

STATE OF IOWA DEPARTMENT OF  
**Health** AND **Human**  
SERVICES

RFI FVBP-EIS-24-138

**Request for Information (RFI) Notice**

Issuing Officer:

Kelly Simmons  
[Ksimmon2@dhs.state.ia.us](mailto:Ksimmon2@dhs.state.ia.us)

The Iowa Department of Health and Human Services  
will receive responses to this RFI until August 23, 2023

# Overview

## I. REQUEST FOR INFORMATION PURPOSE

This Request for Information (RFI) is issued by the Iowa Department of Health and Human Services (HHS) to welcome input from entities in the State of Iowa (hereafter “Respondents”) on various aspects of Pregnancy Support Services to inform the More Options for Maternal Supports (MOMS) Program. This RFI is issued to obtain information only and will not result in a contract or vendor agreement with any Respondent.

The Agency encourages Respondents with experience in particular segments of the services or products described herein to respond with information related to best practices, industry standards, technology issues, qualifications, and capabilities of potential vendors, and any other information the respondent deems responsive.

Parties interested in responding to this RFI are asked to complete Appendix A: Response to More Options for Maternal Support RFI FWBP-EIS-24-138, including any attachments, and submit it to the Agency’s Issuing Officer by the due date specified in the RFI Timeline.

This RFI does not commit the Agency to publish a solicitation, such as a Request for Proposal (RFP), or award any contract. The issuance of a solicitation for proposals is solely at the discretion of the Agency. Should a solicitation be issued, it will be open to qualified vendors, whether those vendors choose to submit a response to this RFI. The RFI is not a pre-qualification process for any future contract solicitation.

### I.1 Background

The Iowa Department of Health and Human Services (HHS) administers the MOMS Program as authorized through the 2022 Iowa Acts Chapter 1131. The MOMS Program is designed to empower women and protect Children, promote strong and healthy families, and increase compassionate care to improve pregnancy outcomes and Child health and development. Specifically, the MOMS Program will support efforts to:

- Provide personalized and confidential support for women so they can make informed life choices for themselves and their Children, based on their needs and situation, regarding their decision to parent or place their baby for adoption.
- Ensure access to quality prenatal and postpartum care and supporting women to practice sound health-related behaviors throughout their pregnancies and after delivery so their Children can thrive.
- Connect Expectant Parents to education and support services so they are better equipped to provide loving, responsible, and competent care for their Children.
- Improve family economic self-sufficiency by linking parents to Housing, Childcare, Nutritional Services, Education, and Employment Assistance.
- Engage and mobilize community-based, social service providers to increase the scale and effectiveness of Pregnancy Support Services.
- Streamline and leverage current resources and programming to promote the best possible outcomes for women and their families.

## I.2 Definitions

When appearing as capitalized terms in this RFI, including any attachments, the following quoted terms (and the plural thereof, when appropriate) have the meanings set forth in this section.

**“Adoption Education, Planning, and Services”** means services to support Expectant Parents to make voluntary, informed decisions to continue a pregnancy to term and place the Child for adoption, including referrals for adoption to nonprofit organizations.

**“Call Center”** means a Call Center operated by an organization, including options for texts, video, emails, and chats, to schedule appointments and provide information, make referrals, or provide Counseling in a timely manner. It also includes expenses related to enhancing awareness for the Call Center and technology to support the Call Center. These might include additional telephone and computer equipment for operation of the Call Center.

**“Child”** means any person under the age of six years, including an unborn Child.

**“Client”** means any adult, Child, or family who benefits or participates from Pregnancy Support Services.

**“Counseling”** means non-therapeutic, neutral, factual information, and non-directive, information and confidential Counseling and referral services that assist pregnant women or women who believe they may be pregnant or men who are involved or who think they might be involved in a pregnancy, except with respect to any options(s) about which the pregnant Client indicates they do not wish to receive such information and Counseling. It also includes group Counseling and transportation vouchers or rideshare app expenses if necessary for Expectant Parents to receive Counseling. It does not include expenses for affirmatively counselling a pregnant woman to terminate a pregnancy.

**“Employment Assistance”** means professional development, including services that support the continuation and completion of high school or obtaining a General Education Development certificate, job training, resume writing and employment application assistance, job placement, budget skills and money management learning, assistance obtaining a driver’s license, assistance with school registration, and transportation vouchers or rideshare app expenses if necessary for a Client to receive this assistance.

**“Expectant Parents”** means parents whose Child has not yet been born, i.e., females who are physically carrying a Child and males who are involved with a pregnancy.

**“Housing”** means securing appropriate, short-term Housing for Expectant Parents during pregnancy and up to six months following a Child’s birth, including costs for utilities and maternity Housing.

**“Material Items”** means non-medical goods and services that meet short-term, basic needs and support Expectant Parents during pregnancy and up to one year following a Child’s birth.

**“Medical Information”** means accurate information, including but not limited to prenatal care, pregnancy and paternity testing, postpartum recovery and support, post-abortion support, mental health services, and addiction support services.

**“MOMS Program Goals”** means the goals outlined in Iowa Code § 217.41C, which are to (1) Provide an approach and personalized support to pregnant women to provide stabilization to families; (2) Promote improved pregnancy outcomes, including reducing abortions, by helping women practice sound health-related behaviors and improve prenatal nutrition; (3) Improve Child health and development by helping parents provide responsible and competent care for their Children; and (4) Improve family economic self-sufficiency by linking parents to services that address individual economic and social needs.

**“Nutritional Services”** mean comprehensive assessment, treatment plans that may include supplemental foods and counseling services and support provided to pregnant and breastfeeding women, and expectant and parenting fathers, provided by a licensed medical provider, registered dietitian, or registered nurse. Education includes both individual and group services to improve health and achieve positive outcomes in nutrition and physical activity habits, nutrition and physical activity education, breastfeeding education and support, and referrals to appropriate services and health care providers, and breastfeeding support and counseling provided by certified individuals that have completed specialized lactation training.

**“Other Program Services”** means personalized Pregnancy Support Services including, but not limited to, case management, services for women in the hospital who have given birth, costs for translators or interpreters, and public awareness and Outreach Efforts to reach Clients intended to be served.

**“Outreach Efforts”** means activities conducted with the purpose of informing and educating the broader public, parents, adults, and women and family serving professionals about organization’s services and how to access them. Examples include media, marketing, and other awareness activities. These may include print ads in newspapers, directories and broadcast ads like Internet, radio, or theater ads or ads placed using social media.

**“Parenting Education and Support Services”** mean services to support Expectant Parents during pregnancy and up to one year following a Child’s birth, including, but not limited to paternity establishment, Adoption Education, Planning, and Services, stress management, prenatal exercise, childbirth, Child development, newborn care, safe sleep for babies, babyproofing the home, car seat training, infant CPR, smoking cessation, postpartum recovery and support, and transportation vouchers or rideshare app expenses if necessary for an Expectant Parent to receive these services. Expenses can include fees for online tools and curriculum.

**“Pregnancy Support Services”**, as defined in Iowa Code § 217.41C, mean those nonmedical services that promote childbirth by providing information, Counseling, and support services that assist pregnant women or women who believe they may be pregnant to choose childbirth and to make informed decisions regarding the choice of adoption or parenting with respect to their Children. Pregnancy Support Services do not include services to provide or refer pregnant women for terminations of pregnancy, or to encourage or affirmatively counsel a pregnant woman to terminate a pregnancy unless the pregnant woman’s attending physician confirms the termination of pregnancy is medically necessary to prevent the pregnant woman’s death.

**“Referrals for Medical Care”** mean timely referrals or assistance in securing medical and mental health services, when a need is discovered, to relevant existing programs or agencies that support, encourage, and assist women to carry their pregnancies to term, and care for their babies after birth, including government assistance programs and county supports.

# RFI Process

## 2. RFI TIMELINE

Below is the tentative timeline for this RFI. The Agency reserves the right to alter, modify, or delete all segments and deadlines it chooses. Times provided are in Central Time.

Step	Date/Time
Agency releases Request for Information (RFI)	August 4, 2023
Written questions regarding the RFI due	August 11, 2023, 1:00 PM
Agency responses to written questions	August 17, 2023
Written responses to RFI Appendix A due	August 23, 2023, 3:00 PM

## 3. RFI RESOURCES

- [MOMS Program Administrative Services Request for Proposal FWBP-EIS-24-116](#)
- [Iowa Code § 217.41C](#)

## 4. RESPONSE SUBMISSION

Respondents are requested to review and respond to the questions found in the RFI Response documents posted with this RFI to submit written responses to the Agency's questions.

The electronic submission document must be in a format that is compatible with Microsoft Word software. Respondents are encouraged to request a confirmation of receipt of the emailed response from the Issuing Officer. Responses may be accepted via email through the date and time stated in the RFI Timeline.

Responses shall be concise with enough detail to facilitate clear understanding. Respondents may address each question at their discretion. Respondents are not obligated to address each section or question. Interested parties may submit more than one response prior to the submission deadline. Please only include new information in subsequent submissions.

Parties responding to this RFI must complete the submission document titled Appendix A, including any attachments, and submit the document and required supporting documentation as an email attachment to [Ksimmon2@dhs.state.ia.us](mailto:Ksimmon2@dhs.state.ia.us).

Submitted RFIs shall in no way bind the Agency or any other State agency to any purchase for any reason. The RFI is for information gathering purposes only. All information provided by Respondents shall be at no cost and without obligation to the Agency.

## 5. WRITTEN QUESTIONS ABOUT THE RFI PROCESS

This RFI contains a written question and answer process to address questions or clarifying information provided in this RFI and the process of responding to this RFI. Any clarifying or procedural questions related to responding to this RFI must be received by the date provided in the RFI Timeline. The Agency is using this process to seek feedback to assist with making future decisions and cannot address questions related to future plans at this time.

Questions should be submitted in an electronic word processing document that is compatible with Microsoft Word software and sent as an attachment to an email directed to the Issuing Officer at [Ksimmon2@dhs.state.ia.us](mailto:Ksimmon2@dhs.state.ia.us). Parties submitting questions are encouraged to request a confirmation of the Issuing Officer's receipt in their email.

The Agency anticipates responses to the questions will be posted with the previously posted RFI at the State of Iowa's website for bid opportunities: <http://bidopportunities.iowa.gov/> by the end of business on the date noted in the RFI Timeline.

## 6. GENERAL TERMS AND CONDITIONS

- Information is requested solely to identify possible methods, approaches, and solutions associated with expected outcomes.
- The State of Iowa and the Agency will not enter into a contract with any Respondent based on the responses provided to this RFI.
- The release of this RFI in no way commits the Agency to releasing a solicitation for services, awarding a contract, or making a purchase for any reason.
- Respondent's submission of a response to this RFI will not factor in any subsequent competitive selection process.
- The Agency will provide public notice of any subsequent bidding opportunity following notice requirements associated with the respective competitive procurement(s).
- Information submitted in response to this RFI will become the property of the Agency.
- Responses shall not include confidential or proprietary information. Responses received by the Agency are considered public information.
- The Agency will neither pay for any information herein requested nor will it be liable for any other costs incurred by the Respondent.
- The Agency reserves the right to modify or delete any and all sections of this RFI at any time.
- If this RFI requests pricing information, information provided will be used for information-gathering purposes. The Agency is not receiving formal quotes through this RFI process.

## 7. CLARIFICATION OF RESPONSES

The Agency reserves the right to contact a Respondent for the purpose of clarifying a response to ensure mutual understanding.

## 8. COPYRIGHTS

By submitting a response, the Respondent agrees that (1) the Agency may copy and distribute the response for purposes of reviewing the response or to respond to requests for public records, and (2) that such copying does not violate the rights of any third party. The Agency shall have the right to use ideas or adaptations of ideas that are presented in the responses.

## 9. PUBLIC RECORDS

With the submission of a response, each Respondent agrees that information submitted in response to this RFI will be treated as public information and that no part of the response will be treated as confidential. The Agency's release of information is governed by Iowa Code chapter 22. The Agency will copy or share public records as required to comply with public records laws.

## 10. RELEASE OF CLAIMS

With the submission of a response, each respondent agrees that it will not bring any claim or have any cause of action against the Agency, or the State of Iowa based on any misunderstanding concerning the information provided herein or concerning the Agency's failure, negligent, or otherwise, to provide the respondent with pertinent information as intended by this RFI.

## 11. CHOICE OF LAW AND FORUM

This RFI is governed by the laws of the State of Iowa without giving effect to the conflicts of law provisions thereof. Respondents are responsible for ascertaining pertinent legal requirements and restrictions. Any and all litigation or actions commenced in connection with this RFI shall be brought and maintained in the appropriate Iowa forum.