

Proposal for Contingency Management for Substance Use Disorder (SUD) Member Incentives



**colorado
access**

PROPOSAL FOR Contingency Management for Substance Use Disorder (SUD) Member Incentives

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I. SOLICITATION FORM

ACCEPTANCE OF TERMS

The undersigned agrees to furnish the services described in this document at the 0 and terms stated, subject to all the terms and conditions of this Request for Proposal (RFP) and any subsequent agreement executed between the parties. The undersigned warrants and represents their authority to bind their agency into an agreement subject to the terms and conditions of this Request for Proposal and the subsequent agreement executed between the parties.

The undersigned agrees that all information in this RFP is proprietary and confidential. They will not disclose it outside their organization and will share it internally only with individuals who need it to perform the work described in this RFP. The undersigned further agrees to use this information solely for the purposes stated herein and for no other purpose or benefit.

Additionally, the existence of this agreement, any relationship between the parties, and the terms of the RFP shall constitute proprietary and confidential information.

Company Name:

Primary

Contact:

Street

Address:

City, State

Zip:

Email:

Telephone:

By (Authorized Signature)	Date Signed:
Print name and title of Authorized Signatory	

**ALL SPECIFICATIONS, TERMS, AND CONDITIONS OF THIS PROPOSAL WILL BE
INCORPORATED INTO ANY RESULTING AGREEMENT.**

II. INTRODUCTION

As Colorado Access enters the new ACC Phase III contract with HCPF, it must implement a cost-effective member incentives program that aligns with evidence-based best practices and addresses a priority area identified by the department. One of HCPF's priority areas is the implementation of Contingency Management for substance use disorder (SUD). Contingency Management is an evidence-based treatment approach that uses incentives to reinforce positive recovery behaviors and improve engagement and outcomes for individuals with SUD. Colorado Access seeks to partner with an in-network provider or organization that currently offers Contingency Management or similar incentive-based programs for individuals with SUD and has the capacity to integrate Colorado Access's member incentives into their existing program model.

Selected provider(s) or organization(s) must be able to purchase and distribute alcohol, tobacco, and firearm (ATF) restricted incentives to eligible Colorado Access members who actively participate in the program. In addition, the provider(s) or organization(s) must have the capacity to collect and report program data to the Colorado Access Population Health team, including outcomes, successes, challenges, and lessons learned.

III. PURPOSE

Contingency Management is a well-established, evidence-based intervention that uses positive reinforcement to promote treatment engagement, medication adherence, and recovery-oriented behaviors for individuals with substance use disorder (SUD). Research has demonstrated that Contingency Management can improve retention in treatment, reduce substance use, and support sustained recovery, particularly for populations that experience barriers to consistent care. By reinforcing healthy behaviors, Contingency Management helps stabilize members, supports continuity of care, and can contribute to reduced emergency department utilization and avoidable hospitalizations, which are key goals for Colorado Access and HCPF.

Through this RFP, Colorado Access seeks proposals from qualified providers or organizations with demonstrated experience delivering Contingency Management or incentive-based SUD programs and who are already engaging with Colorado Access members. The selected partner will be responsible for administering member incentives, supporting participant engagement, and collecting and reporting program data to inform performance monitoring, quality improvement, and program evaluation. This partnership is intended to strengthen access to evidence-based SUD treatment, promote equitable and member-centered care, improve health outcomes for Colorado Access members, and support the implementation of a cost-effective program aligned with HCPF priorities.

IV. SCOPE OF WORK

The selected provider or organization will partner with Colorado Access to implement and operate an evidence-based Contingency Management (CM) program for Colorado Access members with substance use disorder (SUD). The Contractor will be responsible for program implementation, member engagement, incentive administration, data reporting, and continuous quality improvement in alignment with the ACC Phase III contract requirements and HCPF priorities.

1. Program Implementation and Operations

- Integrate Colorado Access member incentives into your existing CM or incentive-based SUD program that aligns with recognized best practices for SUD treatment and recovery.
- Ensure program operations are compliant with all applicable federal and state Medicaid regulations, HCPF policies, and Colorado Access requirements.
- Develop and maintain program protocols, workflows, and internal controls related to incentive distribution and member participation.

2. Member Eligibility and Engagement

- Identify and enroll eligible Colorado Access members with SUD into the CM program.
- Engage members already receiving SUD treatment services and support ongoing participation in recovery-oriented activities.
- Provide culturally responsive, trauma-informed, and member-centered engagement strategies to reduce barriers to participation and support equitable access to care.
- Coordinate, as appropriate, with treatment providers, care coordinators, and other supports to promote continuity of care.

3. Incentive Administration

- Purchase, manage, and distribute incentives to eligible members based on defined recovery-oriented behaviors (e.g., treatment attendance, medication adherence, negative toxicology screens, or other approved milestones). Gift cards provided to our members must be ATF-restricted gift cards.
- Ensure timely, accurate, and secure distribution of incentives in accordance with program guidelines and approved budgets.
- Maintain documentation and records of incentive distribution, including member participation and incentive value.

4. Data Collection, Reporting, and Evaluation

- Collect and track program data, including but not limited to:
 - Member enrollment name and participation information
 - Incentive distribution totals
 - Treatment engagement and retention
 - Program outcomes and performance measures
 - Challenges and barriers
 - Successes

- Submit two reports to the Colorado Access Population Health team in a format and frequency determined by Colorado Access.
- Participation in program evaluation activities to assess effectiveness, challenges, and opportunities for improvement.

6. Collaboration and Communication

- Designate a primary point of contact for program oversight and coordination with Colorado Access.

7. Compliance and Cost-Effectiveness

- Ensure compliance with all contractual requirements, privacy and security standards (including HIPAA), and applicable state and federal regulations.

V. SUBMISSION OUTLINE

The submissions should include the following items and be organized in the manner specified below to simplify the review process and obtain the maximum degree of comparability.

1. Cover Letter

- Organization name, address, and primary contact
- Brief statement of interest and commitment to the 9-month project period (April 13, 2026-December 31st, 2026)
- Authorized signature

2. Organizational Overview and Experience (up to 1 page)

- Description of the organization and mission
- Experience serving Medicaid populations, including Colorado Access members
- Experience delivering substance use disorder (SUD) treatment and/or Contingency Management or incentive-based programs

Summary of relevant partnerships or collaborations

3. Proposed Program Approach (2-3 pages)

- Description of the Contingency Management model to be implemented
- Recovery-oriented behaviors that will be incentivized
- Member eligibility criteria and enrollment process
- Strategies for member engagement and retention
- How the proposed program aligns with evidence-based practices and HCPF priorities

4. Incentive Structure and Administration (up to 1 page)

- Types of incentives to be used (e.g., gift cards, vouchers, etc.)
- Incentive amounts, frequency and maximum per member/patient (\$600 maximum allowable)
- Process for purchasing, tracking, and distributing incentives
- Safeguards to ensure appropriate, timely, and compliant incentive distribution

5. Scope of Services

Briefly describe your agency's understanding of the scope of services provided. Indicate your agency's willingness and ability to perform those services. Please also describe your agency's approaches and methodologies for designing and implementing the programs that are collaboratively agreed upon.

6. Fees and Compensation

Provide the following operational budget information in your proposal:

- Administrative or technological cost to delivery incentives (if applicable)
- Gift cart funding total and total expected number of members to receive incentives
- Other costs

VI. SUBMISSION

Any vendor documents that are part of the response to this RFP should be submitted electronically and attached as appendices to the response.

Submissions shall constitute the vendor's representation that it:

- Has thoroughly examined and become familiar with the scope of work set forth in this RFP.
- Understands the requirements of the scope of work, the nature of the work, timeline, and all other matters that may affect the work.
- Will be capable of performing the services proposed in its submission for the duration of the contract. It will also comply with all requirements set forth in this RFP and in the ensuing contract, if any.

VII. SOLICITATION KEY DATES AND TIMELINE

Below is the schedule for vendor solicitation, responses, evaluation, and selection. Dates are subject to change without notice.

Request for Proposal Timeline	Date
RFP released	02/13/2026
Vendor notice of intent to respond	02/27/2026
RFP responses due	03/06/2026
Vendor contract award	03/13/26
* Agreement authorized, MOU/DSA completed and signed	04/03/2026
Contract begins	04/13/2026
Target completion	12/31/2026

VIII. PROPOSAL SUBMISSION AND SELECTION

Colorado Access may request additional information or meetings with any or all agencies, to clarify or negotiate modifications to the agency's submission.

Colorado Access reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both a resource and price standpoint, that the agency can offer.

IX. COMPLIANCE WITH LAWS

Any vendor must affirmatively agree and certify that it will comply with all applicable federal, state, and local laws and regulations. Diversity, Equity, and Inclusion is a core value of Colorado Access and any vendor responding to this RFP must affirmatively agree to include the non-discrimination and compliance provisions of this clause in any and all subcontracts to perform work under the agreement.



X. Colorado Access CONTACT

All communications, including any requests for clarification concerning this RFP should be addressed in writing by email to:

Claire Peters
Director of Population Health
Claire.Peters@coaccess.com

* It is not acceptable to contact any other Colorado Access executives or staff during this process and doing so may result in the vendor being eliminated from consideration.

XI. EVALUATION AND AWARD

The evaluation process will be collaboratively conducted with a leadership team consisting of the Vice President of Health Strategy, Director of Population Health, and Senior Director of Integrated Health and Network Performance.

Upon delivery of the Award Notice to the selected vendor, that vendor will be required to provide a detailed Statement of Work and execute the Colorado Access and other agreements as appropriate.