



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

**Issued: December 2, 2019  
Proposal Due Date: January 17, 2020**



## MX Ambulatory Practice Recruitment Request for Proposal (RFP)

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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 19 million Californians and supports HIE services for 500 health care organizations, including ambulatory practices, health plans, and county agencies and over 90 hospitals. MX is currently connected with 6 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 2020 MX is expanding our ambulatory care footprint in California. Community providers are uniquely situated to improve care and reduce unnecessary costs. They help 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 or tools to identify patients who are at risk or need extra support. MX aims to onboard over 4,500 ambulatory care providers by the end of 2020 so we can help them improve care, reduce cost and enhance health through tools, insights and data. Recruitment will focus on medical groups or practices that employ three or more eligible providers as defined in this RFP. Medical groups and practices receive MX services free of charge.

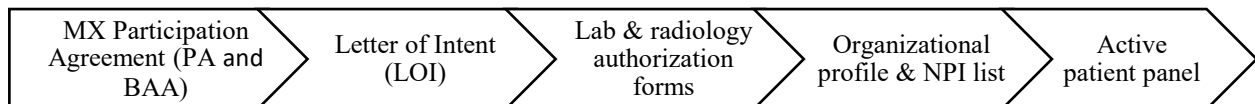
### Subcontractor Overview

Building off successful models in other states, Manifest MedEx is seeking to hire four or more subcontractor organizations to recruit and sign up ambulatory groups and practices to participate in the Manifest MedEx HIE. These subcontractors will be considered representatives of MX in the field and in doctor’s practices.

MX is looking for subcontractors that can rapidly sign up providers in certain regions of California not currently covered by MX’s partner Health Information Organizations.

MX will pay subcontractors for each eligible medical group or practice recruited, defined as receipt by MX of a full sign-up package including the following materials submitted and signed by the medical group or practice:

1. MX Participation Agreement and Business Associate Agreement (PA and BAA)
2. Letter of intent (LOI) to participate in Cal-HOP
3. Laboratory and radiology authorization forms
4. Organizational profile with provider NPI list and list of providers/staff to credential for use of MX’s system
5. Active patient panel in MX’s patient panel format





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To be eligible medical groups and practices must meet these two criteria:

- Has 3 or more full-time providers who are licensed MDs, physician assistants or nurse practitioners with specialization in internal medicine, family practice, pediatrics, cardiology, pulmonology, endocrinology, and OB-GYN
- Uses one of the following electronic health record systems:
  - athenahealth, Allscripts, Cerner, eClinicalWorks, Epic, Greenway, Meditech, NextGen, and Practice Fusion

Subcontractors will receive the following payment for each eligible medical group or practice recruited, as defined above:

- 3-10 full-time providers - \$2,000
- 11-24 full-time providers - \$8,000
- 25 or more full-time providers - \$10,000

The total budget for this project is capped at \$2,000,000. MX will not pay for subcontractor's travel and other expenses, or for attendance at required training. Subcontractors will receive payment upon successful recruitment of medical groups and practices as described above.

MX will support awarded subcontractors in their outreach efforts by providing them with the following assistance:

- Onboarding training
- Template marketing materials
- Overview of MX
- Messaging and FAQs
- Bi-weekly one-on-one's with program team to discuss questions, progress, and risks

### **Subcontractor Performance**

A subcontractor's performance will be continuously evaluated by MX. Subcontractors' performance will be assessed quarterly to ensure they are reaching their goals and performing satisfactorily using criteria such as the following:

- Performance achieving recruitment goals in their given region/regions
- Timeliness and completeness of documentation for practice enrollment
- Professional and high-integrity interaction with MX, target practices and other stakeholders
- Outreach and engagement activities: at a minimum, subcontractors will be responsible for hosting at least one in-person event per quarter and two supplemental activities such as webinars or podcasts per quarter
- Attendance at trainings and meetings organized by MX
- HIE, MX and Cal-HOP knowledge

The scope of the subcontractor's work will be finalized by MX through the contracting process.



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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 eligible professionals on similar programs, and ability to recruit eligible practices.

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

- Organization overview
- Key personnel
- Past experience
- Organizational capacity and project plan
- Target practices
- References

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
- Independent Provider Associations located in California
- Organizations that lead health information technology focused technical assistance programs across the state of California
- 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.

Subcontractors are required to be Business Associates of MX.

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### Subcontractor Territory Specifications

Once awarded, the subcontractor will be assigned regions based on their submitted recruitment targets and regions. If there is more than one subcontractor in a given region, MX will assign practices to a single subcontractor or otherwise coordinate across subcontractors.

Subcontractor and practice recruitment will focus on the following regions highlighted in blue on the map:

- Alameda
- Contra Costa
- Del Norte
- El Dorado
- Humboldt
- Imperial
- Kern
- Los Angeles
- Marin
- Mendocino
- Monterey
- Napa
- Placer
- Sacramento
- San Francisco
- San Luis Obispo
- Santa Barbara
- Santa Clara
- San Mateo
- Solano
- Sonoma
- Orange
- Ventura
- Yolo

In addition to these regions, subcontractors may apply to recruit eligible practices in other regions across California.



## MX Ambulatory Practice Recruitment Request for Proposal (RFP)

### RFP Response Review Process

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

<b>Scoring Matrix</b>	
<b>Domain</b>	<b>RFP Responses Should Include</b>
Organizational Overview	<ul style="list-style-type: none"> <li>• Provide a detailed overview of your company including its governance body</li> <li>• List any adverse criminal, regulatory or government actions against your company or any principal officer</li> </ul>
Key Personnel	<ul style="list-style-type: none"> <li>• Provide bios, resumes and skillsets of staff that will be assigned to this project</li> <li>• Describe how the skills and capabilities of assigned staff will support their success in reaching out to and recruiting eligible practices</li> <li>• Detail the percentage of effort each assigned staff will devote to the MX project in 2020</li> </ul>
Past Experience	<ul style="list-style-type: none"> <li>• Describe your organization's experience leading similar projects or grants</li> <li>• Provide a detailed overview of similar projects your organization has undertaken that were focused on ambulatory provider recruitment. Describe how you engaged and recruited practices. Describe your performance in these projects (e.g., number recruited over X amount of time, etc.)</li> </ul>
Organizational Capacity and Project Plan	<ul style="list-style-type: none"> <li>• Describe your organization's capacity to organize and lead this project</li> <li>• Provide a high-level project plan to support your recruitment strategy, including a 2020 project timeline</li> </ul>
Target Practices	<ul style="list-style-type: none"> <li>• Indicate specific regions you will focus on</li> <li>• Include a proposed target list of eligible ambulatory practices your organization plans to recruit in 2020 by region. Please include the number of eligible full-time providers in each target practice.</li> <li>• Describe your relationship with the providers you plan to recruit in each region. What gives you confidence that you will be successful in reaching your targets?</li> </ul>
References	<ul style="list-style-type: none"> <li>• Provide a list of three references (name, title, organization and your relationship with the reference) who can speak to your organizational qualifications and skills to succeed in this work</li> <li>• MX will contact these references</li> </ul>

At its discretion, MX may ask for additional information, for a presentation or for an interview as part of the selection process.



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**RFP Proposal Submission Timeline**

The RFP submission timeline is provided below:

Date	Event
December 2, 2019	Distribution of RFP
December 23, 2019	Due by 5 pm PST: <ul style="list-style-type: none"> <li>• Nonbinding Letter of Intent to submit a proposal in response to the RFP</li> <li>• General questions, comments and requests for clarification</li> </ul>
January 3, 2020	Answers to questions and clarifications shared by MX
January 17, 2020	RFP responses due by 5 pm PST
February 7, 2020	Interviews with finalists scheduled
February 17, 2020	Subcontractor selection and notification

**Other Submission Instructions**

All RFP proposals should be submitted as an attachment to an email and sent to [rfpresponse@manifestmedex.org](mailto:rfpresponse@manifestmedex.org) with the following subject line: “MX Ambulatory Practice Recruitment Request for Proposal”.

- If your organization intends to respond to this RFP, a nonbinding letter of intent should be submitted by email to [rfpresponse@manifestmedex.org](mailto:rfpresponse@manifestmedex.org) by December 23, 2019 5:00pm (PST)
- All clarifying questions should be submitted in one email to [rfpresponse@manifestmedex.org](mailto:rfpresponse@manifestmedex.org) by December 23, 2019
- The deadline for submitting proposals is January 17, 2020 by 5:00pm (PST)

Responses should be no longer than 20 pages, not including staff resumes.

The details of this program including eligibility criteria, regions, submission requirements, budget and payments may be modified by MX before we execute subcontractor agreements.