



Adult Daycare Request for Proposals (RFP)

RFP Overview:

CEO^c (Louisville Healthcare CEO Council) is issuing a request for proposals from qualified and experienced adult daycare organizations for the provision of high-quality adult daycare services in support of the participants attending CEO^c's Health Career Lab. The goal of this initiative is to provide comprehensive wrap-around support for individuals attending Health Career Lab, ensuring their well-being, and enabling their successful participation in the program. Recently, CEO^c was awarded American Rescue Plan Act (ARPA) grant funds to support provision of adult day care services.

Background:

CEO^c represents the 15 largest healthcare aging innovation companies founded or headquartered in Louisville, KY. Collectively, the CEO^c member companies touch 80 million lives annually, employ 550,000 people, and generate approximately \$140 billion in annual revenue.

Council board leadership is represented by presidents and CEOs of companies across the entire continuum of care. This includes providers and payers, as well as leading education partners. And for all of them, workforce is a unifying systemic crisis they're invested in addressing collectively. Put another way, the CEO^c represents nearly all major healthcare employers and is equipped to clearly articulate what healthcare jobs will be needed as well as the requirements needed to successfully fill those jobs. This presents a unique opportunity to bridge the gap between today's workforce and the healthcare jobs needed tomorrow. The CEO^c is comprised of the following board members:

- **Baptist Health** | Gerard Colman, CEO (CEO^c Chairman)
- **Anthem** | Kennan Wethington, President
- **Apellis Pharmaceuticals** | Dr. Cedric Francois, President and CEO
- **Atria Senior Living** | John Moore, Chairman and CEO
- **BrightSpring Health Services** | Jon Rousseau, President and CEO
- **Confluent Health** | Dr. Larry Benz, President and CEO
- **Galen College of Nursing** | Mark Vogt, President and CEO
- **Hosparus Health** | David Cook, President and CEO
- **Humana** | Bruce Broussard, President and CEO
- **LHC Group** | Keith G. Myers, Chairman and CEO
- **Norton Healthcare** | Russell Cox, President and CEO
- **ScionHealth** | Rob Jay, CEO
- **Signature Healthcare** | E. Joseph Steier, President and CEO
- **Trilogy Health Services** | Leigh Ann Barney, President and CEO
- **University of Louisville** | Dr. Kim Schatzel, President

Further, CEO^c has forged a formidable coalition of diverse public and private community stakeholders who are committed to collectively transforming Greater Louisville's economy into a national epicenter of healthcare aging innovation. This coalition recognizes the need for collaboration and is dedicated to not only addressing the short-term crisis within Louisville's healthcare economy but working in partnership to drive solutions at a systems level to address long standing equity issues that have stymied Louisville from realizing its full potential. Coalition members that are committed to partnering with the CEO^c on this critical effort include:



- AMPED
- Greater Louisville Inc.
- KIPDA
- KentuckianaWorks
- Metro United Way
- Louisville Urban League
- University of Louisville

This strategic composition serves as the ideal infrastructure to drive innovative workforce solutions at a systems level, even among competitors, while functioning as the mechanism to leverage collective resources to create and fill jobs. Recently, CEO^C was awarded \$40 million in American Rescue Plan Act (ARPA) grant funds to support the implementation and scaling of this initiative.

RFP Details and Scope:

Adult Daycare Need:

In recognition of the many challenges that individuals may face when seeking employment and/or accessing training to advance their career, CEO^C will contract with an adult daycare program aimed at removing obstacles and reducing the burden of adult daycare costs. While the primary focus of the program is to provide assistance to Health Career Lab's participants by offering daycare services for their family members in need, the program also aims to address broader community needs.

The purpose of this Request for Proposals (RFP) is to identify a suitable adult daycare provider who can effectively fulfill the objectives listed below. The selected provider will play a crucial role in supporting individuals in their employment endeavors by offering high-quality and affordable adult daycare services while simultaneously supporting outreach efforts to raise awareness of this initiative. By providing this assistance, the program aims to alleviate the financial and logistical challenges that individuals may encounter when balancing their caregiving responsibilities with their pursuit of employment opportunities in the healthcare industry.

Objectives:

1. Increase employment opportunities by removing barriers through the provision of affordable and reliable adult daycare services for participants' family members.
2. Ensure the well-being and safety of participants' family members by creating a nurturing and engaging environment with personalized care and support.
3. Promote social engagement and community integration for participants' family members through organized activities and connections with local resources and services.

Engagement Time Frame:

Q3 2023 – 12/31/2026 (specific start date to be determined at the time of contract development with the selected vendor.)

Scope of Work:

By December 2026, Health Career Lab will work to: (1) recruit and place 1,500 individuals in healthcare jobs and (2) enroll 2,000 healthcare employees in upskilling training programs. According to the University of Michigan's National Poll

on Healthy Aging, it is anticipated that 54% of Americans considered to be caregivers. With this in mind, we anticipate approximately 750 participants needing adult day care services over the life of this engagement.

- (1) Oversee all administrative and operational aspects of the adult day care including (but not limited to): Ensuring employment of qualified staff to provide day care services, administrative management of the adult day care, demonstrating and maintaining compliance with all required local, state and national laws and regulations, and more.
- (2) Provide quality programming and adult day care services that promote physical, social, and emotional wellbeing for adults in the form of regular, consistent, and engaging daily activities. Services and programming should be flexible to permit participants who work across various shifts as well as participate in training/education programs.
- (3) Collaborate with coalition members and other partners to coordinate the delivery of support services and integration of activities within the broader community.
- (4) Support Health Career Lab in outreach efforts including (but not limited to): displaying marketing collateral at the adult day care facilities; promoting and sharing social media posts and collateral on respective social media channels, referring interested participants to Health Career Lab staff, supporting Health Career Lab awareness events, connecting Health Career Lab leadership with community stakeholders, and more.
- (5) Participate in program evaluation activities which evaluate the efficacy and impact wrap around supports (like adult day care) have upon the success of this initiative. This will include (but is not limited to): providing data necessary to complete the evaluation, completing surveys, and participating in focus groups, etc. with our evaluation team.

The selected vendor agrees to abide by the federal funding requirements governing the funding mechanism of this RFP as articulated in The Coronavirus State and Local Fiscal Recovery Funds program. This program is authorized by sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021. Pub. L. No. 117-2 (Mar. 11, 2021), codified as 42 U.S.C. § 802 and 42 U.S.C. § 803 respectively; and as implemented by Treasury's Final Rule at 31 C.F.R. <https://www.govinfo.gov/content/pkg/FR-2021-05-17/pdf/2021-10283.pdf>

RFP Submission Instructions:

Each proposal should be submitted by email to Sam Mbutu, Innovation Project Manager, at smbutu@theceoc.com in the form of a letter including the following information:

Organizational Overview: An overview of the respondent's organization, the organization's capacity to meet the needs described above (e.g., stats on historical populations served, customer satisfaction ratings, etc.), and statement of interest in partnering with the CEO^c team to assist with this initiative. Organizational overview should also include demonstration of all necessary permits, licenses, etc. required to operate in Louisville, Kentucky.

Proposed Program Design: A detailed description of the organization's proposed adult daycare program including: (1) an overview of the organizations' approach and structure in providing adult day care (2) detailed descriptions of current programmatic activities offered at the adult day care, and (3) a proposed high-level schedule/timeline for accomplishing the activities detailed in the scope of work.

Budget and Justification: (1) A budget detailing stages and costs associated in developing and operationalizing the adult daycare (2) a budget justification describing the expenses included in the budget.

RFP Timeline:

The RFP process will initiate on May 24, 2023, with a deadline of submission by 11:59 p.m. EDT on June 23. Questions regarding the proposal will be accepted in writing between May 29 and June 7. Questions after June 7 will not be addressed. All questions will be addressed by June 9.

A selection committee comprised of CEO^C staff and partners will review the proposals and submit a recommendation to CEO^C and Health Career Lab Leadership. Notification of proposal selection is anticipated by August 7. The goal is to begin co-designing the adult daycare program in August with an ideal launch date of the end of September.

Point of Contact:

All communication related to this RFP and the selection process must be directed to the designated point of contact, whose name is provided in the RFP document. If you have any questions regarding the terms, conditions, and technical specifications, please submit them via email to Sam Mbutu, Innovation Project Manager, at smbutu@theceoc.com. During the designated questioning period, respondents are welcome to send any questions they may have regarding the RFP process to the designated point of contact. We encourage respondents to use this opportunity to seek clarification and ensure a comprehensive understanding of the RFP requirements.

Proposal Selection Criteria:

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the providers best fulfills the needs of the CEO^C. This RFP in no way commits CEO^C to award a contract, to pay any costs in preparation of a proposal or to contract for the goods and/or services offered. CEO^C reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between CEO^C and the selected respondent to better define, elaborate upon, and fix the selected respondent's final scope of work and general terms and conditions.

A selection committee consisting of staff from CEO^C will review qualifications of submittals and evaluate the respondents, based on the following criteria:

- **Proposed Program Structure and Development (40%):**
 - Focus and relevance to outcomes identified in the scope of work
 - Adult care approach aligned with outcomes detailed in the scope of work
 - Demonstrated capability of fulfilling needs outlined in the scope of work
- **Organizational and Team Qualifications (30%):**
 - Organizational and team qualifications to execute activities outlined in the scope of work
 - Track record of success on prior, relevant programs/projects
 - Demonstrated experience and expertise in the healthcare industry, adult care services, community-based programs, and/or DEI initiatives preferred
- **Budget and Budget Narrative (20%):**
 - Reasonable and fair budget to execute activities outlined in the scope of work to fullest potential
 - Detail of expenses
- **Adherence to RFP instruction (10%):**
 - Inclusion of all requested information within the submission
 - RFP submitted on time per detailed timeline