



Request for Qualifications

B'more For Healthy Babies Pediatric Detailing Consultant

The Baltimore City Health Department (BCHD) and B'more for Health Babies (BHB) invite qualifications from pediatric health consultants to complete detailing on referral and centralized intake to pediatric providers in Baltimore City.

I. Submission and Closing Times

Responses Due: September 30th at 5:00 p.m.

Questions and qualifications should be submitted via email to Amy Secrist at Amy.Secrist@baltimorecity.gov

II. Background

Care coordination improves early childhood outcomes. It is especially critical for children with psychosocial risks and families who are disconnected from care. Provider referrals are key to connecting young children with Medicaid and their families to care coordination services in Baltimore City. Submission of a referral triggers a series of triaging events within the BHB centralized intake system, which connects young children and their families to community-based resources, navigation of Medicaid benefits, and other complementary services. The BHB centralized intake system is run by HealthCare Access Maryland (HCAM), which serves as the Administrative Care Coordination Unit for Baltimore City and provides care coordination to pregnant women and young children. Pediatric providers can use the Local Health Service Request (LHSR) to refer families of children with missed pediatric visits to care coordination. HCAM will outreach the child's family, connect them back into pediatric care, and link them to other community supports. However, the LHSR is severely underutilized, and many pediatricians are not aware of this critical tool. The Baltimore City Child Fatality Review has found that many infants and young children who died of all causes missed well-child care—and thus opportunities for safety education and for pediatricians to detect abuse or neglect—and were not referred for care coordination with the LHSR.

In addition to referring young children and their families to care coordination, pediatric providers can refer families to other key supportive services: Women, Infants & Children (WIC) for supplemental food and nutrition education; and the Baltimore Infants and Toddlers Program (BITP) for early intervention at any time in care. These critical services are essential for families with food insecurity or with concerns about their child's development.

As COVID-19 continues to challenge and overwhelm the health care system that serves our families, this work is more critical than ever before. With each wave of the pandemic and health care staff turnover, referral systems are interrupted and families are disconnected from the safety net services they need. Many young children have not been referred to WIC, BITP, or care coordination when they need it. This has resulted in missed opportunities for linkage to services and supports that improve health and prevent infant morbidity and mortality. With high staff turnover in clinical



offices and increased social strains for families, these referral workflows need to be reestablished and strengthened. Improving these referral systems will benefit young children, their families, and providers.

In light of these challenges, BHB seeks the services of a qualified professional to conduct detailing at Baltimore City pediatric offices that serve families with Medicaid, with the goal of educating providers and strengthening the safety net services for Baltimore's families.

III. Project Scope and Specifications

Project Goals

The goal of this project is to strategically and systematically outreach and detail pediatric providers across Baltimore City in order to increase referrals into WIC, BITP, and BHB's centralized intake system for care coordination. Detailing in this project involves visiting pediatric providers to determine the individual provider's needs, motivations, and barriers around making these critical referrals and collaborating with the provider to institute workflows that increase referral rates and address needs and barriers.

The consultant will strategically and systematically outreach and detail 40 pediatric providers in Baltimore City in order to increase referrals to WIC, BITP, and BHB's centralized intake system for care coordination. The consultant will outreach pediatric clinics to build relationships, educate staff on the benefits of connecting families to supportive services, and provide technical assistance to set up and troubleshoot clinic referral workflows.

The consultant will work with the *Prenatal to Three Program* Coordinator and Maternal and Child Health Senior Medical Advisor to align this project with the broader provider outreach strategy of BHB to ensure consistency and sustainability.

Expected Deliverables

The consultant will outreach and educate 40 pediatric provider offices across Baltimore City and meet at least biweekly with BCHD staff to report progress. At the close of the project, the consultant will provide a detailed chart documenting provider contacts, the activity for each contact, the outcome/status of changes to the provider's workflow and processes. In addition, the consultant will provide a brief (approximately 3-5 pages) report of lessons learned and recommendations for next steps.

Timeline

The consultant should be able to begin work within 30 days of notification of selection. The estimated period of performance is October 15th, 2022 - June 30, 2023.



Minimum Qualifications

Minimum of three years of experience in health care or public health

- Clinical or professional degree such as an MD, NP, PA, RN, or MPH
- Experience providing clinical care, preferably in pediatrics
- Familiarity with clinical workflow and maternal and child health services
- Understanding of the impact of social determinants of health on early childhood outcomes
- Excellent verbal and written communication skills

Budget

\$50,000 will be budgeted for the completion of this project.

IV. Submission Details

Submissions should include the following:

- Resume or CV, including relevant experience
- Description of previous project and work experience relevant to this project (do not exceed 500 words)
- Three references, including name, title, organization, phone number, and email address

Responses Due: September 30th at 5:00 p.m.

Questions and qualifications should be submitted via email to Amy Secrist at Amy.Secrist@baltimorecity.gov

Contact information:

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