

**Greater Phoenix Economic Council**  
**2022 Solicitation Notice for**  
**Project Planning and Management Services to Implement the**  
**Driving the New Healthcare Innovation Economy Project (Phase 1)**  
**Issued: December 23, 2021**  
**Proposal Due Date: 12:00pm MST, January 12, 2022**

### **1.1 Statement of Purpose**

Greater Phoenix Economic Council (GPEC), representing the Greater Phoenix’s New Healthcare Innovation Economy Coalition as lead, is requesting proposals from qualified companies to support the implementation of Phase 1 Build Back Better Regional Challenge grant project titled Driving the New Healthcare Innovation Economy (“the NHIE Phase 1). The NHIE Phase 1 is funded by the U.S. Economic Development Administration (EDA).

### **1.2 Background Information**

GPEC is a nonprofit regional economic development organization located in Phoenix, Arizona and is the lead in the Greater Phoenix’s Healthcare Innovation Economy Coalition (“the Coalition).

The Coalition is made up of 18 members and is supported by more than 40 industry, academic, government and nonprofit organizations (see Exhibit A). The Coalition has developed five interrelated component projects in response to the EDA Build Back Better Regional Challenge Phase 1. The component projects are designed to advance an inclusive end-to-end healthcare innovation ecosystem that achieves new wealth creation opportunities across broad social, demographic, and economic groups and geographies (see concept proposal in Exhibit B).

As 1 of 60 regional coalitions funded by the EDA in Phase 1, the Coalition will be competing for a Phase 2 implementation grant up to \$100 million per coalition. EDA intends to award 20-30 coalitions in September 2022.

Phase 1 grant period is December 15, 2021 through December 31, 2022. In coordination with the Coalition, GPEC will support the planning and development of the five component projects and create a roadmap for implementation irrespective of the Phase 2 competition outcomes.

The five projects are:

1. **Healthcare Venture Collaborative:** This project will engage regional healthcare leaders, small business, and startups in identifying health tech innovation opportunities. The project will match capital with firms that are developing novel products in digital, remote, and virtual health.
2. **Virtual Care Innovation Hub:** An incubator facility where products can be piloted and validated by healthcare providers. [will involve construction of a facility]

3. **Manufacturing Innovation Center:** A facility where entrepreneurs, firms, and healthcare systems can design, develop, and manufacture a range of medical products at different scales. [will involve construction of a facility]
4. **Community Health Workforce Centers:** Through satellite sites, the community and home-based healthcare workforce will be able to train and upskill in order to access career opportunities in the healthcare innovation cluster.
5. **Consumer Engagement and Access Platform:** A digital platform that will facilitate the exchange and expand access to high-quality healthcare data.

The Coalition intends to implement these component projects thereby creating new jobs, new ventures, and adding new innovation infrastructure and workforce in the Greater Phoenix region.

### Proposed Scope of Work

GPEC seeks proposals to support NHIE Phase 1 implementation which include planning, strategy development, and engagement activities.

The scope of work includes, but is not limited to, the following (roughly 480-672 hours over the Phase 1 period):

- a) Advise and support the Regional Competitiveness Officer (RECO) in executing NHIE Phase 1 requirements
- b) Manage component project teams including coordination and integration across teams to ensure that projects are aligned with overall goals of NHIE
- c) Support relationship management of project leads and supporting partners
- d) Manage outreach efforts with RECO to identify market needs
- e) Develop and execute the Coalition and partner engagement plan
- f) Support recruitment of resource partners
- g) Develop overall project implementation roadmap including governance, sustainability, and implementation metrics
- h) Assists in drafting and issuance of RFPs and reviewing proposals
- i) Manages 3-4 contractors including those conducting feasibility and market studies
- j) Facilitate meetings as determined by RECO
- k) Draft semi-annual progress reports and the final report for the EDA
- l) Provides public relations support to elevate and advance NHIE Phase 1
- m) Actively participates in project team meetings

### 1.3 Deliverables and Performance Standards

Deliverables:

- a) Project management plan
- b) Regular written progress reports to RECO
- c) Compilation of component project deliverables from project leads
- d) Partner engagement plan and execution
- e) NHIE implementation roadmap including governance, resource development, and outcome metrics
- f) EDA semi-annual progress report (2) and the final report
- g) Press release, op-eds, and social media and other communication materials (2-3 per quarter)

#### **1.4 Term of Contract and Payment**

The term of the contract will be January 15, 2022 through December 31, 2022. The payment will be monthly and the total contract price to not exceed \$85,000. The agreement will be a fixed-price contract.

#### **1.5 Evaluation and Selection Criteria**

The proposal will be reviewed by a team comprised of the Regional Competitiveness Officer and GPEC executive team.

The evaluation will be based on the following criteria:

- a) Overall experience of the company and demonstrated results in economic development strategy
- b) Project management skills and capacity
- c) Demonstrated understanding of healthcare innovation model
- d) Demonstrated ability to foster community partnerships and resources
- e) Cost-efficient and effective service delivery model
- f) Experience with or understanding of EDA grant regulations and procurement policies

#### **1.6 Submittal Instructions**

Please direct all inquiries for the RFP to Kathleen Lee, Senior Vice President of Regional Initiatives at [klee@gpec.org](mailto:klee@gpec.org). **The deadline for RFP submittals is 12:00(Noon) MST on January 12, 2022**

The RFP submittal should not exceed 10 pages of content including attachments. Send one (1) electronic copy in PDF format to Kathleen Lee at [klee@gpec.org](mailto:klee@gpec.org)

Submittal to include statement of work, qualification, deliverables, timeline, and budget.

GPEC reserves the right to reject any proposals submitted. The successful service provider will be required to execute GPEC's agreement for professional services. The proposals and attachments will not be returned unless requested in writing by the applicant.