



Marathon Health



THE RFP PROCESS
**Employer-Sponsored
Healthcare Centers**

Considering an onsite, near-site or virtual healthcare center for your employees?

Use this RFP (request for proposal) guide to find the best partner.

As a leader, you want the best for your employees, including high-quality healthcare. Employer-sponsored onsite and near-site health centers and virtual care options continue to increase among all employers, along with health coaching, behavioral health and physical therapy services.

If you're considering finding the best employer healthcare partner, the first step is to submit a request for proposal (RFP). The RFP document lists out questions you'd like your potential healthcare partner to answer. If you're considering an employee healthcare partner, their responses will give you an in-depth overview of how they'll support your employees' healthcare needs.

Our guide provides the basic-structure of an RFP, as well as some frequently asked questions to consider.



THE RFP PROCESS

STEP 1

A cover sheet with the name of the employer-sponsored healthcare vendor.

STEP 2

An executive summary of your company. And, optional, how an employer healthcare partner can help you meet your company priorities and objectives.

Examples of additional information that is often included in the executive summary:

- A company overview and background
- The current number of employees, dependents and their current benefit structure
- A description of services you're interested in for your employees
- Instructions on how/where to submit the answers to the RFP questions
- A timeline of when the RFP will be completed
- The goal(s) you want to achieve

STEP 3

Decide what questions you'd like a potential employer healthcare partner to answer. Include questions about operations, the health center model and cost structure. Here is an example of some frequently asked questions that you may want to consider asking:

Employee Healthcare Partner Organizational Overview

1. Name of the organization, location of headquarters and date established.
2. Information on your organization's mission, vision and values and how those would influence the services offered and delivered to your customer.
3. A list of employer references with services.
4. A brief history of the organization (including all former names and owners, any notable milestones such as acquisitions and your approach to innovation including any innovative product or program launches).
5. Why is your company's culture a great fit for our company?
6. List and contact information for individuals authorized to answer any questions related to the proposal: (Name, Title, Address, Phone Number, and Email Address)

STEP 3 CONTINUED

Account Management & Operations

1. Who will be responsible for supporting the account and who will be the day-to-day contact?
2. Describe your customer's life cycle and the interactions a customer can expect to have with your organization.
3. How frequently will management visit (company name)? How often will management engage with the health center operations?
4. Describe the relevant skills, experience and capabilities of the individual(s) overseeing our health center operations. The proposed project manager and other relevant staff should also be identified.
5. Include a detailed implementation timetable including specific activities, milestones, and all responsible parties – particularly as it relates to a health center takeover, converting established health center facilities, and any additional pertinent information that should be considered.
6. How many health center takeovers have you done in the past year?
7. What factors differentiate your operational management expertise and success?

Service Model

1. Describe all modalities in which patients can interact with a provider including, but not limited to in-person, email, mobile, virtual, etc. Please describe what services can be delivered through each modality.
2. Describe the patient experience during a virtual appointment. Will patients be able to interact with the health center provider after hours through virtual means, or will they be connected to other providers?
3. Are multilingual capabilities available through your virtual care format?
4. Is your virtual care platform a third-party solution, or your own solution? Is your virtual care solution integrated with your EMR?
5. What service types are available through a virtual setting and does this extend to include any additional health services?
6. Do you have defined standard practice hours for your health centers? Please describe your typical provider availability. (e.g. hours per week, 24 hours/7 days a week, etc.)
7. Would your company be willing to collaborate with third-party vendors to support additional or related services within the health center? (e.g. occupational health, physical therapy, hearing testing, vaccination clinics, local health systems, etc.)
8. Does your company use third-party services or vendors to support any of your health center offerings? Please detail those relationships, and whether any future changes to those relationships are expected.





STEP 3 CONTINUED

Network Model & Community Access

1. Please confirm whether your company is currently credentialed with any specific provider networks?
2. Please describe your near-site Network health center model and growth strategy in this type of healthcare model. Are your existing Network facilities accessible for members of any of your customers or are their access limitations to be considered?
3. Describe how your health centers work with the local medical community on behalf of patients?

Patient Care and Support

1. Please describe the health and well-being support services that are included with your health center model.
2. Please describe your strategy for risk profiling and support for patients. What criteria do you use to identify high-risk individuals?
3. How do you identify patients with gaps in care? How are you working to resolve those gaps?
4. In what ways do you typically integrate or work with a carrier or health plan to support an employer's member population?
5. How does your organization strive for or maintain health equity?
6. Describe your strategies for identifying, interviewing and hiring prospective staff for employer health centers. Please note any specific criteria that your organization may have regarding sourcing care providers, social workers, medical assistants and office managers.

Patient Engagement

1. How would you initially communicate to employees the services provided through the health center and the benefits available? How do you continue to promote the health center services after the initial rollout?
2. Describe your provider strategies to engage in building trusting relationships with the employee population?
3. What level of engagement can you typically expect to see in Year 1? Year 2? Year 5?

STEP 3 CONTINUED

Data Security & Reporting

1. What predictive modeling tools, systems and reports do you incorporate into your data analysis?
2. What kind of reporting will you provide and at what cadence?
3. How do you assess ROI for your customers?
4. Describe your data security procedures.
5. What type of liability insurance does your company cover?

Performance and Improvement Initiatives

1. Outline the performance metrics you typically propose for an onsite clinic and wellness service.
2. How do you follow up with patients with an unsatisfying experience?
3. How do you measure provider satisfaction?
4. What organizational measures are currently being tracked for quality improvement?
5. Demonstrate how you understand the social determinants of health for the population and other health equity components (health literacy, health disparities, provider cultural competency, sensitivity, and humility) and implement care interventions based on this data.
6. How will you ensure consistency across clinic locations in service delivery and quality?

Innovation and Future Roadmap

1. Describe any innovations currently offered or planned for the next two years. (e.g., innovations can include initiatives to collect and measure outcomes, leveraging technology and/or enhancing the member experience)

Request a detailed explanation of pricing and costs

Step 4

The closing section includes examples of various pieces of documentation requested by the customer, including a sample contract, marketing materials and a detailed implementation plan.

Step 5

Once the RFP has been submitted, it will take about 3 weeks before the employer healthcare vendor submits their response. The vendor will also request that the prospective customer responds to any questions they have, and they should provide a deadline for the customer to respond that is at least 1 week prior to the submission deadline.





Marathon Health

WANT TO LEARN MORE?

Improve the health of your employees and your bottom line.

Visit marathon-health.com or schedule a time to chat with us at marathon-health.com/partner.