AIM Travel Nurse Explainer Video (Contract)

Statement of Purpose

The Alliance for Innovation on Maternal Health (AIM) program at the American College of Obstetricians and Gynecologists (ACOG) is seeking to develop an introductory video with narration to serve as an educational resource for perinatal travel contract nurses seeking employment in birthing facilities that are implementing patient safety bundles as part of AIM.

AIM seeks the development of one explainer video focused on the general concept of the AIM program, purpose and design of the AIM patient safety bundles, review of the current patient safety bundles that a travel nurse may encounter, and how each bundle may by implemented in the units they might work in.

We are looking for an experienced firm to partner with us to:

1. Support development of the introductory video based on AIM provided script.
2. Develop animations to support learning about the AIM program structure, concepts, and the core patient safety bundles and their corresponding elements and background

Background

AIM is a national, cross-sector commitment designed to lead in the development and implementation of patient safety bundles for the promotion of safe care for every U.S. birth. The AIM National Team at ACOG provides expert technical support and capacity building to multidisciplinary state-based teams, most often perinatal quality collaboratives, leading target rapid-cycle quality improvement (QI) via implementation of patient safety bundles. With 44 enrolled states and over 1926 participating facilities, AIM seeks to engage all US state and territories in its maternal health quality improvement network.

During the course of the COVID-19 pandemic, the use of travel contract nurses has expanded exponentially nationally. Because these nurses provide critical coverage of staffing but do not undergo extensive training and orientation, the implementation of AIM at the hospital level may be less supported by these nurses

in practice. The AIM Program seeks to mediate this by providing a brief, approximately 10 minutes in length explainer video to elicit understanding and buy in from travel contract nurses seeking employment in birthing facilities that are implementing AIM.

The AIM program is supported by a cooperative agreement with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28042, Alliance for Innovation on Maternal Health.

Tasks and Deliverables (Required Services)

AIM/ACOG expects the selected vendor to uphold the responsibilities outlined below (at minimum):

- Provide direction for project planning and execution, actively collaborating with AIM and ACOG on all tasks and deliverables through:
    - Monthly coordination calls,
    - Monthly written progress reports, and
    - Project kick-off meeting
- Maintenance and revision (as appropriate) of project timeline
- Develop scripts and storyboards based on the script provided by AIM and supporting resources to be provided by AIM and supporting subject matter experts as applicable.

AIM/ACOG requests the following deliverables:

Item	Description	Deadline
Introduction to AIM for the Travel Contract Nurse	Animated video with narration that serves as an introduction to the AIM Program, patient safety bundles, and what that might look like in practice.	As early as possible, ideally no later than February 28, 2022

Proposal

To be considered as a possible subcontractor for this work, please ensure the submitted proposal includes the following:

Item	**Description**
Cover Letter	
Contact Information	Please include the following for each person engaged in the scope of activities: • Name • Title • Address • Phone Number • Email Address
Vendor Qualifications and Roles	Please describe the vendor's qualifications to conduct the required services, including their expertise, knowledge, and experience. Experience should include examples of conducting similar or related work.
Work Plan	The proposal should contain a detailed description of the activities to be conducted by the contractor(s) in order to complete the requested required services, including: • The specific activities to be conducted at each stage, • A timeline for activities at each stage, • Milestones and deliverables tied to those activities, and • A detailed budget and proposed payment scheduled
Previous Work Samples	Please provide at least two (2) examples of written work similar to the required services requested

Team Members	Please provide bios and qualifications for members of the core team working on the project
References	Please provide two (2) references from your most recent clients with the following information: • Primary contact name, • Primary contact title, • Organization name, • Primary Contact email and phone number, and • A brief description of services provided

Budget

The proposed budget for the outlined required services is between $20,000 and $40,000, which includes both agency fees and project costs.

Please submit your proposal and total project cost to our proposal portal by Friday, December 31, 2021. Further questions can be directed to Emily Greenwood, AIM Program Resource Manager, at egreenwood@acog.org.