

PALM DRIVE HEALTH CARE DISTRICT

Request for Proposals for the Development and Operation of an Urgent Care Center or other Medical Services

Introduction

The Palm Drive Health Care District (PDHCD) publically elected Board of Directors recently made a difficult decision to close the acute care hospital that had been serving residents of western Sonoma County since 1941 and since 1999 as the District. After many financially challenging years, Palm Drive Hospital closed on April 28th and ceased all inpatient and outpatient services, including the Emergency Department. The hospital also filed for Chapter 9 bankruptcy protection. The hospital placed its general acute care license into suspension with the CA Department of Public Health (CDPH) until all alternative service delivery options could be explored and evaluated.

The district is evaluating opportunities for the development and operation of urgent care delivery services to the West County community and residents of the District. This is an option that has been studied in the past and can allow the PDHCD to continue to fulfill a health care mission without the continued operation of a general acute care hospital.

Development of a set of urgent care center (UCC) services is consistent with the PCHCD's stated mission of assuring accessible health care services to the community. In focusing on outpatient delivery, PDHCD could also distribute such access at service locations throughout the District. Historically, Palm Drive Hospital's Emergency Department served a range of 600-700 patient visits per month; 85% of this volume was for non-emergent care.

Purpose and Objective

The PDHCD Board of Director's are soliciting proposals from qualified organizations to develop and operate urgent health care services in the PDHCD for District residents.

The objective of the requested urgent care service development is to enable the PDHCD to continue to fulfill its mission of assuring the direct provision of medical care services to District residents. The PDHCD Board of Directors is open to proposals that will propose to lease and utilize existing hospital space or other suitable space.

In addition to seeking proposals specifically addressing Urgent Care services, PDHCD is also interested in receiving proposals which address direct medical services that might be offered by the District in conjunction with another entity.

Proposal Guidelines

Each entity should submit a proposal that includes the following information and documentation:

1. An executive summary of proposal contents.
2. Describe qualifications and experience to develop and operate urgent care services.
3. Describe the plan for transition to the new operator, as appropriate.
4. Describe all required licenses currently held, or to be obtained.
5. Present timelines for development, start up and expected duration of operations in the West County community.

6. Describe projected UCC hours of operation and all services to be offered at the site, including if applicable:
 - a. Primary Care
 - b. Specialty Care
 - c. Diagnostic and Therapeutic
 - d. Other Services
7. Quantify projected hours of operation and expected volume of services to be provided.
8. Describe how UCC management and administration will be handled:
 - a. Describe staffing and equipment requirements.
 - b. Quantify operational service volumes expected and forecasts.
 - c. Describe expected patient payer mix.
 - d. Describe plans for community marketing of the UCC.
9. Describe any community collaborations that are expected to be involved.
10. Describe organizational policies and procedures that will be used at the UCC.
11. Describe a plan for outreach to community primary care physicians.
12. Describe a plan for marketing and for the education of the urgent care customer base.
13. Outline proposed space and facility requirements.
14. Provide a pro forma financial analysis for UCC services and operations.
15. Describe proposed term and termination provisions.
16. Identify revenue to be provided to the PDHCD.
17. Identify any subsidy expected from the PDHCD.

RFP Review and Approval Schedule

1. Tuesday, July 15, 2014 – Public release of RFP
2. Monday, July 28, 2014 – Proposals Conference (time/location to be announced)
3. Monday, August 25, 2014 – Submission Date (no later than noon)
4. Monday, October 6, 2014 — Board Decision regarding successful proposal

Proposal Submission

Proposals are due for submission by 12:00 pm (noon) PDT on August 25, 2014 and should be submitted in hard copy to Gail Mullins, Palm Drive Health Care District, 501 Petaluma Avenue, Sebastopol, CA 95472; or, attached as soft copy to an email to gmullins@palmdrivehospital.com.

The District reserves the right and ability to reject any and all proposals and to commence discussions or negotiations with any one or more applicants, or to undertake the same or similar services or programs as District operations, completely within the District Board and management's discretion regardless of the scoring or competitive details of the proposals. Applicants should be aware that proposals will become public records and if there is a need to maintain confidentiality of any specific information such will need to be discussed with management for consideration under the Public Records Act.