

# INCLUSIVE HEALTH CARE CALL FOR PROPOSALS

**Developing Innovative Solutions to Addressing  
the Social Determinants of Health for Older Adults  
in Metro Detroit (Region 1-A)**

**Technical Assistance Workshop – Round I and Round II**

**January 24, 2024, | 10:00AM – 11:30AM**

**Powered by Zoom**



# AGENDA

- Inclusive Health Care Taskforce – An Overview of the Initiative
- Purpose of the Letters of Intent & Call for Proposals
- Applicant Eligibility
- Application Guidelines
- Project Deliverables
- LOI & Call for Proposals Timeline
- Application & Budget Documents
- Application Submission- Citrix Access
- Call for Proposals References
- Questions & Answers
- Technical Assistance Workshop Recording, PPT and FAQ
- Contact Information



# INCLUSIVE HEALTH CARE INITIATIVE OVERVIEW

- The Detroit Area Agency on Aging (DAAA) is collaborating with Michigan Public Health Institute (MPHI), AARP Michigan, and other partners to implement an Inclusive Health Care (IHC) Community Action Plan through an Inclusive Health Care Partner Taskforce.
- **Phase 1.0** included the development of the Community Action Plan and Toolkit.
- **Phase 2.0** consists of implementation of the plan in collaboration with Partners in Action.
- The Community Action Plan was developed to initiate the implementation of strategies to reduce health disparities and premature death documented through DAAA's award-winning *Dying Before Their Time Report*.



# INCLUSIVE HEALTH CARE INITIATIVE OVERVIEW

- *DBTT Reports* were commissioned through Wayne State University School of Community Medicine in **2003** and updated in **2012** and **2020**. The Covid-19 pandemic exacerbated health disparities among older residents in the targeted area.
- Social Determinants of Health account for 70% - 80% of an individual's overall wellness.
- Deliverables highlighted in this Call for Proposal focus on better integrating and coordinating community resources to improve the health status and well-being of all residents as they come of age, grow older, and retire.
- Services and product lines highlighted in the Call for Proposals are primarily designed for older adults, persons with disabilities, and their caregivers.
- The implementation phase of this initiative ends in December 2024 with all key deliverables operationalized by September 30, 2024.



# PURPOSE OF LETTERS OF INTENT & CALL FOR PROPOSALS

This Call for Proposals is designed to identify up to four applicants who can foster the development and implementation of four key deliverables that support better coordination and integration of the Social Determinants of Health:

1. **Mobile App Development** – Technological tool to help users better access and navigate community resources for older persons, adults with disabilities and their caregivers.
2. **Retirement Planning Kit** – Graphically designed printed/electronic publication that promotes and guides aging in place across the life span before and after retirement with supplementary seminars based upon materials.
3. **Senior-Directed Programming** – Multi-faceted produced programs that can be disseminated through Cable TV, Videos, YouTube, Zoom platforms that educates the public about Community resources and issues impacting older adults.
4. **Pop-Up/Onsite Technology Training** – Curriculum development and In-person/Virtual Training for older adults.



# PROJECT TIME LINE

Call for Proposals Milestones	Target Dates
Call for Proposal via Zoom Webinar	Wednesday, January 24, 2024 – 10:00am– 11:30am
Last Date to Request Access to Citrix ShareFile	Thursday, February 1, 2024. 5:00pm
<b>Round I: Letter of Intent (Required)</b>	Friday, February 2, 2024, 11:59PM EDT <b>(DEADLINE)</b>
Last Date to request access to Citrix ShareFile	Wednesday, February 28, 2024, 5:00pm
<b>Round II: Full Proposal/Application Due Date</b>	Thursday, February 29, 2024, 11:59PM EDT <b>(DEADLINE)</b>
Proposal Processing & Review	March 1, 2024 – March 8, 2024
Grant & Contract Review Committee Meeting	Wednesday, March 13, 2024
Board of Directors Meeting	Monday, March 25, 2024
Award/Denial Notification (Email / Follow Up Letter)	March 26-27, 2024
Independent Contract Development & Negotiations	March 27-31, 2024
Project Development Start Up	Monday, April 1, 2024



# PROJECT FUNDING

- Funding for this initiative is made available through the Michigan Health Endowment Fund.
- Funding for project deliverables differ based upon the availability of funding.
- The funding being requested is a one-time grant being offered to support, planning, development and implementation.
- A 10% cash or local match is preferred, but not required.
- A sustainability plan that outlines how the project services will be maintained after the planning and initial implementation period is critically important.
- Technology training must be initiated within 1 – 3 months of the start of the grant period starting April 1, 2024.



# PROJECT FUNDING LEVELS/RANGES

- **Mobile App Development and Maintenance** - Typically cost \$10,000 - \$50,000 on average (Includes three-year maintenance fees with Help Desk, refresh of community resource information capabilities).
- **Retirement Planning Tool Kit:** Up to \$25,000 - Excluding Graphic Design, Printing and Material Costs.
- **Senior Programming:** Up to \$25,000 Excluding Production and Material Costs.
- **Pop Up/On-Site Technology Training & Curriculum Development:** Up to \$25,000 Excluding Technology.





# APPLICANT ELIGIBILITY

- For-profit and non-profit organizations as well as independent contractors are eligible to apply.
- Both for- and non-profit organizations and Independent Contractors must be in business for at least three years and in good standing – officially incorporated through the State of Michigan, financially viable, taxes paid, pass background checks and insured with bonds.
- Independent contractors must be a limited liability company (LLC).
- Applicants agree to sign Independent Contractor Agreement with Scope of Work, Budget, Conflict of Interest Form and Business Associate Agreement if awarded a contract.
- Applicant agrees to present proposal before Grant Review and/or Technical Review Team, if requested, and provide sample of work with references.
- Letters of Intent due February 2, 2024, 11:59PM EDT (**DEADLINE**) via Citrix Share File; Requests for Citrix Access for Letters of Intent Closes: February 1, 2024, 5:00pm EDT.
- Full Proposals (By Invitation Only) are due February 29, 2024, 11:59pm EDT (**DEADLINE**) via Citrix Share File. Requests for Citrix Access to submit Full Proposals Closes on February 28, 2024, 5:00pm EDT.



# APPLICANT ELIGIBILITY

- Preference will be given to applications that have program designs that are creative, cutting-edge and improve access to care for targeted populations or groups that experience health inequities within DAAA's service area.
- All applicants must have a demonstrated track record for developing similar product lines or services and share reference information and samples.
- Final candidates may be asked to present their proposal to a Proposal and/or Technical Review Panel(s).
- Applicants must understand that deliverables produced under the Inclusive Health Care Initiative are the sole property of the Detroit Area Agency on Aging.



# APPLICATION GUIDELINES

## Targeted Populations

- Older Persons (50-Plus)
- Adults with Disabilities
- Caregivers

## Engagement of Residents Across The Life Span

- Engagement of intergenerational groups and residents across the life span including community volunteerism to address health disparities upstream.

## Geographic Area

- Southeast Michigan with emphasis on the Cities of Detroit, Grosse Pointe, Grosse Pointe Farm, Grosse Pointe Park, Grosse Pointe Woods, Grosse Pointe Shores, Hamtramck, Harper Woods and Highland Park.



# APPLICATION GUIDELINES

Successful grantees will be selected based upon their credentials, organizational capacity and potential to develop product lines and/or services that will be *Innovative, Transformative, Sustainable, Replicable and Adaptable to the needs of our Community*:

- **Innovative** - The use of practical but modernized state-of-the art program design that is user-friendly for the end-users.
- **Transformative** - Program design promotes system change and/or change in the targeted populations to be served.
- **Sustainability** – Program design and approach can be effectively implemented with measurable outcomes and sustained long term by building on existing community resources, volunteers, attributes and strengths while not depending solely upon public and private funding.



# APPLICATION GUIDELINES

- **Replicability** - Information developed for the deliverable can be maintained and easily disseminated across multiple platforms or mediums as well as implemented by other communities locally, state-wide and nationally.
- **Adaptability** – Demonstrates that the planning, development and implementation approach will use input and feedback from the Inclusive Health Care Subcommittees, Focus Group Series, and other ways to shape the program design so the voices of the community are heard.



# ROUND I - LETTERS OF INTENT SUBMISSION

- Four-page letter with 12-point type must be on company letterhead and signed by authorized official.
- Full name and contact information for the applicant.
- Project Area/deliverable for which the organization proposes to be applying to plan, develop and implement.
- Mission, vision and core values of your organization and how it aligns with project.
- Organizational capability statement - experience in development/implementation of similar projects.
- Credentials of staff, volunteers and partners to be engaged including any independent contractors.
- Outline how applicant meets the baseline screening criteria.



# ROUND I - LETTERS OF INTENT SUBMISSION

- Incorporation – Organization is at least in business for three years in business/ incorporated and/or LLC.
- Financial viability (Previous year audit and balanced financial statements).
- Income Tax Paid or approved Payment Plan with Internal Revenue Service.
- Maintenance of Insurance at appropriate levels.
- Willingness to sign business associate agreement, conflict of interest agreement, participate in ICHAT background/Sex offender and Office of Inspector General screening.
- Proposed budget and any local match (other resources such as cash and/or in-kind) to be provided to support the initiative.



# ROUND II - FULL APPLICATION SUBMISSION

- Application is embedded in the Call for Proposals and can be found on the DAAA Website at: [detroit seniorsolution.org/Inclusive Health Care](https://detroit seniorsolution.org/Inclusive Health Care).
- The Call for Proposals can also be accessed on DAAA's Home Page under Events where applicants will be directed to the Inclusive Health Care Webpage.
- The Application is limited to (10-12 pages) excluding the Scope of Work, Work Plan/Timeline, Budget, Budget Justification, Sample, and Letters of Support.
- An outline for the Finalist MS PowerPoint Presentation must be attached at a minimum.
- Applicants must request access to the Citrix ShareFile by 5:00pm February 28, 2024, 5:00pm Eastern Daylight Time (EDT) the day before the grant application is due.
- Application must be submitted by February 29, 2024, 11:59pm EDT.





# ROUND II – FULL APPLICATION SUBMISSION

Interested applicants should submit applications via Citrix with the following information:

- 1. Service Category:** Note the Service Category outlined in the Call for Proposals that Your Organization is applying for under this Grant Program.
- 2. Program Design Approach:** Description of the approach to be used for planning, developing and implementing the product(s) and/or services.
- 3. Target Population:** Description of who will be served, including demographics and geography, outreach strategy and how the target populations will benefit.
- 4. Explanation of the Innovation:** Description of how project and approach is Innovative; Transformative; Sustainable; Replicable; and meets Community Adaptation requirements.
- 5. Organizational Capability:** Provide an overview of organizational capabilities and expertise. This description should include partner organizations and/or subcontractors, if applicable.



# ROUND II – FULL APPLICATION SUBMISSION

- 6. Work Plan/Timeline:** Outlines the goal, objectives, tasks to be performed including obtaining input from the community, proposed marketing strategy and who is responsible for what within your organization with specific timeframes. Note how outcomes are to be measured including projected number of participants to be served and units of service.
- 7. Scope of Work:** Outline specific steps to be performed in the development of the product or services based upon the guidelines and work plan. (This will be used in the Independent Contract).
- 8. Proposed Budget & Budget Justification:** Attach the proposed Budget in MS Excel and Budget Justification for expenditures. Participants/Units should align with work plan.
- 9. Maintenance/Sustainability Plan:** Map out how your deliverables will be maintained with the least resources during 1 – 3 years after its launch with limited dependence on public and private funding.
- 10. References:** Provide reference information, samples of work and letters of support, if other partners are engaged.



# BUDGET & BUDGET JUSTIFICATION

1. Review the budget template and instructions
2. Include 10% Local Match – Cash or In-Kind (If applicable)
3. Calculate annualized clients and units to be reached (annualized). Budget may reflect six-month period.
4. Prepare detail pages and then summary
5. Have authorized official to sign the budget summary page

# MOBILE APP DEVELOPMENT

- Applicant is highly capable of performing the essential functions necessary for mobile app development and maintenance.
- Data imported into the mobile app must use Application Programming Interface (API) capabilities so that information from DAAA Call Center, United Way 2-1-1, AARP Michigan and other sources can be maintained and refreshed.
- Mobile app must be interactive including assessing need(s) of users and referring them to nearby community resources, programs and events.
- Planning, development & implementation must include planning, design, usability testing before launch;
- Applicant must demonstrate mobile app management including Help Desk and compliance with HIPAA, Privacy Act and Cybersecurity Protection standards;
- App usability to be fully functional and public facing by Fall 2024;
- Applicant should outline how the mobile app will be marketed to drive users to the technology.



# MOBILE APP FEATURES & CAPABILITIES

- State-of-the-art graphics
- Simple and modern UX/UI (User Experience/User Interface) Design – Apple iOS and Android Devices
- Appropriate Communications
- Audio and Video
- Sensors or GPS Capabilities
- Simple language
- Large Font
- Logical, Step-by-Step in-App Navigation
- User-Friendly Animated Navigation Assistant Tool
- Capability of translation of in-app text into other languages for end-user
- Inclusion of up-to-date Community Resources database that can be extracted through API Interface and Imported in the API for Initial and Subsequent Updates.
- Capability of Mini-Assessment of End User to support Personalized search for Community Resources and/or keyword searches with easy navigation.
- Capability of hosting or linkage to Calendar of Events and connectivity of users to social networks to reduce social isolation.
- Technical support via online information and Help Desk with ongoing maintenance including cyber-security protections and monitoring.
- Other practical, but cutting-edge features.

# RETIREMENT PLANNING TOOLKIT

- Subject matter expert/company with proven experience in the gathering of relevant information for retirement planning toolkits or similar publications.
- Toolkit must have capability of being used for multiple purposes electronically or print mediums, such as for a printed toolkit; in-person/virtual workshops/seminars; and in electronic formats online for multiple use by end-users.
- The finished product, which must be prepared after outlining, researching, gathering, and archiving the information for the toolkit by subject area, must be professionally edited in an easy-to-read format prior to sign off and publication.
- Applicant must work with internal and/or outside graphic designer to graphically design the kit.
- Applicant must outline sessions that can be used for In-person or virtual retirement training seminars.

# CONTENTS OF RETIREMENT PLANNING TOOLKIT

Retirement Planning Guide must include information that can be used across the life span that includes:

- Housing-related services/ Jobs and Retirement Income/ Benefits Access including Medicare, Medicare Advantage, Medicaid/Social Security, SSI and Veterans Benefits/ Financial Planning, Private Investments and Pensions/ Basic Needs/Life/Long Term Care / Home, Auto Insurance Considerations/ Caregiving/ Health Care/ Home Care/ Volunteerism and Second Careers/Estate Planning, Legal Assistance/ End-of-Life Planning/Advance Directives, Legal Guardianship/Conservatorship and Power of Attorney among other topics.



# SENIOR-DIRECTED BROADCAST/ONLINE PROGRAMMING

- Seeking a Public Relations, Marketing Communications firm or independent contractor to plan, develop and implement Senior-Directed Communications Programming that engages older adults in the planning, development and operation of programming that supports the dissemination of information about community resources and issues impacting older persons, adults with disabilities and family caregivers.
- Programming may include a multi-faceted approach including Cable Television programming, Radio, Podcast, Blogging, YouTube/Facebook Live / Zoom programming and/or other mediums.

## Key Selection Criteria

- Research and technical writing skills.
- Television, Radio, Production/ Casting and Directing Experience.
- Project management experience.
- Responsive to problem solving and inquiries.
- Existing relationships with traditional/social media.
- Three to-six month planned programming.
- Reference check availability and viewing of portfolio.





# POP-UP/ON-SITE TECHNOLOGY TRAINING

- Seeking a subject matter expert/company with proven experience in planning, developing and implementing technology training to older adults. This includes utilizing staff and/or independent contractors as well as trained community volunteers to provide technology training to older adults in housing, community and senior center settings to address the digital divide.
- Applicant must start Technology Training within 1 – 3 months while also developing new curriculum for technology training.
- Training may include training on using laptops, smartphones, iPads, online websites, mobile apps, accessing social media to access community resources and build community.



# POP-UP AND ONSITE TECHNOLOGY TRAINING

- Provide online technical assistance after training to provide support via telephone or virtual.
- Work in collaboration with partner agencies to connect older adults to free and discounted broadband access and devices including smart phones, iPads and tablets and other technology that help older adults age in place.

## **Selection Criteria**

- Technology Curriculum Development
- Experience in Technology Training
- Coordination of staff and community volunteers
- Project management/event planning experience
- Responsive to problem solving and inquiries
- Reference check availability



# POP-UP/ON-SITE TECHNOLOGY TRAINING

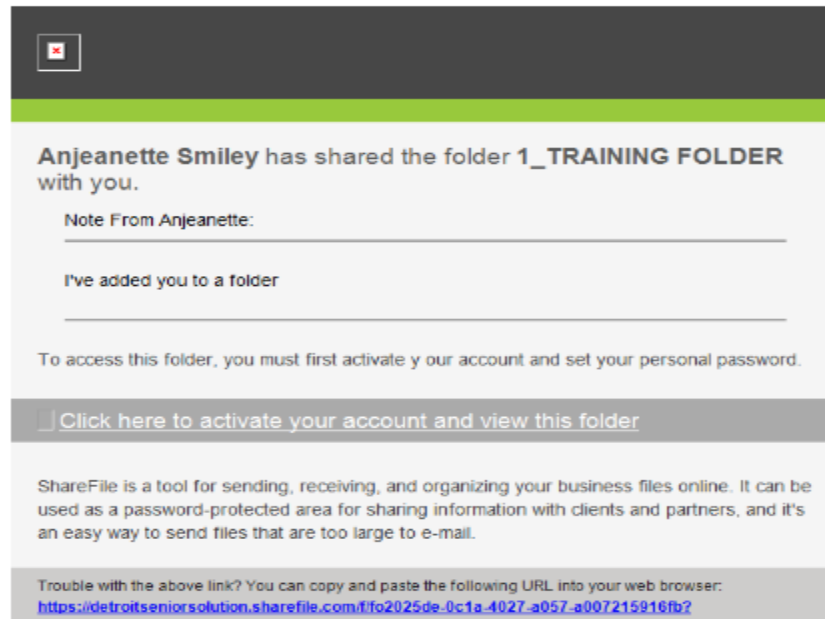
- Offer in-person and virtual training on using laptops, smartphones, iPads, online websites, mobile apps accessing social media, and access community resources to do the following:
  - Eliminating Fears of Using Technology
  - Shopping for groceries and other items online
  - Benefit from online banking
  - Access or apply for Social Security, Medicare, Medicaid and other benefits
  - Access Social Media to reduce social isolation
  - Apply for jobs and volunteer opportunities online
  - Senior fraud and scams occurring online.
  - Other technology training in the home and community



# SUBMISSION OF LETTER OF INTENT AND APPLICATION - CITRIX

## Accessing the secure ShareFile portal.

1. Email [contractmgt@daaal.a.org](mailto:contractmgt@daaal.a.org) to receive access
2. Include the name and email address of everyone in your organization that will need access
3. Allow one business for response
4. You will receive an email from Sharefile (Citrix) inviting you to the shared folder



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5. Create a profile or log in to your folder.



Welcome! Please confirm your personal information.

First Name: \*

\* Required

Contract

Last Name: \*

Management

Company:

DAAA

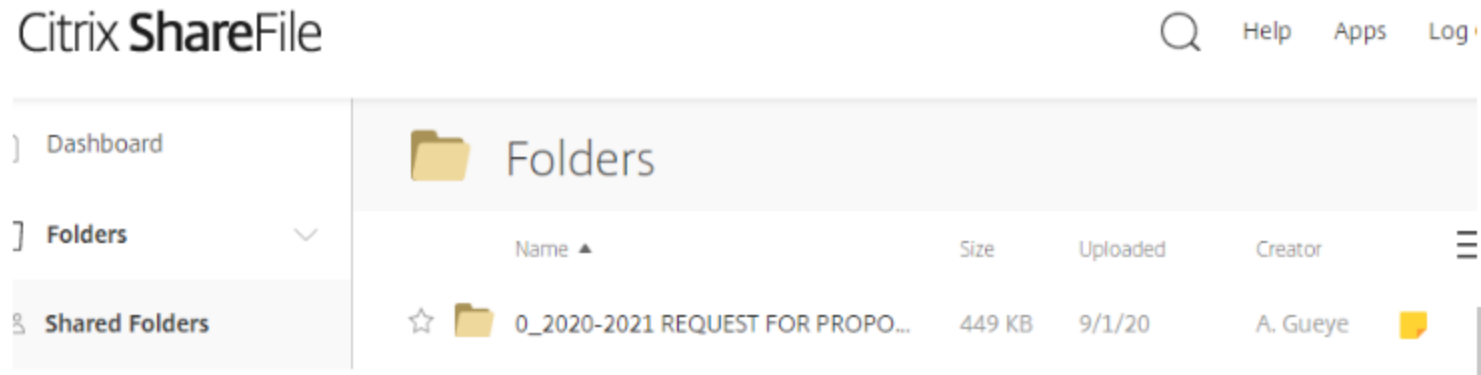
Continue

CITRIX



## Create a folder

1. Open the Request for Proposal folder



Citrix ShareFile

Dashboard  
Folders  
Shared Folders

Search Help Apps Log

Name ▲	Size	Uploaded	Creator
☆ 0_2020-2021 REQUEST FOR PROPO...	449 KB	9/1/20	A. Gueye

2. Click the blue plus sign to the right of the page



Citrix ShareFile

Dashboard  
Folders  
Shared Folders  
Favorites

Search Help Apps Log Out

Folders > 0\_2020-2021 REQUEST FOR PROPOSAL

0\_2020-2021 REQUEST FOR PROPOSAL

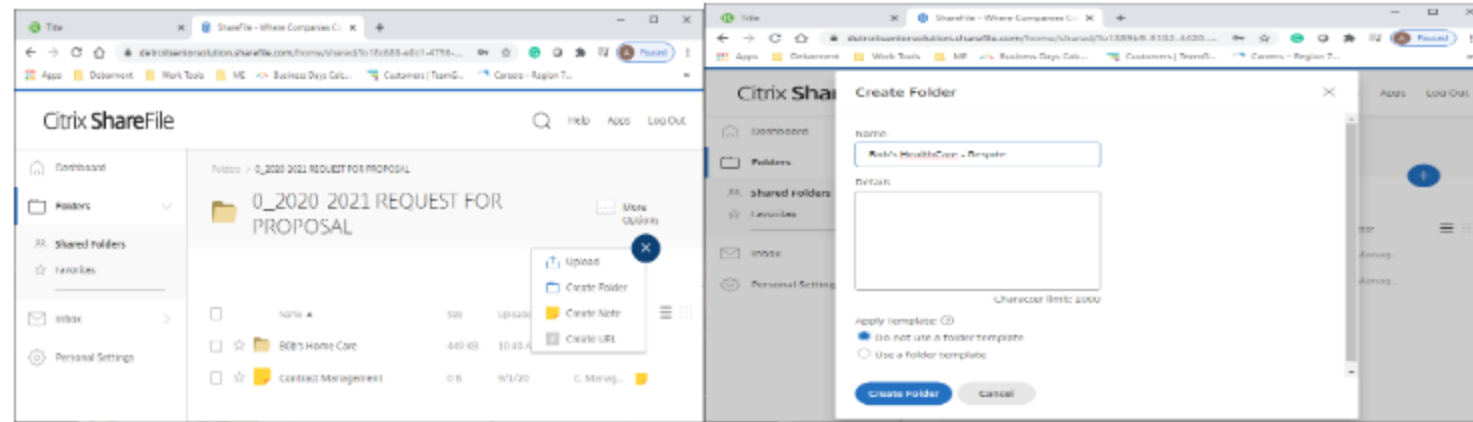
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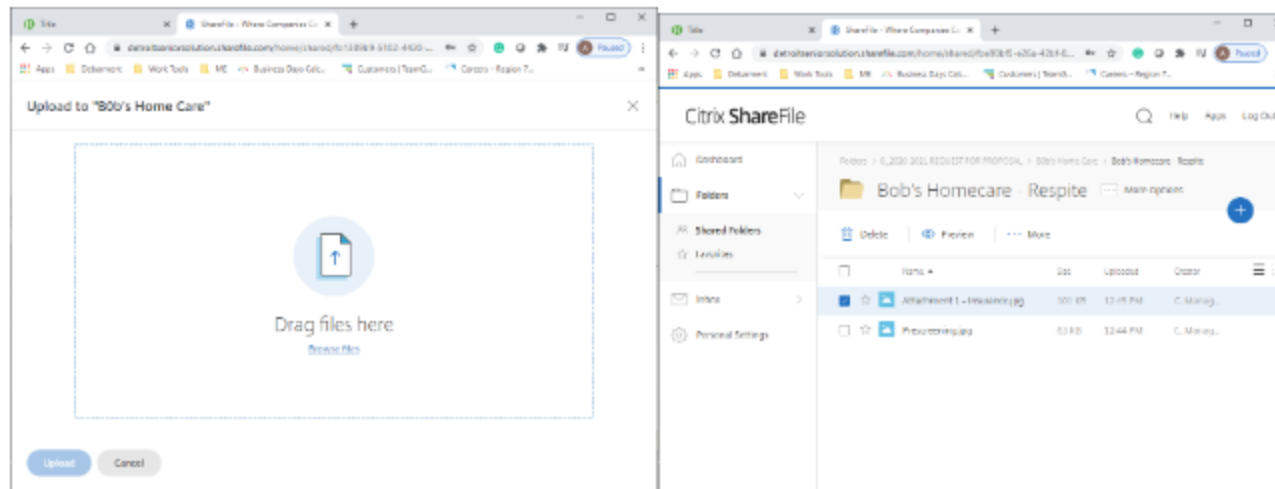
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### 3. Create a folder

Folder name - **Company Name**



### 4. Upload or Drag Application documents to the folder



Rectangular Snip

- Document name - name of application requirement

## Additional Information

- You may delete documents but not folders
- If applying for more than one service:
  - Create one folder for your business
    - Create one folder for Section 1
      - Pre-screening and Attachments A-M etc.
    - Create a folder for each submission for Sections II
      - Attachments 1-5, Budget and additional information

The screenshot displays the Citrix ShareFile interface. The top navigation bar includes 'Citrix ShareFile', a search icon, and links for 'Help', 'Apps', and 'Log Out'. The left sidebar contains navigation options: 'Dashboard', 'Folders', 'Shared Folders', 'Favorites', 'Inbox', and 'Personal Settings'. The main content area shows a breadcrumb trail: 'Folders > 0\_2020-2021 REQUEST FOR PROPOSAL > Bob's Home Care > Bob's Homecare - Respite'. Below this, a folder named 'Bob's Homecare - Respite' is highlighted, with a 'More Options' menu and a blue '+' button. A table lists the contents of this folder:

<input type="checkbox"/>	Name ▲	Size	Uploaded	Creator	<input type="checkbox"/>
<input type="checkbox"/>	☆ Folder Section I	0 B	3:51 PM	C. Mana...	
<input type="checkbox"/>	☆ Folder Section II _ Chore Services	0 B	3:52 PM	C. Mana...	
<input type="checkbox"/>	☆ Folder Section II _ Respite	0 B	3:52 PM	C. Mana...	



# ROUND I – LOI SCORING CRITERIA

Criteria	Score Points
Screening Criteria	20
Organizational Capacity	20
Program Design	40
Projected Budget / Budget Justification	20
<b>TOTAL:</b>	<b>100</b>



# ROUND II - PROPOSAL SCORING CRITERIA

Criteria	Score Points	Actual Score
<b>Program Design</b>		
• Innovation	<b>10</b>	
• Transformative	<b>10</b>	
• Sustainability	<b>15</b>	
• Replicability	<b>5</b>	
• Adaptability	<b>10</b>	
Budget / Budget Justification	<b>10</b>	
Projected Reach (Annualized clients and units to be served)	<b>10</b>	
Work Plan/Timeline (Detailed)	<b>15</b>	
Sample of Work (Relevant to Project)	<b>5</b>	
References / Presentation Outline	<b>10</b>	
<b>TOTAL:</b>	<b>100</b>	



# ROUND I – LETTERS OF INTENT SUBMISSION

- Proposed Program Design – Approach to be used to plan, develop and deliver services/product(s).
- Planned work plan and timeline including goal, objectives and business tactics to be used.
- Statement of how proposed approach is innovative, transformative, replicable, sustainable and will be reflective and adaptative to the community needs.
- Letters of Intent must be submitted through the Citrix secure Share file portal and cannot be emailed, faxed, mailed or dropped off.

# REFERENCE MATERIALS

- Inclusive Health Care Call for Proposals (Round I and II)
- Application Budget Form
- Business Associate Agreement (Review Only)
- Conflict of Interest Agreement (Review Only)
- Inclusive Health Care Community Action Plan
- Inclusive Health Care Planning and Implementation Toolkit
- Citrix Instructions (Demonstration at Technical Assistance Workshop)
- Link to Inclusive Health Care Taskforce Web Page
- Technical Assistance Workshop MS Power Point Presentation and Recording
- Frequently Asked Questions Postings



# QUESTIONS ABOUT THE CALL FOR PROPOSALS

- A recording of the Technical Assistance Workshop, Power Point Presentation and responses to questions will be posted on the DAAA Website for those unable to attend the session via Zoom or as reference materials.
- After the Technical Assistance Workshop, questions about the Letters of Intent or Full Proposal can be sent to [ContractMgt@daaa1a.org](mailto:ContractMgt@daaa1a.org). Applicants should note Inclusive Health Care in the Subject line of the email and provide your written questions as clearly as possible. Responses to the questions will be posted under the Frequently Asked Questions on the DAAA Website under the Call for Proposal within 24 hours during the business week.
- Remember that DAAA will not accept Letters of Intent or Full Proposals (if invited) by mail, fax, email or personal delivery. LOIs and Proposals must be uploaded to DAAA's Citrix Share File.

# SCREENING CRITERIA CHECKLIST

1. Non-profit, For-Profit or Independent Contractor with LLC must have been in existence for a *minimum of three (3) years*. **Proof:** Submit proof of incorporation with the proposal.
2. **Financially viable** as demonstrated by having a positive fund balance or retained earnings. **Proof:** Financial report with a balance sheet showing a positive fund balance or retained earnings and Certified Audit.
3. The applicant must demonstrate that they are **current in** all local, state and federal **taxes**. **Proof:** IRS Statement – 990 or 1190 Form or Written IRS Payment Plan.
4. Willingness to maintain appropriate Insurance / DAAA held Harmless. **Proof:** Insurance Certificate (current)
5. **Not Debarred by Office of Inspector General** from providing services. **Proof:** Statement under Organization Capacity.
6. Willingness to have **Background Checks/Sex Offender Screening** of Staff, Volunteers, Subcontractors. **Proof:** Statement under Organization Capacity.
7. Willingness to sign **Conflict of Interest Agreement**. **Proof:** Statement under Organization Capacity.
8. Willingness to sign **Business Associate Agreement** to maintain HIPAA compliance. **Proof:** Statement under Organization Capacity.








**INCLUSIVE**  
HEALTH CARE

Q & A

# CONTACT INFORMATION

## Thank You

-  DAAA Contract Management
-  (313) 446-4444
-  [ContractMgt@daaa1a.org](mailto:ContractMgt@daaa1a.org)
-  [www.DetroitSeniorSolution.org](http://www.DetroitSeniorSolution.org)