

Northwest Regional Telehealth Resource Center (NRTRC) Office for the Advancement of Telehealth (OAT) Grant Market Analysis for Business Development REQUEST FOR PROPOSAL

RFP Number: 102	RFP Title: NRTRC Market Analysis for Business Development
RFP Due Date and Time: 12/19/08 5:00 P.M. MST	Brief Description of Proposal Request: NRTRC is in the process of identifying fee for service programs that would be of interest to a broad range of customers in the health care and related service areas. Prior to devoting considerable time and energy developing programs and services, the NRTRC would like to assess its current and prospective customer base to gauge interest. This proposal is for the purpose of conducting a market research assessment to identify new potential customers as well as determine services customers would purchase.

AGENCY INFORMATION	
Point of Contact: Doris T. Barta, Director Grants Division, St. Vincent Healthcare Foundation	Issue Date: 11/14/08
Doris T. Barta, MHA, Director Grants Division St. Vincent Healthcare Foundation 175 North 27th Street, Suite 803 Billings, MT 59101	Phone: 406-237-3602 Fax: 406-237-3615 Email Address: doris.barta@svh-mt.org

INSTRUCTIONS TO OFFERORS	
Return Proposal via email to: Doris T. Barta, MHA, Director Grants Division St. Vincent Healthcare Foundation 75 North 27th Street, Suite 803 Billings, MT 59101	Phone: 406-237-3602 Fax: 406-237-3615 Email Address: doris.barta@svh-mt.org
	Special Instructions: <i>Proposals must be sent electronically so that they may be forwarded electronically to the evaluation committee</i>

OFFERORS MUST COMPLETE THE FOLLOWING	
Offeror Name/Address:	Authorized Offeror Signatory: Electronic signatures accepted for this RFP process.
Offeror Phone Number:	Offeror FAX Number:
	Offeror E-mail Address:

OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE

OFFEROR'S RFP CHECKLIST

The 7 Most Critical Things to Keep in Mind When Responding to this RFP for the NRTRC Market Analysis for Business Development

1. _____ **Read the entire document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; funding amount and source; performance and/or reporting requirements, etc.
2. _____ **Note the point of contact name, address, phone number and e-mail address.** Doris Barta is the procurement officer for this RFP, and is the person you should communicate with regarding the RFP and is the final source of information for any questions you may have.
3. _____ **Follow the format required in the RFP** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
4. _____ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don't assume the evaluation committee will know what your company capabilities are or what items/services you can provide. The proposals are evaluated based solely on the information and materials provided in your response.
5. _____ **Use the forms provided**, i.e., cover page, budget form, etc.
6. _____ **Review and read the RFP document again** to make sure that you have addressed all requirements.
7. _____ **Submit your response on time.** Note all the dates and times listed within the document, and be sure to submit all required items on time. Late proposal responses will not be accepted. Email responses are **mandatory** for this RFP process.

This checklist is provided for assistance only and should not be submitted with Offeror's Response.

SCHEDULE OF EVENTS

<u>EVENT</u>	<u>DATE</u>
RFP Issue Date	<u>November 14, 2008</u>
RFP Response Due Date	<u>December 19, 2008</u>
Notification of Offeror Interviews	<u>January 5-9, 2009</u>
Offeror Interviews.....	<u>January 12-16, 2009</u>
Notification of Award.....	<u>On or before January 23, 2009</u>
<u>Final Report Due Date.....</u>	<u>March 13, 2009</u>

SECTION 1: PROJECT OVERVIEW AND INSTRUCTIONS

OVERVIEW OF THE NRTRC

The Northwest Regional Telehealth Resource Center (NRTRC) is an organization charged with the responsibility of providing technical support, information and education and fostering collaborative opportunities with health care and related organizations with an interest in telehealth in the Northwest Region of the United States. This region is expansive, covering eight western states and the U.S. Affiliated Pacific Islands. The NRTRC service area ranges from Wyoming in the East, through the Pacific Northwest, Alaska, Hawaii to Guam, American Samoa and other Pacific Island groups.

The NRTRC is a collaborative organization consisting of thirty three regional telehealth networks that possess a wealth of experience and expertise, many of which are considered pioneers in the development of telehealth networks and applications regionally and nationally. Consortium members have been influential in addressing policy, reimbursement, and other key barriers to the evolution of telemedicine and telehealth. The Northwest Regional Telehealth Resource Center seeks to leverage this expertise to assist others interested in developing new telehealth networks or applications as well as to provide assistance in planning efforts which contribute to program development and sustainability. The NRTRC has a goal of improving access to education and health care, with a special emphasis on rural communities throughout the western region.

Mission Statement:

To advance the development, implementation, and integration of telehealth through:

- *Sharing information;*
- *Leveraging resources; and*
- *Creating a synergistic telehealth community.*

Vision Statement:

Access to quality healthcare for everyone.

Telehealth is a term that covers a broad range of electronically-distributed medical services, including (but not limited to):

- Health care professional education and continuing education;
- Remote clinical services delivered live interactive video conferencing; and
- Transferring electronic medical records and images.

It is important to note that the terms “telemedicine” and “telehealth” are often used interchangeably. The term “telemedicine” has been around for a considerably longer period of time and typically refers to the provision of clinical services through interactive video conferencing. The term “telehealth” is a more current designation and includes the provision of distance education, electronic imaging and data transfer as well as clinical service delivery.

The NRTRC’s initial operation was funded through a three year grant from the U.S. Office for the Advancement of Telehealth (OAT), a division of the Health Resources and Services Administration (HRSA). The OAT grant program funded five Regional Telehealth Resource Centers and one National Center tasked with providing information and support in dealing with legal and legislative issues related to telehealth.

The NRTRC grant project is managed through the St. Vincent Health Care Foundation in Billings, Montana and the Center’s operations are subcontracted through Inland Northwest Health Services in Spokane, Washington. Overseen by a Board of Directors with representation from each of the eight participating states and U.S. Affiliated Pacific Islands, the organization meets face to face twice yearly to guide development and discuss progress related to the grant workplan, additional projects and opportunities. Subcommittees meet monthly to focus on business, clinical, educational, and technical areas of need, common issues and collaborative projects.

Services currently provided through the NRTRC:

- Technical assistance in the development of new telehealth programs, applications and networks;
- Increased awareness and exposure for telehealth as a viable tool for efficient delivery of healthcare;
- Development and promotion of solutions to regulatory issues that facilitate regional healthcare delivery through telehealth;
- Information on best practices in regional cooperation among telehealth programs;
- Consultation services to address strategic planning, network assessment, business plan development, application development, and other services;
- Collaborative activities that promote improved access to healthcare services throughout the NRTRC service area; and
- An increased sense of community among NRTRC, other telehealth organizations and healthcare organizations throughout the region and nationally.

1.0 PROJECT OVERVIEW

The objectives of the Northwest Regional Telehealth Resource Center (NRTRC) for eight states (Alaska, Hawaii, Idaho, Montana, Oregon, Utah, Washington, Wyoming) and the United States Affiliated Pacific Islands is to improve our members' abilities to provide telehealth by increasing efficiency, increasing markets, increasing communication and fostering new ideas through sharing telehealth resources. The NRTRC also has a commitment to help new systems emerge and grow.

The NRTRC is initiating a Market Research and Analysis project for several reasons:

- We cannot be assured of continuing grant funding, particularly in times of economic uncertainty and are therefore exploring strategies which will support a sustainable revenue stream;
- We have been tasked by OAT to work to develop programs and services that will contribute to financial sustainability at the completion of grant funding; and
- We believe that by becoming a self-sustaining organization, a more broad range of services can be provided than if dependant solely upon grant funding.

Services currently provided through the Center are available largely at no cost to HRSA federally funded grant programs as well as the general public at large (for-profit as well as not-for-profit). More comprehensive involvement in consulting services and larger projects warrant a fee-for-service as authorized by the funding agency. In an environment where clients have generally come to expect free products and services from federally funded programs, revenue generation and contracting for services has not been accepted with great enthusiasm. Such services need to exemplify considerable response to customer need, demonstrate innovation in the health care environment, and develop a reputation for world class programs widely acknowledged in the telehealth and related communities.

The NRTRC's Business Development Committee is currently in the process of exploring fee-for-service programs that would be of interest to a broad range of customers in health care and related service areas. Prior to devoting considerable time and energy to the development of potential programs and services, the NRTRC is proposing to assess its current and prospective customer base to gauge potential interest through a market research assessment. With that background in mind, the Northwest Regional Telehealth Resource Center is presenting this Request for Proposal to market research professionals.

Information on the following topics is being requested through the assessment process:

1. *Would customers have a need for the following proposed services?*

Currently under consideration are three lines of business:

- A **virtual training and education center** utilizing web and managed video solutions to deliver telehealth and health care education;
- A **consulting service** that will offer professional guidance and leadership to organizations seeking to develop or improve telehealth networks and applications; and/or
- **Project management** for *ad hoc* telehealth projects.

2. *Identification of current and potential customers of NRTRC programs and services*

Those currently engaged in the telehealth community might be quick to assume that potential customers are primarily telehealth networks. With the current telehealth landscape rapidly evolving, a number of new stakeholders are emerging locally, regionally and internationally. The NRTRC seeks to identify new market opportunities and customers through the assessment process. Additionally, federal funding agencies have designated a preference for Community Health Centers and Primary Care Associations as development priorities. Considerable funding is also being made available to develop connectivity and infrastructure to enable easier access to services and sharing of programs on a much broader scale. This increased reach would warrant a thorough understanding of evolving customers and markets. Size and scope of the NRTRC's potential market may also need to be explored. Beyond federal funding, the Center may also seek to explore a larger service area which may encompass a national or international market.

Potential customers may include but are not limited to:

- Existing or emerging telehealth networks;
- Organizations involved in electronic medical record (EMR) network development;
- Hospital Associations;
- State Departments of Health;
- Community Health Centers;
- Primary Care Organizations;
- Physician Groups;
- Health Insurance Carriers;
- Federal Agencies (e.g. VA, DoD, Indian Health Services);
- Corrections Systems; and/or
- Community Mental Health Centers.

3. *Are potential customers willing or able to pay for the proposed services?*

Many current and potential customers are grant funded and may not have the resources to pay for even moderately priced consulting or educational services. Grant budgets are typically prepared without consideration of additional resource requirements. Typical services provided by the NRTRC in the form of technical assistance are intended to jump start emerging programs and assist in avoiding delays in provision of services due to challenges faced addressing typical barriers, protocol development, operational processes, and numerous other considerations for new program startups. A frequent realization for new programs and organizations seeking to develop programs and services is a lack of understanding of the environment in which they are preparing to enter, one which is well understood by centers of expertise exemplified by the NRTRC. Helping these organizations to better understand the environment, issues and barriers may better position them to make more informed decisions and taking advantage of considerable lessons learned from years of experience.

The NRTRC invites you to submit a proposal for the NRTRC Market Assessment for Business Development. This RFP may serve to uncover additional questions that need to be explored prior to the initiation of an assessment. With this in mind, potential offerors will assist in clarification of related questions, customers, markets, issues and other information that will lead to the market assessment instrument. In order to create an assessment that will accurately gauge potential interest in NRTRC programs and services, it will be necessary to understand potential challenges in conducting a regional market assessment

The following are specific questions that the RFP will need to address in the process of creating a market assessment proposal. Please review carefully and fully answer all of the questions identified below:

1. Market Assessment Process

- a. Due to the **size and scope** of the NRTRC service area and potentially broad customer base, describe whether you believe the study to be practical and achievable at a reasonable cost. The NRTRC membership alone consists of 33 telehealth and e-health networks in AK, HI, ID, MT, OR, WA, WY, UT and U.S. Affiliated Pacific Islands.
- b. Describe the **market assessment approach** to completing the study that would provide the desired information as well as selecting a reasonable sample size.
- c. Describe any **advantages, disadvantages or proposed challenges** with the proposed assessment that would preclude the NRTRC from obtaining the desired information.
- d. Describe the **evaluation criteria** that would be utilized in evaluating participant responses.
- e. Describe how your organization would adequately educate interviewees on the **concept of telehealth** to understand the questions being asked about their interest in programs and services.
- f. Describe how your organization would educate interviewees on why they might **want or need** services from the NRTRC.
- g. Describe how your organization would **verify the methodology** used for asking questions in the right way to interviewees (are they accurate and understandable).
- h. Describe the **report format** that will be utilized to report market assessment results.

2. Tell us about your Organization:

- a. Provide references for organizations for which you have provided similar services.
- b. Describe your experience in working with similar projects that include a broad geographic region and variety of organizational categories.
- c. Describe your process for working with the NRTRC to clarify the network assessment process and questions and responding to the need to clarify questions or issues as they arise during the assessment process.
- d. Describe how you will discuss and present findings and data from the network assessment process.
- e. Describe resources requirements needed from the NRTRC for the network assessment preparation and/or process.

3. Budget Considerations

- a. Provide a detailed budget for the Market Analysis for Business Development. Please keep in mind that this is a grant funded project with limited funds (e.g. up to \$40,000),
- b. Provide a budget narrative to accompany the detailed budget (1-3 pages maximum)

4. Implementation Considerations

- a. Provide a work plan to include associated tasks, timeframes and completion dates.

5. RFP Response Format

- a. Your response to the RFP should not exceed 10 pages (not including the budget, budget narrative, list of references).
- b. Provide attachments that include and support the budget, budget narrative and list of references developed in response to this RFP.

1.1 POINT OF CONTACT

From the date this Request for Proposal (RFP) is issued until an offeror is selected and the selection is announced by the Northwest Region Telehealth Resource Center, **offerors can expect that the only official direction regarding this proposal will be provided by** Doris T. Barta, Director of the Grants Division of St. Vincent Healthcare, who is facilitating this solicitation.

1.2 REQUIRED REVIEW

1.2.1 Review RFP. Offerors should carefully review the instructions, mandatory requirements, specifications, standard terms and conditions set out in this RFP and promptly notify the point of contact identified above in writing, via e-mail, of any ambiguity, inconsistency, unduly restrictive specifications, or error which they discover upon examination of this RFP. It is the offeror's responsibility to ensure that the email has been received.

1.2.2 Form of Questions. Offerors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing, via e-mail to the point of contact referenced above on or before December 10th, 2008. Each question must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.

1.2.3 Answers. The NRTRC will provide an official written answer to all questions received **by December 16, 2008**. The NRTRC response will be by formal written addendum. Any other form of interpretation, correction, or change to this RFP will not be binding upon the NRTRC. Offerors must sign and return any addendum with their RFP response.

1.2.4 Terms and Conditions . By submitting a response to this RFP, offeror agrees to acceptance of the terms and conditions as set out in this RFP. Requests for exceptions to the terms and conditions or any added provisions must be submitted to the point of contact referenced above by the date for receipt of written/e-mailed questions or with the offeror's RFP response and must be accompanied by an explanation of why the exception is being requested and what specific effect it will have on the offeror's ability to respond to the RFP.

1.2.5 Mandatory Requirements. To be eligible for consideration, an offeror **must** meet the intent of all mandatory requirements. The NRTRC will determine whether an offeror's RFP response complies with the intent of the requirements. RFP responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

1.3 SUBMITTING A PROPOSAL

1.3.1 Organization of Proposal. Offerors must organize their proposal into sections that follow the format of this RFP.

1.3.2 Failure to Comply with Instructions. Offerors failing to comply with these instructions may be subject to point deductions. The NRTRC may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.3.3 Multiple Proposals. Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document.

1.3.4 Copies Required and Deadline for Receipt of Proposals. Offerors must submit one original proposal via email for redistribution to the evaluation team. ***Proposals must be received electronically by 5:00PM MST on December 19th, 2008. Facsimile responses will not be accepted.***

1.4.5 Late Proposals. ***Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration.*** It shall be the offeror's sole risk to assure delivery **electronically** to the designated email address by the designated time. Late proposals will not be considered for review.

1.5 OFFEROR'S CERTIFICATION

1.5.1 Understanding of Specifications and Requirements. By submitting a response to this RFP, offeror agrees to an understanding of and compliance with the specifications and requirements described in this RFP.

1.5.2 Offeror's Signature. The proposals must be signed by an individual authorized to legally bind the business submitting the proposal (electronic signatures will be accepted for this RFP). The offeror's signature on a proposal in response to this RFP guarantees that the prices quoted have been established without collusion and without effort to preclude the NRTRC from obtaining the best possible supply or service. Proof of authority of the person signing the RFP response must be furnished upon request.

1.5.3 Offer in Effect for 120 Days. A proposal may not be modified, withdrawn or canceled by the offeror for a 120-day period following the deadline for proposal submission as defined in the Schedule of Events, or receipt of best and final offer, if required, and offeror so agrees in submitting the proposal.

1.6 COST OF PREPARING A PROPOSAL

1.6.1 NRTRC Not Responsible for Preparation Costs. The costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the NRTRC are entirely the responsibility of the offeror. The NRTRC is not liable for any expense incurred by the offeror in the preparation and presentation of their proposal.

1.6.2 All Timely Submitted Materials Become NRTRC Property. All materials submitted in response to this RFP become the property of the NRTRC Board and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the NRTRC Board, the grant management entity (St. Vincent Healthcare) and offeror resulting from this RFP process.

SECTION 2: RFP INFORMATION

2.1 OFFEROR COMPETITION

The NRTRC encourages free and open competition among offerors. Whenever possible, the NRTRC will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy NRTRC need to procure technically sound, cost-effective services as related to the goals and objectives as stated in the organization's bylaws and organizational meetings.

2.2 RECEIPT, CLASSIFICATION AND EVALUATION OF PROPOSALS

2.2.1 Procurement Officer Review of Proposals. Upon receipt of the proposals received in response to this RFP, the point of contact person and review committee will review the proposals and make a selection of the choice for the NRTRC network assessment.

2.2.2 Initial Classification of Proposals as Responsive or Nonresponsive. All proposals will initially be classified as either "responsive" or "nonresponsive." Proposals may be found nonresponsive any time during the evaluation process or contract negotiation if any of the required information is not provided; the submitted price is found to be excessive or inadequate as determined by the NRTRC; or the proposal is not within the plans and specifications described and required in the RFP. If a proposal is found to be nonresponsive, it will not be considered further.

2.2.3 Determination of Responsibility. The point of contact will determine whether an offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through contract negotiation if information surfaces that would result in a determination of non-responsibility. If an offeror is found non-responsible, the determination must be in writing, made a part of the procurement file and mailed to the affected offeror.

2.2.4 Evaluation of Proposals. The business development committee will evaluate the remaining proposals and recommend whether to award the contract or, if necessary, seek discussion/negotiation or a best and final offer. All responsive proposals will be evaluated. In the evaluation process, the NRTRC may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, and contractual factors.

2.2.5 Completeness of Proposals. Selection and award will be based on the offeror's proposal and other items outlined in this RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or "best and final offer," if requested, will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.

2.2.6 Opportunity for Discussion/Negotiation and/or Oral Presentation/Product Demonstration. After receipt of all proposals and prior to the determination of the award, the NRTRC may initiate discussions with one or more offerors should clarification or negotiation be necessary. Offerors may also be required to make an oral presentation (*via telecommunications, video and/or audio*) and/or product demonstration to clarify their RFP response or to further define their offer. In either case, offerors should be prepared to identify qualified personnel to discuss technical and contractual aspects of the proposal. Oral presentations and product demonstrations, if requested, shall be at the offeror's expense.

2.2.7 Best and Final Offer. The "Best and Final Offer" is an option available to the NRTRC under the RFP process which permits the NRTRC to request a "best and final offer" from one or more offerors if additional information is required to make a final decision. Offerors may be contacted asking that they submit their "best and final offer," which must include any and all discussed and/or negotiated changes. The NRTRC reserves the right to request a "best and final offer" for this RFP, if any, based on price/cost alone.

2.2.8 Evaluation Committee Recommendation for Contract Award. The evaluation committee will provide a written recommendation for contract award to the procurement officer (e.g. Director of the Grants Division at St. Vincent Healthcare) that contains the justification and rationale for its decision. The procurement officer will review the recommendation to ensure its compliance with the RFP process and criteria before concurring in the evaluation committee's recommendation.

2.2.9 Request for Documents Notice. Upon concurrence with the evaluation committee's recommendation for contract award, the procurement officer will issue a "Request for Documents Notice" to the winning offeror to obtain any other necessary documents. Receipt of the "Request for Documents Notice" does not constitute a contract and no work may begin until a contract signed by all parties is in place. The procurement officer will notify all other offerors of the NRTRC intent to begin contract negotiation with the winning offeror.

2.2.10 Contract Negotiation. Upon issuance of the "Request for Documents Notice," the procurement officer and/or NRTRC representatives may begin contract negotiation with the responsive and responsible offeror whose proposal is the most advantageous to the NRTRC. If contract negotiation is unsuccessful or the offeror fails to provide necessary documents or information in a timely manner, or fails to negotiate in good faith, the NRTRC may terminate negotiations and begin negotiations with another offeror.

2.2.11 Contract Award. Contract award, if any, will be made to the offeror who provides all required documents and successfully completes contract negotiation.

2.4 NRTRC'S RIGHTS RESERVED

While the NRTRC has every intention to award a contract as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the NRTRC to award and execute a contract. Upon a determination such actions would be in its best interest, the NRTRC, in its sole discretion, reserves the right to:

- cancel or terminate this RFP;
- reject any or all proposals received in response to this RFP;
- waive any undesirable, inconsequential, or inconsistent provisions of this RFP which would not have significant impact on any proposal;
- not award if it is in the best interest of the NRTRC not to proceed with contract execution; or
- if awarded, terminate any contract if the NRTRC determines adequate NRTRC funds are not available or for any other reason.

SECTION 3: SCOPE OF PROJECT

INTRODUCTION

It is expected that the successful offeror will work closely with the NRTRC to ensure that all requirements and tasks included in the RFP workplan are measurable and meet identified timeframes.

3.1 Work Service Detail:

- I. The Work Plan that is identified in the Scope of Work is measurable and responsive to the questions addressed in Section 1.0 Project Overview.
- II. The offeror point of contact will brief the NRTRC on a weekly basis. During the NRTRC briefings a review of the outcomes of that week's scope of work will take place.
- III. The offeror personnel will maintain a professional demeanor, be responsive to community and local agency/facility needs and adhere to the specific details listed in this RFP and subsequent Service Contract.

The offeror will assign a responsible individual or Point of Contact (POC). This individual will communicate problems or concerns about the day-to-day operations or offeror performance directly to the NRTRC point of contact (e.g. Director Grants Division for St. Vincent Healthcare).

3.2 Supplies and Equipment

The offeror shall furnish all supplies and equipment required for accomplishment of all work as specified. Offeror furnished equipment shall be the size and type best suited for accomplishing the various phases of work. It shall be suitable for operation from existing sources.

SECTION 4: Information Requirements

4.1 NRTRC'S RIGHT TO INVESTIGATE

The NRTRC may make such investigations as deemed necessary to determine the ability of the subrecipient to provide the supplies and/or perform the services specified.

4.2 OFFEROR INFORMATIONAL REQUIREMENTS

In determining the capabilities of an offeror to perform the services specified, germane informational requirements may be required of the offeror. **(Note: Offerors taking exception to any requirements listed in this section may be found non-responsive or be subject to point deductions.)**

- References: Provide a list of customers for which you have provided a market analysis and contact information for reference review. Complete contact information **MUST** be submitted;
- Resumes of all employees responsible for program delivery **MUST** be submitted keeping in mind the array of knowledge skills and abilities required. Experience in the management of a telemedicine project, or other related program will be considered during the review process;
- Company Profile and Experience: **MUST** be submitted;
- INSURANCE: Offeror shall maintain, or cause to be maintained (for not less than the duration of the contract) at least the following types and amounts of insurance for claims which may arise from or in connection with the Services to be provided. If any of the policies supporting these insurance requirements are written on a claims-made policy form, the policy shall have no Retroactive Date or the Retroactive Date shall be no later than the inception date of the signed contract, and the Certificate of Insurance must indicate Retroactive Date for all claims-made policies evidenced.

Comprehensive General Liability

Comprehensive general liability insurance covering bodily injury and property damage liability with limits of not less than \$1,000,000 per occurrence and in the aggregate covering its employees and agents providing services under this Agreement.

Workers Compensation:

- Purchase Workers' Compensation insurance on all persons in its employ, and pay the required premium, or
- Make application for and obtain Independent Contractor Exemption from the requirements of your State's Workers' Compensation Act. If offeror obtains an Exemption from the State Division of Workers' Compensation, offeror shall renew said exemption annually and provide the NRTRC Board with current proof of exemption throughout the term of this Agreement.
- Offeror must show proof of workers' compensation coverage for all persons in their employ who perform Services on behalf of the NRTRC Board pursuant to this Agreement.

4.2.1 Method of Providing Services. Offeror must provide a description of the work plan and the methods to be used that will convincingly demonstrate to the NRTRC Board what the offeror intends to do, the timeframes necessary to accomplish the work, and how the work will be accomplished.

- Work plan must indicate how offeror will ensure that sufficient staff is available to provide consistent level of service;
- Offeror must detail the number of personnel recommended to perform the tasks and provide alternative staffing options;
- Include recommendations, proposals or creative responses based on offeror's expertise and work experience that may improve productivity or effectiveness of the operations;
- The RFP describes only those standard services identified by NRTRC Board. Offerors should share any additional information not directly covered in the RFP but may be relevant to the requested services.

SECTION 5: EVALUATION CRITERIA

5.0 EVALUATION CRITERIA

The evaluation committee will review and evaluate the offers according to the following criteria:

Organizational Abilities			
	Experience & References (Quality of work)	10 Points	Established and documented
	Experience with projects of similar size and scope	10 Points	Has experience in conducting projects on a regional scale with a variety of organizational entities
	Staffing	5 Points	Staffing dedicated to project completion
		25 Points Available	
Technical Abilities			
	Work Plan provided includes detailed activities and timelines for project completion	20 points	Work plan identifies measurable activities that are achievable and includes realistic completion of project objectives
	Clarity of assessment process and reporting of findings; Ability to educate participants on need for proposed telehealth services	20 points	Assessment process and reporting are understandable and satisfy program objectives
	Clarification of potential advantages, disadvantages or challenges with proposed assessment; Suggested modifications;	15 points	Recommendations satisfy desired project objectives
		55 Points Available	
Budget			
	Budget appears reasonable and responds to the RFP	10 points	Budget is easy to review and determine reasonableness of costs identified
	Budget Narrative	10 Points	Budget narrative is thorough and explains the line item budget presented.
		20 Points Available	
Total Points Available		100	