



WPHCA

Wisconsin Primary Health
Care Association

REQUEST FOR PROPOSAL:

Videographer Consultant to Increase Awareness of Medications for Opioid Use Disorder (MOUD) Programs in Federally Qualified Health Centers (FQHCs)

WISCONSIN PRIMARY HEALTH CARE ASSOCIATION

The Wisconsin Primary Health Care Association (WPHCA) is distributing a Request for Proposal (RFP) for the services of a qualified Consultant to support Community Health Centers (or Federally Qualified Health Centers) in the development, scripting, and production of educational videos to support Medications for Opioid Use Disorder (MOUD) programs through clinical best practices.

Responses to the request should be made no later than **March 20, 2026 by 5pm CT**. Responses should be made to Kirstie Yu, Program Training Specialist, as indicated in the following background and information sections. All communication should be directed to the primary contact. Responses may be delivered by email to the primary contact email address. Information regarding the Wisconsin Primary Health Care Association is considered proprietary and should not be shared outside of your organization without permission. WPHCA will treat all response materials shared by Consultant as public information open to sharing with Health Centers, unless otherwise noted by the Consultant.

WISCONSIN PRIMARY HEALTH CARE ASSOCIATION BACKGROUND INFORMATION AND PURPOSE

Primary Contact

- Name: Kirstie Yu
- Title: Program Training Specialist
- Address: 2810 Crossroads Dr, Suite 2700 Madison, WI 53718
- Phone Number: 608-571-6053
- E-Mail address: kyu@wphca.org
- Organization's Home Page: www.wphca.org

Overview, Background, Purpose

- WPHCA is a nonprofit, membership organization representing 19 FQHCs (referred to as Community Health Centers (CHCs) or Health Centers) in Wisconsin. WPHCA was founded in 1982.
- WPHCA's mission is to advance the efforts of Wisconsin Community Health Centers in providing access to comprehensive, community-oriented primary health care services. WPHCA envisions a future where every individual and community in Wisconsin achieves their highest health potential.
- The purpose of this RFP is to source qualified consultants to support WPHCA's MOUD Learning Collaborative, funded by the Pew Charitable Trusts' Substance Use Prevention and Treatment Initiative (SUPTI). The MOUD Learning Collaborative is designed to support FQHCs in implementing or scaling their MOUD services through technical assistance, individualized support from subject-matter experts, and shared learning opportunities. The identified consultant would collaborate with WPHCA to develop plain language videos (e.g., scripts, storyboards, production) that highlight FQHC best practices and community partnerships that support MOUD services. It is anticipated that filming for this educational series would take place at health center clinic locations across the State of Wisconsin, in which WPHCA would work with the Consultant to support scheduling. WPHCA's aims to support these deliverables with a budget between \$5,000 – \$8,000.
- Grant funding for this project comes from the Pew Charitable Trusts via Bloomberg Philanthropies, which shall terminate on September 15, 2026; **project deliverables and invoices must be submitted and completed no later than this date.** Additionally, project deliverables (e.g., scripts) will be subject to Pew staff review and approval.
 - WPHCA anticipates finalizing a contract with the chosen Consultant by April 15, 2026 with hopes to complete scripts, storyboarding, and production by the end of July 2026. The hope is that we will have videos potentially ready to begin promotion in August or September 2026.

- WPHCA anticipates 7 FQHCs will participate in the MOUD Learning Collaborative. Participating FQHCs will have the opportunity to inform the content used in communications and materials, as the intended audience would likely include FQHC staff in similar roles or those interested in offering MOUD services. Videos will feature FQHC staff in a clinical setting and will necessitate coordination of travel for filming.

OBJECTIVES AND SCOPE OF SERVICES

WPHCA is seeking proposals from qualified consultants to complete the following activities:

Objective: Develop & Produce MOUD Educational Video Series

Desired Outcomes

- FQHCs will have educational videos to increase awareness across their staff of MOUD services and best practices.
- Educational videos will feature FQHC staff in a clinical setting describing the role FQHCs play in the provision of low-barrier MOUD services and demonstrating best practices to offering MOUD services in a patient-centered manner.

Deliverables

- Video scripts and storyboards with approval from the Pew Charitable Trusts
- A series of mini module videos designed to highlight promising MOUD treatment practices. Videos will be a mix of shorter form content (e.g., less than 1 minute) that can be shared via social media and slightly longer videos for educational purposes (e.g., FQHC staff training).

RESPONSE

Please provide a proposal reflecting the project deliverables, applicable rates and total fee for these services. The proposal should address:

- Firm Information
 - Provide agency's name, address, URL, telephone and fax numbers. Include name, title, and email address of the individual who will serve as the agency's primary contact. Include a brief description and history of your firm.
- Team Organizational Structure & Expertise
 - Please include a summary of experience/biography of all key staff and a list of team members for the phases of the project.
- Previous Experience

- Proposals should include a list describing projects that are similar in scale that your firm has completed, including multiple comprehensive examples of previous work and creative samples completed by the organization.
- Provide references (name, email, and phone number) for at least 3 non-profit clients (Health Center, FQHC, health care preferred) who have contracted for services from your organization.
- Approach to Scope of Work
 - Proposals must include how the organization would plan to address the areas identified in the scope of work above, including your approach, style, and process. Please include your schedule and timeline, deliverables, and requirements for each element of the project.
 - This project will utilize time-sensitive grant funds. Please provide your proposed timeline for meeting Please indicate any factors that may limit your ability to complete the deliverables no later than September 15, 2026.
- Budget & Costs
 - Proposals must include the estimated cost for all work outlined in the schedule/timeline. The cost should be outlined in accordance with each separate deliverable of the project and provide a justification for the expenses outlined.
 - Please add any notes or considerations about the capacity to provide service, contingencies that may impact deliverables, or factors that may influence the ability to provide service.

RESPONSE EVALUATION CRITERIA

Information will be evaluated by WPHCA on the following criteria:

1. Responsiveness and approach to the Request for Proposal (RFP).
2. Demonstrated plan and descriptive approach for development and production of educational videos.
3. Relevant experience and availability of consultant with qualifications and abilities.
4. Demonstrated experience working with non-profit, mission-oriented organizations, including FQHCs, public health, or other community-based organizations.
5. Cost of the proposal.

DECISION MAKING AND SCOPE OF WORK TIMELINE

Activity	Date
WPHCA releases RFP	February 23 rd , 2026

Written Q&A provided on WPHCA website	As needed
Responses due by 5:00 pm CT	March 20 th , 2026
WPHCA review of responses & vendor selection complete.	March 27 th , 2026
Target start of project	April 20 th , 2026
Target completion	September 15 th , 2026

Criteria

Response Feedback	
Describe the roles and qualifications of the personnel developing and providing deliverables (e.g., titles and capacities; certifications and/or degrees).	10%
Describe your experience with videography for non-profit organizations or Health Centers.	25%
Describe your approach to video development and production (e.g., scripting, storyboards, working with professionals inexperienced in filming).	25%
Describe your proposed budget and timeline for completing the deliverables, including filming and travel time.	20%
Provide references (name, email, and phone number) for at least 3 non-profit clients (Health Centers preferred) who have contracted for services from your organization.	10%