

**State of Maine  
Master Score Sheet**

RFA# 202507108					
Women's Health Coverage Outreach and Education Services					
<b>Bidder Name:</b>		<b>Central Maine Community Health</b>	<b>Disability Rights Maine</b>	<b>IFKA Community Services</b>	<b>Hand in Hand Mano en Mano</b>
<b>Proposed Cost:</b>		<b>\$42,000</b>	<b>\$42,000</b>	<b>\$52,000</b>	<b>\$42,000</b>
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	35	27	35	31	35
Section III: Proposed Project	40	36	34	31	32
Section IV: Budget	25	25	25	15	25
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>88</u></b>	<b><u>94</u></b>	<b><u>77</u></b>	<b><u>92</u></b>
<b>Bidder Name:</b>		<b>Planned Parenthood Northern New England</b>	<b>Quality Housing Coalition</b>	<b>Western Maine Community Action</b>	
<b>Proposed Cost:</b>		<b>\$42,000</b>	<b>\$42,000</b>	<b>\$42,000</b>	
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	
Section II: Organization Qualifications and Experience	35	35	35	26	
Section III: Proposed Project	40	34	40	28	
Section IV: Budget	25	35	25	25	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>94</u></b>	<b><u>100</u></b>	<b><u>79</u></b>	



**STATE OF MAINE  
DEPARTMENT OF PROFESSIONAL AND  
FINANCIAL REGULATION**

**Janet T. Mills  
Governor**

**Joan F. Cohen  
Commissioner**

**AWARD NOTIFICATION LETTER**

November 12, 2025

Central Maine Community Health – Healthy Androscoggin  
300 Main St.  
Lewiston, ME 04240

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women’s Health Coverage Outreach and Education Services

Dear Corrie Brown:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women’s Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

- Quality Housing Coalition
- Disability Rights Maine
- Planned Parenthood of Northern New England

The bidders listed above received the evaluation team’s highest rankings. The Department will be contacting the aforementioned bidders soon to negotiate a contract. As provided in the RFA, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFA, following announcement of this award decision, all submissions in response to the RFA are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

*Samantha Liang*

Sam Liang  
Expanding Access to Women's Health Outreach Coordinator  
Office of the Health Insurance Marketplace  
Samantha.Liang@maine.gov

## **STATEMENT OF APPEAL RIGHTS**

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).



**STATE OF MAINE  
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Governor**

**Joan F. Cohen  
Commissioner**

**AWARD NOTIFICATION LETTER**

November 12, 2025

Disability Rights Maine  
160 Capitol Street, Suite 4  
Augusta, ME 04330

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Kim Moody:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**AWARD NOTIFICATION LETTER**

November 12, 2025

IFKA Community Services  
229 Lisbon St, Suite B  
Lewiston, ME 04240

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Ifraax Saciid-Ciise:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**Joan F. Cohen  
Commissioner**

**AWARD NOTIFICATION LETTER**

November 12, 2025

Hand in Hand Mano en Mano  
4 Maple St,  
Milbridge, ME 04658

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Juana Rodriguez Vazquez:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**AWARD NOTIFICATION LETTER**

November 12, 2025

Planned Parenthood of Northern New England  
443 Congress St, 3<sup>rd</sup> Floor  
Portland, ME 04101

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Allison Smith:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**AWARD NOTIFICATION LETTER**

November 12, 2025

Quality Housing Coalition  
75 Washington Ave, Suite 2F  
Portland, ME 04101

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Peace Mutesi:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**AWARD NOTIFICATION LETTER**

November 12, 2025

Western Maine Community Action  
20 A Church St,  
East Wilton, ME 04234

**SUBJECT:** Notice of Conditional Contract Awards under RFA #202507108,  
Women's Health Coverage Outreach and Education Services

Dear Patty Lovell:

This letter is in regard to the subject Request for Applications (RFA), issued by the State of Maine Department of Professional and Financial Regulation for Women's Health Coverage Outreach and Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFA, and the Department is hereby announcing its conditional contract awards to the following bidders:

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**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Eligibility)		
• Office location and dedicated staff in Maine to provide outreach and education services.	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>27</b>
Section III. Proposed Project	<b>40</b>	<b>36</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>88</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>27</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Cover Androscoggin, Oxford, and Franklin Counties.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Past projects did not focus on healthcare access but did cover public health topics.
  - ii. Worked with low-income and other vulnerable populations.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. Past projects did not include women’s health specific topics.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Has experience providing education through SNAP-Ed.
- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
  - i. Held resident education, workshops, trainings, and attended community events to address lead hazards and risks.

III. Subcontractors

- 2 subcontractors listed. Both organizations focus on immigrant/New Mainer women and girls.

IV. Organizational Chart

- Bidder met requirement.

V. Litigation

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

- None
- VI. Certificate of Insurance
- Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>36</b>

**Evaluation Team Comments:**

- I. Outreach and Education Services
  - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - i. Proposed plan included sustainability planning.
    - ii. Proposed plan included a comprehensive evaluation framework.
  - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - i. Bidder highlighted that work will be done with populations that “are unfamiliar or distrusting of public institutions”.
    - ii. Did not mention sharing newly developed materials with Resource Library.
  - Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls
    - i. Mentioned coordinating office hours for partners and consumers.
    - ii. Plan to host or participate in at least 2 events per quarter.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    - i. Named multiple channels for material dissemination.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

- ii. Have extensive partner networks for material dissemination.
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. Bidder met requirement.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Central Maine Community Health

**DATE:** 9/30/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- Budget did not exceed award amount.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"> <li>Office location and dedicated staff in Maine to provide outreach and education services.</li> </ul>	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>
Section III. Proposed Project	<b>40</b>	<b>34</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<u>Total Points</u>	<u>100</u>	<u>94</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Focus group participants were from 14 of 16 counties in Maine.
  - ii. Survey responses received from all 16 counties with the second highest turnout from Aroostook County.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Provided data to show that 60% of survey respondents had an income of less than \$20,000.
  - ii. Have experience combating misinformation related to health topics.
  - iii. Developed educational materials and videos utilizing ASL and accommodations for those with intellectual or developmental disabilities.
  - iv. Developed plain language issue briefs around equitable access to health care for Mainers with disabilities.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. Experience conducting self-advocacy trainings in topics related to women’s health.
  - ii. Some of their educational videos focused on women’s health topics, including mammograms and pap smears.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Past projects included educating individuals about income-eligible programs intended to preserve MaineCare and Medicare eligibility.
  - ii. Education and resources have also been provided about CoverME.gov.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
  - i. Majority of the population they have worked with are at or below 250% FPL.
  - ii. Help to resolve MaineCare eligibility concerns from people referred to them.

III. Subcontractors

- None

IV. Organizational Chart

- Bidder met requirement.

V. Litigation

- None

VI. Certificate of Insurance

- Bidder met requirement, insurance expires on 10/15/25.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>34</b>

**Evaluation Team Comments:**

I. Outreach and Education Services

- Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
  - i. Identified monthly goals for outreach and materials development.
- Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  - i. Plan to adapt outreach and educational materials into ASL videos.
  - ii. Plan to utilize health literacy principles in resource development.
  - iii. Did not mention sharing newly developed materials with Resource Library.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  - i. Have an internal Outreach and Training committee that will help to identify outreach events to attend across the state and to a wider reach of audiences for this grant.
  - ii. Plan to partner with OHIM to conduct trainings.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

- i. Plan to share resources during monitoring work at group homes, hospital, and other facilities.
  - ii. Have an ongoing feedback loop on materials, training content, and approaches.
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. Bidder stated they will make referrals to OHIM but did not specifically name Assisters or OFI.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Disability Rights Maine

**DATE:** 9/30/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- Budget did not exceed grant award.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"> <li>Office location and dedicated staff in Maine to provide outreach and education services.</li> </ul>	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>31</b>
Section III. Proposed Project	<b>40</b>	<b>31</b>
Section IV. Budget	<b>25</b>	<b>15</b>
<u>Total Points</u>	<u>100</u>	<u>77</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>31</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Did not indicate experience working in rural settings.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Provide live translations in a number of languages.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. Past projects are directly related to providing education on women’s health.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Utilize WhatsApp to keep their community up-to-date.
- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
  - i. Train peer health educators from immigrant communities to be trusted messengers.

III. Subcontractors

- None listed but was in budget.

IV. Organizational Chart

- Bidder met requirement.

V. Litigation

- None

VI. Certificate of Insurance

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

- Submitted Certificate of Insurance is bound to a different RFA.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>31</b>

**Evaluation Team Comments:**

I. Outreach and Education Services

- Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
  - i. Indicated a need to recruit and train new CHW navigators.
- Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  - i. Will translate materials for their populations.
  - ii. Trainings will be conducted one-on-one or in small groups.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  - i. Will incorporate voice note reminders.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  - i. WhatsApp will be used to disseminate materials.
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

- i. Plan to maintain a log of referrals and outcomes for people who are connected to OFI and Assisters.
  - ii. Plan to host monthly drop-in hours where assisters can meet families.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** IFKA Community Services

**DATE:** 9/29/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>15</b>

**Evaluation Team Comments:**

- I. Budget exceeds grant award.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"><li>Office location and dedicated staff in Maine to provide outreach and education services.</li></ul>	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>
Section III. Proposed Project	<b>40</b>	<b>32</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>92</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Serve populations in both rural and urban settings.
  - ii. Partner with local organizations to widen reach.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Work with migrant and immigrant farm worker families, often who are low-income in their languages.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. Have a community health and wellness board which is composed of over 40 women and have defined key barriers to healthcare access in Washington County.
  - ii. Organize women’s health workshops.
  - iii. Implemented women’s health and wellness retreats with partner organizations.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Bidder discussed making referrals and connections to educational and health services.
  - ii. Existing programming includes support navigating MaineCare.
- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

- i. Used data to show a proven track record of trust and support between Bidder and community.

III. Subcontractors

- None

IV. Organizational Chart

- Bidder met requirement.

V. Litigation

- None

VI. Certificate of Insurance

- Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>32</b>

**Evaluation Team Comments:**

I. Outreach and Education Services

- Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
  - i. Indicated a need to hire and train a new part time staff member.
- Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  - i. Trainings will be conducted bilingually in English and Spanish.
  - ii. All materials will be translated into Spanish.
  - iii. Newly developed materials will be shared in the Resource Library.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  - i. Plan to host 6 outreach events.
  - ii. Plan to attend community events.
  - iii. Monthly targeted outreach campaigns.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  - i. Plan to use WhatsApp to share information.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

- ii. Plan to disseminate materials at all events and through existing communication channels.
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. Plan to provide warm hand-offs to Assisters and OFI.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Hand in Hand Mano en Mano

**DATE:** 9/30/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- Budget did not exceed award amount.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"> <li>Office location and dedicated staff in Maine to provide outreach and education services.</li> </ul>	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>
Section III. Proposed Project	<b>40</b>	<b>34</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<u>Total Points</u>	<u>100</u>	<u>94</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Conduct door-to-door canvassing in Biddeford and plan to expand to Sanford neighborhoods near health centers or areas facing barriers to care.
  - ii. Have experience working across the State.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Have an Information and Education committee including grantee organizations, community organizations, and patients that review and make recommendations on patient education materials.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. Bidder met requirements.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Bidder met requirement.
- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
  - i. Bidder met requirements.

III. Subcontractors

- None.

IV. Organizational Chart

- Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

- V. Litigation
  - Have a court summons.
- VI. Certificate of Insurance
  - Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>34</b>

**Evaluation Team Comments:**

- I. Outreach and Education Services
  - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - i. Bidder met requirements.
  - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - i. Maintains a network of partners across the state to conduct education, enrollment, and engagement work.
    - ii. Plan to provide education at health centers.
    - iii. Did not indicate including newly developed materials in the EAW grant resource library.
  - Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    - i. Door-to-door canvassing.
    - ii. Indicated attendance at many outreach events.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    - i. Has access to translation services.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

- ii. Has broad social media engagement.
  - iii. Include eligibility and enrollment information on a dedicated section of their website and social media.
  - iv. Has established a Monthly Sexual Health Stakeholders Group that can help disseminate materials and offer further collaboration.
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. Have enrollment staff at their health centers.
  - ii. Plan to train 100% of their front desk staff to perform referrals.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Did not mention attending monthly outreach coordination meetings.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Planned Parenthood Northern New England

**DATE:** 9/29/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- I. Budget does not exceed grant award.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"> <li>Office location and dedicated staff in Maine to provide outreach and education services.</li> </ul>	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>
Section III. Proposed Project	<b>40</b>	<b>40</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<u>Total Points</u>	<u>100</u>	<u>100</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>35</b>

**Evaluation Team Comments:**

- II. Outreach and Education Grantee Requirements
  - Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
    - i. Bidder met requirements.
  - Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
    - i. Uses data to show how their work contributes to stable housing, a major social driver of health and connecting people to healthcare.
    - ii. Understands the need for health literacy and communicating across different languages to provide effective education.
  - Does the bidder demonstrate experience providing education on women’s health-related topics?
    - i. Previous project included culturally specific doula support.
  - Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
    - i. Bidder met requirements.
  - Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
    - i. Past projects showed lasting and ongoing trust building with their populations.
- III. Subcontractors
  - None
- IV. Organizational Chart
  - Bidder met requirement.
- V. Litigation

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

- None
- VI. Certificate of Insurance
- Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>40</b>

**Evaluation Team Comments:**

- I. Outreach and Education Services
  - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - i. Bidder met requirements.
  - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - i. Training and educational events included in plan.
    - ii. Newly developed materials and resources will be shared with EAW grant resource library.
  - Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    - i. Included examples of holidays and observances they could use to engage target population.
    - ii. Plan to work with local organizations to broaden reach beyond current networks.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

- i. 30 homes will be visited monthly as part of their in-home health outreach visits.
- Provide direct connection to [Maine Enrollment Assistors](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. Bidder met requirement.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. Bidder met requirement.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Quality Housing Coalition

**DATE:** 9/29/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- I. Budget does not exceed grant award.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

**SUMMARY PAGE**

**Department Name:** Department of Professional and Financial Regulation

**Name of RFP Coordinator:** Samantha Liang

**Names of Evaluators:** Maureen Conn, Sarah Fisher, Samantha Liang

<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Eligibility)		
<ul style="list-style-type: none"> <li>Office location and dedicated staff in Maine to provide outreach and education services.</li> </ul>	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>26</b>
Section III. Proposed Project	<b>40</b>	<b>28</b>
Section IV. Budget	<b>25</b>	<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>79</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

- I. Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.
  - Pass

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>26</b>

**Evaluation Team Comments:**

II. Outreach and Education Grantee Requirements

- Does the bidder demonstrate experience providing outreach and education in rural and urban settings?
  - i. Work throughout the state with their Consortium including rural and urban settings.
- Does the bidder demonstrate experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics?
  - i. Past projects demonstrated experience providing education about health insurance to low-income populations.
  - ii. No indication of experience hosting events or convening low-income and/or populations underrepresented in healthcare access.
- Does the bidder demonstrate experience providing education on women’s health-related topics?
  - i. No indication of experience providing education on women’s health-related topics.
- Does the bidder demonstrate experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage?
  - i. Prior experience working with State agencies including CoverME.gov about health insurance options through CoverME.gov and MaineCare.
- Does the bidder demonstrate experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL?
  - i. Provided ongoing support to low-income families for housing.

III. Subcontractors

- Plan to subcontract with Consumers for Affordable Health Care that would attend events and provide other outreach and education services.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

- IV. Organizational Chart
  - Provided with no issues.
- V. Litigation
  - No ongoing litigation.
- VI. Certificate of Insurance
  - Submitted and expires on 11/1/25.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Project	<b>40</b>	<b>28</b>

**Evaluation Team Comments:**

- I. Outreach and Education Services
  - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - i. Proposed plan did not include a timeline or targeted outcomes.
    - ii. Proposed work plan identified activities that will be implemented for this contract.
  - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - i. Did not discuss trainings extensively, focusing mostly on outreach activities.
    - ii. Education described in plan is 1:1 support rather than hosting education focused events for the public.
    - iii. Newly developed materials will be shared with EAW grant resource library.
    - iv. Subcontractor would be responsible for developing new materials and trainings.
  - Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    - i. Plan to attend 12 new and current outreach events.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

- ii. Some outreach events proposed did not align with the target population at all. Most if not all of the listed outreach events are professional conferences and not events that are accessible to the public.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  - i. Plan to disseminate materials at hair salons, restaurants, and other locations.
  - ii. Plan to broaden reach through new childcare center.
- Provide direct connection to [Maine Enrollment Assistants](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  - i. WMCA Healthcare Navigation provides enrollment assistance for both CoverME.gov and MaineCare.
  - ii. Indicate 5,000 women will receive enrollment information.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - i. This requirement was met in the proposed plan.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER:** Western Maine Community Action

**DATE:** 9/29/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Budget	<b>25</b>	<b>25</b>

**Evaluation Team Comments:**

- I. Budget does not exceed grant award.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage and Outreach Services

**BIDDER NAME:** Central Maine Community Health – Healthy Androscoggin

**DATE:** 9/24/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. **P** – Overview of Organization
    - Open for 30 years
    - Part of Central Maine Healthcare
    - Covers Androscoggin, Franklin and Oxford Counties
    - Population coverage of approximately 200,000
  2. Subcontractors will be used
  3. Organizational Chart
    - Provided
    - No problems noted
  4. Complete Application
  5. Proof of Insurance
    - Yes, expires 7/1/2026
- II. Proposed Services
  1. **P** – Extensive partners to aid in dissemination of education materials
  2. **P** – Conduct/participate in 2 public meetings per quarter
- III. Budget
  1. **P** – Budget did not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Central Maine Community Health – Healthy  
Androscoggin

**DATE:** 9/25/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - P – listed three projects that showed Bidder’s experience providing outreach and education to Mainers
  2. Subcontractors
    - Bidder listed two subcontractors and met requirements.
  3. Organizational Chart
    - Bidder provided organizational chart.
    - N – Bidder did not provide job descriptions.
  4. Litigations
    - Bidder met requirement.
  5. Certificate of Insurance
    - Bidder met requirement.
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Bidder met requirements.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - P – Bidder included several examples of training/educational activity placeholders on their workplan.
  
  3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Central Maine Community Health – Healthy  
Androscoggin

**DATE:** 9/25/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.

- P – workplan identified that the Bidder plans to conduct or participate in outreach events in Quarters 2-4
  - P – Bidder lists many examples of identified partners and events.
  - I – Bidder plans to coordinate open “office hours” for partners and consumers.
4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - Meets requirements.
  5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - Meets requirements.
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Meets requirements.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Central Maine Community Health – Healthy Androscoggin

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Eligibility
    - Pass
  2. Previous Projects
    - P – Examples of previous projects were well defined, the scope of work completed is relevant to this funding opportunity.
    - P – previous projects include outreach and education work
    - N – none of the previous projects focused on women or women’s health education and outreach, other health related topics were described.
  3. Subcontractors
    - P – plan to work with 2 subcontractors that focus on low-income and underrepresented women’s groups.
  4. Organizational Chart
    - Submitted, no job descriptions
  5. Litigation
    - No ongoing litigation
  6. Certificate of Insurance
    - Submitted
- II. Proposed Project Plan
  1. Services to be Provided
    - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      1. P – timeline includes ample time for pre-planning and for sustainability planning.
    - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Central Maine Community Health – Healthy Androscoggin

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

1. P – current and previous work are aligned with the overarching goal and desired outcome of this grant.
  2. P – identifies “equity, compassion, accessibility, and inclusion” as the lenses through which they view their work.
  3. P – highlights that work will be with populations that “are unfamiliar or distrusting of public institutions”, a concern that has been identified by other partners in the past.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    1. P – coverage areas include Androscoggin, Franklin, and Oxford Counties.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    1. Activity is included in proposed plan.
  - Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
    1. Activity is included in proposed plan.
  - Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage and Outreach Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/25/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Past projects
    - **P** – Assessing Access to Healthcare among Mainers with Disabilities
      1. **I** – First of its kind research, impressive results
      2. **P** – Results of study led to outreach and training
  2. Subcontractors
    - No
  3. Organizational Chart
    - Provided, no problems noted
  4. **P** – Complete Application
    - Proof of insurance provided, expires 10/2025
    - No litigation
- II. Proposed Services
  1. **P** – Conduct Outreach and Education
    - Conduct minimum 1 training per quarter
    - Attend community outreach events, minimum 3 per quarter
  2. **I** – ASL education materials and outreach
    1. Create and share 1 video and 2 social media posts per quarter
  3. **P** – Creation and distribution of a summary/one pager
    1. Outreach to approximately 900 individuals
- III. Budget
  1. Budget is reasonable
  2. Budget does not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - Bidder provided three examples demonstrating past experiences.
    - P – Bidder utilized data to show successes and demonstrated experience with the required target populations.
    - P – Bidder demonstrates familiarity with MaineCare and CoverME.gov
  2. Subcontractors
    - Bidder did not report any subcontractors
  3. Organizational Chart
    - Bidder provided org chart.
    - N – Bidder did not provide job descriptions of relevant staff.
  4. Litigations
    - Bidder met requirements.
  5. Certificate of Insurance
    - Bidder met requirements.
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Bidder met requirement.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - I – Bidder will adapt the educational and outreach materials into ASL videos.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  - Bidder met requirements.
4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
  - P – Bidder will conduct 1:1 meetings with clients through which materials will be disseminated.
  - Q – Bidder proposes sharing a summary/one pager with all cannot be served/case closing mailings.
  - I – Bidder will engage in ongoing, open feedback loop on materials, training content, and approaches.
5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
  - N – Bidder stated that they will make referrals to OHIM and other partner organizations as needed, but detail about this was not provided.
6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  - P – Bidder will submit monthly progress reports that describe all outreach and educational activities conducted.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Eligibility

- Pass

2. Previous Projects

- P – demonstrated experience creating videos in ASL and with deaf/hard of hearing accommodations
- P – demonstrated experiencing working with low-income and underrepresented communities, including MaineCare members.
- P – demonstrated experience combating health related misinformation and educating
- P – demonstrated experience working with populations in Aroostook County
- P – demonstrated experience outreaching and educating about women’s health issues that specifically speak to their target population.
- P – demonstrated experiencing working with various partners and advocating for their target population.
- P – demonstrated experiencing conducting self-advocacy trainings including topics related to women’s health, an area of consumer education we’d like to get into.
- P – demonstrated experience referring people to CoverME.gov, MaineCare and other income-eligible programs.
- P – demonstrated experience of providing health insurance education and outreach.

3. Subcontractors

- N – no subcontractors identified.

4. Organizational Chart

- Submitted, no job descriptions

5. Litigation

- No ongoing litigation

6. Certificate of Insurance

- Submitted

II. Proposed Project Plan

1. Services to be Provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

- Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
  1. Activity is included in proposed plan.
- Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women's health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  1. P – already considered a trusted source of information by their community.
  2. P – proposed plan identifies plain language and health literacy to be a throughline of all work.
  3. P – identified in plan an activity to ensure all resources and materials from OHIM and OMS are accessible to Mainers with disabilities. Resources will also be converted to video as needed.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  1. P – organization has an internal Outreach and Training committee that will help to identify outreach events to attend across the state and to various audiences for this grant.
  2. P – plan to conduct at least 1 training per quarter.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  1. P – plan to share resources during monitoring work at group homes, hospitals, and other facilities.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Disability Rights Maine

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  1. Referrals are mentioned but not specifically listed as to Maine Enrollment Assisters or OFI.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage and Outreach Services

**BIDDER NAME:** IFKA Community Services

**DATE:** 9/25/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Past projects

- **P** – Health education workshops for immigrant women
  1. Engagement of 50 women in workshops and 200 in digital outreach
- **P** – Drop-In Community Navigation
  1. At least 25 women assisted with MaineCare/CoverME.gov enrollment

2. **Q** – Subcontractors

- **No** – however budget does have money allocated for subcontractors

3. Organizational Chart

- Provided, no problems noted

4. Complete Application

- **Q** – Proof of insurance provided was for a different RFA expiring 3/4/2026
- No litigation

II. Proposed Services:

1. **P** – Expansion of IFKA’s Community Health Worker (CHW) navigator model to reach immigrant women in Androscoggin County.

- **I** – Translate OHIM materials to Somali, French, Arabic, Swahili
- **I** – Host monthly drop in hours where enrollment assisters can meet families at IFKA’s community center

III. **N** – Budget

1. Budget exceeds grant award by \$10,000
2. \$5,000 is budgeted for contracted services, however no sub-contractors are listed in the application

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** IFKA Community Services

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Overview of Organization

- Bidder provided three examples of demonstrated experience providing outreach and health education to the grant’s target populations in the grant’s target settings.
- Bidder serves immigrant women in Androscoggin County.
- Bidder provides live interpretation and document translation.

2. Subcontractors

- Bidder did not report using subcontractors

3. Organizational Chart

- Bidder provided org chart
- Org chart did not list any personnel names
- Bidder did not provide job descriptions of staff

4. Litigations

- Bidder did not provide any litigation

5. Certificate of Insurance

- Bidder met requirements

II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.

1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.

- Bidder met requirements.

2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.

- P – Bidder will adapt resources into accessible, multi-lingual formats.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** IFKA Community Services

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

- I – Trainings will be one-on-one or in small groups discussions.
3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    - Bidder met requirements.
    - I – Bidder will incorporate voice-note reminders into outreach activities.
  4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - I – Bidder will utilize WhatsApp to disseminate materials.
  5. Provide direct connection to Maine Enrollment Assistors and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - P – Bidder will host monthly drop-in hours where enrollment assistors can meet families in-person
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Bidder met requirements.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** IFKA Community Services

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Eligibility
    - Pass
  2. Previous Projects
    - P – demonstrated experience providing outreach and education to women about MaineCare and CoverME.gov.
    - P – demonstrated experience convening women for workshops and trainings.
    - P – demonstrated experiencing working with different populations and across different languages.
    - P – demonstrated experience providing education about women’s health.
    - P – demonstrated experiencing working with partners and other organizations.
    - P – utilize WhatsApp to keep in contact with the communities.
    - P – demonstrated experience working with low-income populations.
    - P – demonstrated experience connecting people with income-eligible programs.
    - P – demonstrated experience translating materials and conducting outreach and trainings in other languages.
    - N – no demonstrated experience working in rural settings.
  3. Subcontractors
    - N – no subcontractors identified.
  4. Organizational Chart
    - Submitted, no position descriptions.
  5. Litigation
    - No ongoing litigation
  6. Certificate of Insurance
    - Submitted
- II. Proposed Project Plan
  1. Services to be Provided
    - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      1. N – intend to recruit and train new CHW navigators.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** IFKA Community Services

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

2. N – highlighted enrollment support. This grant is not funding for enrollment support.
  - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women's health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    1. P – highlighted resources will be translated for their populations.
  - Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    1. P – WhatsApp messaging included for outreach.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    1. P – WhatsApp will be used to disseminate materials
  - Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
    1. P – Plan to maintain a log of referrals and outcomes for people who are connected to OFI and Assisters.
    2. P – plan to host monthly drop-in hours where assisters can meet families at the organizations office.
  - Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage and Outreach Services

**BIDDER NAME:** Hand in Hand Mano en Mano

**DATE:** 9/25/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. **P** – 20 years experience
    - Past Projects
      1. **I** – 3 women's health and wellness retreats and a welcome and resource center for seasonal workers
      2. **P** – CDC Partnership
        - a. Supported 4,255 people health education and access
  2. Subcontractors
    - No
  3. Organizational Chart
    - Provided, no problems noted
  4. **P** – Complete Application
    - Proof of insurance provided, expires 5/9/2026
    - No litigation
- II. Proposed Services
  1. **P** – Deliver bilingual trainings and educational activities, one on one sessions, and presentations
  2. **P** – Implementation – Work Plan
    - Timeline is reasonable
    - Host at least 6 community events
    - Monthly targeted outreach campaigns
    - Direct engagement with at least 200 women from EAW target population
- III. **P** – Budget
  1. Expenses are reasonable
  2. Budget does not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Mano en Mano

**DATE:** 9/25/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - P – Bidder identifies three different projects that demonstrate their experience and expertise.
    - P- Lists explicit examples, using data, of how they built trust with underrepresented communities and provided education about health resources and eligibility guidelines.
  2. Subcontractors
    - Bidder does not identify any subcontractors.
  3. Organizational Chart
    - Bidder provided org chart
    - N – Bidder did not provide job descriptions.
  4. Litigations
    - Bidder met requirements.
  5. Certificate of Insurance
    - Bidder met requirements.
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Q – The Bidder will hire a part-time staff member to work on outreach and will be trained in CoverME.gov, MaineCare eligibility, enrollment processes, women’s health services, and health insurance literacy in Quarter 1.
    - I – workplan includes community events that provide childcare and food.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Mano en Mano

**DATE:** 9/25/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.

- I – Trainings will be conducted bilingually and all materials will be translated into Spanish and given community input.
  - Provided examples of proposed trainings/educational activities
3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    - Provided examples of outreach activities
    - I – Bidder proposed conducting outreach at school meetings
  4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - Bidder met requirement.
  5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - Bidder will provide personalized support to women to assist in completing applications.
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Bidder met requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Hand in Hand Mano en Mano

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Eligibility
    - Pass
  2. Previous Projects
    - P – Examples of previous projects demonstrate experience working with low-income and underrepresented populations in topics that are relevant to this grant.
    - P – catchment area is Downeast Maine, an area OHIM currently or recently did not have a partner in.
    - I – no subcontractors but have partnered with organizations that focus on women in past projects.
  3. Subcontractors
    - N – no subcontractors identified
  4. Organizational Chart
    - Submitted, no job descriptions
  5. Litigation
    - No ongoing litigation
  6. Certificate of Insurance
    - Submitted
- II. Proposed Project Plan
  1. Services to be Provided
    - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      1. N – identified needing to hire and train new staff member for this work
      2. Q – identified in the plan to provide one-on-one assistance to women navigating eligibility, application, and enrollment. This grant is not for application or enrollment support, but connections for this type of support is required.
    - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Hand in Hand Mano en Mano

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.

1. P – plan to deliver bilingual trainings and education activities
  2. P – plan to contribute to resource library.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    1. Activity is included in proposed plan.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    1. Activity is included in proposed plan.
  - Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
    1. P – current work includes connecting their target population with income-eligible programs such as MaineCare.
  - Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage and Outreach Services

**BIDDER NAME:** Planned Parenthood of Northern New England (“PPNNE”)

**DATE:** 9/24/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. **P** – Overview of Organization

- Northern New England’s largest reproductive healthcare service provider and educator.
- 30,000 patients seen, over 40,000 visits annually.
- Decades of experience creating and implementing outreach and education plans.
- Past Projects
  1. **P** – Vermont Dept. of Health. Experience working with state departments to create and implement outreach programs
  2. **I** – Healthy Neighborhood Canvassing
    - a. Door-to-door outreach in neighborhoods near health centers or facing barriers to care
    - b. In Maine, 5 canvasses in Biddeford YTD, knocking 450 doors.
    - c. Will expand to Sanford in fall 2025

2. Subcontractors

- No

3. Organizational Chart

- Provided, no problems noted

4. **P** – Complete Application

- Proof of insurance
- **Q** – Litigation
  1. Bidder met requirement.

II. Proposed Services

1. **P** – Outreach and Education

- Launch annual outreach calendar and staff training on MaineCare/CoverME enrollment support
- Host enrollment workshops
- Tale at community events
- Canvassing
- Community fairs

2. **P** – Enrollment Outreach

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage and Outreach Services

**BIDDER NAME:** Planned Parenthood of Northern New England ("PPNNE")

**DATE:** 9/24/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

- **P** – existing health care centers will allow eligible community members to enroll in MaineCare/CoverME at these Maine Health Centers, including telehealth

III. **P** – Budget

1. Expenses are reasonable
2. Budget does not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Planned Parenthood of Northern New England

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - Bidder provided three relevant project examples that demonstrate their qualifications and skills for the requested services.
    - P – Bidder hosts an Information & Education committee, which can facilitate review and feedback on patient education resources.
    - I – Bidder conducts canvassing.
  2. Subcontractors
    - Bidder did not list any subcontractors.
  3. Organizational Chart
    - Bidder provided org chart.
    - N – Bidder did not list job descriptions of project staff.
  4. Litigations
    - Bidder listed one instance of litigation.
  5. Certificate of Insurance
    - Bidder met requirements.
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Bidder met requirements.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  
  3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The Provider will facilitate engagement beyond existing

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Planned Parenthood of Northern New England

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.

- P – Bidder proposed canvassing work, which would see thousands of Mainers receiving materials to help enroll in MaineCare.
4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - P – Bidder has access to translation services.
    - P – Bidder has broad social media engagement.
    - P – Bidder has established Monthly Sexual Health Stakeholders Group with additional partners to further collaborate and disseminate materials.
  5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - P - PPNNE health center staff are trained and certified to enroll patients at our Maine health centers.
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Bidder did not directly address this in their proposal but did discuss collaboration with OHIM.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Planned Parenthood Northern New England

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Eligibility

- Pass

2. Previous Projects

- P – demonstrated experience outreaching and educating about women’s health related issues in rural and urban settings.
- P – demonstrated experience educating about income-eligible programs such as Medicaid.
- P – demonstrated experience convening for events.
- P – identified the organization’s education and external affairs team for creating materials.
- P – demonstrated experiencing working across a state.
- P – demonstrated experience creating workplans that are relevant to the work of this grant.
- P – demonstrated experience ensuring their education and outreach work is “patient-centered, trauma-informed, and comprehensive”.
- P – demonstrated experience working with low-income populations.
- P – have an Information and Education committee that review and makes recommendations on patient education materials.
- P – demonstrated experience conducting door-to-door outreach across Maine.

3. Subcontractors

- N – no subcontractors identified.

4. Organizational Chart

- Submitted

5. Litigation

- Bidder met requirement.

6. Certificate of Insurance

- Submitted

II. Proposed Project Plan

1. Services to be Provided

- Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Planned Parenthood Northern New England

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

1. N – identifies enrollment support as a portion of this grant.  
This grant is not funding for enrollment work, rather funding for educating about enrollment information such as income eligibility, and connecting with enrollment support.
- Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women's health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
  1. P – maintains a network of partners across the state to conduct education, enrollment, and engagement work.
  2. P – identified education occurring at health centers.
  3. I – identified enrollment support via telehealth.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  1. P – would provide outreach in their canvassing work.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  1. P – indicated their website and social media platforms can have a section dedicated to eligibility and enrollment information.
  2. P – can have materials translated through their relationships.
  3. P – have an established Monthly Sexual Health Stakeholders Group that can help disseminate materials and resources.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Planned Parenthood Northern New England

**DATE:** 9/26/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  1. P – have enrollment staff already they plan to refer to.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  1. Building relationship with OHIM is mentioned but no specific discussion of attending monthly meetings.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage and Outreach Services

**BIDDER NAME:** Quality Housing Coalition

**DATE:** 9/26/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Past projects
    - **I** – Project HOME
      1. Provides permanent housing to 250 households
      2. Provides in home health services to residents
      3. 83% residents are women and children
    - **P** – Project HOME Trust
      1. Health outreach is a core component
      2. Cumberland, York, and Androscoggin Counties
      3. 67 Mothers participated in the program
  2. Subcontractors
    - No
  3. Organizational Chart
    - Provided, no problems noted
  4. **P** – Complete application
    - Proof of insurance provided, general liability expires 6/21/2026
    - No litigation
- II. Proposed Services
  1. Health outreach program
    - **N** – Focus on highly served York and Cumberland counties
    - **P** – Provide OHIM approved educational material during 30 home visits/month
    - **I** – Community workshop during National Women's Month
  2. **P** – Final Outreach and Closeout
    - **P** - Host 2 summer community enrollment support events
- III. Budget
  1. Budget is reasonable
  2. Budget does not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Quality Housing Coalition

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - Bidder provided three examples describing their experiences conducting health education to the requested target populations and demographics.
    - Bidder uses data to show how their work contributes to stable housing, a major social driver of health.
  2. Subcontractors
    - Bidder does not list any subcontractors
  3. Organizational Chart
    - Bidder provided org chart
    - N – Bidder did not list job descriptions of personnel
  4. Litigations
    - Bidder met requirements
  5. Certificate of Insurance
    - Bidder met requirements
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Bidder met requirements.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - Bidder met requirements.
  
  3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Quality Housing Coalition

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.

- P – Bidder proposed many themed outreach activities happening on a near monthly basis – holidays, National Women's Month, back to school, etc.
  - Bidder proposed a variety of different outreach activities/avenues to meet different population needs.
4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - Bidder will distribute materials on an individual basis.
  5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - Bidder met requirements.
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Bidder met requirements.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Quality Housing Coalition

**DATE:** 9/29/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - 1. Eligibility
    - Pass
  - 2. Previous Projects
    - P – demonstrated experience working with low-income populations.
    - P – demonstrated experience providing outreach and education about women’s health-related topics.
    - P – demonstrated experience working across language barriers and with interpreters.
    - P – demonstrated experience working in rural and urban settings.
    - P – demonstrated experience convening low-income and/or populations underrepresented in healthcare access.
  - 3. Subcontractors
    - N – no subcontractors identified.
  - 4. Organizational Chart
    - Submitted, no descriptions of positions.
  - 5. Litigation
    - No litigation listed
  - 6. Certificate of Insurance
    - Submitted
- II. Proposed Project Plan
  - 1. Services to be Provided
    - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      - 1. Activity is included in proposed plan.
    - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
      - 1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Quality Housing Coalition

**DATE:** 9/29/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
  1. P – plan to work with local organizations to broaden reach beyond current networks.
- Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
  1. P – plan to include educational and marketing materials in monthly in-home health outreach visits
- Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
  1. Activity is included in proposed plan.
- Participate in the OHIM EAW outreach coordination meetings, at least monthly.
  1. Activity is included in proposed plan.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women’s Health Coverage and Outreach Services

**BIDDER NAME:** Western Maine Community Action (“WMCA”)

**DATE:** 9/29/2025

**EVALUATOR NAME:** Maureen Conn, CPA

**EVALUATOR DEPARTMENT:** Professional and Financial Regulation/Insurance

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Past Projects
    - **P** – Over a decade of experience having created the HealthCare Navigator Consortium with eight other Community Action Agencies in 2013
    - **P** – Assisted over 20,000 enrollments since creation of the consortium
    - **P** – Prior work with state agencies and contract awards
    - **P** – Work done in Franklin county
  2. Subcontractors
    - Yes
  3. Organizational Chart
    - Provided, no problems noted
  4. **P** – Complete application
    - **Q** - Proof of insurance provided but low resolution and could not read the expiration date
- II. Proposed Services
  1. **I** – WMCA opened a childcare center, with plans to open a second location in the next year. Can increase reach to families not currently part of their service population through the childcare center(s)
  2. **P** – 12 new and current events, reaching 5,000 people, one-on-one conversations with 500 women and help to enroll 50 women in healthcare coverage
- III. Budget
  1. Budget is reasonable
  2. Budget does not exceed grant award

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202507108

**RFP TITLE:** Women's Health Coverage Outreach and Education Services

**BIDDER NAME:** Western Maine Community Action

**DATE:** 9/26/2025

**EVALUATOR NAME:** Sarah Fisher

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - Bidder provided three examples of projects that demonstrated their experience working in health education with the required target populations.
  2. Subcontractors
    - Bidder lists one subcontractor, CAHC (MaineCare's Ombudsman)
  3. Organizational Chart
    - Bidder provided org chart
    - Org chart did not include personnel names or job descriptions
  4. Litigations
    - Bidder met requirements.
  5. Certificate of Insurance
    - Bidder met requirements.
  
- II. Please describe how your organization plans to complete the required activities, listed below, with the available funds.
  1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
    - Bidder met requirements.
  
  2. Utilizing resources provided by OHIM, develop and deliver trainings and/or educational activities to inform the EAW Target Population of CoverME.gov and MaineCare eligibility, enrollment information, health insurance terminology, and covered women's health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
    - Proposal did not talk much about trainings but focused more on outreach activities. It sounds like the MEA work will offer one-on-one assistance.
  
  3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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coverage. The Provider will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.

- N – Some of the outreach events proposed by the Bidder do not align with the required target populations, e.g., Seniors Plus Expo and MaineCare Design Service Review
4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population.
    - Bidder listed several avenues for dissemination of materials to the target population.
  5. Provide direct connection to Maine Enrollment Assistants and the Office of Family Independence to support enrollment in coverage for the EAW Target Population.
    - Bidder meets requirements.
    - Bidder proposed assisting 50 women with healthcare coverage enrollment.
  6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    - Bidder met requirements.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women’s Health Coverage Outreach and Education Services

**BIDDER NAME:** Western Maine Community Action

**DATE:** 9/29/25

**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - 1. Eligibility
    - Pass
  - 2. Previous Projects
    - P – demonstrated experience providing enrollment, outreach, and education about CoverME.gov and MaineCare.
    - P – demonstrated experience working with low-income populations.
    - P – demonstrated experience working in rural and urban settings.
    - N – no demonstrated experience convening people.
    - N – no demonstrated experience providing education on women’s health-related topics.
  - 3. Subcontractors
    - P – identified Consumers for Affordable Health Care as a subcontractor that would attend events and provide other outreach and education services.
  - 4. Organizational Chart
    - Submitted, no descriptions of positions.
  - 5. Litigation
    - No litigation listed
  - 6. Certificate of Insurance
    - Submitted
- II. Proposed Project Plan
  - 1. Services to be Provided
    - Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      - 1. N – some listed activities mirror the work done for another OHIM contract, funding from this grant cannot be used for work that is already being done for another State, local, tribal, or private contract.
      - 2.
    - Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](#), enrollment information, health insurance terminology, and covered women’s health

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFA #:** 202507108

**RFA TITLE:** Women's Health Coverage Outreach and Education Services

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**EVALUATOR NAME:** Samantha Liang

**EVALUATOR DEPARTMENT:** DHHS

services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.

1. N – no education activities listed for target population, only Maine Enrollment Assisters.
- Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as hosting public events/meetings, attending partner public event/meetings, and conducting targeted messaging or phone calls.
    1. N – Listed examples of outreach events to attend include mostly professional conferences, not public access events.
  - Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
    1. N – material dissemination is planned as materials being available at their office and at specific establishments such as hair salons, restaurants, and other locations. Lack of targeted material dissemination to priority population.
  - Provide direct connection to [Maine Enrollment Assisters](#) and the [Office of Family Independence](#) to support enrollment in coverage for the EAW Target Population.
    1. Activity is included in proposed plan.
    2. N – enrollment assistance listed as a deliverable, this funding is not for enrollment assistance.
  - Participate in the OHIM EAW outreach coordination meetings, at least monthly.
    1. Activity is included in proposed plan.



STATE OF MAINE  
DEPARTMENT OF PROFESSIONAL AND  
FINANCIAL REGULATION

Janet T. Mills  
Governor

Joan Cohen  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202507108

**RFP TITLE: WOMEN'S HEALTH COVERAGE OUTREACH AND EDUCATION SERVICES**

I, Maureen Conn accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Professional and Financial Regulation. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

A handwritten signature in black ink, appearing to read 'Maureen Conn', written over a horizontal line.

Signature

9/26/2025

Date



STATE OF MAINE  
DEPARTMENT OF PROFESSIONAL AND  
FINANCIAL REGULATION

Janet T. Mills  
Governor

Joan Cohen  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202507108

RFP TITLE: WOMEN’S HEALTH COVERAGE OUTREACH AND EDUCATION SERVICES

I, Sarah Fisher accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Professional and Financial Regulation. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signed by:  
Sarah Fisher  
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**Signature**

9/25/2025  
**Date**



STATE OF MAINE  
DEPARTMENT OF PROFESSIONAL AND  
FINANCIAL REGULATION

Janet T. Mills  
Governor

Joan Cohen  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202507108

RFP TITLE: WOMEN’S HEALTH COVERAGE OUTREACH AND EDUCATION SERVICES

I, Samantha Liang accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Professional and Financial Regulation. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signed by:  
Samantha Liang  
0DDC703160784AD...  
**Signature**

9/25/2025  
**Date**