

March 1, 2021

Re: Request for Proposals for Future CFHA Conference Dear CFHA Members and Supporters,
The CFHA Board of Directors is interested in engaging our members and supporters in helping us determine the next best place to hold the event.

If you are interested in hosting a future Conference, we invite you to review the fact sheet and application information below, where you will find a detailed description of the application requirements, timeline and scoring criteria.

We believe that having several diverse proposals will improve the quality of the Conference, and we strongly encourage you to discuss this opportunity with your local colleagues and stimulate interest in applying.

We are happy to set up informational calls to assist those interested in applying. Please feel free to direct all questions or concerns regarding the application and process to email info@cfha.net.

Thank you in advance for considering submitting an application. Kind regards,

Neftali Serrano, PsyD



CEO

CFHA FACTS

The Collaborative Family Healthcare Coalition was founded in 1993 as a diverse group of physicians, nurses, psychologists, social workers, family therapists and other health careworkers, working in both primary and tertiary care settings, who study, implement, and advocate for the collaborative family health care paradigm. It also includes researchers, educators, health care policy workers, and consumer group representatives.

The mission of the Collaborative Family Healthcare Association (CFHA) is to support healthcare professionals in integrating physical and behavioral health. CFHA achieves this mission through education, training, partnering, consultation, research, and advocacy.

ABOUT THE CFHA CONFERENCE

The CFHA Annual Conference is a national showcase for demonstration projects and pilots, as well as those who seek collaborative solutions to the complex challenges of patient care.

Individuals and organizations interested in innovative and cost-effective strategies for integrating behavioral health and medical health care delivery, improving patient outcomes, professional networking and provider training are encouraged to attend.

Conference attendees include medical and behavioral health providers and administrators, such as primary care providers, psychiatrists, psychologists, nurses, family therapists, and social workers. These individuals work primarily in healthcare institutions, medical clinics, universities, government and corporations.

CFHA is a 501(c)(3) tax-exempt organization.

ATTENDANCE SUMMARY AND PROJECTIONS

Average attendance has increased slightly over the past few years and we anticipate 900 people to attend the 2022 Conference. History shows that nearly 30% of Conference participants reside in surrounding states.

PRIOR CONFERENCES HISTORY

Property	Dates	# of Attendees	Room Rate
Loews Downtown Hotel Philadelphia, PA <i>Virtual Conference</i>	October 8-10, 2020	880 (Virtual)	\$239
Sheraton Downtown, Denver, CO	October 16-20, 2019	880	\$219
Hyatt Regency, Rochester, NY	October 18-21, 2018	684	\$169
Royal Sonesta, Houston, TX	October 18-22, 2017	525	\$169
The Westin Charlotte Charlotte, NC	October 10-16, 2016	498	\$189
Marriott Downtown Waterfront, Portland, OR	October 12-18, 2015	550	\$179
Omni Shoreham Hotel Washington, DC	October 13-19, 2014	405	\$229
Omni Interlocken Resort Broomfield, CO	October 8-12, 2013	415	\$144
Hyatt Regency Austin Austin, TX	October 2-6, 2012	384	\$169
Sheraton Society Hill Hotel Philadelphia, PA	October 25-30, 2011	489	\$179
Seelbach Hilton Hotel Louisville, KY	October 20-24, 2010	355	\$130
Hilton San Diego Resort San Diego, CA	October 21-24, 2009	336	\$189
Grand Hyatt Denver Denver, CO	November 6-8, 2008	376	\$179
Crowne Plaza Resort Asheville, NC	November 8-10, 2007		\$129
Hyatt Regency Newport Hotel and Spa, Newport, RI	November 2-4, 2006		\$159
Red Lion Hotel, Seattle, WA	October 6-9, 2005		\$139
Oak Ridge Conference Center, Chaska, MN	October 21-24, 2004		
Clearwater, FL	January 24-27, 2002		
Bethesda, MD	January 27-30, 2000		
Kiawah Island, SC	March 4-8, 1998		
Washington, DC	February 6-9, 1997		

One of the greatest benefits of the CFHA Annual Conference is to stimulate thinking and share ideas about best practices in collaborative care. The Conference offers a diverse selection of presentations that appeal to all levels of collaborators – from basic to advanced – sharing innovative and cost-effective strategies for integrating behavioral health and medical health care delivery, improving patient outcomes, professional networking and provider training.

- Extended Learning Opportunities are full or half-day sessions that focus on specific or unique skills and best practices.
- Plenary sessions represent a broad scope of subjects related to the big picture of integrated care.
- Concurrent Sessions emphasize clinical, research, administrative, and education issues. Sessions may vary from 30 to 60 minutes in length, with 8-10 sessions held simultaneously during each period, for a total of approximately 100+ sessions during the Conference.
- Display boards allow for 40-60 poster presentations from students and researchers.
- Facilitated roundtable discussions encourage small group interactions.
- CFHA hosts exhibitors throughout the Conference.
- A welcome reception and daily lunches also offer excellent opportunities to connect with old friends and make new acquaintances.

Day 1 (Thursday)	Day 2 (Friday)	Day 3 (Saturday)
Extended Learning Opportunities (50-75) Welcome Reception (600) Plenary Session (600)	Plenary Session (600) Concurrent Sessions (8-10 rooms, 50-100 each) Lunch (600)	Plenary Session (600) Concurrent Sessions (8-10 rooms, 50-100 each) Lunch (600)

THE CONFERENCE DESTINATION

Factors to be considered when determining the destination of CFHA's Conference include:

- Seasonality of the conference destination
- General appeal and rate affordability
- Easy access to the destination – multiple carriers, adequate number of flights, etc.
- Affordable transportation options from local airport(s)
- Proximity to restaurants, shopping, entertainment, recreation and/or historic sites
- Reputation of destination for hosting meetings – support and services available from local convention bureau, availability of experienced suppliers, such as audiovisual firms, exhibit service contractors, etc.
- Choice of multiple properties that can accommodate 275+ hotel rooms on peak night and a minimum of 35,000+ square feet of appropriately configured meeting space
- Safety of area and economic health of community
- Tax exempt status honored by hotels and service providers – CFHA is a 501c3 organization with IRS-approved tax-exempt status.

REQUEST FOR PROPOSAL (RFP) PROCESS

The CFHA Conference Site Selection Committee (subset of the CFHA Board of Directors) will be responsible for reviewing Proposals, conducting phone interviews, and evaluating and rating proposals/presentations submitted in response to this RFP.

SCHEDULE OF REVIEW

- Submit application
- Phone Interviews and Proposal Review/Scoring (*You will be asked to provide 2-3, one to two-hour windows of time in which a minimum of one member of your application team can be available for a one-hour phone interview with the site selection committee*)
- Announcement of Conference site

ANNUAL CONFERENCE SITE SELECTION CRITERIA

Site selection will be based on the based on the proposer's responses to the conference application and the conference rating considerations as appropriate. Conference rating considerations are as follows:

- Perceived commitment from Co-Chairs and potential Planning Committee Members
- Multidisciplinary team of conference planners (including co-chairs and planning committee members)
- Local/regional interest, involvement, and progress implementing collaborative integrated care
- Attractiveness of conference site (social/cultural/tourism)
- Affordability and travel-time advantages of conference site for participants
- Hotel choices and availability
- Geographical diversity (CFHA endeavors to hold its conference in different regions of the US/Canada each year in order to attract new regional audiences).
- Co-Chair and Planning Committee commitment to fundraising and sponsorship acquisition
- Local and Regional partnership (financial, logistical, inter-association) interest/possible investment

See Attachment C: *Scoring Matrix*

Attachment A

GENERAL RESPONSIBILITIES OF CONFERENCE CHAIRS

1. Serve as primary liaison with CFHA staff regarding all Conference planning activities prior to, during and after the CFHA Conference
2. Serve as overall host for Conference destination and assist with promotion at 2021 Conference
3. Identify local stakeholders to serve on Conference Planning Committee
4. Assist CFHA staff with fundraising activities (identify local/regional foundations, commercial support, provide contacts and introductions, etc.). CFHA sets a goal of \$60,000 in sponsorship revenue.
5. Attend monthly Planning Committee meeting with CFHA staff.
6. Assist in identifying and selecting Conference themes (recommend, gather feedback, etc.) with CFHA staff
7. Assist in recommending and contact speakers for plenary sessions, workshops, breakout sessions, etc.
8. Assist with preparation of Call for Presentations (identify desired content, themes, tracks, etc.)
9. Assist in proposal selection process
10. Assist with promotion to local audiences (extend personal invitations to attend the Conference, email and list serves, collaboration with professional organizations in the state/region, etc.)
11. Serve as hosts on-site throughout the Conference
12. Provide feedback on overall planning and strategies to be considered for future CFHA Conferences
13. Offer support and advice for subsequent Conference chairs, as requested

Attachment B

LETTER OF SUPPORT TEMPLATES

Letter from potential Planning Committee members:

CFHA Conference Site Review Committee:

I strongly encourage the Collaborative Family Healthcare Association to consider XXX's application to host the 20 Conference in [city, state]. As a [insert organization or individual professional affiliation here] interested in the advancement of integrated healthcare, we would like to offer our support for this application.

[Insert experience in/or interest in research, practice, training, financing or policy related to integrated behavioral health/primary care.]

If XXXX is selected as the conference site, we/I would be interested in participating in the Planning Committee for either the Policy Summit or Conference.

If I can answer any questions or provide additional information (insert contact information here), please do not hesitate to contact me.

Letter from potential financial supporters or affiliate partners CFHA Conference Site Review Committee:

We understand XXX has applied to host the 20__ CFHA Annual Conference in [city, state]. On behalf of [insert organization] we would like to offer our support for this application. [Insert organization's interest in research, practice, training, financing or policy related to integrated behavioral health/primary care.]

If awarded, [insert organization name] would potentially consider partnering with CFHA and the Conference Co-chairs in the planning, implementation, and financial support of these events.

Attachment C SCORING MATRIX

Site selection will be based on the based on the proposer's responses to the conference application and the conference rating considerations as appropriate. Conference rating considerations are as follows:

City/Region	
Perceived Commitment of Co- Chairs/Planning Committee (1-10Pts)	
Multidisciplinary Team? (1-5 pts)	
Local/Regional Interest/Involvements (1-10 pts)	
Attractiveness of Location (1-5 pts)	
Affordability and travel convenience (1-10pts)	
Hotel Choices/Availability (1-10pts)	
Geographic Diversity (1-5 pts)	
Commitment to sponsorship acquisition (1-10 pts)	
Regional Partnership Interest/Investment (1-10 pts)	
Total Score	