



## REQUEST FOR PROPOSALS

*Patient Navigation Learning Module:  
Navigating Patients through Systemic Bias and Racism in  
the Healthcare System*



- Responses due: March 26, 2021
- Commence work: April 23, 2021
- Work complete: August 20, 2021

Susan G. Komen

Questions: [jmcmahon@komen.org](mailto:jmcmahon@komen.org)

Website: [www.komen.org](http://www.komen.org)

## *Summary*

Susan G. Komen® has forged a partnership with George Washington University to provide patient navigation training to volunteer navigators who wish to serve the Black breast cancer community.

Komen is soliciting proposals for professional services to develop an additional online learning module (“the module”) that will train these volunteer navigators on how to assist Black patients in navigating systemic racism and bias within the healthcare system.

## *Introduction*

### **About Susan G. Komen**

Susan G. Komen® is the world’s largest breast cancer organization, funding more breast cancer research than any other nonprofit organization outside of the U.S. government, while providing real-time help to those facing the disease. Since its founding in 1982, Komen has invested more than \$2.9 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life. That promise has become Komen’s promise to all people facing breast cancer. Susan G. Komen is the only organization that addresses breast cancer on multiple fronts such as research, community health, global outreach and public policy initiatives in order to make the biggest impact against this disease.

### **Background**

Women in the United States have a one in eight chance of developing breast cancer in their lifetimes. While overall incidence rates are similar between Black and white women, Black women are more likely to be diagnosed with late-stage breast cancer, more likely to develop an aggressive type of breast cancer associated with shorter survival and are about 40 percent more likely to die of the disease than white women. In some cities, the mortality disparity rises as high as 74 percent.

To address these disparities, Komen has launched its African American Health Equity Initiative (AAHEI) with a goal to decrease breast cancer disparities in Black women by 25% beginning in the 10 US metropolitan areas where disparities are greatest. These metropolitan areas include Memphis, St. Louis, Atlanta, Chicago, Houston, Washington, D.C., VA Beach, Los Angeles, Philadelphia, and Dallas. The AAHEI will implement evidence-based interventions including the delivery of culturally competent patient navigation training and services.

To ensure high quality patient navigation, Komen is developing a navigation training curriculum that will empower navigators with patient assessment, health care system, and navigation core competencies to connect Black communities to breast health care. Although it is well established that disparities result from a complex web of factors, Komen has identified a gap in navigation training that addresses the implicit bias and racism a Black patient may face in the healthcare system.

## Project Description

Komen is soliciting proposals for professional services to develop a learning module, to be delivered through Komen's online LearnUpon training system ("the module"), that will train navigators on how to assist Black patients in navigating systemic racism and bias within the healthcare system. Black-led organizations are encouraged to apply.

- The module should be tailored to what a volunteer patient navigator can do to prepare and empower a patient and include tools a navigator can provide to the patient.
- The module should document the Black patient's journey to access breast health care, paying special attention to and explicitly delineating where a patient may encounter implicit bias and racism along that journey. At each point in the patient journey, the module should offer strategies to support patients.
- The module should be complementary to the content and learning objectives provided in the rest of the curriculum through our content partner, George Washington University, which is described here:  
<https://smhs.gwu.edu/gwci/sites/gwci/files/Guide%20for%20Patient%20Navigators%20Final%20Jan%202016.pdf>
- The module content should include relevant learning objectives from the patient advocacy, patient assessment and other modules that intersect with this topic. In addition, content should be unique and differentiated from existing health equity trainings, such as George Washington University's TEAM Training (<https://cme.smhs.gwu.edu/gw-cancer-center-/content/together-equitable-accessible-meaningful-team-training>).

### Learning Objectives

Learning objectives achieved by the module should include:

- Increasing Patient Navigators' understanding of the role of systemic racism in the healthcare system.
  - The historical context of race and racism in healthcare
  - Levels of racism (institutionalized, personally mediated, internalized), as well as types (covert and overt)
  - Unconscious bias as an extension of systemic racism
  - Microaggressions experienced by Black patients and strategies for addressing them
- Increasing Patient Navigators' understanding of the Black breast cancer patient journey, including examples of unconscious bias, systemic racism, and microaggressions encountered in seeking breast cancer risk reduction, screening and treatment services and where along that journey they are likely to experience racism and bias.
- Empowering Patient Navigators to provide patients with practical tools for navigating the systemic bias, racism and microaggressions described.

- Describing how to leverage the Patient Bill of Rights and other tools to better advocate for patients or support patients' self-advocacy when they encounter racism in the healthcare system.
  - Patient Bill of Rights, issued by the President's Advisory Commission on Consumer Protection and Quality in the Health Care Industry (<https://govinfo.library.unt.edu/hcquality/>)
  - Breast Cancer Bill of Rights, <https://p2a.co/vsqNyWA>
- Implementing additional strategies for advocating for patients, including assessing patient capacity to advocate for themselves, and empowering the patient with a self-advocacy plan, including identified tools and strategies.

## Scope

Susan G. Komen expects the selected vendor to complete the following deliverables as part of this project:

- Map patient journey to access care and through continuum of care, including likely barriers they may experience and how to empower, problem-solve and help patients overcome those barriers.
- Conduct the necessary literature reviews and qualitative research to identify common barriers to care in the patient journey and identify tools and strategies navigators can use to equip patients. *Provide citation list and raw data to Komen.*
- Design course content that meets the learning objectives identified.
- Provide Susan G. Komen with the necessary information to adapt the course to an in-person session in the future.
- Collaborate with Komen's selected instructional design vendor with the resulting design module described above to be readily available within Komen's learning management system LearnUpon (in a compatible SCORM file)
  - While instructional design of the course content is not required and therefore is not a criterion for selection, if applicant has that skill set and capacity, applicant may describe the capacity to provide instructional design.
  - We must be able to maintain the course on our own after completion. An important expectation is that the instructional design vendor will design and develop modules in online environments that can be reused / updated by in-house developers in the future.
  - If applicant intends to apply as the instructional designer, please note that the instructional design plan must provide:
    - Clearly defined and measurable learning objectives
    - Interactive methods for effective adult learning, including visual, auditory and kinesthetic learners
    - Intuitive and logical navigation
    - Links to supplementary resources, research and information
    - Multiple self-assessments for the learner integrated throughout each module
    - Professional narration
    - Graphic elements
    - Quiz for pass/ fail of module

- The module must be Americans with Disabilities Act (ADA) compliant including but not limited to deaf and hearing-impaired individuals as well as visually impaired individuals and implement UI/UX best practices.
- The selected vendor must provide a project lead to coordinate communication and project management with Komen.
- Time limitation for the module is between 120-180 minutes
- Resources to consider integrating into tools and course content:
  - Komen.org and Questions to Ask the Doctor tools: <https://ww5.komen.org/BreastCancer/QuestionstoAsktheDoctorPDFDownloads.html>
  - [National Coalition for Cancer Survivorship Cancer Survival Toolbox \(Standing Up for Your Rights\)](https://canceradvocacy.org/resources/cancer-survival-toolbox/)
  - Komen can provide connections with active navigators and AAHEI community program managers, but the selected vendor is expected to complete the necessary data collection and research to map the patient journey and barriers.
  - Komen can also provide focus group data and analysis from our In My Own Voice program interviews with Black patients living with metastatic breast cancer and Landscape Analyses from the AAHEI program.

## *Proposal*

### **Schedule**

The selected vendor must be prepared to begin work on the project on April 23, 2021. We expect the draft module content to be completed for review submitted to Komen by June 25th, and final module with instructional design completed for approval by August 20, 2021. Revisions to the timeline based on instructional design needs must be approved by Komen.

The timeline for the RFP process is as follows:

- RFP released by February 18, 2021
- Responses due no later than 11:59 on CT on March 26, 2021
- Interviews (if required) to be scheduled March 26- April 16, 2021
- Vendor announced contract execution April 16- April 23
- Commence work April 23, 2021
- Draft content for Komen review by June 25, 2021
- If completing content only for full instructional design by a vendor selected by Komen, complete module submitted to Komen by June 25, 2021
- If completing both content and instructional design, draft due by June 25, 2021, final due August 20, 2021

Vendors whose responses have not been selected for further negotiations or award will be notified via e-mail. Vendors selected will be expected to execute a contract with Susan G. Komen.

## **Submission requirements**

Responses to the RFP should be electronic, no more than 15 pages, and e-mailed to Julie McMahon, [jmcmahon@komen.org](mailto:jmcmahon@komen.org), in Word or PDF format.

Proposals should include:

- Provide a specific work plan, broken down by cost and time per task, including major milestones, rounds of review and requirements from Susan G. Komen. Explain your process for creating the project plan.
- Provide a proposed table of contents/ agenda for the course curriculum.
- Describe the methods and procedures you will use to meet the deliverables above.
- The overall creative and instructional approach used to engage the learner.
- Describe your capacity and preference to either:
  - provide both curriculum content and instructional design, either in-house or through an external vendor or preference to solely provide curriculum content.
- If you are proposing to do the instructional design directly, identify the authoring platform and technology you intend to use and provide a rationale for its selection.
- Explain how you plan to communicate with Komen about the progress of the project.
- Explain how you plan to evaluate the quality of your work to ensure the delivery of high-quality deliverables.
- Samples of previous work.
- Experience and qualifications of individuals working on the project. Please include a concise biography and relevant experience of key staff who will serve as consultants and partners to provide services. Be sure to detail any contractors or vendors necessary and their relevant experience. Provide expertise and relevant experience of you or your organization and the individuals who will support this project. Experience in patient navigation is not necessary, as navigation skills and core competencies are included in the rest of the overall program curriculum.
- Examples demonstrating cultural competence in the Black community
- Three references of organizations that you have worked with to train, educate or address content similar to what is included in this module. Include the contact name, title, company name, and contact information for each reference.
- Provide a detailed budget, identify all expenses, fees, etc. that you will require to complete the project.

The proposal must be sent electronically via e-mail in Microsoft Word or Adobe PDF format to the contact designated in this RFP below. The e-mail subject should be clearly marked “Komen Navigating Racism Module Proposal”. Vendors should allow enough electronic delivery time to ensure timely receipt of their proposals. Vendors assume the risk for any e-mail delay problems.

## **Selection Process**

Komen will evaluate the submitted proposals based on the demonstrated ability to meet vision, scope and timelines; qualifications, performance, relevant past work and experience of individuals directly

involved with the project; demonstrated cultural competence in Black community; demonstrated knowledge and expertise in systemic racism in healthcare; quality and innovation reflected in the scope of work; and requested budget.

### **Communication**

All vendor communications concerning this RFP must be directed to:

Julie McMahon, Director, Patient Navigation

[jmcmahon@komen.org](mailto:jmcmahon@komen.org)

972-855-4318

Any oral communications will be considered unofficial and non-binding. Only written statements issued by the contact may be relied upon. All questions must be received prior to the response due date and time. Written questions are preferred and should be submitted by e-mail to ensure receipt and timely response. Susan G. Komen reserves the right to change the RFP Schedule or issue amendments to this RFP at any time. Susan G. also reserves the right to cancel or reissue the RFP.