



## Request for Information: Competitive Proposal Writing Services

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### Background:

Third Horizon is a strategic, boutique advisory firm focused on designing integrated health and social systems so all communities, families, and individuals can thrive. Through its work across three advisory areas – [behavioral health](#), [community health](#), and [payment design and analytics](#) – 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 and develop upstream innovations, strategies, and structural changes that maximize the value of the yearly spend on health care.

The firm supports state and local government agencies, health and behavioral health care providers, payers, associations, and community-based organizations seeking to improve access and delivery systems. Third Horizon's services include strategic planning, facilitation, stakeholder engagement, market research, policy analysis, alternative payment model design, and data analytics.

Third Horizon is issuing this Request for Information (RFI) to identify experienced proposal writers who can support the development of high-quality, competitive responses to Requests for Proposals (RFPs) and related solicitations. We are seeking information on vendors' capabilities, relevant sector and funder experience, proposal development approach, capacity, and performance metrics (including recent win rates), as well as examples of prior work that demonstrate strong narrative strategy and technical compliance. The information gathered through this RFI will help Third Horizon evaluate potential partners and establish a shortlist of writers for future proposal support engagements.

Submitting a response to this RFI does not guarantee selection or future work; however, the information provided will help Third Horizon better understand vendors' qualifications and inform any future vendor selection decisions. After reviewing the written submissions, Third Horizon may select a few candidates to interview.

Thank you for your interest! Please submit responses to Jessica Casebolt, Manager, at [Jessica@thirdhorizon.com](mailto:Jessica@thirdhorizon.com)

Submission Requirements:

Name:

Company/Organization:

E-mail:

Phone:

Questions

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How many years of experience do you have in proposal writing?
Have you developed proposals for a consulting or strategic advisory firm? If yes, how many years of experience do you have in doing so, and for what types of firms?

Please describe any experience you have specifically in developing competitive proposals for federal, state, and local government agencies.

Please describe your experience working with public health, health care, or behavioral health organizations.

What is your rate of success, and how was this determined?

What would you describe as the key differences between proposal writing for a consulting/strategic advisory firm and grant writing for a nonprofit service provider?

In your experience, what are the most essential components that lead to a successful proposal in today's competitive environment?

What is your approach to working with a client when developing a proposal on their behalf? Include any details you think would be helpful.

How do you price your proposal writing services?

Is there anything else we should know?

Please attach your bio, resume, and a work sample (redacted).