Request for Proposal (RFP) by Manifest MedEx
For Ambulatory Practice Recruitment

Issued: March 31, 2021
Proposal Due Date: April 16, 2021

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Manifest MedEx Background

Manifest MedEx (MX) is a health information exchange in California helping physicians, hospitals and health plans meet their goals of improving care, reducing costs and enhancing health. As the largest nonprofit health data network in California, Manifest MedEx shares health records for 25 million Californians and supports HIE services for over 800 health care organizations, ambulatory practices, health plans, county agencies, and over 120 hospitals. MX is currently connected with 8 health plans in California. MX brings together both claims and clinical data to enable access to longitudinal patient records, real-time event notifications, reporting, and advanced analytics. It is one of few HIEs nationally that is HITRUST certified.

In 2021, MX is expanding our ambulatory care footprint in California. Community providers patients navigate transitions in care, manage chronic conditions, avoid hospital readmissions, access preventive services and manage medications. They are leaders in value-based models, such as accountable care organizations, yet they often lack key insights about the care patients receive outside the clinic. MX aims to onboard over 500 ambulatory care groups by the end of July 2021. Medical groups and practices receive MX services free of charge.

Overview of Initiative

Manifest MedEx is seeking to hire multiple subcontractor organizations to recruit and enroll ambulatory groups and practices in the Manifest MedEx HIE and Cal-HOP grant program.

Cal-HOP is a state and federally funded grant program to expand Medicaid provider participation in a Health Information Exchange (i.e., Manifest MedEx) to improve care coordination, reduce readmissions and reduce costs. When new participants connect their data to MX, they automatically complete the Cal-HOP program milestones.

MX is looking for subcontractors that can rapidly sign-up providers in specific regions of California not currently covered by MX's current recruitment partners. Subcontractors will be considered representatives of MX in the field and in doctor's practices

MX will pay subcontractors $5,000 for each eligible medical group or practice recruited, defined as receipt of a complete, signed **MX Ambulatory Contracting Packet** and signed **Cal-HOP letter of intent (LOI)** by August 2021.

MX will support awarded subcontractors in their outreach efforts by providing them with:
- Onboarding training and background on MX
- Marketing materials and templates
- Bi-weekly meetings discuss questions, progress, and risks

Once a practice has been recruited, the subcontractor will hand off the practice to the MX Implementation team who will work to connect the practice's data to the MX platform. The MX Customer Success team will provide training and onboarding.

Ambulatory Practice and Skilled Nursing Facility (SNF) Eligibility

To be eligible, ambulatory practices and SNFs must meet the following requirements:

1. Have a valid contract with DHCS, a Medicaid Managed Care Organization, or other entity authorized to bill for care for Medi-Cal patients. For the purposes of this section, other entities may include an Independent Physician's Association (IPA) or a Health Center Controlled Network (HCCN), or
   o Practices identified as a priority by MX

2. Ambulatory practices are limited to the 9 counties listed below:
   1. Fresno
   2. Imperial
   3. Los Angeles
   4. Madera
   5. Orange
   6. Sacramento
   7. San Diego
   8. San Joaquin

3. Practice must use an EHR vendor from the approved list below:

1. Advanced MD
2. Allegheny
3. Allscripts
4. Amazing Charts
5. Aprima
6. Athenahealth
7. Avatar
8. Avreo
9. Axxess
10. Best Notes
11. CareCloud
12. Cerner
13. CGM WebEHR (CompuGroup Med)
14. Clearpath
15. Clinicient
16. Cloud Craft
17. CodoniX
18. CollaborateMD
19. CompuGroup Clinical
20. Credible
21. Custom Built EHR
22. Data Wits
23. Dentrix
24. Dolphin Software Management
25. DrChrono
26. eClinicalWorks (eCW)
27. eIVF
28. eLabs Portal
29. EMDs (e-MDs)
30. Epic
31. GE Healthcare (Centricity)
32. gGastro
33. Glenwood (Glace)
34. Greenway (Intergy & Primesuite)
35. Homecare Homebase
36. Homegrown
37. HomeSolutions
38. Humana Portal
39. iCAMS - Credible
40. ICANotes
41. InSync
42. Kareo
43. KIPU
44. Matrixcare
45. Medinformatix
46. Meditab Software Inc.
47. Methasoft (netalytics)
48. MicroMD
49. Modernizing Medicine
50. Modernizing Medicine EMA
51. NextGen
52. NextTech
53. NueMD
54. Office Ally
55. Office Practicum
56. OPS (Open Practice Solutions)
57. Phoenix Ortho
58. Pimsy
59. PointClickCare
60. Practice Fusion
61. Practice Partner
62. Procentive
63. prognoCIS
64. ReliMed

65. Revolution	68. Sphere Analytics Portal	70. Therapist Helper	72. WebPT
66. Sevocity		71. Therapy Appointment	
67. Snap	69. TalkEHR		

To support recruitment, MX is also providing limited-time incentives to ambulatory practices after successful enrollment as defined above. Incentives are based on the number of full-time (30+ hours/week) providers (MD, PA, DO, or NP) at the practice:

- 1-2 providers: $3,000
- 3-10 providers: $6,000
- 11+ providers or SNF practice: $8,000

To receive the incentive, the practice must complete the following steps by August 30, 2021:

- Complete required data connections with MX Implementation team,
- Sign the attestation form for Cal-HOP,
- Complete the onboarding process with the MX Customer Success team.

MX will issue payment after MX receives Cal-HOP payment for completed data connections.

Participation in MX is free for practices.

Subcontractor Performance

MX will regularly evaluate subcontractor's performance on the following criteria:

- Performance achieving recruitment goals in their given region/regions
- Timeliness, completeness and accuracy of MX Ambulatory Contracting Packet
- Professionalism and integrity of interactions
- Communication on HIE, MX and Cal-HOP

Underperforming subcontractors may be terminated at the discretion of MX. MX may reissue this RFP or contract with additional subcontractors to ensure geographical coverage across the state or achieve other goals.

Objective of this RFP

The objective of this RFP is to identify organizations interested in contracting with MX to recruit ambulatory medical groups and practices. MX will assess the subcontractor organizations that reply to this RFP on their HIE knowledge, credibility, experience working with ambulatory practices on similar programs, and ability to recruit eligible practices.

To be eligible for consideration, candidate subcontractor organizations should submit a proposal by the deadline with the following information:

- Organization overview
- Key personnel

- Past experience
- Project plan
- Target regions and practices

For additional detail on requested information, please see the Scoring Matrix below.

Eligible Subcontractors

MX is requiring subcontractors be California-based companies. Subcontracting organizations could include, but are not limited to, the following:

- Organizations with extensive experience in the California market providing services to medical groups and practices related to:
  - Health information technology adoption and use
  - State or federal quality improvement efforts
  - Practice transformation
  - EHR adoption, Meaningful Use, HIE onboarding, and/or value-based payment arrangement adoption
- Medical associations and societies

Organizations are not eligible to be a subcontractor if they meet any of the following conditions:

- are currently engaged in another recruitment effort with MX
- are a hospital or health system

MX may also exclude organizations that directly receive funding from the Cal-HOP program.

RFP Submission Instructions

Email **ambulatory@manifestmedex.org** with any questions about the program and intention to submit RFP by April 12, 2021. MX will respond to questions by April 13, 2021.

All RFP proposals should be submitted as an attachment via email to **ambulatory@manifestmedex.org** with the following subject line: "MX Ambulatory Recruitment Proposal" by 5pm on April 16, 2021

Responses should be no longer than 10 pages, not including target list.

The details of this program may be modified by MX before we execute subcontractor agreements.

RFP Review Criteria

The MX team will review and score RFP submissions using the following domains:

Scoring Matrix	
Domain	*RFP Responses Should Include*
Organizational Overview & Past Experience (1-3 pages)	• Provide a brief overview of your company including its governance body. Please note any adverse criminal, regulatory or government actions against your company or any principal officer. • Provide a brief overview of similar projects your organization has undertaken focused on ambulatory provider recruitment, including how you engaged and recruited practices. Describe your performance in these projects (e.g., number recruited over X amount of time, etc.). • Indicate what region or regions you will target and your knowledge of and work experience in these regions.
Project Plan & Staffing (3 pages max.)	• Provide a high-level project plan to support your recruitment strategy. • Describe the recruiting strategies and tactics your team will use (e.g. webinar, email, phone, online) • Include feedback mechanisms to evaluate the effectiveness of your tactics. • Indicate number and names of staff that would be assigned to the project and percentage of effort each assigned staff will devote to the MX project. Explain how their experience is relevant to this initiative. • Confirm commitment to close <u>25</u> ambulatory practices per month.
Target Practices (Excel file)	• Include a proposed target list of eligible ambulatory practices your organization plans to recruit in 2021 in Excel • Please include county, number of providers (MD, PA, DO, or NP) and EHR vendor. • Include current relationship with practice and level of confidence in recruiting practice.

RFP Submission Timeline

The RFP submission timeline is provided below:

Date	Event
March 31, 2021	Distribution of RFP
April 12, 2021	Email response of intention to submit RFP by 5:00 pm PST. Please include any questions you have about the program.
April 13, 2021	RFP responses due by 5 pm PST
April 16, 2021	Subcontractor selection and notification
April 20, 2021	Subcontractor agreements sent out