

REQUEST FOR PROPOSAL FOR CONSULTING SERVICES

1.1 PURPOSE & ORGANIZATIONAL BACKGROUND

Purpose

CrescentCare, seeks proposals from qualified consultant(s) over the next 12 months to develop a series of video modules for a transgender initiative at CrescentCare to improve services to individuals of trans experience and to reduce health care disparities among this population. Services to be provided include: 1) interviews with program staff to identify issues and training needs to ensure culturally competent care to individuals of trans experience; 2) development of a series of video content modules around services to individuals of trans experience; 3) pre/post knowledge assessment and evaluation on the content of the video series; and 4) coordination with CrescentCare staff on all aspects of the project. Areas to be included in the video modules would include at minimum: a) general cultural humility training b) behavioral health services; c) medical services; d) case management services; e) front desk/call center activities; f) soft skills; and g) HIV testing.

Organizational Background

CrescentCare (previously NO/AIDS Task Force) is a non-profit, 501(c)3 community-based organization which has provided HIV/AIDS services throughout southeast Louisiana since 1983. It is one of the largest AIDS Services Organizations in the southeastern United States. In 2013, NO/AIDS expanded its mission, changed its name to CrescentCare and became a Federally Qualified Health Center system. CrescentCare's mission is to offer comprehensive health and wellness services to the community, to advocate empowerment, to safeguard the rights and dignity of individuals, and to provide for an enlightened public.

CrescentCare now has almost 300 employees and 600 volunteers serving almost 14,000 patients with two primary care sites, behavioral health, and dental services; more than 3,500 individuals with supportive services (including food, housing, legal, nutrition, health insurance enrollment, and others); and more than 20,000 a year are reached through testing and prevention programs. Over the last several years, CrescentCare has experienced tremendous growth in the number of patients served which has also resulted in significantly increased diversity of patients. Today approximately 25% of CrescentCare's patients are living with HIV and CrescentCare serves a third of all individuals living with HIV in New Orleans. The number of individuals of trans experience has increased significantly over the past few years and now represents approximately 2 percent of CrescentCare's patients.

CrescentCare has a strong history of providing culturally competent services for over three decades and has a strong, experienced, and culturally competent staff. CrescentCare has continually focused on meaningful involvement of people living with HIV. As a Federally Qualified Health Center, 51 percent of CrescentCare's board is required receive care from the organization. The National LGBT Healthcare Equality Index is administered by the Human Rights Campaign Foundation (HRC) and CrescentCare has been designated a LGBTQ Healthcare Equality Leader each year 2016-2020.

Background Information Regarding the Solicitation for Consulting Services

CrescentCare comes from two powerful legacies and two social justice movements. The origins of the NO/AIDS Task Force organization was in response to the devastation of the AIDS epidemic. The movement and legacy it intentionally joined when it became CrescentCare is that of community health centers. Community centers were born out of the civil rights movement and the war on poverty and have a powerful history built on social justice. It is also one that can help frame, ground and inform CrescentCare's work as it moves forward to the future. It is through CrescentCare's work of providing quality, humble and affordable health care and supportive services to the vulnerable in the New Orleans community that CrescentCare as an organization can truly help effect deep structural change and can contribute to the social justice movement. CrescentCare's almost 300 staff members come to the organization with huge diversity of backgrounds, understanding, and perspectives.

CrescentCare's response to systematic racism, homophobia, transphobia, anti-immigrant sentiment and misogyny must be systemic and strategic. It must be a strategy of cultural humility, intersectionality, inclusiveness and kindness. CrescentCare has a goal over the next year to intentionally work to improve its organizational culture by equipping its staff and leaders with the tools to accomplish this organizational change and improvement so that every member of the organization has an understanding of systemic transphobia and other issues related to transgender individuals. CrescentCare's longer term goal is to create a culture within the organization of reflection, insight, awareness, acceptance, kindness, and support for its staff so that it can more effectively serve the community and achieve its mission.

CrescentCare continues to see a growing number of individuals of trans experience and it strives to be the premier health care organization in the greater New Orleans area to provide health care services to these individuals. In addition, CrescentCare strives to improve performance measures on the HIV Continuum of Care for individuals of trans experience and to eliminate health care disparities.

1.2 OBJECTIVE AND DELIVERABLES

Objectives of the Consulting Services:

CrescentCare is seeking a consultant to provide services over the next 12 months:

The consultant, in coordination with CrescentCare staff would:

- Conduct an assessment of CrescentCare's current environment and culture as it relates to services to individuals with trans experience. This will include holding meetings with CrescentCare leadership staff, individual departments, and its Transgender Advisory Committee (TAC).
- Develop recommendations to address identified areas in need of improvement and provide a proposed plan of video training modules to CrescentCare leadership including proposed content, length, format, etc.

- Develop the approved plan of video training modules to include at minimum the following areas: a) general cultural humility training b) behavioral health services; c) medical services; d) case management services; e) front desk/call center activities; f) soft skills; and g) HIV testing. Provide the video modules to Crescent in an electronic format suitable for use in training of staff.
- Implement a pre/post knowledge assessment and evaluation on the content of the video series and provide recommendations for further improvement.

Deliverables

- Activity plan for project with activities, timeframes, and benchmarks.
- Report on assessment of CrescentCare's current environment and policies as it relates to individuals of trans experience.
- Plan for proposed video training modules.
- Development of pre/post knowledge assessment and evaluation tools for the video series.
- Monthly meetings with agency staff.
- Monthly reports on progress on implementation of the project plan.
- Final report on implementation of the project plan with recommendations for additional areas of need.

1.3 PROPOSAL REQUIREMENTS, EVALUATION & SCHEDULE

Proposal Requirements

Address the following topics in a proposal not to exceed 15 pages.

- Project Understanding.
- Project Approach including significant activities and deliverables and describe your proposed process. Include the duties you would perform and those you expect to be done by CrescentCare.
- Project timeline.
- Cost proposal of fees and expenses for consulting services.
- Consultant capabilities, including experience with similar organizations, especially healthcare; experience with anti-discrimination strategies and solutions and cultural humility training; experience in the New Orleans community; experience in services to individuals of trans experience; experience with programs and services for individuals living with HIV; and any other relevant experience.
- Consultant background (Biography or resume for key staff detailing experience with similar projects. If more than one consulting firm would be on the project team, provide information for key staff for each firm.)
- References: Complete contact information of three references from the past 3 years.

Respondents may submit additional information or sample consulting products limited to no more than three additional attachments.

Evaluation Requirements

- 25% Quality and completeness of understanding, approach and overall proposal
- 25% Quality of match between qualifications/capabilities and experience, project scope and requirements
- 20% Expertise of consultant
- 15% References
- 15% Budget

Estimated Schedule

Issue Request for Proposals	December 2, 2021
Proposals due.....	December 17, 2021
Evaluation of proposals.....	December 20-December 23, 2021
Interviews/Presentations conducted with finalists.....	January 3-7, 2022
Announce decision and send notification.....	January 10, 2022
Begin work.....	January 17, 2022

CrescentCare reserves the right to revise the above schedule.

Questions/Clarifications Contact Robin Hunn at robin.hunn@crescentcare.org

Proposal Submissions are due no later than **5:00 pm CST** on December 17, 2021 in electronic version only to robin.hunn@crescentcare.org