



REQUEST FOR PROPOSAL

RFP Number:	1036085-RFP-01
Project Title:	Instructional Designer – MIHOU EQIPP Course
Application Deadline 11:59 pm CST:	January 9, 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 19, 2022
Responses to questions will post on:	December 22, 2022

BACKGROUND

The American Academy of Pediatrics (AAP) 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

The use of opioids during pregnancy has been paralleled by an increase in the number of infants diagnosed at birth with neonatal opioid withdrawal syndrome (NOWS). The AAP clinical report, [Neonatal Opioid Withdrawal Syndrome](#) (*Pediatrics*, Nov 2020) affirms that parent-infant dyads exposed to opioids prenatally lack access to evidence-based patient- and family-centered therapies, including medical and community care for infants with NOWS, and OUD treatment and recovery services for birth parents. As a result, children born to parents with OUD receive inadequate and variable medical care, and are at greater risk of developmental, behavioral, and mental health concerns. The AAP recommends a public health response to the opioid epidemic and opioid and others substances use during pregnancy.

The Maternal-Infant Health and Opioid Use (MIHOU) program has been funded through a 5-year cooperative agreement by the Centers for Disease Control and Prevention (CDC), Division of Reproductive Health, to improve the quality of care of women of reproductive age and infants exposed to opioid use. This course and quality improvement (QI) project is to identify the elements that lead to fragmentation of services and improve the quality and continuity of clinical care for infants and families, by implementing quality improvement QI methodologies for (I) hospital-based pediatricians, and (II) outpatient, community-based pediatricians. EQIPP (Education in Quality Improvement for Pediatric Practice) is a unique online learning program that weaves improvement principles and concepts with pediatric-specific clinical content and practical tools for pediatricians and to improve children’s health outcomes. EQIPP courses are designed to support identifying and closing the gaps in clinical practice. The components of this course, such as, QI measures, data collection tool, learning objectives, will be developed by the instructional design (ID), in collaboration with the AAP program staff and the subject matter experts (SMEs) which will collectively serve as the project advisory workgroup. Several QI components and education content developed for previous MIHOU projects are available for adaptation to meet the goals and objectives for this course.

Track I: Hospital-based pediatricians

The QI elements and education content in this track will be adapted from the materials developed for the MIHOU Virtual Learning Collaborative. This track will focus on the clinical processes related to planning and implementing a safe discharge from hospital to home and coordinating a collaborative transition to community care. The overarching purpose is to support pediatricians in identifying the gaps and challenges related to discharge planning that may affect/influence the transition to and continuity care in the community. The QI indicators and overarching objectives may encompass activities related to:

- Understanding of the activities and processes regarding discharge planning and supporting a safe transition from hospital to home for parent-infant dyads.
- Increasing self-efficacy in collaborating with community partners and provide adequate referrals and warm hand-offs for post-discharge care and services with or without a formal plan of safe care.
- Improving communication processes and approaches among hospital and community teams to support continuity of care to increase appointment show-up rates after discharge.

Track II: Community-based pediatricians

The QI elements and education content in this track will be adapted from materials developed for the MIHOU ECHO (Extension for Community Healthcare Outcomes) project. This track will support community-based pediatricians in developing sustainable, recovery friendly patient and family-centered strategies that address the complex health care needs for parent-infant dyads with OUD. The QI indicators and overarching objectives may encompass activities related to:

- Understanding the activities and processes that lead to improved engagement of families with infants (age 0-12 months) who have or may have prenatal opioid exposure.
- Increasing self-efficacy assessing for opioid and other substance use during pregnancy to ensure early identification of parental substance use.
- Improving collaboration and communication processes with community partners to support long term wrap around care and services for parent-infant dyads exposed to opioids.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The AAP seeks an instructional design (ID) consultant who has the requisite expertise to develop the QI and educational methodology that can achieve the project goals outlined in the statement of purpose. The details of the QI and educational methodologies will be determined by the ID in collaboration with the subject matter experts (SMEs) and AAP project staff. The QI components, such as, QI measures, clinical activities, data collection tools, are the primary focus of this course. While the educational content and learning objectives will directly tie in and support the QI activities, this component is secondary.

The ID consultant is expected to conduct the following activities.

- Participate in planning meetings with the SME, AAP project staff, and other stakeholders as needed
- Monitor project deliverables and keep to designated project timelines; Provide weekly/biweekly updates to project staff.
- Collaborate with SMEs to refine the proposed aim and develop the QI and educational methodologies that can achieve the objectives outlined in the statement of purpose.
- Work with SMEs to develop the course outline, adapt existent content and develop new scripts drafts that meet stated learning objectives, while adhering to project timeline.
- Edit course scripts and content for flow and determine/add multimedia elements as needed.
- Review content and script drafts and work closely with SMEs during revision cycles to address comments and feedback received from reviewers.
- Collaborate closely with AAP project staff, SMEs, and course reviewers to prepare final course scripts. All materials and course content are expected to go through 2 rounds of review.
- Complete correspondence/administrative tasks as needed (eg, responding to emails, tracking permissions, organizing list of references and resources)
- Collaborate with AAP staff in scheduling meetings with the SMEs and organizing the review cycles.

- Communicate with AAP staff on a regular basis via email, conference calls, and attend virtual meetings during the contract period, as needed.
- Collaborate with AAP staff to prepare documentations for approval/accreditation applications, such as Continuing Medical Education (CME) and Maintenance of Certification (MOC) Part 4.
- Work with developers, when appropriate, to create, test, and finalize engaging elements
- Preview the content on the platform and address any post-production issues.
- The ID will keep track of the budget. The invoicing schedule will be noted in the contractual agreement and payments made on a fixed basis regardless of profitability or loss.

Several deliverables and materials are expected to be produced.

Quality improvement

- Measures (ie, definition, numerator, denominator), measures grid (eg, questions associated with each measure)
- Data collection instrument(s)
- Key driver(s) diagram and QI aim and indicators
- Grid describing identified gaps/barriers and ideas for change to close/reduce those gaps
- Activity(s) evaluation survey

Education

- Continuing medical education (CME) abstract application
- Learning objectives
- Educational content script (adapted from previous materials)
- Adapt/develop multimedia elements to supplement or summarize content script to achieve learning objectives
- Pre- and post-assessment.

SCHEDULE OF DELIVERABLES

Services are requested from December 2022 through July 2023

Course planning

- January-February 2023: Introductory meeting with AAP staff and SMEs

Course development

- March-May 2023

Review process

- June 2023

Finalize and launch

- July 2023

MANDATORY QUALIFICATIONS

The ideal ID consultant will have experience facilitating and working with diverse groups of pediatricians and/or pediatric health professionals. Applicants should hold at least a bachelor's degree; a master's degree is preferred. Applicants should have at least 5 years of demonstrated experience in ID.

Respondents to this RFP should provide the following documents:

- Cover letter with an introductory section including the legal/official name and title of the respondent (eg, office and email address, telephone number).
- Comprehensive proposal including approach to completion of all project deliverables as described in the scope of work and schedule of deliverables.
- Samples of previous work.
- Three client organizations/agencies including the names and contact information of individuals with whom the respondents have worked directly. It is preferable that the client references include both AAP and non-AAP staff.
- Identity if independent or organizational affiliation.
- Cost proposal (see template attached).

COST PROPOSAL

Attached.

CONTRACTUAL ARRANGEMENTS

- Once approved, the selected applicant will abide by the terms and conditions in the final letter of agreement accepted and signed by both parties
- Performance period is December 2022- July 2023
- Payment will be made at intervals mutually agreed upon and specified in the consulting agreement.
- 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 under the agreement.

EVALUATION CRITERIA

The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly and impartially. Structural, quantitative scoring techniques will be utilized to maximize the objectivity of the evaluation.

The evaluation will be conducted based on the following Criteria:

Criterion 1: Quality of proposal	20%
Criterion 2: Professional Qualifications and Specialized Experience of Respondent and Team Members	20%
Criterion 3: Quality, Comprehensiveness and Adequacy of the proposed Implementation	20%
Criterion 4: Price/Cost Analysis	20%
Criterion 5: Eligibility	20%

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		
COMPANY NAME	CONTACT NAME	
ADDRESS	CONTACT EMAIL	
WEBSITE	CONTACT TELEPHONE	
CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO		
BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO		
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO (Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)		
CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> 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		
<p>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.</p> <p>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.</p>		
APPLICANT SIGNATURE	DATE	PRINT APPLICANT NAME and TITLE