



VIRGINIA  
**HEALTH CARE**  
FOUNDATION

6806 Paragon Place, Suite 250 • Richmond, VA 23230 • [www.vhcf.org](http://www.vhcf.org)  
Phone: (804) 828-5804 • Fax: (804) 828-4370 • email: [info@vhcf.org](mailto:info@vhcf.org)

## **Request for Proposals**

*February 2026*

### ***Virginia Rural Vitality*** **CareIQ Interoperability and Provider Productivity** **Assessment and Technical Assistance Request for Proposals**

Issued by: Virginia Health Care Foundation

**The Opportunity:** The Virginia Health Care Foundation (VHCF) is seeking an implementation-oriented partner to rapidly assess rural Virginia's interoperability and provider productivity landscape, translate findings into two near-term CareIQ funding RFPs, and help prepare rural providers through training and technical assistance.

## About the Virginia Health Care Foundation

The [Virginia Health Care Foundation](#) (VHCF) is a non-profit public/private partnership with a mission to increase access to primary health care for uninsured and medically underserved Virginians. The Foundation was initiated by the General Assembly and its Joint Commission on Health Care in 1992. It has helped more than 900,000 uninsured and medically underserved Virginians obtain the health care they need. VHCF's core organizational values are innovation, sustainability, exemplary stewardship, and a catalyst for change.

## Background

VHCF has been selected to steward major funding streams within [Virginia's Rural Health Transformation](#) (RHTP) initiative, known as *Virginia Rural Vitality*, managing two CareIQ initiatives for the five-year grant period: Provider Productivity and Provider Interoperability, \$9.9 million and \$16.1 million in Year One, respectively (see Attachment A and B).

Under this five-year program, Year Two funding is contingent on Virginia's Year One performance, including adherence to the timeline, completion of grant awards and support activities, and collection of baseline data to support effective implementation throughout the program. The timeline and deliverables in this RFP align with the application requirements to ensure VHCF initiatives are delivered within required parameters and positioned for success in Year Two.

## Purpose of this RFP

VHCF seeks a Contractor to:

1. Conduct time-sensitive Request for Information (RFI) regarding Provider Productivity and Interoperability initiatives currently underway in Virginia to establish a baseline understanding of existing efforts and identify gaps.
2. Provide targeted training and technical assistance, (TA) as identified in the *Virginia Rural Vitality* application for interoperability and provider productivity, including:
  - Understanding digital offerings and selecting health tech vendors;
  - Optimizing system functionality, interoperability, workflow alignment;
  - Training staff on EHR and cybersecurity best practices (including the CMS Health Technology Ecosystem);
  - Incorporating tech expenses into ongoing operating costs after 5 years of funding from RHTP is complete.

Findings from this assessment will directly inform:

- Development of Provider Productivity and Provider Interoperability RFPs to be released in July 2026;
- A multi-year roadmap to support strategic investments for VHCF's CareIQ initiatives.

**In addition to the scope of work defined in this RFP, the Contractor will:**

- Work in close collaboration with the designated evaluator for *Virginia Rural Vitality*, the Virginia Center for Health Innovation (VCHI).
- Ensure all work products developed under this contract are intended for use by VHCF and its public partners and must be delivered in a format that allows VHCF to brand, adapt, and deploy materials for statewide use.

**Note:** To avoid conflicts of interest, the Contractor conducting this assessment will be ineligible to apply for resulting CareIQ Interoperability and Provider Productivity funding opportunities.

**Timeline**

<b>Wednesday, February 11, 2026</b>	Assessment & TA RFP Released
<b>Wednesday, February 25, 2026</b>	Proposals Due to VHCF
<b>Wednesday, March 11, 2026</b>	Contractor Selected
<b>Monday, March 16, 2026</b>	Selected Contractor starts work
<b>Monday, March 16, 2026 – Tuesday, March 16, 2027</b> <i>*Or Duration of Contract</i>	TA Provided (See Attachments A and B)
<b>Thursday, April 30, 2026</b> <i>*Or 45 Days Following Award Date</i>	Assessment due to VHCF
<b>Wednesday, July 15, 2026</b>	Interoperability and Provider Productivity RFPs Released

## SECTION 1: RFP Details

### **The Assessment will include:**

- **Stakeholder Engagement:** The Contractor shall design and execute a stakeholder engagement plan that informs all phases of the work. To include:
  - Participate in one or more webinars hosted by VHCF and DMAS to introduce and initiate the assessment and technical assistance work, establish a shared understanding among stakeholders, and lay the groundwork for subsequent data collection activities.
  - Directly engage key stakeholders through coordinated surveys and interviews to maximize reach and efficiency, including, but not limited to: Office of the Secretary of Health and Human Resources, Virginia Department of Medical Assistance Services, Virginia Department of Health, Virginia Health Information, Virginia Center for Health Innovation, all subrecipients administering *Virginia Rural Vitality* funds, and relevant professional associations, including but not limited to the:
    - ◆ Medical Society of Virginia
    - ◆ Virginia Association of Free and Charitable Clinics
    - ◆ Virginia Association of Health Plans
    - ◆ Virginia Community Healthcare Association
    - ◆ Virginia Hospital & Healthcare Association
    - ◆ Virginia Rural Health Association
  - Review Rural Health Transformation Program applications initially submitted to Virginia in 2025 to identify Interoperability and Provider Productivity needs, readiness, and gaps
  - Ensure research encompasses all rural areas designated in the *Virginia Rural Vitality* application (Please see Map of Rural Virginia on Page 3 of Attachment A or B)
  - Use mixed methods, including surveys, interviews, and existing data analysis
- **Completion of a Baseline Assessment:** The Contractor shall design and implement a Request for Information (RFI), structured stakeholder survey, and/or stakeholder interviews, informed by and conducted through direct engagement with identified stakeholders, to assess provider interest, readiness, and demand for supports across both Provider Productivity and Interoperability initiatives.

This effort shall identify priority needs, solution interests, and TA requirements to ensure future investments, funding opportunities, and support models are responsive to provider realities and aligned with CareIQ and *Virginia Rural Vitality* goals. The RFI/survey/interview approach shall, at a minimum:

- Identify the highest-need areas among stakeholders for support and services contemplated under Provider Productivity and Interoperability, including assessment of internal demand, readiness, and priority use cases.
- Evaluate the likelihood that stakeholders would apply for funding or technical assistance within the proposed program parameters and strategies to increase likelihood;
- Identify specific products, tools, or solution categories stakeholders are most likely to pursue;
- Gather input on how TA can be structured and delivered to maximize adoption, effectiveness, and provider participation.
- Collect baseline objective operational and technical information necessary for program planning, including but not limited to current Electronic Health Record (EHR) platform(s) in use and other core health IT infrastructure elements.

The Contractor shall analyze and synthesize findings to inform program design, funding structure, TA delivery models, and future procurement and investment strategies. **Deliverable due to VHCF by April 30, 2026.**

**In addition, concurrently the selected Contractor will provide:**

- **Training and Technical Assistance**

Beginning in April 2026, the Contractor shall support field readiness through training and TA to help eligible organizations prepare for and apply for funding, to include:

- Maintaining an inventory of health technology and data exchange vendors aligned with statewide priorities and CMS Health Technology Ecosystem and program goals;
- Providing guidance on tools supporting documentation, information sharing, care coordination, and data-driven improvement
- Maintaining an inventory of digital tools and vendors that support the goals of the program;
- Providing TA for clinical and administrative workflow redesign;
- Training providers and staff on effective use of productivity technologies.

**All support must be scalable and accessible to organizations at varying levels of technological maturity.**

## SECTION 2 – Application & Submission

Your application and submission should address the questions in SECTION 2. However, we strongly encourage you to review **SECTION 1** for additional details and descriptions of stated needs.

### 1. Executive Summary & Organizational Fit

- **What we need:** Who you are, why you can execute this work, and why you are the right partner for VHCF.
- **In this section, please summarize your organization's:**
  - Scope and fit for this work, including experience working in Virginia's health care system, particularly rural areas;
  - Approach to rapid mobilization and launch of stakeholder engagement and assessment within weeks of award;
  - Expertise in interoperability and technology-enabled provider productivity;
  - Experience delivering health transformation work under CMS, Medicaid, or other federal funding structures;
  - Interest in partnering with VHCF on this work.

### 2. Collaboration, Partnership & Execution Model

- **What we need:** A partner able to operate effectively in a complex state environment aligned with *Virginia Rural Vitality* priorities and its partners.
- **In this section, please summarize your organization's:**
  - Experience leading large, multi-stakeholder engagement in health care or public-sector transformation;
  - Approach to:
    - ◆ Using stakeholder engagement to shape assessment, readiness, RFP design, and provider support;
    - ◆ Building trust and participation across providers, state agencies, payers, and community partners;
    - ◆ Day-to-day execution structure and coordination with VHCF;
    - ◆ Identifying and escalating execution risks early.

### 3. RFI and Assessment for Interoperability and Provider Productivity

- **What We Need:** The RFI/survey/interview assessment must be completed no later than April 30, 2026 and must address both Provider Productivity and Interoperability funding streams (Attachments A and B). The Contractor must demonstrate the resources, staffing capacity, and subject matter expertise necessary to mobilize quickly and engage stakeholders effectively to meet this timeline.
- **Describe your organization's approach to:**
  - Assessing interoperability and provider productivity capabilities, including workflow integration, technology adoption, and measurable provider and patient impact, including review of applications submitted in 2025;
  - Engaging identified stakeholders through RFI processes, structured surveys, and/or interviews to identify highest-need areas, solution interests, and TA needs;
  - Building statewide inventories, baseline indicators, and objective technical environment profiles (e.g., EHR platforms, data exchange participation, productivity tools in use);
  - Evaluating provider readiness and likelihood to participate in funding and TA opportunities, and translating findings into procurement-ready RFP requirements;
  - Managing concurrent timelines across stakeholder engagement, assessment of outputs, RFP development, and implementation planning;
  - Providing a detailed timeline for completion of the RFI/survey/interview process, including instrument development, deployment, response collection, analysis, and synthesis of findings; and
  - Structuring findings to support investment prioritization, sequencing, TA design, and implementation planning aligned with CareIQ and Rural Vitality goals.

### 4. Technical Assistance

- **What we need:** A partner able to deliver interoperability and provider productivity TA and training to support successful technology adoption and investment.
- **Describe your organization's approach to:**
  - Delivering training and TA across diverse provider types;
  - Developing and maintaining inventories of interoperability and productivity technologies aligned with statewide priorities;
  - Scaling TA for both advanced and early-stage technology adopters;
  - Supporting providers and partners in incorporating technology costs into ongoing operating models.

## 5. Outcomes, Reporting & Multi-Year Planning

- **What we need:** Support developing a multi-year investment plan informed by the RFI results.
- **Describe your organization's approach to:**
  - Translating assessment and readiness findings into multi-year investment and implementation strategy;
  - Aligning recommendations to Virginia Rural Vitality performance metrics and evaluation strategy, in partnership with Virginia Center for Health Innovation (designated evaluator for the Virginia Rural Vitality program).

## 6. Reporting, Compliance, AI Governance & Cybersecurity

- **What we need:** Audit-ready, CMS-aligned, secure work.
- **Describe your organization's approach to:**
  - Supporting CMS and DMAS reporting and audit readiness;
  - Designing dashboards and reporting to support real-time oversight and program learning;
  - Incorporating evaluation findings and CMS guidance into program monitoring and adjustments;
  - Cybersecurity risk management and alignment with federal security framework;
  - Protecting sensitive data and ensuring compliance with applicable privacy and security requirements;
  - Ensuring interoperability and AI-enabled tools meet privacy and security standards.

## 7. Staffing, Capacity & Conflicts

- **What we need:** A team that can start fast and scale quickly with the necessary expertise.
- **Describe your organization's:**
  - Project leadership, core team, time allocation, and relevant experience;
  - Current workload and ability to support this engagement at scale;
  - Experience delivering similar work in Virginia or comparable states;
  - Other similar state engagements currently underway (specifically Rural Health Transformation Program related);
  - Any real or perceived conflicts of interest.

## 8. Budget, Stewardship & Value

- **What we need:** Strong stewardship and clear costs presented using the attached budget form.
- **Please provide your organization's budget for this project, including:**
  - A budget clearly tied to activities and deliverables;
  - How pricing reflects public fund stewardship;
  - Where investment is most critical to success.

Budgets must cover all required deliverables, including stakeholder engagement, statewide assessment, synthesis of findings, RFP development, training and TA, and development of a multi-year plan.

### Requirements & How to Submit

- Proposals should be submitted via [this form](#). You can find a copy of the submission form on our website to preview the format.
- Please read the submission portal instructions carefully to ensure your entire proposal is submitted.
- **Proposals that exceed these limits or do not follow the required format may be disqualified or down-scored at VHCF's discretion.**

**Proposal Due Date:** February 25, 2026

### Single Point of Contact:

Name: Rachel Rees  
Title: CEO, Virginia Health Care Foundation  
Email: [ruralhealth@vhcf.org](mailto:ruralhealth@vhcf.org)

#### **Question Submission Deadline:**

Submit written questions between February 11 – 16 using [this form](#).

Responses will be **published February 16th:**

<https://www.vhcf.org/rural-health/>

*NOTE: Award is contingent upon CMS and Commonwealth approvals and availability of funds, as released by the federal government.*