Review Board (IRB) applications
- Descriptive, predictive, or prescriptive data analytics

Payment mechanism analysis

- Analysis of political and regulatory issues
- Healthcare payer or reimbursement entity engagement and support
- Analysis of possible payment or reimbursement mechanism

April-September 2020

Economic analysis

- Cost-benefit analysis
- Economic modeling
- Budget analysis and recommendations
- Risk analysis and mitigation recommendations

Evaluation planning

- Evaluation design
- Evaluator identification and engagement
- Performance management planning and support

4. Application and Selection Process

Application Deadline

The application deadline is Monday, November 18, 2019 at 8:00pm Eastern.

Lead Organization

Partnerships are required to designate a lead organization to be the official applicant on the partnership's behalf. This organization will be the primary point of contact throughout the award period, if selected.

GHHI Assistance for Application Process

GHHI will provide each applicant the opportunity to have a telephone call of no more than a total of 30 minutes with GHHI staff to answer questions about the competition. Additionally, we will offer one webinar that will be recorded for interested parties. On the webinars, we will provide an overview of the opportunity as well as considerations for applicants. All webinar slides and recordings will be made available on our website. Please send any other questions to RFP@ghhi.org.

Communications

Please direct all questions regarding the RFP or application and selection process to RFP@ghhi.org or contact Brendan Brown, Director of Evaluation & Impact and project lead, directly at (443) 842-6345.

Important dates

- August 1, 2019: Release of Business Development Request for Proposals (BD-RFP)
- August 15, 2019: Webinar for Recruitment of 2019 Business Development cohort ([register here](#))
- November 18, 2019: Proposals due by 8p ET to rfp@ghhi.org
- December 17, 2019: Select and notify awardees (embargoed until public announcement of Business Development) of proposal acceptance
- January 16, 2019 – September 30, 2019: Award Period
- January 31, 2020: Public announcement of awards

Proposal Review Team

The proposal review team will be comprised of applicable content experts in the fields of public health, asthma reduction and health care finance. All reviewers will be required to sign a conflict of interest form and will operate under GHHI's standards of transparency and ethics. All reviewers will be required to sign a conflict of interest form.

Due Diligence and Clarification Process

The application review team will conduct due diligence and ask clarifying questions to applicants to ensure their ability to execute the project and to inform award recommendations. A request for clarification does not guarantee selection. If an organization does not respond by the deadline to a request for clarification, the GHHI team will remove the application from consideration. This process is in addition to the evaluation of the applicant's eligibility and the quality of its application, and results from this process will inform selection.

Submission Process

Please submit your application materials to RFP@ghhi.org. Please submit the cover sheet and Proposal Narrative as one document in .pdf format. Attachments may be included as separate documents.

Please direct all questions regarding the RFP or application and selection process to Brendan Brown, GHHI's Director of Evaluation & Impact and project lead, directly at RFP@ghhi.org or call (443) 842-6345.

5. Application Materials and Selection Criteria

The RFP, Application Guide, and all materials are available online at:

<https://www.greenandhealthyhomes.org/services/national-initiative-for-asthma-reimbursement/>

Application Materials

The application for funding and technical assistance for business development support must include the following materials:

- **Application cover sheet:** Please complete the provided cover sheet template and include it with your application.
- **Proposal narrative:** Please respond to the selection criteria outlined in the next section. The proposal narrative shall have a maximum length of 12-15 pages, numbered and double-spaced with 12-point Times New Roman font and one-inch margins. Cover sheet, table of contents, and any supplementary materials do not count toward the page limit.
- Most recent A-133 audit, if applicable.
- Most recent financial statement.
- **Letters of commitment from partnering organizations' leadership (mandatory):** Please provide letters demonstrating commitment of key partner organizations, if possible. This will not factor into initial application scoring but will be helpful during the due diligence, and clarification process and may factor into final selection.
- **Additional project-related documents, such as a program evaluation report (optional, but recommended):** This will not factor into initial application scoring but will be helpful during the due diligence and clarification process and may factor into final selection.

Proposal Narrative and Selection Criteria

In the Proposal Narrative, please address the sections outlined below. Applications will be scored according to the points indicated for each section, totaling 100 points for the Proposal Narrative. The Proposal Narrative shall have a maximum length of 12-15 pages, numbered and double-spaced with 12-point Times New Roman font and one-inch margins. Other materials, such as the cover sheet will not count toward the page limit.

For fairness and consistency, applications will be scored only on what is presented in the Proposal Narrative.

A. Project Goals and Impact (10 points)

- a. Describe clearly the project's goals and theory of change. Priority will be given to projects that have clear goals for meaningful impact, directly with the target population and/or indirectly through a broader influence. *(5 points)*
- b. Demonstrate scale of local asthma burden *(5 points)*

B. Capacity and Commitment of Project Partners (25 points)

- a. Describe clearly the partners' roles and how they demonstrate their commitment to the partnership. Also, describe which project roles still need to be filled and the plan for filling them. *(10 points)*
- b. Describe the ability of project leadership and management team to advance the project. Provide plans for sustaining project if there is staff turnover during the project period. *(5 points)*
- c. Describe the partners' ability to meet or exceed the estimated time commitments laid out in section 2 of this RFP, including key staff who will drive the project forward. *(10 points)*

C. Track Record and Experience (30 points)

- a. Makes a compelling case for ability to achieve project goals and conduct project activities by describing track record of success and specific skills, resources, and abilities that makes applicant highly and/or uniquely qualified. *(5 points)*
- b. Demonstrates existing relationships with key stakeholders or capacity to rapidly develop these relationships. *(10 points)*
- c. Demonstrates experience in community-based care management and service models inclusive of comprehensive care that includes medical and community-based interventions. *(10 points)*
- d. Describes compelling examples of setting and implementing goals with its current and past partners. *(5 points)*

D. Program Assessment (35 points)

- a. Describe the current strengths and weaknesses of the program in addressing the described need. *(10 points)*

- b. Describe any potential barriers to building a comprehensive asthma care management program that includes environmental health services and the strategy for overcoming any barriers identified. *(10 points)*
- c. Describe the project's technical assistance needs for which applicant is requesting business development support. *(15 points)*

6. Acknowledgements

E. About the EPA National Indoor Air Program

Environmental Protection Agency,

Office of Radiation and Indoor Air (ORIA), Indoor Environments Division

ORIA's mission is to protect the public and the environment from the risks of radiation and indoor air pollution. The office coordinates across the Agency and with other federal, state, tribal, and non-governmental organizations to carry out its mission. ORIA develops criteria, standards, guidance, policies, and programs to limit unnecessary radiation exposure and control exposure to indoor air pollutants, including asthma triggers.