



**Office of
Mental Health**

Project TEACH RFP

**Bidder's Conference
June 29, 2021**

Introductions

Housekeeping

- Please remember to mute your line.
- We will go through the presentation and then will take questions.
- State your name and the agency you represent before asking a question.
- As stated in the RFP, applicants may submit written questions to Brittany Shovah, Contract Management Specialist 2, at Brittany.shovah@omh.ny.gov
- Questions and answers will be posted on the website on July 13, 2021.



Introduction to the RFP

- NYS OMH is issuing this RFP to continue the work of Project TEACH (Training and Education for the Advancement of Children's Health).
- OMH will make 1 award for five years beginning January 1, 2022, to deliver Project TEACH services and provide coordination of Project TEACH services.
- The total budget, to support the expected deliverables, is \$16,800,000 over the 5-year contract.



Timeline

- RFP Release Date June 14, 2021
- Bidder's Conference June 29, 2021
- Questions Due July 6, 2021
- Answers Posted July 13, 2021
- Proposals Due (Must be received by 3 pm) August 17, 2021
- Conditional Award Notification (Tentative) September 8, 2021
- Contract Start-Date January 1, 2022



Eligible Applicants

- Public, private, for-profit, and not-for-profit organizations with 501(c) (3) incorporation
- A minimum of five years' experience in child and adolescent mental health service delivery.
- Demonstrate knowledge and experience in each of the following areas:
 - Providing child psychiatric consultations for prescribers working with children and youth.
 - Providing trainings for pediatric primary care providers to increase their knowledge, skills, and ability to integrate services within their practice for children with mild to moderate mental health problems.
 - Building relationships with the primary care providers.



Scope of Work

- Provide pediatric primary care providers (Pediatric PCPs) access to child and adolescent psychiatric consultation, linkage with community-based services, and training.
- Provide maternal health providers (MHPs) access to maternal mental health phone consultations, linkage with community-based services and training.
- Provide Pediatric PCPs access to Specialty Consultations.
- Coordinate Project TEACH services including maintenance of the statewide Project TEACH website, marketing and promotion of Project TEACH, and engagement with pediatric PCPs and MHPs.



Organizational Structure – Warmline

- One statewide warmline with which is available between 9am-5pm
- Child and adolescent psychiatrist (CAP) response to a request for a phone consultation immediately or offer to call back within 30 minutes.
- Reproductive psychiatrist (RP) response to a request for a phone consultation immediately or offer a call back within 30 minutes.
- Specialty phone consultations must be available within 5 business days of a prescribers' request.
- Receive and respond to routine electronic mail or website requests within one business hour.



Organizational Structure – Administrative Team

- Medical Director
- Project Director
- Other Staffing including Project Administrator



Organizational Structure – Regional Teams

- Minimum of three, and no more than seven regional teams
- At least two regional teams to be in the upstate region and one in the downstate region
- Each regional team must include child adolescent psychiatrist staffing. It is not required that the staffing for the site be in the same physical location.
- It is anticipated that up to 3.5 FTE CAPs will be necessary to cover the regional teams and provide the psychiatric staffing for all aspects of this RFP other than specialty and maternal mental health.
- Regional teams must also include social worker/LMHC/psychologist staffing. It is anticipated that up to 3.5 FTEs will be necessary to cover the regional teams, coordinate the consultation service and provide training and linkage and referral services including for specialty consultation and maternal mental health



Organizational Structure

- Project TEACH Advisory Council for Project TEACH
- Project TEACH Advisory Group for the Maternal Mental Health Initiative
- Collaboration with OMH



Organizational Structure

- Must be prepared to assume responsibility for and provide Project TEACH services as of January 1, 2022.
- The applicant's proposal must demonstrate that the recipient will be prepared to take over the existing Project TEACH website and the existing Project TEACH social media sites.
- The following components must be in place and fully operational on January 1, 2022.
 - One statewide warm line
 - CAP Phone consultations and Face-to-Face consultations to pediatric PCPs
 - Maternal Health Phone consultations
 - Referral and Linkage services
 - Project TEACH Website



Phone Consultation for Pediatric PCPs

- Phone Consultation with a CAP provided immediately or within 30 minutes.
- Include an offer for a phone follow-up consultation.
- May provide regularly scheduled consultations to a provider or pediatric practice.
- Be prepared to offer phone consultations as of January 1, 2022, and to offer 2800 phone consultations annually.



Face-to-face Consultations for Pediatric PCPs

- Requested by the PCP or be scheduled after a phone consultation with the PCP.
- May be offered to support the pediatric PCP's treatment of a child until a child/family can access Behavioral Health treatment.
- The appointment time offered to a family for a face-to-face consultation, must be within 2 weeks of the phone consultation or request by the PCP.
- Must provide a telehealth option to all families that are referred for a face-to-face consultation and be prepared to offer assistance to families to access the telehealth option.



Face-to-face Consultations for Pediatric PCPs

- Must be prepared to meet language access needs of the children and families
- Must provide the PCP with a written report of clinical diagnostic impressions, recommendations, and suggestions for follow up within two business days.
- Be prepared to offer face-to-face consultations as of January 1, 2022, and to provide 420 CAP face-to-face consultations annually.



Child and Adolescent Psychiatrist (CAP) staffing

- Certified by the American Board of Psychiatry and Neurology in child and adolescent psychiatry and meeting maintenance of certification requirements, or
- Eligible for Board Certification in child and adolescent psychiatry and within two years of graduation from an accredited child and adolescent psychiatry training program.
- Licensed in NYS
- Actively practicing primarily child and adolescent psychiatry.



Linkage and Referral for Pediatric PCPs

- Provide support to pediatric PCPs as they assist families to access community mental health and support services.
- Staff providing referrals must maintain a directory of services and supports.
- Requests for referral and linkage services must be responded to with resources within one business day.
- Must be prepared to offer linkage and referral services for both CAP and MMH requests on January 1, 2022.
- Must be prepared to provide 1320 referral and linkage services per year which includes CAP and MMH requests.



Linkage and Referral - Staffing

- Linkage and Referral staffing may include Social Workers/LMHCs/Psychologists.
- Clinicians must meet the NYS SED criteria for licensing and must have experience working with children and families in a mental health setting.



Training for Pediatric PCPs - On-site trainings

- On-site at primary care practices, or that are at a location convenient to the primary care practice.
- Cover “core” topics – ADHD, anxiety, depression, bipolar disorder, aggression and trauma. Subsequent on-site trainings may cover specialty topics that reflect the concerns of PCPs or the needs of the community.
- The recipient will offer a minimum of 10 CAP on-site trainings annually at pediatric primary care practices around the state.



Training for Pediatric PCPs – Intensive Trainings

- Training opportunities which are to be 1-3 days in duration and are followed by a series of ongoing brief sessions to reinforce training.
- At a minimum cover the following topics: importance of universal social emotional screening, use of assessment tools, diagnosis and treatment of the most common childhood mental health disorders, effective psychopharmacology, incorporating use of the consultation service, and reimbursement.
- The follow-up sessions must be case-based and focus on experiential learning. The schedule for follow-up sessions must be available during the intensive training to facilitate engagement of the attendees.
- A minimum of 2 trainings, with 6 follow-up sessions, must be delivered annually and must be in different regions of the state each year.



Training for Pediatric PCPs - On-line Trainings

- Training opportunities which are web-based and provide free access to on-demand content.
- Topics must focus on a variety of topics related to mental health in children and youth which have been identified through provider request, training feedback and needs assessments.
- Include relevant specialty topics.
- These trainings must be recorded and available on the website.
- A minimum of five new CAP webinars will be offered annually.



Training for Pediatric PCPs - CMEs

- Continuing Medical Education (CME) credits (and renewed CME accreditation for enduring CME programs on regular basis) must be available for all the Project TEACH trainings.
- The recipient must either have an established learning management system **or** must develop and maintain a database for participating physicians.



Training for Pediatric PCPs

- Develop a Pediatric Provider toolkit which will be housed on the Project TEACH website

Educational Materials for Families/Caregivers

- Develop a minimum of four educational materials annually, pdf or video, which are developed with input from a group of parent advisors.
- The materials must be available in English as well as in the six most common non-English languages spoken by Limited English Proficiency (LEP) individuals in the State of New York.
- Educational materials which have been developed previously must be reviewed on a regular basis and updated as needed. Updates must be available in English as well as in the six most common non-English languages spoken by LEP individuals in the State of New York.



Phone Consultations for Maternal Health Providers

- Access to phone consultation forty hours a week with a Reproductive Psychiatrist (RP).
- RP must be available to answer the call immediately or offer to call back within 30 minutes.
- Phone consultations must include an offer for a future follow-up consultation to review the benefit of the recommendations and any further questions
- Must be prepared to offer phone consultations on January 1, 2022, and must be prepared to provide 1400 consultations annually



Linkage and Referrals for Maternal Health Providers

- Provide support to maternal health providers as they assist women to access community mental health and support services.
- Staff must regularly survey providers throughout New York State and work with the Postpartum Resource Center of New York and the American College of Obstetricians and Gynecologists to create and maintain a directory of maternal health providers that details the services that are available and any limitations to delivering services.
- The recipient must be prepared to offer linkage and referral services for both CAP and MMH requests on January 1, 2022, and must be prepared to provide 1320 referral and linkage services per year which includes both CAP and MMH requests



Training and Education - Maternal Health Providers

- Provide a minimum of two ½-day intensive trainings per year for maternal health providers. Each ½-day training must include a minimum of three 1hr follow-up sessions which provide case-based learning.
- Provide a minimum of 3 on-line trainings per year.
- CMEs must be available for all trainings.
- Develop a Maternal Mental Health toolkit including rating scales which will be housed on the Project TEACH website
- Develop a minimum of two educational materials for women and families which will be available on the Project TEACH website. The materials must be available in English as well as in the six most common non-English languages spoken by Limited English Proficiency (LEP) individuals in the State of New York.



Maternal Mental Health Initiative - Staffing

- Required
 - Certified by the American Board of Psychiatry and Neurology in General Psychiatry and meeting maintenance of certification require
 - Licensed in NYS
 - 5 years direct care in reproductive psychiatry
 - Experience teaching about maternal mental health in one or more of the following settings: medical school, residency program, fellowship program or other groups and/or Experience developing trainings and lectures in reproductive psychiatry



Maternal Mental Health Initiative - Staffing

- Recommended
 - Consultation Liaison Psychiatry Experience or Consultative Liaison Psychiatry Fellowship or Fellowship in Maternal Psychiatry or Perinatal Psychiatry or Women's Mental Health
 - Experience providing consultation to OB/GYNs or Experience working in a Collaborative Care setting or Experience working in a Co-located care practice
 - Scholarly work on maternal mental health at national conferences or academic programs



Children's Mental Health Specialty Consultation

- Provide expert consultation to pediatric primary care providers in specialty areas that have been identified through needs assessment.
- Requests for specialty consultation will be made through the Project TEACH -- warmline and through the Project TEACH website.
- Specialty consultations may be delivered by a CAP or by a Psychologist/Clinical Social Worker/LMHC depending upon the specialty area and the specific consultation question.



Children's Mental Health Specialty Consultation - Capacity

- Be prepared to deliver a minimum of 20 hours of specialty consultation weekly throughout the year
- Capacity to provide a specialty consultation within 5 business days of a request.
- Expert consultants may contribute to developing training and resource materials.



Children's Mental Health Specialty Consultation - Staffing

- Psychiatrists
 - Required - Certified by the American Board of Psychiatry and Neurology in General or Child and Adolescent Psychiatry and meeting maintenance of certification requirements. Minimum of 2 years direct care experience in the specialty area
 - Recommended - Consultation Fellowship; Written/published/scholarly presentations.
- Other Specialty Consultants
 - Required - Current state license in their profession. Minimum of 2 years' experience working with children and families. Minimum of 2 years working in the specialty area.
 - Recommended - Certification in their discipline. Written/published/scholarly presentations.



Children's Mental Health Specialty Consultation - Staffing

- CAPs who are involved in providing staffing for the other components of Project TEACH and who have expertise, as described above, in one of the specialty consultation areas may also be involved in providing specialty consultations.
- Specialty Consultants will work with the Linkage and Referral staff to make referrals to specialized services.



Project TEACH Website

- Supports promotion of Project TEACH services and provides quick access to consultations, screening tools, resources for primary care providers and families, and access to web-based training.
- Owned by OMH and responsibility for maintenance and functionality is transferable to the new awardee.
- Updates to the website will conform to OMH design standards and will be subject to approval by the OMH Public Information Office.



Project TEACH Website

Applicant must submit a plan to:

- Provide ongoing website maintenance and functionality throughout the duration of the contract.
- Provide required security testing
- Update website information and resources regularly
- Monitor and analyze website utilization and user penetration and implement website updates based on the analysis and informed by best practices to meet the needs of users and improve access.
- Ensure that the website supports promotion, registration, hosting of web-based training, and a system for tracking all CMEs or that the website links to a learning management system that accomplishes the same purpose.
- Ensure that the website has transferred to the recipient and is operational on January 1, 2022.



Project TEACH Website Staffing

- Identify the staffing or sub-contractor who will be responsible for the website.
- Detail their expertise working with a project such as Project TEACH or other health-care related initiatives.
- Include specific experience developing, updating and maintaining dynamic, multi-layered websites which are targeted to health providers.
- Include their experience maintaining websites which are updated to: reflect analysis of use and use of best practices, support consultation, support promotion and registration for trainings, host web-based training, and maintain a system for tracking CMEs.



Project TEACH Marketing and Promotion

- Responsible for continued marketing of Project TEACH, using the standardized Project TEACH branding, and for increased use of services.
- The applicant must develop a comprehensive marketing plan for promotion of all Project TEACH services.
- The applicant must provide plans for concrete and measurable data collection and review to ensure marketing strategies are successful, effective and proven to increase use of Project TEACH services.



Project TEACH Marketing and Promotion

The marketing plan should include but need not be limited to:

- Digital marketing strategies – Print and email strategies.
- Social Media strategies
- Outreach to stakeholders and informational presentations.
- A plan for coordinated and ongoing outreach to Pediatric and Maternal Health providers throughout NYS.
- Partnership with stakeholders - If the recipient plans to sub-contract with stakeholder agencies, they must provide a plan which includes specific deliverables and the associated costs.
- Strategies for outreach to pediatric and maternal health providers.
- Strategies for outreach to other audiences such as families, child serving providers, hospital and residency programs, and insurance plans.
- Updating of the current uniform materials and slide decks using current Project TEACH branding which can be used in presentations to introduce and encourage use of Project TEACH services



Project TEACH Marketing and Promotion - Staffing

- The applicant must identify the staffing or the sub-contractor responsible for implementing the marketing and promotion plan and must detail their expertise providing marketing and promotion within the healthcare industry and their specific experience and expertise promoting mental health and working with pediatric primary care providers and maternal health providers.
- The recipient will partner with OMH and the OMH Public Information Office to ensure that regional and statewide promotional materials are consistent with OMH mission, branding guidelines and objectives and to identify additional avenues of distribution.



Project TEACH Engagement

- The recipient will coordinate efforts to increase the participation of pediatric primary care providers in Project TEACH services, including Specialty Consultation services, and to increase participation of maternal health providers as the MMHI services are expanded.
- Maintain a current database for both the Children's Mental Health services and for the Maternal Mental Health services.
- Provide separate plans for the Children's Mental Health services and the Maternal Mental Health services that includes:
 - Development of a uniform approach and materials for outreach.
 - Number of providers/practices for which each consulting CAP/RP will be responsible for regular engagement.
 - Weekly expectations for outreach and how this outreach will be evaluated.



Project TEACH Engagement

- The recipient will complete 2800 phone/in-person outreach to pediatric primary care providers annually.
- The recipient will complete 1400 phone/in-person outreach to maternal health providers annually
- Maintain a web-based system for collecting data about who is using Project TEACH services.
- Analyze the use of Project TEACH and Project TEACH MMHI services by prescribers to inform engagement efforts.



Component	Expected Deliverable
Warmline	One Warmline
Project TEACH website	Maintain and update the current Project TEACH website
Child and Adolescent Psychiatry (CAP) Phone Consultations	2800 annually
Maternal Mental Health (MMHI) Phone Consultations	1400 annually
CAP Face-to-Face Consultations	420 annually
CAP and MMHI Referral and Linkage Services	1320 annually combined
CAP Outreach and Engagement	2800 annually
MMHI Outreach and Engagement	1400 annually
CAP On-site Core Training	Minimum of ten per year
CAP Intensive Training	2 trainings focused on Children's Mental Health per year with 6 follow-up sessions for each training
MMHI Intensive Training	Two ½-day Maternal Mental Health training per year with 3 follow up sessions for each training
CAP On-line Training	Minimum of five new per year
MMHI On-line Training	Three new per year
Specialty Consultation	Minimum 20 hours weekly



Evaluation and Reporting

The recipient will be responsible for ongoing evaluation of the individual services provided and for evaluation of the overall impact of Project TEACH.

- Collect and maintain performance data
- Generate monthly performance reports based on performance data to monitor progress towards achieving the deliverables
- Utilize a variety of techniques (survey, data, trend analysis) to implement internal evaluation of the consultation, linkage and referral and training services, including utilization patterns, and use this information to develop strategies to improve services and to increase participation
- Utilize performance data to modify practices and improve delivery of Project TEACH services
- In collaboration with OMH, facilitate sharing of evaluation results with key stakeholders.
- All dissemination or presentation of data, evaluations, scholarly reports and publications must be coordinated with and approved by OMH in advance



Evaluation and Reporting

- The recipient of this award is required to track and report data for each service component of the project (i.e., consultation, linkage, and training), and to participate in program evaluation.
- It is expected that the recipient will submit monthly reports to OMH by the fifteenth of the following month.
- The specific format of the monthly reports will be determined.
- In addition, the awardee will be required to submit an annual cost report using the Consolidated Fiscal Reporting System.



Operating Funding

- The applicant must submit a 5-year budget which supports the components and deliverables.
- The maximum amount of funding available to support the outlined expected deliverables is \$16,800,000 over the five-year contract.
- The recipient must include any anticipated Cost of Living Adjustments (COLAs) within the 5-year budget. OMH will not provide additional funding for COLAs



Operating Funding for Increased Deliverables

- If the applicant expects that their promotion efforts will result in an increased demand for services above the annual expected deliverables, they should submit a second budget, the “4 Year Budget Template for Project TEACH RFP. Years 2-5 for increased deliverables”.
- The second budget may include an increase of up to .5 CAP FTE staffing for years 2-5.
- The second budget will be implemented if the annual expected deliverables are met.
- The 4 Year Budget, with increased CAP funding, will only be implemented in Years 2-5 if the recipient meets a threshold of 75% of the annual expected deliverable by September 30th in the previous contract year.



Operating Funding for Increased Deliverables

- In the event, funding for increased CAP staffing was obtained in years 2-5, the assessment will determine whether the recipient has continued meet the annual deliverable.
- If the annual deliverable was not met, the increased funding will not be continued in the subsequent year and the recipient's funding for the subsequent year will be based on the original budget for that contract year.
- The maximum amount of funding available to support a second budget that includes additional CAP staffing and the increased expected deliverables for years 2-5, is \$17,500,000 over the five-year contract.



Operating Funding for Increased Deliverables

	Annual expected deliverable
Phone Consults	2800
Outreach and Engagement	2800
Face-to-face consultation	420

NOTE: In the event that either phone consults or face-to-face consults do not meet the target level, a combined target number can be calculated by multiplying the number of face-to-face consults you have done by 6.667* and adding that number to the number of phone consults. (*This ratio equals the number of phone consultations divided by the number of face-to-face consultations.)

Proposal Narrative

- The narrative must address all components listed in Section 6.
- Use Project TEACH Staffing Plan table to list staffing for CAPs, RPs, Specialty Consultation staff and Linkage and Referral staff.
- Use the Project TEACH Deliverables table to show proposed annual deliverables.



Financial Assessment

Complete Appendix B-Operating Budget for years 1-5 that includes the following:

- A total budget, to support the expected deliverables that does not exceed \$16,800,000 over the 5-year contract.
- The budget must list personnel costs by position, %FTE, and salary/hourly rate.
- All subcontractor costs should be detailed under OTPS.

Complete “4 Year Budget Template for Project TEACH RFP. Years 2-5 for increased deliverables” that includes the following:

- A total budget that does not exceed \$17,500,000 over the 5-year contract.



Financial Assessment

Complete B1-Budget Narrative for Years 1-5 that includes detailed expense & revenue components that make up the total operating budget & the calculation that supports the budgeted value of each category as follows:

- Staff positions detailed with position, FTE/hours per week, salary & fringe benefits.
- Other expenses (travel, contractual, marketing & promotion) and/or durable goods (e.g. technology) needed to implement Project TEACH services must be outlined with specific detail & should describe how the resource and/or durable goods is directly related to the implementation of Project TEACH.



Financial Assessment

Any sub-contractual services should include cost per year and the deliverables for the contracted service. The narrative should include the following:

- Contractual staff positions - provide detail on the position, hours per week, and hourly rate.
- Project TEACH website – Detail the costs for the Project TEACH website sub-contract, if applicable. Including total cost, specific deliverables & if available, the number of hours and hourly rate for the sub-contract.
- Marketing and Promotion – Detail the costs for the marketing and promotion sub-contract, if applicable. Include the total cost and specific deliverables & if available, the number of hours and hourly rate.



Financial Assessment

Delineate the costs for the following areas:

- LMS
- Video production of webinars
- CMEs development of parent/family educational materials and translation of those materials.
- Development of maternal mental health educational materials and translation of those materials.
- Travel – Provide detail and confirm that travel and conference costs are specific to providing education and training to providers in NYS and do not include attendance at conferences outside of NYS.
- If a second budget for years 2-5 is included, provide detail that the increased costs are related to addition of .5 FTE CAP staffing.
- Complete the Project TEACH Deliverables table outlining the applicants proposed deliverables for each year of the project.



Questions?



**Office of
Mental Health**