



Evaluation of Prevent Blindness's ASPECT Patient Engagement Program

Request for Proposals

PROGRAM BACKGROUND

The ASPECT Program promotes patient, caregiver, and vision ally (i.e., students and allied health professionals) engagement, awareness, leadership, and advocacy among the vision and visually-impaired community. The ASPECT program is, at its heart, a way to empower individuals to be engaged in their eye health from every direction and in every way. Through this approach, Prevent Blindness- in collaboration with our partners in the pharma, vision research, and vision non-profit communities- work with patients and allies in meaningful ways to address their needs and opportunities for full inclusion in vision health.

IMPACT: The work of the ASPECT Program results in patients and allies who are better educated about eye diseases and steps to prevent vision loss; empowered patients taking control of their eye health; patients and allies taking part in key advocacy initiatives leading to improved access to eye care; improved patient/provider communication; and individuals leading community based efforts to ensure eye health is considered an integral part of health care across the U.S. and, most importantly, that patient voices are represented at the healthcare table. The ASPECT Program creates a resource of patients and allies for vision- acting in leadership roles alongside clinical, corporate, and policy leaders, making a difference specifically in improving the experience of care and promoting a strong quality of life.

Since its inception in 2020, the Prevent Blindness ASPECT program has been developed and guided by a patient-led committee of individuals who developed and continues to refine the curricula that guides each ASPECT cohort of participants through the program. The curriculum includes 8-10 topic-specific meetings which features both professional and patient presenters at each session, provides opportunities for small group discussion, and promotes the lived experience of all participants. The ASPECT patient engagement program has trained 75 individuals to date (with an additional 30+ individuals graduating from the program in September 2022), representing a broad range of patients in age, geographic distribution, vision disorder, and minority representation; as well as clinicians, researchers, students, and caregivers.

GOAL OF WORK:

The goal of this program evaluation project is to assess the impact of the ASPECT program on its participants and key partners, and to assess the validity of the claims of program impacts as described in the overview above. The outcomes of this evaluation will provide guidance to refine and improve the ASPECT program and evaluation plan, as well as provide future best practices in patient engagement for

individuals who are blind, visually impaired, or are caregivers to those at risk of vision loss. This information may be shared in the form of a peer-reviewed publication and/or oral presentations or posters at national conferences. Evaluation of the program will be conducted through a multimodal approach, engaging a committee of key stakeholders in the design of the program evaluation plan and the analysis of the results.

SCOPE OF WORK

The approved contractor is expected to:

- Establish a project timeline and schedule of communication
- Collaborate with Prevent Blindness staff to convene an Evaluation Advisory Committee comprised of key stakeholders
- Lead the Prevent Blindness staff and the Evaluation Advisory Committee in creating evaluation questions
- Develop surveys, interview protocols, focus group protocols, and any other instruments necessary to conduct the evaluation
- Apply to an Institutional Review Board (IRB) that ensures research projects meet federal guidelines for the protection of human subjects, and allows for eligibility of the project for publication in a peer-reviewed journal
- Work with Prevent Blindness staff to advertise the study opportunities to stakeholders
- Collect and analyze quantitative and qualitative data
- Develop a written report that details the evaluation methods, results and recommendations
- Present findings to Prevent Blindness staff and key stakeholders detailing the information in the written report
- Identify a peer review journal appropriate for publication of the work, serve as lead author of the manuscript, in collaboration with staff, and submit to the publication

EXPECTED TIMELINE

Implementation of this evaluation is contingent upon successful awarding of funding to Prevent Blindness for this purpose. Prevent Blindness anticipates selecting the program evaluation consultant and/or firm on or around November 1, 2022 with the above outlined deliverables to be completed by May 1, 2024. The dates of the deliverables may be adjusted based upon available funding and agreement by Prevent Blindness and the consultant and/or firm. If there are challenges, the consultant needs to apprise Prevent Blindness and propose other methods to address the identified challenges immediately.

EXPECTATIONS

The selected consultant or firm is expected to successfully implement all anticipated deliverables in this Request for Proposals, and to deliver high quality deliverables within the timeframe defined herein. By submitting a proposal, the consultant and/or firm affirms that he/she/they has no roles or relationships that might pose a real or apparent conflict of interest and has the technical capacity and professional training required to complete the activities outlined.

The consultant and/or firm will report to Prevent Blindness and its representative. Prevent Blindness will review all documents and recommend revisions on deliverables.

QUALIFICATIONS

The consultant or firm needs to be licensed for business in the United States with a commendable track record and with adequate experience in providing these services and in securing IRB approvals. Key staff should have the appropriate experience, expertise, and credentials for their role.

REMUNERATION

Remuneration will be individually negotiated based on the professional qualifications, relevant experience, and anticipated expenses as outlined in the proposal submission by the applicant. Total budget submitted with proposals for this activity should not exceed \$20,000.

HOW TO APPLY

For full consideration, proposals must be received by **Thursday September 1, 2022, by Noon ET**. All applications will be reviewed following the deadline. Consultants/firms should send resume(s) for the organization/consultant as well as resumes of the key personnel who will be managing this effort if selected, a cover letter, a proposal of 3-5 pages, a work sample, and a detailed and itemized budget. Proposals should include an overview of relevant content experience, methods expertise, capacity, proposed evaluation approach, project management, team composition, subcontracting arrangements, and references. The cover letter should indicate the proposed per unit (per individual respondent) cost and/or daily rate as well as the consultant/firm's availability to take on this opportunity.

Selection Considerations:

- Relevant past experience and performance
- Samples of your work
- Quoted cost of the project
- Ability to complete the project within the timeline
- Experience the visually impaired or blind population or other populations of individuals with disabilities

Kindly note that Prevent Blindness reserves the right to:

- Accept or reject any or all proposals, or any part thereof;
- Conduct discussions with respondents and accept revisions of proposals after the closing date;
- Request clarification from any respondent on any or all aspects of its proposals;

- Cancel or re-issue this RFP at any time;
- Retain all proposals submitted in response to this RFP; and
- Invite some, all, or none of the respondents for interviews or further discussion.

CONTACT:

Please address any queries or requests for clarification to Prevent Blindness. All technical and financial proposals should be sent by email to the following individuals:

- Kira Baldonado, MPH – kbaldonado@preventblindness.org
- Julie Grutzmacher, MSW, MPH – jgrutzmacher@preventblindness.org

ORGANIZATION BACKGROUND

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. Find out more about us at <https://preventblindness.org/>