

REQUEST FOR PROPOSALS (RFP)
HEALTHCARE FINANCIAL ANALYST SERVICES FOR ROI-VOI INITIATIVES

BACKGROUND

HealthBegins is a mission-driven consultancy firm that drives radical transformation in health by helping Medicaid-managed care plans, health systems, and social sector clients advance health equity and improve the social and structural drivers that put patients and communities in harm's way.

REQUEST FOR SERVICES

To support this work, HealthBegins is seeking a limited-term Healthcare Financial Data Analyst (Consultant) meant to help support high-quality program development in relation to financial modeling support (i.e., calculator development) to help us help organizational clients (healthcare "investors" and CBO providers) assign a monetary value to projected costs and benefits and to better estimate the projected organizational Value on Investment (VOI) and Social Return on Investment (SROI) of specific programs that seek to reduce health care inequities for a defined population of patients.

TIMELINE OF SERVICES

February 15, 2024 - April 30, 2024, with an opportunity to extend (dependent on parties' availability, funding, and work products).

CONSULTANT ACTIVITIES

To achieve HealthBegins' goals, the consultant's role will require a high degree of collaboration. Working very closely with the HealthBegins project team, high-level consultant activities include, but are not limited to:

- 1) **Prototype development:** ROI & VOI Calculator in Excel
HealthBegins has a Healthcare Return on Investment Calculator in Excel (mimicking our [web-based calculator](#)) to maintain all current ROI calculator Excel functionality and to develop a prototype (i.e. a new updated Excel spreadsheet) that adds functionality (see user specification list below) to the existing tool that can help users assess and calculate ROI as well as the potential Value on Investment and Social Return on Investment for specific interventions. The first version of the prototype will be due March 15th, 2024.

The prototype should help users address financial modeling functions, including but not limited to those identified below in the following page:

User specification list
User will calculate multi-year returns- with intervals up to a 30-year period
User will conduct scenario planning so that they can see the ROI of multiple cases.
User will have the ability to select multiple populations and assign a casemix
User will be able to input non-financial metrics and assign a financial weight or value
User will select multiple interventions
User will be able to conduct Sensitivity analysis

- 2) **Consulting:** The analyst should also be available to join 4-6 technical assistance, and coaching calls with HealthBegins team members and between 4-6 external meetings with HealthBegins client(s) in order to:
 - a) Help team members and client stakeholders calculate SROI, VOI, and/or ROI for identified health equity programs
 - b) Advise on the development of metrics for value on investment and social return on investments outcomes, developing a methodology for imputing the financial value of metrics that are not financial; and helping teams calculate relevant program costs and assigning value to nonmonetary benefits and measures
- 3) **Project Management:** The analyst should participate in brief weekly check-in meetings with HealthBegins project manager to assess and ensure progress on project milestones.

SKILL REQUIRED

- Demonstrated expertise in general and healthcare financial modeling, projections, ROI and VOI calculations and analysis
- Financial and statistical analysis
- Expertise with Excel / Google spreadsheets
- Healthcare analytics and research
- Familiarity with GSuite (items will be shared via Google Drive)
- Excellent interpersonal and communication skills
- Responsive, nimble, and adaptive approach

BUDGET

Candidates should submit a budget to support activities outlined above. HealthBegins will work with the selected consultant to develop and finalize a scope and deliverables-based budget fully inclusive of all time and materials required to render project activities successfully.

EXPEDITED SELECTION TIMELINE

We would like to identify a well-qualified consultant immediately. Please review the targeted timeline and submission guidelines to extend interest.

RFP Published	January 22, 2024
RFP Closes	February 1, 2024, 5:00 PM (PST)
Selection and Contracting	February 5, 2024 - February 14, 2024
Project Launch	February 15, 2024
Project Duration	February 15, 2024 - April 30, 2024

SUBMISSION GUIDELINES

All proposals must:

- Include the following sections:
 - Consultant background
 - Summary of experience
 - Sample work submission
 - Proposed budget and estimate of hours
 - Include 2 references reflective of similar work
 - **Not exceed 2 pages**

ADDITIONAL INFORMATION

- RFP Date Issued: January 22, 2024
- The consultant's work will be observed and monitored by a Senior Associate.
- For Questions/Submissions Contact: Melissa Meza, Senior Program Manager
- Email Address: melissa@healthbegins.org
- **Submittals Due: Electronically - February 1, 2024, 5:00 PM (PST)**

Decisions are based on merit, qualifications, and skills, and we strongly encourage organizations and persons who have been directly impacted by the social needs and systemic barriers we address to reply to this request. HealthBegins believes that all persons are entitled to equal employment opportunities (EEO) and does not discriminate against its contractors or applicants because of race, color, religion, sex, pregnancy, national origin, ancestry, age, gender identity, marital status, sexual orientation, disability, or medical condition.
