



SUBJECT: Request for Information (RFI): Competitive Proposal Writing and Audit/Review of Past Proposals

DATE ISSUED: January 18, 2024

INITIAL DEADLINE: February 2, 2024

About Third Horizon Strategies

[Third Horizon Strategies \(THS\)](#) is a boutique advisory firm focused on shaping a future system that actualizes a sustainable culture of health nationwide. The firm offers a 360° view of complex challenges across three horizons – past, present, and future – to help industry leaders and policymakers interpret signals and trends; design integrated systems; and enact changes so that all communities, families, and individuals can thrive.

Behavioral health is a principal area for THS. The firm helps organizations and stakeholders improve systems so that all individuals can access the services or care they need, when and where they need them. The firm provides facilitation services, research, policy analysis, strategy, alternative payment design, and data analytics that promote behavioral health, increase quality, and improve outcomes. THS' customers include public entities, providers, payers, foundations, and associations. The firm is interested in more actively applying for competitive contracts through requests for proposals (RFPs) issued by states and local governments.

Note: Currently, THS is not pursuing federal contracts as a prime applicant.

Project Goals and Objectives

This Request for Information (RFI) aims to learn more about external proposal writing services that may be available to THS on a contract basis. THS is interested in obtaining:

1. A full review or "audit" of its past proposals and recommendations for improvement of both content and style or approach.
2. THS seeks information on individual proposal writers or working with other consulting firms to pursue competitive RFPs, including experience, past success, fees, and other information that may help the firm identify potential contractors.

Response Deadline

February 2, 2024

Submission Process

Please respond to this RFI by submitting a response to Mindy Klowden, MNM, Managing Director for Behavioral Health, at mindy@thirdhorizonstrategies.com.

Information Requested

- How many years of experience do you have in proposal writing?

- Please describe any experience you have conducting proposal audits or as a proposal reviewer or editor or that would otherwise help prepare you to provide the audit of past proposals for THS.
- Please describe any expertise you have in behavioral health or in supporting behavioral health proposal writing.
- Please describe any experience you have in writing competitive proposals to states.
- Please describe any experience you have in writing competitive proposals to local governments, including counties and municipalities.
- What information can you provide about your rate of success in proposals you wrote being selected?
- How would you derive a price for conducting an audit or review of THS' past proposals?
- What are your rates for proposal writing services?
- What would you describe as the key differences between proposal writing for a consulting company, and grant writing for a nonprofit service provider?
- Is there anything else you would like THS to know as we consider your submission?
- Please provide a writing sample or other supporting materials.

Review Process

THS will review the proposals submitted, and this information will be used to inform decision-making about whether THS will contract with an external consultant. Additional outreach may be conducted to further learn about respondents' offerings.