

# **BID BOARD NOTICE**

**PROCUREMENT ID NUMBER: FHA-S1097**

**ISSUE DATE: May 1, 2012**

**TITLE:** Preparation of Complex Health Care Data for Public Presentation - Consultant

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**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

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## **SMALL BUSINESS RESERVE**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://www.smallbusinessreserve.maryland.gov/> to see if your business qualifies. Failure to supply your SBR number on the Bid Form will deem you as non-responsive.

## **E-MARYLAND MARKETPLACE**

Each Offeror/Bidder must indicate their eMaryland Marketplace (eMM) vendor number on the bid sheet submitted at the time of their response to a solicitation.

eMM is an electronic commerce portal administered by the Maryland Department of General Services. Questions and Department responses, addenda, and other solicitation related information will be provided via eMM.

FHA will be posting awards on eMM for all solicited small procurements over \$5,000. Therefore, we request that you include your eMM number on the bid sheet. Registration is free. Go to <https://ebidmarketplace.com/> and click on "Registration" to begin the process then follow the prompts. For assistance in the registration process, please call 410-767-1492.

## **BACKGROUND**

Regionalization of care and establishing standards for hospitals providing perinatal services are proven strategies to improve birth outcomes. The Maryland Perinatal System Standards were first developed in 1995 and have since been updated several times. These Standards define three levels of perinatal care in the State, specify staffing and other requirements for each level, and describe appropriate maternal and infant patients for each level of care. Hospitals are categorized by the scope of perinatal service provided:

**Level I** hospitals provide basic care to pregnant women and infants at term or near term. These hospitals provide care for stable infants born at 35 weeks gestation or greater.

**Level II** hospitals provide specialty care to pregnant women and infants with birth weight of 1,500 grams or greater and gestational age of 32 weeks or more.

**Level III** hospitals provide subspecialty care for pregnant women and infants, including acute delivery room and neonatal intensive care unit (NICU) care for infants of all birth weights and gestational ages.

There is extensive data supporting the fact that very low birth weight (VLBW) infants, those with birth weight below 1500 grams, have improved survival if they are born at level III hospitals. The Maryland Perinatal Standards emphasize that VLBW births should occur only at level III hospitals, unless medically unavoidable. Since the Standards were first developed, VLBW births outside of level III hospitals have decreased and VLBW mortality rates in Level III hospitals have improved substantially.

Infant mortality is a major public health concern for Maryland, and deaths among VLBW infants contribute disproportionately. These high-risk infants represent less than 2% of births in Maryland, yet they account for more than 50% of all infant deaths. As part of ongoing quality improvement efforts, the Department of Health and Mental Hygiene (DHMH) has compiled data annually since 1995 on hospital-specific births and deaths of VLBW infants in the State. These data have been reported anonymously, in a coded format, to prevent identification of the specific hospital in which the births occurred. DHMH is now preparing these data for public release, including hospital identification. Providing data related to VLBW mortality will help families make informed decisions about which hospitals are appropriate for their delivery, and will contribute to continued improvement in the quality of obstetric and neonatal care in Maryland's hospitals.

Presenting this information to the public, however, is complex and needs to be done carefully to avoid misinterpretation of the data or unintended negative consequences. Therefore, DHMH is seeking a consultant to assist in determining the best way to present the data for release.

### **SCOPE OF WORK**

The Center for Maternal and Child Health (CMCH) at the Department of Health and Mental Hygiene (DHMH) is seeking consultant services that will include evaluating how similar data have been released in other states or countries. Develop several possible formats in which the data may be displayed. Evaluate consumer responses and comprehension of the data, when presented in different formats. The consumer groups shall include different groups at various levels, e.g. the lay public, health care providers, and hospital representatives. The consultant will make recommendations on the most appropriate format and context, that the data will be presented.

### **DESCRIPTION OF SERVICE**

The selected consultant is expected to:

- Research and summarize previous release of similar data in other states or countries.
- Develop several potential formats in which the data can be displayed
- Develop a mechanism to evaluate response of different consumer groups to the various potential data formats

- Analyze and report on consumer understanding of the data, and positive or negative response to the different data formats
- Provide recommendations for presentation of the data

### **MANDATORY REQUIREMENTS**

The consultant shall meet the following minimum requirements:

- Minimum of 2 years experience in preparation of complex health care data for public presentation.
- Prior work with a Maryland State agency.
- At least two references that relate to the experience listed above.

### **CONTRACT TERM**

The term of this contract shall be June 1, 2012 through December 31, 2012.

### **BILLING**

The contractor shall bill the Department on a monthly basis for the work performed each month, in hours. The total cost of all hours worked may not exceed \$25,000 for the term of the contract.

All invoices must be on the contractor's letterhead, must be signed and dated, and must include the following:

- The contractor's name and mailing address
- The contractor's Federal Tax Identification or Social Security Number
- The State assigned Contract Control Number
- The State assigned blanket purchase order number
- The goods and services provided
- The time period covered by the invoice
- The amount of requested payment, and
- Documentation to support invoice requested amount.

### **AWARD**

This is a multi-step bid. Vendors must first meet all of the mandatory requirements; afterwards, an award will be made on the basis of lowest hourly rate. Bids will not be considered by vendors who do not meet all of the mandatory requirements. The total cost of the resulting contract will not exceed \$25,000.

### **TIE-BIDS**

If bids are received from responsive and responsible bidders that are identical in prices, terms and conditions and which meet all requirements set forth in the Invitation of Bids, an award will be made in accordance with State Regulations 21.05.02.14B. If a tie still exists, the bidder with the most experience shall be used to determine the successful bidder.

### **BID SUBMISSION INFORMATION**

Submissions will only be accepted via hand delivery, mail or courier (i.e. Fed Ex, UPS, etc.). Original hand-delivered or mailed submissions must be received by the PROCUREMENT

OFFICER no later than 10:00 AM on May 11, 2012 in order to be considered. Please put Procurement Identification Number on the outside of the mailing envelope.

Bidders who hand-deliver bids are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER. *\*NOTE: When dropping off the proposal, please obtain a receipt indicating the proposal was received.*

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the bidder must confirm, at least 60 minutes before the deadline, that the bids were received in FHA Procurement. FHA is not responsible for bids dropped off in the mailroom. Questions regarding this solicitation should be directed to the PROCUREMENT OFFICER.

NO FAX OR EMAIL BIDS WILL BE ACCEPTED.

**PROCUREMENT OFFICER:**

Vern Shird  
Family Health Administration  
Department of Health and Mental Hygiene  
201 W. Preston St., Room 306  
Baltimore, MD 21201  
Phone: 410-767-5555  
Email: [vshird@dnhm.state.md.us](mailto:vshird@dnhm.state.md.us)

**ISSUING OFFICE:**

Bonnie S. Birkel, CRNP, MPH  
Director, Center for Maternal and Child Health  
201 W. Preston St., Room 308  
Baltimore, MD 21201  
(410) 767-6713

\_\_\_\_\_  
Director, Center for Maternal and Child Health

Date: \_\_\_\_\_

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO  
RESPOND TO THIS SOLICITATION**

**BID FORM**

**PROCUREMENT I.D. NUMBER:**

**ISSUE DATE:**

**TITLE:** Preparation of Complex Health Care Data for Public Presentation - Consultant

**Offeror Information:**

Vendor Name: \_\_\_\_\_

Federal Tax ID (FEIN) #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Maryland Number: \_\_\_\_\_

SBR Number: \_\_\_\_\_

Proposed project cost: \$ \_\_\_\_\_ /per hour

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Required Technical Attachments**

- Description of required experience, including dates and client contact information.
- Two references from sources with whom you gained the required experience.

Vendor signature and date certifies that technical and price submissions are correct and that vendor agrees to perform all services stated in **the Bid Board Solicitation FHA-S1097.**