



REQUEST FOR PROPOSAL

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| RFP Number: | 1146011 – RFP – 01 |
| Project Title: | Meeting Facilitator and Evaluator: Birth Defects and Infant Disorders |
| Application Deadline 11:59 pm CST: | December 27, 2023 |
| Proposals must be emailed to: | 385rfp@aap.org |
| Questions about this RFP must be submitted to the application email address above and will be accepted until: | December 7, 2023 |
| Responses to questions will post on: | December 14, 2023 |

BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities, and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians and provides patient education and public information campaigns.

STATEMENT OF PURPOSE

As a key indicator of national health, infant, and maternal mortality rates in the United States (US) are greater than those from other high-income countries. Birth defects impact 1 in 33 US infants annually. Although infant mortality due to birth defects has declined, birth defects remain a leading cause of infant mortality, with racial and ethnic disparities persisting. Further, the increased risk of birth defects and infant mortality in specific US subpopulations is traced to both implicit biases and structural/systemic racism. Efforts to improve health outcomes among infants and children must focus on addressing and eradicating health disparities and fostering health equity.

This project aims to improve clinical and public health outcomes for infants and children with birth defects, infant disorders, and related conditions (BDID) in disproportionately affected communities. Specifically, this project will focus on the following conditions: congenital cytomegalovirus, congenital syphilis, and gastroschisis. In order to improve outcomes, the project will utilize the following strategies: collecting data; summarizing, developing, and disseminating data informed products; building capacity and technical assistance; and building new and strengthening existing partnerships.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

There are 2 main activities for the contract—facilitating Project Advisory Committee (PAC) meetings and implementing key informant interviews and focus group discussions. These activities are part of a comprehensive needs assessment developed by the PAC and AAP staff to determine needs and gaps related to access to comprehensive, coordinated, and interdisciplinary care for infants and children with BDID. The meeting facilitator and evaluator (consultant) will lead efforts to facilitate PAC meetings to plan and develop the comprehensive needs assessment. Additionally, the consultant will work with the PAC and AAP staff to conduct key informant interviews and focus groups. The consultant will provide a synopsis of the PAC meetings, focus groups, and key informant interviews, and meetings including key discussions, decisions, and lessons learned or recommendations for project deliverables.

Specific activities include, but are not limited to, the following:

1. Actively participate with AAP staff to plan up to 4 virtual PAC meetings, including the meeting agendas.
2. Together with AAP staff, develop and distribute meeting agenda books to enable the PAC to come prepared to contribute to a successful event.
3. Facilitate virtual meetings with 15-20 participants connecting from separate locations. The facilitator will:
 - a. Understand the program and meeting goals and the needed outcome from the meetings.
 - b. Control the proceedings – this includes but is not limited to following the agenda, timekeeping, appropriate breaks, managing discussions and disagreements.
 - c. Steer focus and activity, and keep the participants engaged and focused on the meeting agenda and intended outcomes.
 - d. Facilitate discussion – this includes the use of open questions and thought provokers to start and connect discussions. It also involves controlling when different people have their say, holding back others, bringing different people into the discussion at the most appropriate times, and encouraging active participation from all groups.
 - e. Lead decisions – it will be up to the facilitator to decide when an appropriate amount of helpful discussion and dialogue has taken place, and it is time to narrow the conversations down to steer it towards a decision.
 - f. Capture actions – capture all the decision and action points that have been agreed and share back with AAP staff.
 - g. Debrief with AAP program staff on meeting outcomes following each meeting and prepare a meeting report to capture the identified outcomes.
 - h. Communicate with AAP staff as needed via email, conference calls, and virtual meetings during the contract period.
4. Facilitate 5 virtual key informant interviews and 2 virtual focus group discussions with participants connecting from separate locations. The consultant would:
 - a. Collaborate with AAP staff and the PAC to provide strategic guidance for this activity.
 - b. Actively participate with AAP staff to design (including Institutional Review Board submission) and conduct 2 focus groups (6-8 participants each) and 5 key

informant interviews with clinicians, public health professionals, and families of children with BDID. (All participants will be 18 years or older).

c. Work collaboratively with AAP staff to develop a focus group discussion question guide and key informant interview guide.

d. Develop a focus group participant screener and key informant interview screener to be disseminated as part of the recruitment process.

e. Work with AAP staff to develop recruitment blurbs and flyers for promotion.

f. Collect, translate, analyze, and summarize the data from all focus groups and key informant interviews conducted.

g. Develop a summary document at the end of the activity to help inform clinicians caring for children with BDID and the development of future resources and activities.

h. Communicate with AAP staff as needed via email, conference calls, and virtual meetings during the contract period.

SCHEDULE OF DELIVERABLES

PAC Meetings

- January 2024: Project launch meeting with program staff to discuss scope of work and timeline, determine additional meeting times/frequency of communication regarding progress, and develop a workplan (this can be the same meeting as the key informant interviews and focus groups launch meeting). Schedule up to 4 PAC meetings to span from February 2024 – September 2024.
- February 2024 – September 2024: Implement PAC meetings. Work with program staff 3 weeks prior to each scheduled meeting to develop an agenda and agenda book. Share decisions and actions points from each PAC meeting with program staff no more than 48 hours after the meeting has been completed. Debrief with program staff and monthly check in meetings to discuss meeting outcomes. Share a prepared meeting report of identified outcomes with program staff prior to debrief meeting.

Key Informant Interviews and Focus Group Discussions

- February 2024: Project launch meeting with program staff to discuss scope of work and timeline, determine additional meeting times/frequency of communication regarding progress, and develop a workplan.
- March 2024: Work with program staff to develop IRB application, recruitment materials and the focus group and interview guides.
- April 2024: Work with program staff to recruit participants (pending IRB approval).
- May 2024: Implement key informant interviews and focus groups.
- June 2024: Analyze data from interview and focus groups. Develop summary report of findings.

All deliverables must be completed by September 29, 2024.

MANDATORY QUALIFICATIONS

The consultant candidate should provide the following:

- Cover Letter with an introductory section including the legal name of the respondent, office and email address, telephone and fax numbers, and the name of consultant.
- Comprehensive proposal containing approach to completion of project deliverables as described in the scope of work within the designated timeline.
- Samples of previous work.
- Names, phone numbers and email addresses of individuals at three organizations/agencies (at least two that are not the AAP) who have been clients of the consultant during the last 18 months whom AAP staff can contact as a reference.
- Identify if independent or affiliated with an organization
- Cost proposal (see attached template).

Additional information may be included if it will help provide more information on consultant's qualifications and experience.

COST PROPOSAL

Provide a cost proposal using the attached bid form.

CONTRACTUAL ARRANGEMENTS

Performance period is January 2024—September 2024. Payment will be made at intervals mutually agreed upon and specified in the contract. The AAP may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services or in the event of material breach of any of the consultant's other covenants or representations.

EVALUATION CRITERIA

The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly, and impartially. Proposals will be evaluated in the following categories.

- 1) Demonstrated understanding of the project.
- 2) Content of the proposal and fit with deliverables as described in the scope of work
- 3) Qualifications of the consultant(s)
- 4) Previous work of consultant(s) applicable to the proposed project.
- 5) Cost effectiveness.

RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary

provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant's participation in this RFP.

CONTACT INFORMATION

American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626-6000
www.aap.org

**COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY,
INCLUDE ALL RFP PAGES, AND
SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.**

APPLICANT INFORMATION

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|--------------|-------------------|
| COMPANY NAME | CONTACT NAME |
| | |
| ADDRESS | CONTACT EMAIL |
| | |
| WEBSITE | CONTACT TELEPHONE |
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CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS YES NO

BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA YES NO

BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS YES NO
(Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)

CURRENT OR PREVIOUS CONTRACTS WITH AAP YES NO

If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.

CERTIFICATION OF ELIGIBILITY

By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

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| APPLICANT SIGNATURE | DATE | PRINT APPLICANT NAME and TITLE |
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