

Request for Proposal

Strategic Government Engagement Planning



November 21, 2023

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Purpose

The College of Physicians & Surgeons of Alberta (CPSA) is seeking proposals for a firm to develop a plan for strategic government engagement. The intent is for a 12–18-month plan, with the firm providing support with key contacts, frequent analysis and touchpoints, key message and communicate development, and presentations.

About CPSA

CPSA is Alberta’s medical regulator and responsible for overseeing the practice of medicine in Alberta. [Alberta’s Health Professions Act \(HPA\)](#) grants physicians and physician assistants the privilege of profession-led regulation, which is carried out by CPSA.

Our work to guide the medical profession is for the protection of patients in Alberta. This work includes:

- Registering physicians, surgeons, osteopaths, and physician assistants
- Supporting continuing competence and performance in practice
- Investigating and resolving complaints related to physicians and physician assistants
- Contributing to public policy affecting health care delivery
- Accrediting health facilities
- Engaging in evidence-based medical regulation, research and program evaluation
- Guiding professional conduct and ethical behaviour

CPSA is governed by a Council that includes physicians, public members and representatives from Alberta’s medical schools. Public members are appointed by Alberta’s Lieutenant Governor, while regulated members are elected by their professional peers.

To learn more about CPSA, please visit cpsa.ca.

Our Vision

Professional, ethical, and competent regulated members providing the highest quality care for all Albertans.

Our Mission

To serve and protect all Albertans, contributing to their health and wellness, by supporting and guiding regulated members to proudly provide high quality care together with healthcare partners and patients.

Our Strategic Directions

- **Highest Quality, Compassionate and Ethical Care** – Towards increasing the provision of excellent, regulated member care for all Albertans
- **Enhanced Partnerships** – Towards informed, engaged partners who help us provide quality care with Albertans
- **Proactive and Innovative Approach** – Towards being recognized as a leader and innovator in self-regulated professions who always strive for excellence
- **Anti-Racism and Anti-Discriminatory** – Towards becoming an anti-racism and anti-discrimination organization
- **Authentic Indigenous Connections** – Towards substantive and authentic connections and relationships that help us provide quality care in partnership with Indigenous Organizations

Plan Definition

Introduction

As Alberta’s medical regulator, CPSA has a strong working relationship with the provincial government to achieve its mandate, as outlined in the *Health Professions Act*.

To ensure continued success in regulatory excellence, CPSA is seeking an organization with expertise and connections to provide a strategic approach to government engagement.

This plan, which aligns with [the 2022-2026 Strategic Plan](#), will support the achievement of CPSA’s mission and mandate.

Plan Sponsor

The Michael Neth, Chief of Staff

Business Sponsor

Scott McLeod, Registrar & CEO

Planning Executive Team

- Scott McLeod, Registrar & CEO
- Michael Neth, Chief of Staff
- Dawn Hartfield, Deputy Registrar

Deliverables

Key deliverables of the plan are:

- 1) Development of a 12-18 mos strategic approach to government engagement, including:
 - Drafting key messages and considerations

- Key stakeholders: list of individuals, contacts, and a meeting schedule
 - A rolling analysis of opportunities and challenges related to CPSA's mandate
- 2) Support for meetings with various Government bodies, Elected officials and Associations
- a. Supporting connections and setting up meetings (incl topics for discussion/agenda setting)
 - b. Material preparation

Phases of the Plan

Winter/Spring 2024 – January to May

- Strategic plan drafted with proposed tactics, audiences, analysis
- Communications for specific audiences identified and drafted
- Meeting schedule developed and contact initiated with key stakeholders
- Analysis of Legislature 31, Budget 2025, changes related to the health care delivery system

Summer 2024 – June to September

- Strategic approach is fully implemented, with tactics underway
- Connection with key stakeholders
- Ongoing assessment of the health care delivery system

Fall 2024 – October to December

- Strategic plan is assessed for effectiveness
- Connection with key stakeholders
- Recommendations for 2025 are provided to CPSA

Activities of the Plan

- 1) Strategic planning
- a. Information from Minister Offices, MLAs;
 - b. Bi-weekly meetings with Planning Executive team members;
 - c. Regular connection points with Planning Executive Team (e.g., text, email, phone calls)
- 2) Information and Contacts with key stakeholders
- a. Provide insight and connections with key stakeholders and their perspectives/contexts
 - b. Support connections with various levels of government, provincial and municipal associations, etc. (incl. meeting set up)
 - c. Drafting communications (e.g., letters, information packages)
- 3) Analysis
- a. Briefings on the Alberta, Canadian and international jurisdictions on relevant health care and regulatory contexts
 - b. Summaries of government direction/decisions, communications that

4) Presentations

- a. CPSA Council - up to 4
- b. CPSA Senior Leadership team (directors and above) – up to 4
- c. CPSA Team (all staff) - up to 2

Other Resources

A number of resources will be available to assist with the plan as needed including time and expertise from:

- Director, Communications
- Manager, Office of the Registrar
- Administration support, Office of the Registrar

Proposals

To be considered, the proposal must contain:

- A business case that outlining in sufficient detail:
 - the project management approach, methodologies or tactics to be considered for completing the deliverables and activities; and
- A budget including all associated costs per each phase of the work.
 - Subcontracted costs, if required, must be included.

Work on the plan is anticipated to start January 22, 2024. The chosen consultant will work closely with the Planning Executive Team to choose the specific elements and processes for the deliverables and activities.

Success will be a plan that:

- supports CPSA in maintaining a collaborative relationship with the government and elected officials to satisfactorily achieve CPSA’s mandate, as outlined in the *Health Professions Act*;
- supports CPSA in providing information to key stakeholders regarding their role in the health care system; and
- supports CPSA Council and Team members in understanding the evolving space of health care in Alberta.

The budget for the project management component is **\$60,000**, which must include all professional fees, subcontract fees (if applicable), expenses and taxes. CPSA is not exempt from GST.

Plan completion must be no later than **December 31, 2024**.

Required Bidder Information

The following information should be included in the proposal submitted to CPSA:

Firm Expertise

Describe the firm's expertise, qualifications and experience with respect to each aspect of the deliverables and activities described in the Plan definition.

Firm Resources

Describe the expertise, qualifications and experience of each person who would be providing services to CPSA, including the proposed role of each individual.

Please include the biographies of all individuals who would be assigned to work on the plan.

Describe any project management or administrative support that would be part of the firm's services to CPSA. If any portion of the plan is to be done by subcontractors, please include in the pricing information.

Pricing Information

The proposals must include a detailed description of the basis for the charging of fees and expenses associated with the plan.

Conflicts of Interest

The proposals must identify any potential conflicts of interest known to the firm that may affect the provision of services to CPSA.

References

Please include three references. References for similar projects and/or organizations similar to CPSA are preferred.

Proposal Process

Schedule

November 21, 2023	RFP will be made available to invited firms.
December 19, 2023	All proposals must be submitted to CPSA by 4 pm of this day.
December 20, 2023 to January 5, 2023	Internal screening of proposals. CPSA will develop a short list of at least two firms whose references will then be contacted.
January 8-12, 2023	Short-listed firms will present their proposal to CPSA either virtually or in-person.
January 15-19, 2024	Selection of the successful firm will be made and negotiation of terms of engagement undertaken. Other short-listed firms will be notified.
January 22, 2024	The successful firm will start the plan.

Proposal Requirements

Proposals must not exceed 15 pages in length, including all attachments and appendices.

Proposals are to be submitted in PDF format directly to CPSA via email, addressed to Michael Neth, Chief of Staff at Michael.Neth@cpsa.ab.ca.

Selection Criteria

Proposals will be evaluated against the following criteria:

- Demonstrated expertise, qualifications and experience to meet the requirements set out in the plan definition.
- Demonstrated understanding of the opportunities and considerations facing CPSA and the environment in which it operates.
- Demonstrated understanding of the political context and direction for Alberta, and connection to the health care and regulatory context.

Criteria	Weighting
Firm's qualifications and experience in similar work	20%
Firm's experience with briefings and elected officials	15%
Experience with professional regulatory organizations	10%
Fees and pricing	30%
Quality of the proposal, including approach, timeframes and work plan	25%

Those firms whose proposals are selected for further consideration may be asked to make a personal presentation to us and/or answer questions in advance of our final selection.

CPSA will not necessarily select the lowest cost proposal.

Proposal Conditions

Contingencies

This Request for Proposals (RFP) does not commit CPSA to award a contract. CPSA reserves the right to accept or reject any or all proposals or waive irregularities if CPSA determines it is in the best interest of CPSA to do so.

Acceptance or Rejection of Proposals

Proposals shall remain open, valid and subject to acceptance anytime up to three months after the proposal opening date and time. CPSA realizes that conditions other than lowest cost are important and will award contract(s) based on the proposal(s) that best meet the needs of CPSA.

Modifications

CPSA reserves the right to issue addenda or amendments to this RFP.

Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this proposal. It is the Proposer's responsibility to ensure that its proposal arrives on or before the specified time.

Incurred costs

This RFP does not commit CPSA to pay any costs incurred in the preparation of a proposal in response to this request and Proposer agrees that all costs incurred in developing its proposal are the Proposer's responsibility.

Negotiations

CPSA may require the firms selected to participate in negotiations, and to submit cost, technical, or other revisions of their proposals as may result from negotiations.

Final Authority

The final authority to award contracts as a result of this RFP rests solely with CPSA.

Contact Information

All inquiries should be directed to the following individuals:

Keely McBride, Program Manager, Policy
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