

## **Request for Proposal (RFP)**

**For**

# **Professional Advertising and Marketing Campaign**

Issued by

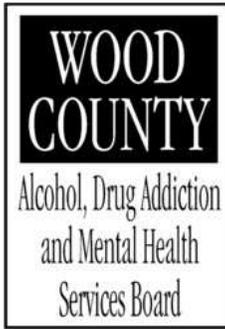
**The Mental Health and Recovery Services Board of Lucas County in partnership with The Wood County Alcohol, Drug Addiction and The Mental Health Services Board and The Hancock County Board of Alcohol, Drug Addiction and Mental Health Services**

Date Issued:

**October 30, 2015**

Responses due by 4:30 P.M. EST on:

**November 30, 2015**



## Recovery Helpline Request for Proposal (RFP) Marketing Consultant

### Introduction

The Mental Health and Recovery Services Board of Lucas County in partnership with The Wood County Alcohol, Drug Addiction and The Mental Health Services Board and The Hancock County Board of Alcohol, Drug Addiction and Mental Health Services is seeking a marketing consultant to develop and implement a one-year community awareness campaign for their Recovery Helpline.

### Background

Individuals, families and external referral sources seeking behavioral health treatment services within the region are unaware of available resources within their community. As an example, the Heroin and Pain Medication Survey conducted in collaboration with the Toledo-Lucas County Health Department in February of 2015 found that 57% of respondents did not know where to call for resources on heroin and opiate treatment. When resources are self-identified, individuals, families and external referral sources are often confronted by waiting periods that exceed clinically appropriate timeframes that are associated with quality outcomes. This lack of individual empowerment and immediate access contributes to a cyclical process whereby chronically ill individuals who are contemplating seeking care often do not receive a meaningful treatment service in a suitable timeframe before the chronicity of their illness overwhelms their behaviors. As a result, limited public and private resources are less effectively utilized and the human suffering associated with these chronic illnesses exacerbated. This Request for Proposal is being issued to acquire professional services related to the development and implementation of a multi-dimensional regional marketing strategy for the Recovery Helpline. Proposals should not exceed \$100,000 and deliverables with specific costs and priority rankings should be clearly articulated. It is anticipated that activities related to the selected proposal would begin within 15 days of contract award.

### Recovery Helpline Abstract

**Goal:** To develop a regional infrastructure which integrates technology and clinically based triage services that results in access to mental health and addiction treatment services within 48 hours.

**Project Description:** A regional Recovery Helpline will be developed and implemented in an effort to improve identification of those who may be in need of behavioral healthcare, as well as the accessibility to that care. Specifically, the Recovery Helpline will integrate existing resources to centralize the triage, referral, scheduling and linkage activities for individuals seeking behavioral healthcare services from publicly funded treatment providers, other Ohio Department of Mental Health and Addiction Services certified organizations, or independently licensed individuals willing to accept referrals from the Recovery Helpline.

Specifically, it is anticipated that the United Way of Greater Toledo's 211 system will team up with crisis centers in the region to ensure that 24-hour per day 7-days per week access to triage, referral, and scheduling services can be obtained. Upon 211 receiving a call and identifying if the caller is in need of mental health and/or addiction treatment information, the 211 operator will place the caller on hold and transfer the call to the appropriate county's crisis center for triage, referral, and scheduling services. The crisis center personnel will perform a medically appropriate triage, match the caller to a willing treatment provider based upon the care likely to be needed, the caller's payer source, the

availability of care within 48-hours, and the caller's choice (if multiple options exist), and then schedule the caller with an appointment at the selected agency, and track the outcome of that scheduled appointment.

To support crisis center personnel with these activities, it is envisioned that an interactive multi-agency scheduling and tracking system will be developed. This regional system will provide the infrastructure for which crisis center personnel perform their tasks. In addition to general demographic data, provider and scheduling information will be maintained. Initially, information sharing will rely on encrypted emails and fax until such time as it can be exchanged via the Ohio Health Information Exchange or a similar automated interface. Quality assurance and improvement information will also be integrated into the system. This may include satisfaction reports from referral sources and callers, as well as linkage reports from providers.

Callers who are determined to be in psychiatric distress will be directed to the crisis centers' emergency services, crisis stabilization services, or nearest private hospital's emergency room. Additionally, callers who are not currently in crisis, but would benefit from immediate intervention may be referred to their community treatment provider's on-call staff and/or the crisis center's urgent care services if available.

Target Population: Residents of Lucas, Wood and Hancock counties who may be eligible for Board funded and/or federally subsidized mental health and/or addiction treatment services.

Collaborators: Mental Health and Recovery Services Board of Lucas County, Wood County Alcohol, Drug Addiction and Mental Health Services Board, Hancock County Board of Alcohol, Drug Addiction and Mental Health Services, United Way of Greater Toledo - 211, Ohio Department of Mental Health and Addiction Services certified non-profit and privately incorporated service providers.

#### Submission of Proposals

Interested parties should submit written proposals via US Mail, along with vendor qualifications and references to:  
Recovery Helpline Steering Committee  
C/O MHR SB of Lucas County  
701 Adams St. Suite 800  
Toledo, Ohio 43604

Submit electronic proposals to: [kbarham@lcmhrsb.oh.gov](mailto:kbarham@lcmhrsb.oh.gov)

Proposals should be received by 4:30 PM on November 30, 2015. The Recovery Helpline Steering Committee maintains sole discretion to select a proposal and subsequent vendor based upon its evaluation of submitted materials and ancillary information that may be obtained from external sources. The Recovery Helpline Steering Committee reserves the right to accept more than 1 proposal or reject all proposals. Proposals should not include proprietary information as all submissions will be considered public records.

#### Questions & Technical Assistance

All questions must be submitted electronically no later than 4:30 PM on Friday, November 20, 2015 to [kbarham@lcmhrsb.oh.gov](mailto:kbarham@lcmhrsb.oh.gov). **No questions will be answered after the deadline.** All questions and answers will be posted at <http://bit.ly/1P0zwtw>. Interested parties are required to monitor this website for any updates to the RFP.

You may NOT contact any MHR SB staff member directly with questions regarding this RFP. Contacting staff directly with questions could result in disqualification of a proposal.