

2019



C O M M U N I T Y

Health Net

Everyday People. Extraordinary Care.

# MARKET ANALYSIS      REQUEST FOR PROPOSALS

February 4, 2019

**Community Health Net  
Market Analysis Request for Proposals  
February 4, 2019**

The purpose of this RFP is to invite market research firms to submit their proposal to provide market analysis services in support of a strategic marketing plan for Community Health Net.

**Table of Contents**

**General Information**

1. Community Health Net overview
2. Programs and services
3. Locations
4. Contact information

**Statement of Work**

1. Project purpose, scope, schedule

**Proposal Submission**

1. RFP reception
2. Short-list selection
3. Conflict of interest
4. Submission guidelines

**General Information**

## **Community Health Net Overview**

Community Health Net (CHN) operates with the mission of providing exceptional healthcare to all, regardless.

Incorporated on January 25, 1985, as Primary Health Care Services of Northwestern PA, a small medical and dental clinic within the Booker T. Washington Center in Erie, Pennsylvania, CHN today offers a range of healthcare services for newborns through geriatric patients, regardless of patients' ability to pay.

Patient Services at CHN are provided through a process established to ensure the delivery of safe and timely care and treatment in an atmosphere of respect and dignity and are planned, provided, and supervised by professional healthcare providers.

In 1994 the organization began collaborations to restructure the medical clinics in local community centers under one umbrella. In 1996 CHN purchased a building located in downtown Erie, which would house the administration and medical offices on the second floor and medical offices on the first floor and today serves as the downtown hub of CHN's Patient Services for those living in the City of Erie.

From 1997 through 2001, CHN added Obstetric and Gynecology at Highpoint Towers, collaborated with Gannon University and The City of Erie Housing Authority in the Franklin Terrace Gannon Nursing Center, and opened rural health clinics located in Townville, Tionesta, and Tidioute, Pennsylvania.

CHN's partnerships with community leaders, neighborhood centers, hospitals, physicians, dentists, and the patients they serve enable the development of new ideas and resources to ensure total care of people living within the communities of Erie.

The greatest testament to the unique ability of CHN is services that are designed to be accessible to their patients. CHN has understood and responded to the community it serves by offering the highest quality primary medical and dental care to all. Through a detailed market analysis and strategic planning, CHN aims to adapt to continue to do so.

## **Programs and Services**

Services provided by CHN include Family Medicine rendered by Board Certified physicians and Certified Nurse Practitioners; Internal Medicine provided by Board Certified Internists and a compassionate medical team; Pediatric Medicine meeting the health care needs of children from infancy to 18 years of age, provided by a Board Certified Pediatrician, Family Physicians, and Certified Nurse Practitioners; Dental Services from a team of expert dentists; and Vision Services for all age groups, provided by an optometrist at our 1202 State Street office. In addition, the Ryan White Part C program provides state-of-the-art HIV/AIDS primary healthcare by experienced physicians and staff. Our twice-per-month PrEP Clinic offers the newest and most promising biomedical HIV prevention intervention to date. And our Health Care for the Homeless program assists homeless individuals in obtaining health care, dental care, eye care, and assistance with medications.

## **Locations**

### **Daniel S. Snow, M.D. Health Center**

1202 State Street, Erie, PA, 16501

### **Daniel S. Snow, M.D. Health Center Administration Office**

1202 State Street, Erie, PA, 16501

### **Dr. Nicholas Hosu Dental Suite**

1202 State Street, Erie, PA, 16501

### **Community Health Net Pharmacy**

1202 State Street, Erie, PA, 16501

### **Community Health Net Girard School-Based Health Center (SBHC)**

1135 Lake Street, Girard, PA 16417

### **Community Health Net Dental Stairways Campus**

2922 State Street, Erie, PA, 16508

### **Community Health Net Dental**

1611 Peach Street, Suite 465, Erie, PA, 16501

### **John Horan Gardens Dental Office**

2120 East 10th Street, Erie, PA, 16511

### **Harborcreek Health Center**

4401 Iroquois Ave, Erie, PA, 16511

## **Contact Information**

Craig Ulmer, CEO, Community Health Net  
Daniel S. Snow, MD, Medical Center

1202 State Street  
Erie, PA 16501  
Phone: 814-454-4530 ext. 227  
Fax: 814-456-2375  
rfp@community-healthnet.com  
www.community-healthnet.com

### **Statement of Work**

CHN seeks market research that will identify the unmet needs of the local communities in which it currently operates. Resultant data will guide CHN in leveraging its limited resources to fill critical gaps in health care for the communities it serves and will position CHN to continue to understand and respond to the community's needs by offering the highest quality relevant health care services and programs.

CHN seeks to generate a feasibility/market study, to be completed in less than 6 months.

The market analysis will support a strategic marketing plan, by extension allowing CHN to identify how many marketing personnel, and with what key skill sets, are needed. The CHN team does not currently include full time dedicated marketing personnel.

Surveys and focus groups, development of a new brand strategy and value proposition, and assessment of customer service policies and marketing tactics will be instrumental in redefining the CHN brand.

A key marketing objective is to identify three regional opportunities for community programming, based on needs assessments, and to develop and implement a plan to leverage current services. Auxiliary to the most recent Community Health Needs Assessment, CHN must identify the region's health priorities, especially as related to regional intermediate and long-term economic development priorities.

An additional key marketing objective is to increase brand awareness within the local community, increasing awareness of the availability, diversity, and value of CHN programs and services. CHN is sometimes perceived as a local clinic, but with its diverse clientele and expansive array of innovative programs and services, it is much more.

A marketing analysis must fulfill a final key objective: to generate an assessment of competitors as well as community interest, support, and capacity for a capital campaign.

### **Schedule**

- RFP delivered to market research firms: February 4, 2019
- Deadline to submit questions for bidder's conference call: February 12, 2019
- Bidder's conference call: February 18, 2019 *tentative*
- RFP closed, proposals due: March 15, 2019

- Technical review closed: March 22, 2019
- Written reviews: March 25-April 12, 2019
- Oral presentations: Week of May 1, 2019
- Contract awarded: May 9, 2019

## Proposal Submission

### RFP Reception

**Please submit your proposal by 11:59 p.m. on March 15, 2019. Submit any questions and proposals to the following contact.**

Craig Ulmer, CEO, Community Health Net  
Daniel S. Snow, MD, Medical Center  
1202 State Street  
Erie, PA 16501  
Phone: 814-454-4530 ext. 227  
Fax: 814-456-2375  
rfp@community-healthnet.com

By responding to this RFP the firm agrees to be responsible for fully understanding the requirements or other details of the RFP and will ask any questions to ensure such understanding is gained. CHN retains the right to disqualify agencies that do not demonstrate a clear understanding of our needs. Furthermore the right to disqualify a firm extends past the contract award period and CHN will be at no fault, cost, or liability.

All information provided by CHN is offered in good faith. Specific items are subject to change at any time based on business circumstances. CHN does not guarantee that any particular item is without error. CHN will not be held responsible or liable for use of this information or for any claims asserted therefrom.

### Short-List Selection

Firms who have demonstrated their capacity to meet our needs will be contacted via email to be notified of their selection to move forward in the RFP process.

**All questions to be addressed during the bidder's conference call are to be submitted in writing to Craig Ulmer (rfp@community-healthnet.com) by 11:59 p.m. on February 12, 2019.** A full transcript of the conference call will be available within one day of its conclusion.

**Short-listed firms may be required to give an oral presentation during the week of May 1, 2019.** CHN requests that the primary liaison, project lead, or day-to-day contact be the person giving the oral presentation. To keep presentations focused, we ask that you focus only on how your firm will help us achieve the key goals and objectives described in the Statement of Work above.

### Conflict of Interest

Proposing firms are asked to certify that they have no conflicts of interest in serving CHN.

## **Submission Guidelines**

**Proposals are due by 11:59 p.m. March 15, 2019.** If submitting via email, please include "Market Analysis Proposal" in the subject line. Proposals must specifically address each of the following:

Corporate overview: firm's legal name, year of incorporation, number of employees

Name and contact information of primary liaison/project lead

Description of all products & services

Description of geographic/industry markets served, including % of share

At least two customer/client references, including name, address, and phone #

Description of risks & key success factors as regards the above goals and objectives

Description of your firm's experience collecting data in this geographic region

Description of your overall approach to a marketing analysis that will address the objectives described herein

Description of methodology, such as the type of data analysis to be conducted and how surveys and focus groups will be designed

List of all deliverables CHN will receive

Description of ongoing support your firm will provide CHN

Details regarding data assurance

Estimated budget & resources required, including fixed pricing and deliverables, billable hours, travel expenses if applicable, etc. Firms must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

Project schedule, including timeline, key milestones, anticipated dates of all deliverables, and a specific date of final completion.

### **Please submit proposals to:**

Craig Ulmer, CEO, Community Health Net  
Daniel S. Snow, MD, Medical Center  
1202 State Street  
Erie, PA 16501  
Phone: 814-454-4530 ext. 227  
Fax: 814-456-2375  
rfp@community-healthnet.com

