

REQUEST FOR PROPOSAL/QUOTE: ENVIRONMENTAL SCAN AND COMPETITIVE ANALYSIS FOR HSF ONTARIO'S HEALTH PROFESSIONAL EDUCATION

Issue date: Friday July 20, 2012

Proposals/Quotes due: Tuesday August 7, 2012

Background

On September 1st 2011, nine of the Heart and Stroke Foundation's provincial Foundations and its national office were unified into one national Foundation (the Heart and Stroke Foundation), under a single national governance Board and CEO. The HSF national governance Board recently approved a new visionary mission statement for HSF: "Healthy lives free of heart disease and stroke. Together we will make it happen."

The Foundation is currently developing a national strategic plan to establish key objectives and corresponding areas of focus under which future strategies and initiatives will align. Through a parallel process, the Ontario Health Professional Education team – part of the Research Department – is undertaking an environmental scan and competitive analysis of Continuing Medical Education, Continuing Professional Development, and Knowledge Translation programs and practices for healthcare professionals.

There is increased evidence that significant gaps exist between what is known to improve health, and what is done to improve health policies, products, services and outcomes. A growing body of work on promoting the rapid uptake of evidence, changing the performance of health professionals, and knowledge translation and exchange (KTE) suggests that KTE – as a comprehensive framework that both subsumes and broadens the more traditional concepts of Continuing Medical Education and Development – has the potential to narrow those gaps, leading to more evidence-informed healthcare along the full continuum of care. In response, Canadian health research funders and agencies have made KTE a priority.

Scope, Timelines and Cost

This RFP is to select a supplier to design and implement an environmental scan and competitive analysis of Continuing Medical Education, Continuing Professional Development, and Knowledge Translation programs and practices for healthcare professionals to inform directions and opportunities for our provincial Health Professional Education programs going forward, within the context of the broader HSF's national strategic planning and priorities.

Components of this work may include but not be limited to an environmental scan, key informant interviews, and document review to address the following key questions:

1. What are the best in class continuing educational and development offerings, models or practices for healthcare professionals, particularly in the area of cardio- and cerebro-vascular diseases (CCVD)? How are these implemented and resourced?
2. What are some innovative practices within continuing health professional education, specifically those supported by a KTE framework or approach? How do these compare to mainstream offerings in terms of settings, content, operating models, targets, implementation and resourcing?

3. What opportunities are available for Ontario-focused health professional education investments that are emerging, underserved, or missed in the area of cardio- and cerebro-vascular diseases (CCVD)?

Specific deliverables are:

1. A presentation and slide deck/report on preliminary findings identifying effective approaches as well as innovative practices to health professional education and KTE
2. Based on feedback to the interim presentation and findings, a presentation and final report (slide deck and supplementary materials as appropriate) on recommendations and opportunities for Ontario-focused health professional education investments

It is expected that an in-person project kick-off meeting will be held the week of August 20; this meeting will constitute an opportunity for the successful team to clarify what the project is to accomplish, what it will produce, and possible data sources. This approach will quickly align expectations and cement a common understanding of the tasks ahead. The selected vendor should provide a draft agenda prior to the meeting, based on this RFP.

The table below shows a preliminary project work-plan:

Schedule	Milestone
Week of Aug 20	Project kick-off meeting with HSF
August 30	Design, work-plan and research methods delivered
October 7	Interim findings delivered
October 22	Presentation and final report completed

This work must be completed for a fixed price between \$30,000 to \$50,000 plus HST.

Submission Requirements

This RFP is the first step in the vendor selection process. By submitting a proposal, each vendor acknowledges and agrees that HSF has no liability or obligation to any vendor, except to the party awarded a contract by the HSF in its sole discretion. The HSF shall be fully and forever released and discharged of all liability and obligations in connection with the RFP. The HSF reserves the right to cancel this RFP without any obligation or reimbursement to vendors.

We require your response to the RFP in electronic copy by end of day (5pm EST) Tuesday August 7, 2012.

Please submit a proposed statement of work for up to 10 pages (single-spaced) that provides the following:

- A description of yourself/your organization
- A step-by-step implementation plan that includes detailed milestones, time and budget allocation
- Examples of 5 similar projects completed in the past 5 years along with 2 references from organizations that contracted or engaged you/your organization to consult for similar purposes
- Description and/or brief bio of the project lead and the consultant team

Each proposal will be assessed as: not acceptable, acceptable, and superior, based on the extent to which they meet the following criteria:

- Consultants' qualifications including previous experience consulting for similar purposes
- Demonstrated knowledge of the health research and health education environment / market segments
- Adequacy of approach and methodology
- Project management
- Proposed allocation of time and itemized cost structure

HEART AND STROKE FOUNDATION

Interviews will be scheduled the week of August 13 (if required). The successful vendor will be notified no later than August 20, 2012. All proposals – and any questions about this request for proposals prior to the submission deadline – should be directed to either Lily Poon or Shirley Von Sychowski:

Lily Poon
Manager, Health Professional Education, Ontario
Heart and Stroke Foundation,
T 416 489 7111 ext. 453
E lpoon@hsf.on.ca

Shirley Von Sychowski
Manager, Evaluation,
Heart and Stroke Foundation, Ontario
T 416 489 7111 ext. 339
E svonsychowski@hsf.on.ca