

Concept Paper: NYC Well

OVERVIEW

On January 31st, the New York City (NYC) Department of Health and Mental Hygiene (DOHMH) released a Concept Paper outlining a forthcoming Request for Proposals (RFP) for the re-procurement of NYC Well to newly awarded contractor(s). NYC Well is a 24/7 resource that allows New Yorkers to call, text, and chat a centralized contact center to receive behavioral health crisis counseling, suicide prevention, emotional and peer support, and referrals to ongoing behavioral health care services.

NYC Well and the forthcoming 988 Suicide Prevention and Behavioral Health Crisis Hotline system will function as a single entity, and the contractor will answer contacts to both the NYC Well center and to 988 from NYC.

The Concept Paper is available [here](#). Comments will be accepted through March 17th.

FUNDING

DOHMH anticipates awarding \$335 million in total funding to up to three contracts over the nine-year program period.

Contracts will begin April 1, 2023, with the ability to be fully operational by July 1, 2023. DOHMH projects 500,000 inbound calls, texts, and chats annually.

ELIGIBLE APPLICANTS

Contractors must have demonstrated success:

- Integrating racial equity goals into its organization's vision and mission;
- Reducing racial disparities in its workplace, among its staff, and in its service delivery;
- Operating a large-scale contact center with proven experience maintaining continuity of operations during human and natural disasters;
- Providing telephonic or virtual crisis counseling and suicide prevention services, emotional and peer support, and information/referral to ongoing care for children and adults;
- Developing, maintaining, and adapting an intuitive and functional website; and
- Developing clear reports and visualizations of large data sets.

Contractors will be accredited by the National Suicide Prevention Lifeline (NSPL).

CORE SERVICES

The core services of the NYC Well/988 program will include:

- Crisis counseling and suicide prevention;
- Peer support;
- Brief counseling and support;
- Information and referral to behavioral health care and services that address the social determinants of behavioral health;

- Single Point of Access (SPOA) to urgent behavioral health care services such as Mobile Crisis Teams;
- Mobile friendly website to find and connect with behavioral health and wellness applications and self-service features of all core services; and
- Follow up with callers/text messages/internet chats to ensure connection to care and/or troubleshoot barriers to connection.

APPLICATIONS

DOHMH anticipates reviewing proposals based on the following:

- Applicants' relevant experience;
- Proposed approach to the scope of services;
- Program monitoring;
- Data management;
- Reporting;
- Racial equity, social justice, and addressing health disparities;
- Organizational capacity, including proposed staffing plan; and
- Budget management.

Timeline

Comments on the Concept Paper must be submitted to RFP@health.nyc.gov with the subject line "NYC Well Concept Paper" through March 17th. In addition to general comments regarding the program concept, DOHMH is seeking input regarding what, if any, services could be divided among multiple contractors or subcontractors.

DOHMH anticipates issuing the RFP in spring 2022, with proposals due in early summer 2022. Award decisions will be made in fall 2022.