

CAREERSOURCE FLORIDA—REQUEST FOR PROPOSALS
November 21-December 4, 2014

**HEALTHCARE MARKETPLACE BUSINESS INTELLIGENCE RESEARCH AND SECTOR
STRATEGY APPROACH SERVICES**

ORGANIZATION QUESTIONNAIRE

STATEMENT OF NEED

CareerSource Florida is seeking services to implement a component of the **Market Business Intelligence Project** to respond to the following 2014-2015 corporate goals:

To stimulate, encourage and develop system-wide innovation and new efficiencies leading to continuous improvement;

To develop and implement practical performance-based strategies and policies based on enhanced market intelligence and improved forecasting capabilities.

The **Market Business Intelligence Project** has been established as a multi-year initiative in support of these corporate goals. It is anticipated the **Market Business Intelligence Project** will result in a contractual agreement for three years. Respondents should consider this timeframe when developing a response to this RFP.

The **Market Business Intelligence Project** will create a new sector strategy approach for essential business feedback ensuring Florida's workforce network is responsive to the talent needs of business. The sector strategies address common needs of employers and generate coordinated solutions across all segments of the talent delivery system. Key priority areas include but are not limited to:

- Accelerate and enhance healthcare employment across the State of Florida with performance metrics that denote success
- Expand career opportunities in healthcare, particularly in the nursing profession, by enhancing and accelerating the integration of healthcare curriculums in Florida educational institutions with healthcare providers
- Improve the quality and efficiency of healthcare education through enhanced collaboration and integration with the Florida Regional Workforce Boards, clinical and educational leaders from healthcare providers, and the educational institutions supplying entry level labor to healthcare providers
- Mitigate losses associated with healthcare workforce retirements, skill obsolescence, health/family issues, and recruitment competition
- Explore creative opportunities to financially support advanced clinical education for existing and new healthcare workers in Florida healthcare facilities
- Establish a more formal process for ongoing evaluation and improvement of healthcare employment and career development/advancement opportunities within defined regions/markets
- Better define and communicate the career opportunities that exist in the healthcare industry in Florida.

This Request for Proposals is deemed necessary to request ***Healthcare Marketplace Business Intelligence Research and Sector Strategy Approach Services*** as a contributing sector component in the implementation of the **Market Business Intelligence Project**. Services to be rendered include, but are not limited to:

- Formation of a Florida Healthcare Workforce Leadership Council comprised of high-level healthcare business leaders, with a charter and guiding principles crafted to guide Council work
- Formation of regional healthcare workforce councils to address specific regional workforce needs aligned with the state council priorities
- Data collection and analyses from state and proprietary sources
- Review of USDOL recent training grant investments (3-5 years) and other healthcare infrastructure such as career academies to determine impact and return on investments
- Development of a Healthcare Marketplace Business Intelligence Action Plan to address common statewide talent needs, to include a sustainability plan for the continuation of the Leadership Council and regional healthcare workforce councils and recommendations for financial resources to sustain this initiative.

PROPOSAL SUBMISSION

Please follow the format noted below for proposal submission:

Questions may be directed to Mary Lazor via email at mlazor@careersourceflorida.com.

<p><i>Workforce / Economic Development Experience</i> – List any experience the organization has had providing healthcare services to a workforce, health-related industry, education or economic development organization. This experience may be in a prime contractor role or as a subcontractor. Identify the name of the organization for which services were provided and the type of services provided.</p>
<p><i>Organization’s Approach to RFP Request</i> – Provide a succinct proposal on how the organization intends to approach the tasks outlined in the Statement of Need. Key work product deliverables, timelines, and engagement of collaborative partners (as appropriate) should be noted with full explanations and justifications to affect the highest outcomes envisioned by CareerSource Florida. Respondents may envision a post-contractual timeline in the development of a <i>Healthcare Marketplace Business Intelligence Action Plan</i> for continuous collaborative partnership engagement and project sustainability.</p>
<p><i>Work Product</i> – Provide samples of work product. This request for work is intended to give CareerSource Florida an idea of the quality of the products developed by the organization. Please identify if the organization was the sole development of the product or whether it was developed in conjunction with a third party – CareerSource Florida’s preference is that respondents only include work product they have developed.</p>
<p><i>Capacity</i> – Describe the organization’s capacity to provide <i>Healthcare Marketplace Business Intelligence Research and Sector Strategy Approach Services</i> within its own capacity. This will include the person who will be designated the lead for the CareerSource Florida project.</p>

Your response to this Request for Proposal is appreciated. Thank you for your interest in Florida’s workforce investment system.