

Kōkua Mau
Improving Care and Support for those with Serious Illness program
Workplace Wellness Toolkit Request for Proposals
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KŌKUA MAU
"Continuous Care"

Hawai'i Hospice and Palliative Care Organization

The Opportunity:

Talking about death and dying make many uncomfortable. It is not an easy topic to discuss with family or friends. Many postpone having the conversation about their end-of-life care preferences or do not have the conversation at all. Yet, a growing body of literature indicates turmoil during a person's final chapter of life has serious health consequences on family for weeks or even months after the person's death.

Changing this requires much more than a communications campaign; it requires a social movement. Kōkua Mau, the nonprofit organization whose mission is to help Hawai'i families own their future health, is facilitating this movement. In collaboration with others in the community, Kōkua Mau is creating an environment that is conducive to having productive conversations. Advance Care Planning is good for the health of patients as well as the health and well-being of their families.

With generous support from the Stupski Family Fund of the Hawaii Community Foundation, Kōkua Mau is developing an educational outreach program called "Let's Talk Story" to encourage conversations about Advance Care Planning.

As a first-step for this program, Kōkua Mau commissioned market research to validate the perceptions of palliative and hospice care and to gauge the level of understanding of Advance Care Planning in the community and among healthcare professionals. The baseline results showed there are misconceptions about the role of Advance Health Directives and how to use these documents properly. This underscores the need for accurate information in the community. There is a great need to fill this gap by educating the public about Advance Care Planning to ensure more Hawaii residents have end of life care experiences that honor their wishes. These reports are available on line at <https://kokuamau.org/for-professionals/kokuamau-reports/hawaii-resident-attitudes-and-perceptions-of-advance-care-planning/>

Kōkua Mau believes we are part of a national social movement to bring about these changes. The Let's Talk Story program is designed to be disruptive, ushering in a radical shift in the way Advance Care Planning and end of life care are perceived. Instead of being associated with palliative or hospice care, usually at a time of health crisis, Advance Care Planning would be associated with health and wellness.

Request for Proposal: Create a Worksite Wellness Module

Kōkua Mau is soliciting proposals to develop a Worksite Wellness module that will position Advance Care Planning as a component of positive health that can be fully integrated as a value-added component into employer worksite wellness programs.

Worksite wellness programs encourage employees to adopt healthier lifestyles to enjoy optimal health through diet, exercise, and other activities. Advance Care Planning is an important aspect of healthy living. The process opens the door to communications between family members and takes healthcare decision-making to a new level.

Advance Care Planning offers peace of mind and resolves lingering questions about future care. This reduces the burden of decision-making at a time when there is a health crisis and families

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may feel pressured to make health decisions on behalf of other family members, even though they do not feel sufficiently knowledgeable about what the person actually wanted for themselves.

Employer worksite wellness programs have built-in executive sponsorship and employee enthusiasm, reducing initial barriers to success. Through train-the-trainer methodologies, Kōkua Mau will replicate this program in other worksite wellness programs and exponentially reach more Hawaii residents and their families. As Advance Care Planning is more widely discussed, the process will become more acceptable and will raise the community's consciousness about the necessity, value and urgency of Advance Care Planning.

Overarching Goal:

The goal of this program is to change the perceptions of Advance Care Planning in communities across Hawaii, using worksite wellness as the vehicle to carry positive messages about Advance Care Planning. Kōkua Mau will partner with an organization(s) that has an existing worksite wellness program and launch its pilot educational program in 2018.

Implementation Logistics

Kōkua Mau will create a tailor-made program for each organization. Therefore we need a Toolkit with a variety of components, including assessment tools, written and visual materials, and audio-visuials. Kōkua Mau will work with the employers' Worksite Wellness teams to implement the program. The Toolkit needs to be easily understood by the wellness teams and include train-the-trainer components. Vendor would be creating materials that Kōkua Mau will use to conduct Train the Trainer sessions. The vendor is not expected to run those sessions.

Measurable Objectives:

- **Improve Perceptions**
Gauge perceptions about Advance Care Planning among participants before and after adoption of the program
- **Increase Advance Care Planning Participants**
Increase the number of participants who have formally completed Advance Care Planning documents and have had accompanying conversations with family members or healthcare agents, while protecting the confidentiality of all participants.

Audiences:

- Employers (human resources professionals) with a large workforce that have worksite wellness programs
- Employees who participate in worksite wellness programs, segmented by age
- Family members of employees who participate in worksite wellness programs

Evaluation of Effectiveness:

Several methods can be employed to gauge the effectiveness of the education program and Kōkua Mau can collaborate to create realistic and effective evaluation tools. These include:

- **Improved Perceptions:** Document perceptions about Advance Care Planning among participants before and after adoption of the program
- **Advance Care Planning Participation:** Record the number of employees who have formally completed Advance Care Planning documents and have had accompanying conversations with family members or healthcare agents
- **Quality of Conversations:** Assess through survey or qualitative interviews the quality of the conversations on Advance Care Planning among employee-participants in worksite wellness programs; identify topics that present challenges and revise materials to better refine and equip employees for better conversations

Budget for Project

The budget for the entire project is \$40,000, inclusive of professional fees, materials creation and production, and taxes.

Required Deliverables

The deliverables for the project are the designed and approved materials that make up the Toolkit. Kōkua Mau will need 20 complete Toolkits to be used for reporting as well as marketing for potential partners. We will need the electronic versions of all documents so they can be easily customized and adapted.

To meet the reporting requirements of the Stupski Family Fund, Kōkua Mau must have the following information to include in its required reports:

- April 15: A plan of action explaining how the budget will be used, including research methodology.
- August 1, 2018: Progress report of activities. This will be submitted to the funder as a part of a larger report.

Approval Process for materials and toolkit

Consultant will submit drafts of materials for approval and editing. Kōkua Mau staff responsible for the project will reply to drafts in a timely manner. Messages and materials should also be tested with end users. Our pilot site will provide feedback but additional focus groups may be needed. Consultant will work with Executive Director and Advance Care Planning Coordinator.

Timeline Requirements and Key Milestones

April 15 – Action plan and budget due to Kōkua Mau

April 23 – Contract awarded

Weekly progress update meetings with Kōkua Mau

June 1 – Draft of materials completed. Kōkua Mau will review promptly. Materials completed earlier can be submitted to Kōkua Mau for review.

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June 7 – Update for Board of Directors. Meeting is 2:30pm.

July 2 – Final version of Toolkit is completed and submitted in electronic and paper format.

August 1 – Report outlining activities. This will be submitted to the funder as a part of a larger report.

RFP Response Requirements (100 Total Points):

1) Action Plan, including Methodology Recommendations and Budget (60 Points)

Provide a summary of your approach to create a workplace wellness program that takes into consideration objectives, strategies, tactics, deliverables and budget.

2) Ability to Maximize Return (10 Points)

Maximizing the return on investment evidenced by efficiencies in the budget, number of deliverables, maximizing options for reaching audience, etc.

3) Qualifications (30 Points)

Describe your firm's experience, including any relevant experience or knowledge of healthcare, end-of-life care or advance care planning.

4) Provide biographies for the key team members

Provide biographies of key team members of your firm who will be assigned to this project.

5) Disclosure of Conflicts of Interest

To maintain the integrity of the review and selection process, please include a written statement whether any individual on your firm's team has a current or potential conflict of interest with Kōkua Mau.

Deadline for Response:

Please ensure your proposals are received by Kōkua Mau on or before April 15, 2018. Entries received after this date will not be considered.

Criteria for Selection:

Proposals will be submitted on the basis the ability of the organization to meet the delivery dates and to deliver the desired program within the allotted budget.

Award Notification:

Proposals will reviewed from April 16-20, 2018 and the selected organization will be notified by April 23, 2018

Contact:

Jeannette Kojane, Executive Director, Kōkua Mau, jkojane@kokuamau.org, 808-585-9977

About Kōkua Mau (www.kokuamau.org)

Vision

Create a community where the people of Hawai'i are treated with dignity, compassion and love throughout their lives.

Mission

Weave a lei of caregiving and support so that the people of Hawai'i facing serious illness can live in the place of their choice, with relief of pain and suffering, and according to their values, beliefs and traditions.

Kōkua Mau has a three-fold approach to achieve its vision:

- **Community Engagement.** Kōkua Mau **shares information on advance care planning** through website interactions, at caregiver and senior events, and at speaking engagements at churches, temples, service clubs, and other organizations.
- **Professional Education and Networking.** Kōkua Mau creates multiple opportunities through multiple venues for professionals working in different parts of the healthcare system to learn and share experiences to create a continuum of care.
- **Policy and Systems Change.** Kōkua Mau actively pursues opportunities to foster high level transformation that can impact many people by making the systems more responsive to the needs of seriously ill people and their loved ones. We partner with hospitals and health plans to advise, advocate, train and educate for change.

Accomplishments

In 1998, the Governor of Hawaii's Blue Ribbon Panel on Living and Dying with Dignity saw the need to dramatically improve awareness and understanding of hospice care in the state. This set the stage for Kōkua Mau, which was founded in 1999 as a statewide end-of-life care coalition supported by a Robert Wood Johnson Foundation Community-State Partnership grant.

Kōkua Mau has made significant progress since. In 2007, Kōkua Mau merged with the Hawaiian Islands Hospice Organization to better respond to the clarion call to improve the quality of life for Hawai'i's people by promoting hospice, end-of-life care, palliative care, and advance care planning. We created a membership organization, sustained primarily by dues and membership grants. Despite a small staff and limited resources, Kōkua Mau successfully brings diverse stakeholders together to collaboratively work toward common goals with demonstrated success. A list of current activities is attached. Just two examples of recent successes are:

- Kōkua Mau initiated discussions with HMSA to look at ways to fundamentally change "upstream" views of improving care for the seriously ill. This resulted in the largest health plan in Hawaii changing its policies and benefits to create an in-home palliative care program, incentivize hospitals for end-of-life activities, and reimburse physicians for having ACP conversations with their patients (before the national changes from CMS).
- Kōkua Mau showcased its ability to garner grassroots support for state policy changes by spearheading the legislative effort which extended signing privileges to Advanced Practice Registered Nurses (APRNs) for POLST (Provider Order for Life-Sustaining Treatment) in 2014. This follows Kōkua Mau's pivotal role in introducing and advocating for successful passage of the original POLST legislation in 2009.