

# Medicaid Expansion Outreach for Undocumented Older New Yorkers Project: APPLICANTS' CONFERENCE

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Tuesday, October 15, 2024



# Thank you for joining us.

## *A few things before we get started:*

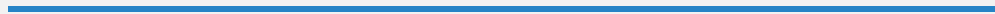
- Today's webinar will be recorded.
- Participant audio will be muted during the presentation.
- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A.
- All slides, recordings, and documents will be shared after the webinar. To access the RFP and all resources, please visit: <https://fphnyc.org/get-involved/requests-proposals/>



# Agenda

- Welcome & Introductions
- Project Overview & Goals
- Who Should Apply
- Project Deliverables & Expectations
- RFP Timetable
- How to Apply
- Evaluation Criteria & Selection Process
- Contracting Overview
- Q&A

# WELCOME AND INTRODUCTIONS



# Introductions

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**Alexis McLauchlan** – Director of Grants and Contracts, FPHNYC

**Alyson Jensen** – Director of Community Partnerships, DOHMH  
Bureau of Equitable Health Access

# Fund for Public Health in NYC

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## Mission

To incubate innovative public health initiatives that lead to improved health for all New Yorkers.

## Impact

**18+**

years of advocating for  
cutting-edge public health  
programming

**\$450M**

in public and private  
funds raised

**450+**

grants supporting  
innovative projects  
supporting public health

# DOHMH & FPHNYC: A Public Health Partnership

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- Provides strategic direction
- Oversees project planning and implementation
- Provides technical assistance
- Monitors program activities
- Monitors contractor performance
- Handles reporting and evaluation



- Issues and manages RFP process
- Provides administrative and financial oversight of project
- Creates and executes formal contracts
- Monitors compliance throughout contract lifecycle
- Handles invoicing and payment





With an annual budget of \$1.6 billion and more than 6,000 employees, the Department is one of the largest public health agencies in the world. Every day, DOHMH protects and promotes the health of over 8 million New Yorkers.

**NYC Department of Health and Mental Hygiene**



A photograph of a row of brownstone townhouses in New York City. The buildings are multi-story with ornate architectural details, including decorative iron fire escapes and stoops. The scene is captured during the day, with some trees visible on the left and a sidewalk in the foreground.

# NYC Department of Health and Mental Hygiene

- DOHMH is also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field.
- Health equity is central to the Department's work which is why racial justice is a priority. DOHMH is tackling these issues with innovative policies and programs, and getting exceptional results
- Towards the goal of eliminating preventable COVID-19 mortality (ECM), DOHMH has administered 7.5 million doses of COVID-19 Vaccines to date.



# Medicaid Expansion Outreach for Undocumented Older New Yorkers

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# Project Background

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- The New York State FY23 Enacted Budget expanded Medicaid eligibility to undocumented immigrants aged 65 and older with incomes at or below 138% of the Federal Poverty Level (FPL). This Medicaid eligibility expansion took effect during the first quarter of the calendar year 2024.
- Undocumented low-income New Yorkers ages 65 and older struggle to meet their health care access needs, especially in the wake of the COVID-19 pandemic.
- The messaging, outreach, and education that accompanies policy changes around access to health insurance and care is particularly important when engaging communities that have previously not been able to access health insurance due to immigration status-based exclusions.

# Project Objectives

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- Amplify City messaging to encourage undocumented New Yorkers aged 65 and older to enroll in the newly expanded Medicaid-managed care insurance plan.
- Enroll newly eligible individuals into Medicaid.

# Who Should Apply: Eligibility Criteria

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## Community, Faith-Based and Membership Organizations:

- With 501(c)(3) non-profit status
  - **OR** organizations without 501(c)(3) status may apply through a fiscal sponsor with 501(c)(3) nonprofit status
- Be in good standing with the City of New York, State of New York, and the United States Federal Government
- Must not be suspended or debarred by any State or Federal entity from receiving funds.
- Currently provide services in one or more of the in at least one of the following New York City Community Districts: Queens Community Districts 3, 4, and/or 7; Manhattan Community Districts 3 and/or 12; Bronx Community Districts 4, 5, and/or 7; Brooklyn Community District 7

# Who Should Apply: Eligibility Criteria

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- Have a minimum of three (3) years of relevant experience within the last five (5) years with each of the following:
  - Providing health education and/or outreach services in communities impacted by health disparities.
  - Providing ongoing community outreach in communities with limited English proficiency.
  - Enrolling individuals in health insurance and/or making referrals to benefits enrollment.
  - Engaging with older adults.



# Funding Per Organization

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- Approximately \$262,000 will be available to support up to 4 awards:

Service Option	No. of Awards	Maximum Award Amount
Service Provider	3	\$53,000
Technical Assistance Provider	1	\$103,000

# Project Deliverables: Service Providers

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## **(1) Tailored Messaging**

- A. Create at least four (4) unique ethnic media and/or collateral materials based on public messaging templates developed by the City to increase Medicaid expansion awareness and enrollment.
- Examples include but are not limited to social media posts, newspaper ads, posters, flyers, fact sheets, and newsletters.
  - Translation of materials into different languages will also count toward meeting this requirement

## **(2) Community Outreach and Engagement**

- A. Plan and implement an outreach campaign to educate target communities about New York's Medicaid expansion and make referrals for assistance with the application process.
- B. Tailor outreach campaigns by customizing messaging and content, and delivering messages in ways that are relevant, accessible, sensitive, and culturally appropriate.

## **(3) Health Insurance Navigation Services**

- A. Leverage existing programs and/or partnerships to build a referral pipeline to connect at least 100 newly Medicaid-eligible 65+ individuals with enrollment assistance.
- Referrals may be directed to in-house navigation services, outside providers, including the Health Department's Office of Health Insurance Services, or a combination of the two.



# Project Deliverables: Technical Assistance Provider

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**Complete all outreach and referral activities listed in the previous slide, plus:**

## **1) Technical Assistance for Service Providers**

- A. Develop and facilitate quarterly technical assistance workshops for Service Providers
- B. Organize monthly check-in calls with each CBO to monitor project progress, share best practices and resources, and provide one-on-one technical advice and troubleshooting.
- C. Participate in regular check-in meetings with Health Department staff to provide project updates, as well as plan and organize technical assistance workshops.

## **2) Reporting and Evaluation**

- A. Ensure all awarded CBOs collect and report required data.

# Program Expectations

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- **Applicants must propose to complete all deliverables as outlined in the RFP Application.**
- Applicants must engage a minimum of 1,000 individuals in or working with the target population via in-person events and health fairs, flyers distributed, and expanded reach of ethnic radio, newspaper, or social media advertisements.
- Applicants must provide referrals for a minimum of 100 unduplicated individuals for assistance with Medicaid enrollment.

# Program Expectations (cont'd)

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- Participate in a virtual kick-off meeting with the Health Department project team.
- Participate in quarterly peer learning and technical assistance activities over the project period.
- Participate in monthly 60-minute calls with Technical Assistance Provider to report on project progress, problem solve and address challenges, and receive technical assistance.
- Submit quarterly progress reports detailing progress in delivering project activities, including successes, challenges, stakeholder collaboration, and event and activity metrics.
- Submit final report that summarizes project activities, results, lessons learned, and recommendations for Health Department team.

# DOHMH Support Structure

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# APPLICATION, REVIEW PROCESS, AND CONTRACTING OVERVIEW

# RFP Timetable

RFP Process	Key Dates
Deadline for Written Questions	October 18, 2024 at 11:59 p.m. EDT <i>Submit to <a href="mailto:procurement@fphnyc.org">procurement@fphnyc.org</a></i>
Applicants' Conference and Q&A Posted	October 22, 2024
Application Deadline	<b><u>November 8, 2024 at 11:59 p.m. EDT</u></b>
Expected Funding Notification*	November 18, 2024
Expected Project Start Date*	December 16, 2024

\*Funding notification and project start dates are target dates only. FPHNYC may amend the schedule as needed.

# How to Apply

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- All applications must be submitted online via Survey Monkey using the following link: <https://www.surveymonkey.com/r/W7FQ9RG>
- An Application Guide containing the complete list of application questions, instructions, and other helpful tips for completing the application has been posted along with the RFP on the [FPHNYC Website](#)
- If responses and all documentation are prepared in advance, the application should take approximately 30 minutes to complete.
- **The application cannot be saved and returned to for completion.** Applicants should ensure they have plenty of time to complete the full application in one sitting.

# Application Overview

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- The Survey Monkey application consists of the following sections:
  - Section I: Applicant Eligibility Attestations (5 questions)
  - Section II: Applicant Information (17 questions)
    - Section IIa: Fiscal Sponsor Information (10 questions, for organizations using fiscal sponsors only)
  - Section III: Qualifications and Organizational Experience (9 questions)
  - Section IV: Organizational Capacity (6 questions)
  - Section V: Proposal (22 questions for Service Option 1 applicants; 27 questions for Service Option 2 applicants)
  - Section VI: Proposal Budget
    - Line-item budget, narrative, and audited financial statements must be uploaded into SurveyMonkey

# Completing Your Budget

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- Applicants are required to complete a line-item budget and budget narrative as part of their applications
  - Line-item budget includes each line-item and amount budgeted for this project
  - Budget narrative includes justifications and breakdowns for costs included in your line-item budget
- Budgets should include all reasonable costs needed to complete the deliverables outlined in the RFP
- Please review the Budget Proposal Instructions included the RFP Application Guide
- Line-Item Budget Form and Budget Narrative Form must be converted to a PDF file in order to upload into Survey Monkey. These forms can be downloaded from the [FPHNYC Website](#)
- Budgets cannot exceed the maximum contract amount per the selected service option as outlined in the RFP

# Evaluation & Selection Process

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The Evaluation Committee will evaluate and rate all qualified proposals based on the criteria below:

<b>1. Qualifications and Experience</b>	15%
<b>2. Proposal Plan</b>	60%
<b>3. Organizational Capacity</b>	15%
<b>4. Proposal Budget</b>	10%



# Evaluation & Review Process

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## **SELECTION PROCESS OVERVIEW – 3 ROUNDS**

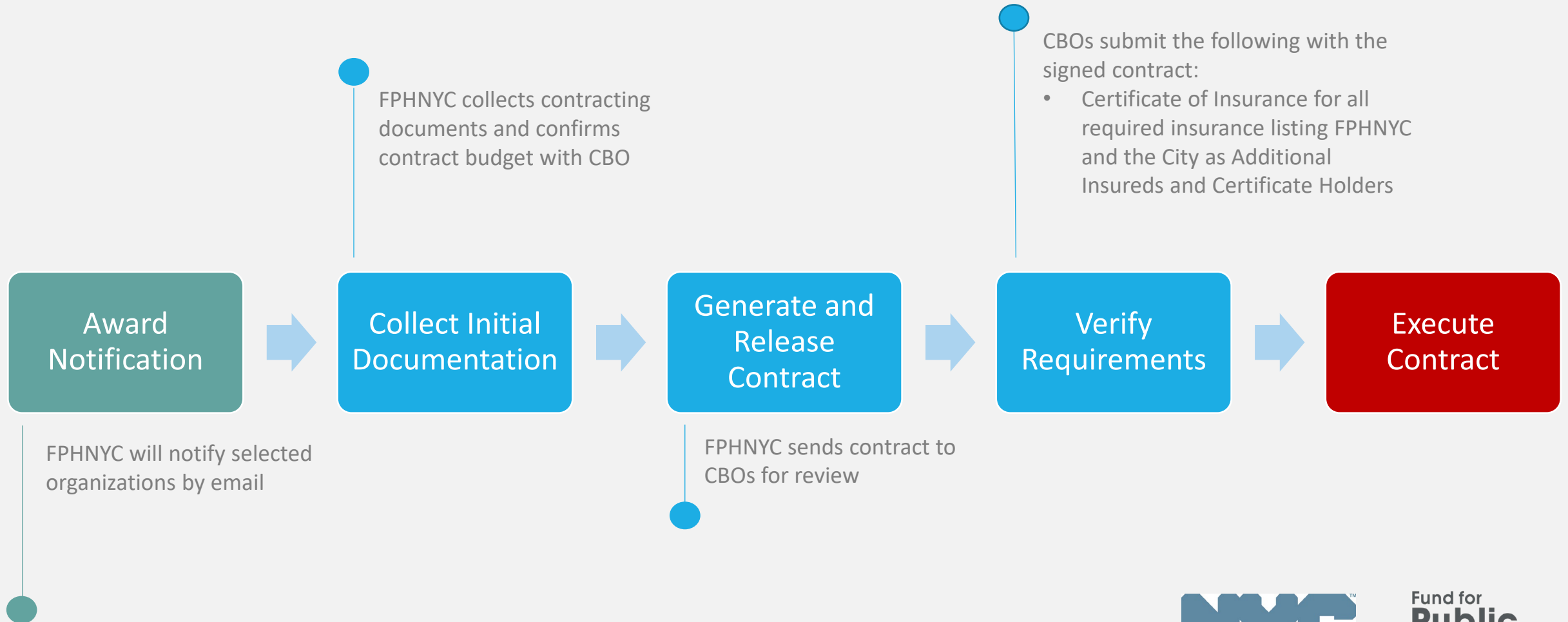
- **ROUND 1 - Adherence to Mandatory Minimum Requirements**
  - Initial administrative review for completeness
- **ROUND 2 - Proposal Evaluation**
  - The Review Committee will evaluate applications and score Applicants according to the evaluation criteria
  - Each application will be reviewed by at least 3 reviewers
- **ROUND 3 – Final Review and Selection**
  - The Selection Committee (leaders in DOHMH's Center for Health Equity and Community Wellness) will evaluate proposals based on technical merit and community needs.
  - Applicants within each competition with the highest total score per neighborhood will be considered first.
  - The Committee may make exceptions in order to achieve an effective and integrated mix of strategies, geographic distribution across New York City, and inclusion of priority communities and populations disproportionately affected by racial and health inequities

# Post-Award Administrative Requirements

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- Proof of Nonprofit Status
- Proof of Insurance as outlined in the RFP
- Identify 2 points of contact – project lead and fiscal/administrative contact.
- Be in good standing with the City of New York, State of New York, and the United States Federal Government

# FPHNYC Contracting Process



# Questions

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- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A to be posted on October 22, 2024.

# Additional Reminders

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- Upcoming Dates
  - Deadline for questions: October 18, 2024 at 11:59 PM (email all questions to [procurement@fphnyc.org](mailto:procurement@fphnyc.org)).
  - Q&A to be posted on October 22, 2024
  - **Applications due Friday, November 8, 2024 at 11:59 PM EDT**
- Please be sure to check the FPHNYC website (<https://fphnyc.org/get-involved/requests-proposals/>) for RFP addenda
- Applications must be completed and submitted in one sitting.
  - We recommend applications are submitted at least 48 hours prior to the deadline.