



Request for Proposal

No. 2021-02-IL

Overview

RFP Release Date	March 9, 2021
Questions Due	April 14, 2021: Please compile any questions into the body of an email and submit to rfpinfo@uniteus.com
Submission Date	COB April 16, 2021 (applications submitted after this date may be aggregated and reviewed by Unite Us on a rolling basis in the event that Unite Us elects to issue additional RFPs in its sole discretion)
Submission Form	Application
Target Geographies	Illinois Statewide Key geographies include Chicago and the surrounding areas
Anticipated Contract Term	One Year
Minimum Eligibility	<p>To be eligible for application review and consideration for awards resulting from this RFP, organizations applying must meet the following minimum requirements:</p> <ol style="list-style-type: none">1. Be legally incorporated as a not-for-profit corporation with a federal tax-exempt status under Section 501(c)3 of the Internal Revenue Code;2. Maintain all licenses and certifications required to do business in the state;3. Have never been debarred, suspended, or otherwise excluded or deemed ineligible for participation in any federal or state programs or contract; and4. Provide services in the key geographies in the state <p>Organizations already using the Unite Us platform may apply as long as they are a platform partner in good standing and able to assume the additional responsibilities of the Convener role outlined in this RFP.</p>
Anticipated Discretionary Funding and Payment Structure	In the event that Unite Us elects to issue awards in response to this RFP, awards will be issued according to a milestone-based fee schedule to be determined in a definitive agreement between Unite Us and any awardee. Unite Us anticipates that the award amounts will be between \$25,000 - \$50,000 for the contract term.
Insurance Requirements	Contractors are required to maintain in force applicable insurance with policy limits sufficient to protect and indemnify Unite Us.

Background

As our co-founders transitioned from military to civilian life, they encountered barriers and inefficiencies navigating the most basic health and social services. Together, they set out to improve that experience for others. Recognizing that social care is essential for better health outcomes, they embarked on a mission to connect people to the care they need, when they need it, in communities across the country. Unite Us has developed an intuitive and seamless technology solution that goes beyond the traditional referral method. We work side-by-side with local organizations, and track data and outcomes to build coordinated care networks that support all aspects of community health. Unite Us is boldly changing the nation's care delivery system hand-in-hand with the community. We recognize the value that a convener and local champion can provide in building robust, coordinated networks of care.

Unite Us is soliciting proposals from community-based organizations to act as a community convener (“Convener”) in building out and growing the Unite Us coordinated care network in select geographies. This opportunity requires selected partners to act as local champions in the implementation of a network of community-based organizations (CBO) powered and connected by the Unite Us platform. The purpose of this network is to address the social determinants of health (SDoH) and increase health equity in your region by utilizing the local expertise and leadership of community partners. Once fully implemented, this multi-stakeholder collaboration will ultimately bring together CBOs, healthcare partners, government entities, and local champions to utilize our platform to create an accountable network that addresses social needs.

If selected, a Convener will help identify community partners that may be interested in learning more about the Unite Us network and onboarding onto the Unite Us Platform. Our platform is a closed-loop referral system that allows users to refer their clients quickly and accurately to existing partners, search for new partners, see the outcomes of these referrals, and utilize system data to understand these outcomes and greater community trends around service needs. By participating, CBOs in the Unite Us network tighten the social safety net so that any person from any background can enter our networks and find the resource(s) that meets their needs. Our closed-loop system also empowers partners to track the individual's journey to a successful outcome and clearly and easily document their contributions to making an overall healthier community.

Proposed Scope of Work

Unite Us recognizes that robust and healthy networks start with a high level of CBO participation and activity and consist of partners with a broad service mix that reflects local trends in needs and demographics. Unite Us recognizes and values local champions who are embedded in the community and can bring their expertise to support the health of the community.

If selected as a Convener, your organization will receive:

- 1. Community Discovery:** We want to get to know you and your community! If selected, we will set up Community Discovery sessions where we learn from you – as the experts in your local area – on the trends, needs, assets, and capacities of your community. Together we can support you in developing a strategy to engage with your current and new partners within the network.
- 2. Personalized Training:** Access to the Unite Us Platform and hands-on training as a Unite Us ambassador. The training sessions will be conducted via Webex and facilitated by our experienced training team. Your growing knowledge of the Unite Us platform will be supplemented with training collateral and access to our self-directed courses as well.
- 3. Individualized Workflow Sessions:** In these sessions, Unite Us will work with you to understand your information and referral process and how Unite Us can be adapted into your current workflows for efficiency and change management support.
- 4. User Support:** Our support team is available to assist you 8 am – 11 pm EST with troubleshooting any questions you may have around the platform’s functionalities.
- 5. Marketing Strategy:** Our marketing team will work with you to design communication campaigns to get the word out to your networks about this exciting partnership.

Conveners will be responsible for the following deliverables and achieving these key metrics:

- 1. Maintain Active Use of the Unite Us Platform:** Register as a partner on our platform and complete training to develop proficiency in the platform. *Conveners will maintain updated organization information in the system at all times and be active in terms of logging in and acting on all referrals received as well as sending referrals for any community members that your organization discovers have additional needs.*
- 2. Provide a List of Key Partners:** Provide a list of organizations and contact information for community partners in the designated geography offering recommended services (i.e. Food Assistance, Utilities Assistance, Employment Support, etc). The roster will contain a minimum number of 40 community leaders who offer two or more programs to support community member social needs.
- 3. Serve as a Convener in Your Community:** Facilitate introductions to these partners through email, individual meetings, co-branded community events, and other community forums the partners may be a member of (coalitions, advisory boards, workgroups, advocacy groups, etc.) This includes attendance and introductions for Unite Us at a minimum of five core convener functions.
- 4. Support Marketing Campaign Strategy:** Partner with the Unite Us marketing team to launch a strategy to share information about our work together and participation opportunities for other community stakeholders.
- 5. Co-Branded Events:** Co-Lead a minimum of five partner training, workflow, and strategy sessions to help other CBOs learn about Unite Us and the benefits of joining the network.

The Convener will invite a minimum of 20 community organizations and stakeholders from their network to each of these events.

6. **Participation Milestones:** Facilitate a minimum of 40 organizations to complete a partner registration form and onboard onto the platform 60 days from contract execution with a minimum of 40 additional partners registering by the end of the contract term.

Eligibility and Award

1. *Eligible Organizations will:*
 - a. Be legally incorporated as a not-for-profit corporation with a federal tax-exempt status under Section 501(c)3 of the Internal Revenue Code
 - b. Maintain all licenses and certifications required to provide the organization's services in the state
 - c. Have never been debarred, suspended, or otherwise excluded or deemed ineligible for participation in any federal or state programs or contract
 - d. Demonstrate expertise in the non-profit and service sector
 - e. Provide services at the local level in the key geographies outlined in the RFP
 - f. Have an extensive network and relationship with the local non-profit sector in the key geographies outlined in the RFP
 - g. Be able to provide a list of organizations plus contact information to Unite Us
 - h. Designate an employee as a point of contact and champion to become a trained Unite Us user, attend community forums and speak to the partnership and benefits of joining the network, co-lead network events, support marketing campaigns, and meet other key deliverables, which will be outlined in a definitive agreement between Unite Us and any selected Convener
 - i. Participate in network governance committees and support the recruitment of other stakeholders to guide network governance and network standards
 - j. Guide other partners in becoming active users of the network
 - k. Co-Host launch parties to celebrate the go-live of the network
 - l. Comply with Unite Us' standard Network Participation Terms and Conditions
 - m. Provide a copy of their most recent 990 or in cases where this is not applicable, provide a copy of their tax exemption certificate
2. *If you are applying to act as a Convener in a geography where Unite Us has already launched, those selected will:*
 - a. Meet all of the previously mentioned criteria (where applicable)
 - b. Become trained Unite Us ambassadors (if they are not already)
 - c. Support the engagement and re-engagement of community partners
 - d. Work with the Unite Us team to develop strategies to bolster network activity
 - e. Become or maintain status as an active user of the platform *by acting on referrals received and sending referrals for community members that have been identified as having additional needs*

Consideration may also be given to any additional information if beneficial to Unite Us.

3. *Award Criteria:*

- a. Unite Us anticipates that award sizes will range from \$25,000 to \$50,000 per convener, disbursed according to a fee schedule to be included in a definitive agreement between Unite Us and each convener
- b. The size of the geography the CBO partner covers through their network and catchment area. For example, Convener partners able to support a statewide launch of the network will be considered for a higher award amount
- c. The breadth of Network that the potential Convener is able to demonstrate is available to introduce Unite Us to

This RFP does not create a binding agreement and does not constitute an offer to prospective applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. The information contained in this RFP may not be complete or accurate. Unite Us shall not be liable for any claims arising or resulting from reliance of any applicant or any other person upon the statements contained in this RFP. Unite Us may in its sole discretion update or amend the information contained in this RFP. No oral discussion with any Unite Us employee shall modify any terms of this RFP, and any alleged oral discussion shall be superseded by a definitive contract if Unite Us elects to grant an award pursuant to this RFP. The issuance of this RFP does not imply that Unite Us is bound to select an applicant, and Unite Us reserves the right to reject all or any of the proposals without cause. Each applicant shall bear its costs associated with or relating to the preparation and submission of its proposal, and Unite Us shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by any applicants in preparation or submission of their proposal, regardless of the conduct or outcome of the selection process.

Unite Us may contact your organization via the contact information provided in the application to provide additional information about the RFP and other opportunities to engage in the network.

By submitting an application, you agree that in the event that Unite Us elects your organization to serve as a Convener, the services provided will be governed by a definitive agreement in the form of the Master Service Agreement attached as Exhibit A, which will be reviewed and executed by the parties prior to the commencement of services.