

RFP: Business Development Consulting **Proposal Due Date:** May 31, 2022

Organization Overview: Health Net of West Michigan is a non-profit organization in Grand Rapids, Michigan. Our work is centered on our vision of achieving health equity, which is a community where everyone has a fair and just opportunity to be as healthy as possible. Our role in improving the health and well-being of our community members is increasing access to, and effective use of, community services and informal support networks through navigation assistance. At a systems level, we work from an equity perspective that challenges community and systemic barriers that prevent people from reaching their health goals and their own optimal health.

Healthcare and social services navigation assistance is a specific scope of work performed by frontline staff such as community health workers and social workers. At Health Net, navigation means that we help people access and effectively use community services and informal support networks so each person can achieve their chosen health goals.

Project Name: Building Sustainability through Training & Consultation

Project Overview: Health Net is well-established in the provision of the navigation scope of work, which is quickly becoming recognized as a need in communities. As more agencies enter this niche scope of work, Health Net has an opportunity to offer its expertise in this area and build a new revenue stream which will diversify and strengthen our organizational sustainability. Rather than compete to navigate more clients directly, Health Net has the potential to equip other local organizations and programs through training and consultation activities, utilizing our newly copyrighted care model and lessons learned over the past 14 years of building our navigation model. Once the local model is well-established, we will expand to develop a statewide and national training and consultation portfolio. The long-term goal is to build a sustainable revenue stream by integrating external training and consultation services into an overall organizational business plan.

Health Net is in the beginning stages of establishing a Training & Professional Development department which will oversee internal onboarding, training, and ongoing professional development as well as the proposed external training and consultation business line.

Project Goals:

- Needs assessment/scan of existing services locally, statewide, and nationally
- Determine commercial value of our model/training & consultation potential
- Develop criteria and process for consultation with external customers
- Develop menu of services and pricing structure
- Develop marketing and sales plan
- Make financial projections with sales targets

Scope of Work: The Consultant will work with Health Net leadership and team members to meet the project goals, bringing business development experience and expertise to guide and advise the process, as well as perform project activities such as needs assessment, research, drafting proposals, and writing a business plan.

Current Barriers to Success: Health Net provides direct navigation assistance to thousands of clients every year and has developed an approach to this work that operates on the individual, community, and systems levels; however, Health Net does not have business development expertise nor the current capacity to fully operationalize our expertise into a commercial enterprise. Health Net is seen as a community leader in this space and has been approached informally for information and assistance from multiple entities; however, we have not moved forward with offering consultation or training to external entities, wanting to protect our intellectual property until able to be adequately compensated for it.

Evaluation Metrics and Criteria: The successful consulting candidate will:

- Articulate a plan and process to meet the project goals
- Have prior experience consulting on this type of project
- Demonstrate successful business plans that you led or consulted on
- Express an understanding and commitment to health and racial equity
- Provide clear costs for your services
- Participate in an interview process with Health Net

Proposal Submission Requirements:

Submit proposals to the Project Contact listed below via email by 5:00 pm EST on the Proposal Due Date, May 31, 2022. Proposal submissions must include:

- Description of your company, names/titles/resumes, or CVs of those who will consult on this project
- Narrative outlining your strengths and distinguishing skills or capabilities that relate to this project
- Any barriers you anticipate with this project
- A sample of similar project deliverables for a previous client
- Anticipated costs with budget not to exceed \$25,000
- Anticipated timeline for this project
- 2-3 references

Project Deliverables Due Date: September 30, 2022

Project Contact: Christina Pavlak cpavlak@healthnetwm.org (616) 742-8902

Health Net of West Michigan recognizes the value of diversity in our community and is, therefore, committed to actively developing supplier/vendor diversity by supporting locally owned and operated businesses, minority owned businesses, and women owned business enterprises.