



Mental Health America of Greater Houston

Behavioral Health Navigation Services

REQUEST FOR PROPOSAL:

Community and Market Research

RFP Timeline

RFP Issue Date: April 5, 2024

Questions Due Date: April 15, 2024

Proposal Due Date: May 3, 2024

Award Notification Date: End of May, 2024

Mental Health America of Greater Houston, Inc., is requesting proposals from qualified vendors to conduct community and market research for its Behavioral Health Navigation Services program.

SECTION 1: BACKGROUND ON MENTAL HEALTH AMERICA OF GREATER HOUSTON AND BEHAVIORAL HEALTH NAVIGATION SERVICES

Mental Health America (MHA) of Greater Houston is a 501(c)(3) nonprofit organization founded in 1954 by philanthropist Ima Hogg. Our mission is to empower the community through mental health education, advocacy, and connection to care, and we envision a future where mental health is prioritized and every person lives a life of dignity, resilience, and hope. Our work provides education and training for the community; removes barriers to mental health care; advocates for legislative solutions; addresses the vast need for public mental health services; and links people to mental health services.

In the Fall of 2024, MHA of Greater Houston will implement Behavioral Health Navigation Services (BHNS), a multi-tiered service model that will promote early access, engagement, coordination, and optimization of treatment for individuals experiencing symptoms of mental health conditions. The program will target individuals in Harris and Fort Bend Counties and connect them to a full spectrum of services, ranging from preventive to crisis care. Brief details on the four tiers are included below:

Tier 1 (Wellness Resources): An online library of nutrition, exercise, mindfulness, breathing, etc. tips and resources that can help individuals progress in their wellness journey.

Tier 2 (Virtual Navigation): An intuitive, interactive, online portal that will harness the power of AI to virtually navigate people to services customized to meet their specific needs.

Tier 3 (Tele-navigation & Referral Helpline): Allow people to connect via phone, text, or chat with a culturally and linguistically responsive specialist who can make community referrals and provide tips on how people can advocate for themselves and/or loved ones.

Tier 4 (Personal Navigation): Match individuals with a trained, culturally and linguistically responsive navigator with lived experience who works with them to develop a goals-based care plan, connect them to needed resources, and remove barriers to care.

SECTION 2: RFP GOALS & VENDOR QUALIFICATIONS, AND DELIVERABLES

The overall goals of this Request for Proposal are to solicit responses from the vendor community that will help us:

- 1) Develop a greater understanding of the diverse problems and needs the community faces as it relates to identifying and accessing community behavioral health (mental health & substance use) resources and supports. Input is expected from a broad and representative cross-section of Harris and Fort Bend counties—with emphasis on individuals with lived

experience of mental illness and substance use disorder, as well as underserved communities and populations.

- 2) Obtain input into how each proposed tier of Behavioral Health Navigation Services can best address community needs, which will be used as the foundation for designing and implementing the BHNS tiers of service (with a particular emphasis on the online portal).
- 3) Identify community members who have an interest in becoming long-term partners with MHA of Greater Houston through ongoing participation on a Community Advisory Board.

Qualified vendors will be those who have:

- Prior experience helping nonprofit organizations conduct community and market research through various media, including but not limited to interviews, focus groups, and surveys.
- Prior experience connecting with and conducting research in and with historically underserved communities and populations, including but not limited to BIPOC communities, the LGBTQIA+ community, people with lived experience of mental illness and substance use disorder, and individuals with special needs.
- Team members with subject matter expertise or experience in behavioral health preferred.
- An understanding of and ability to align research within the Human-Centered Design framework preferred.

The key project deliverable is a report summarizing the findings and input received from initial community and market research. The report must include clear recommendations regarding the key elements that should be integrated into each BHNS tier of service, and the community need that each element will address; documentation of all research findings, notes, and analyses; and recommendations regarding potential individuals who should be approached regarding participation on MHA of Greater Houston's Community Advisory Board.

SECTION 3: CONTENT OF PROPOSALS

The following items should be included in submitted proposals:

A. Table of Contents

B. Company Overview

Please describe your company, its history, a brief overview of your company's work with conducting community and market research, and any experience working with nonprofit organizations and underserved communities. Please also include brief bios/resumes of the staff who are expected to work on this project and their relevant experience.

C. Project Plan

Please describe in detail the project plan for conducting the community and market research, including but not limited to:

- 1) A description of all research-gathering methods the vendor will use and the vendor's approach to research design (Human-Centered Design or other approach)
- 2) How the vendor will identify and engage individuals to participate, as well as the target number of individuals and a demographic and geographic breakdown of these individuals. Please specify how the vendor will ensure meaningful participation from underserved communities and individuals with lived experience of mental illness and substance use disorder.
- 3) A sample list of questions the vendor would ask of participants regarding their ability to access behavioral health services, as well as each BHNS tier of service.
- 4) A timeline for conducting the research, synthesizing the results, and producing the report.

D. Project Cost

Please include a detailed cost proposal, including line-item details.

E. Project Timeline

Please provide contact information for three external references that are familiar with the vendor's ability to provide the services sought.

SECTION 4: ADMINISTRATIVE TERMS AND CONDITIONS

RFP Coordinator

Please submit responses via e-mail only to:

Andrea Usanga
Chief Strategy & Innovation Officer
Mental Health America of Greater Houston
ausanga@mhahouston.org

Response Format

Please submit responses in Microsoft or Adobe formats only. Zipped or compressed files also will be accepted.

Questions

All questions about the RFP should be submitted to: Andrea Usanga at ausanga@mhahouston.org no later than Monday, April 15, 2024, 5:00 p.m. CST.

RFP Schedule

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Response Property of MHA of Greater Houston

All materials submitted in response to this RFP become the property of Mental Health America of Greater Houston. MHA of Greater Houston reserves the right to use any of the ideas presented in any response to the RFP.

Confidential Information

Any information contained in the response that is confidential must be clearly designated as such.