City of Seattle Department of Education & Early Learning (DEEL)

**Telehealth Services for Students and Youth**

**Request for Proposal (RFP) Word Template**

*Responses are to be submitted via the Submittable portal.*

**Instructions:** Submit a comprehensive proposal and plan describing how you will successfully deliver telehealth services to middle and high school students, and/or Seattle youth up to age 24. Proposals must respond to the prompts and focus areas below and include information on your experience with examples of similar projects or partnerships, demonstrating your expertise in each focus area.

1. **Partnership (**1500 word maximum)

**A. K-12 schools and districts: *Respond to prompts below for proposals including services for middle and high school students.***

Detail your approach to forming a collaborative partnership with a school district, and describe in detail your experience with, and/or plan to develop, partnerships with school districts and schools, specifically middle and high schools. In your response, address:

* + - Your experience with establishing an MOA/MOU with a district/school. (*Non-profit only*)
    - Your experience with offering telehealth services within a school building during the school day. (*Non-profit only*)
    - Your experience with, and plans to, coordinate your services with other school-based services, including a school/district’s screening and referral system.
    - If you cannot establish an MOA/MOU with a school/district, how do you/will you still ensure resource coordination with school staff and increase student knowledge and access to your services? (*For profit only*)
    - Describe how you will work with school administrators, counselors, and other stakeholders to integrate services into existing mental health services and student support frameworks.

**B. Beyond K-12**: ***Respond to prompts below for proposals including services for youth ages 16-24 who are not attending a K-12 school/district.***

Detail your approach to forming a collaborative partnership with entities that reach youth ages 16-24 who are not enrolled in a middle or high school. In your response, address:

* + - Your experience with and/or plans to establish partnerships with postsecondary institutions and how you will work with faculty, administrators, advisors, and other stakeholders to integrate services into existing student services at postsecondary institutions.
    - Your experience with offering telehealth services to youth ages 16-24 who are disconnected from work or school, including how you plan to reach these youth and the partnerships you will form with organizations who serve this demographic of youth.
    - Describe how you will coordinate your services with other systems that reach this demographic, including providers of basic needs supports such as healthcare, food, and housing.

**C. Ecosystem of Supports:** Describe how your services will fit within the ecosystem of supports for student services. In your response, address how you will successfully work and coordinate with:

* + Other health agencies, including School Based Health Centers (SBHC)
  + Community-based organizations
  + Families (*In your response, explain your process for obtaining parental consent for students accessing telehealth services who are under age 13).*
  + Youth-led/peer supports

1. **Outreach & Marketing** (1000 word maximum)

Describe your outreach and marketing plan and how you will ensure students and families are aware of your services. In your proposal include information on:

* The referral source for the majority of your current student clients (self-referral, schools, mental health agencies, etc..). What referral source have you relied on most to ensure student awareness and access of your services? How will you continue to leverage that referral source while also expanding your reach?
* Your social media presence and plan to utilize social media to expand student awareness of services.
* How students will know if the services you offer match their individual needs.
* How you will work with current screening and referral systems to ensure students are matched appropriately to the level and type of mental health supports they need.
* Your current experience with community outreach and establishing community trust, and your plans to leverage that in expanding the reach of your services.

1. **Removing barriers** (1000 word maximum)

Explain your strategies for addressing and overcoming barriers to accessing telehealth services for students and youth and how you will implement these strategies. In your response, include details on:

* Based on your company’s experience with providing telehealth services, what are the primary barriers students face in accessing these services?
* How have you/how do you plan to address and remove these barriers?

1. **Youth experience** (1000 word maximum)

Describe how you will ensure that your services are relevant and responsive to the needs of youth. In your response, include:

* How you plan to collect and analyze feedback and information from youth participants about their experience of care through your services.
* How you will be responsive to this feedback.
* Your youth engagement strategy and how will it inform service delivery.

1. **Culturally-Specific Responsive (CSR)** (1000 word maximum)

Detail the specific ways your will offer telehealth services through a CSR approach. In your response address:

* How specifically you differentiate services across different student populations and identities. Describe what this differentiation looks like in a student’s experience.
* How you hold yourselves accountable to providing CSR services to participating youth.
* Include aggregate race/ethnicity demographic data on your current staff providing telehealth services and your current users in middle school through age 24.

1. **Capacity Building & Budget** (1500 word maximum)

Provide a detailed plan for how you will scale up capacity to offer services to an increased population of youth and your proposed budget for services. In your plan and proposal, address:

* + The capacity range for the number of students you can serve on an annual yearly basis and the estimated maximum number of youth you can expand services to.
  + Staffing model with recruitment plan for licensed practitioners.
  + Estimated wait-times for students from referral to service provision.
  + The general cost-per-student and sessions-per-student included in this cost.
  + If you accept insurance and/or Medicaid, how this-cost-per student is offset by these alternative forms of student payment.
  + Any costs associated with capacity expansion and marketing, outreach, and recruitment that are not captured in the cost-per-student.
  + Total amount you are requesting in your budget.

1. **Timeline** (1000 word maximum)

Outline a proposedtimeline for implementation, including:

* When services will be available to students (*estimated date of contract execution for selected providers is by January 2025).*
* Key milestones towards full implementation.

1. **Data & Reporting** (1000 word maximum)

Describe your operational data infrastructure and ability to track student outcomes. In your response, include details on specific measures you currently track, and plan to track for this investment, regarding:

* Implementation
* Quality
* Outcomes