

**Cognitive Behavioral Therapy (CBT) Training Services**

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<b>Date of Issue:</b>	<b>July 15, 2025</b>
<b>Applications must be received no later than:</b>	<b>2:00 p.m. EDT, August 15, 2025</b>
<b>Submit all RFP-related questions to:</b>	<b>Hans Leach <a href="mailto:hans.leach@phila.gov">hans.leach@phila.gov</a></b>

**EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER:  
WOMEN, MINORITY INDIVIDUALS AND PEOPLE WITH  
DISABILITIES ARE ENCOURAGED TO RESPOND**

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# 1. PROJECT OVERVIEW

### 1.1. Introduction/Statement of Purpose

Community Behavioral Health (CBH) is issuing this Request for Proposals (RFP) to contract with a qualified, independent vendor who specializes in cognitive behavioral therapy (CBT) training and implementation services to behavioral health systems, agencies, and clinicians. This RFP intends to solicit proposals from all interested Applicants who possess the background, experience, skills, and capability to facilitate the further development of sustainable CBT programs across levels of care, through individual clinician competency, team and program development, and leadership engagement within the guidelines established in this RFP. The CBH Evidence-Based Practice and Innovation Center (EPIC) department will manage the contract.

### 1.2. Project Background

CBT is based on the cognitive model that describes the connection between an individual's thoughts, emotions, and behaviors. Each person's unique history and experiences lead them to develop core beliefs about themselves, others, and the world. Those beliefs, in turn, become the lens through which new experiences are seen and understood. When we see a new situation through the lens of these past experiences, we have immediate, almost reflexive reactions (thoughts, emotions) that influence our behavior in those situations. Some of our thoughts and beliefs (cognitions) may be less accurate or helpful than they initially seem, leading to distress and problematic behavior. CBT helps people identify the cognitions (based on past experiences) connected to their distress and unhelpful behavior, evaluate how accurate or helpful those cognitions may be, and shift to more accurate or helpful cognitions. Those changes in thinking, in turn, lead to less distress, more desirable behavior, and progress toward meaningful life goals. CBT also fits well within the recovery movement, helping individuals to identify their own goals and then resolve the obstacles that may be in their path, such as addiction, depression, trauma, chronic stress, and more. CBT can be delivered individually or in groups, supported by substantial research evidence, including almost 300 meta-analyses.

CBH recognizes a need to provide high-quality, evidence-based treatment to its population of children, adolescents, and adults who are experiencing depression, anxiety, or other mental health challenges. As such, CBH is committed to increasing its capacity to provide CBT within its network across the continuum of care. As CBH is also aware of the challenges faced by agencies in implementing and sustaining evidence-based clinical programs, the purpose of this CBH Request for Proposal is to solicit proposals from interested Applicants with documented expertise in large system implementation of CBT, components of which include both clinical and program development to provider agencies and consultation to the system. All the requirements are specified in the scope of work section (Section 2.2. Services to be Provided/Required Tasks of this RFP).

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### 1.3. Request for Proposals

CBH anticipates selecting one Applicant to provide all the services specified in this RFP. The resulting contract would be for one year with the option to renew for three additional one-year terms.

### 1.4. General Disclaimer

This RFP does not commit CBH to award a contract. This RFP and the process it describes are proprietary and are for the sole and exclusive benefit of CBH. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP shall become the property of CBH and may be subject to public disclosure by CBH.

## 2. SCOPE OF WORK

### 2.1. Project Details

This RFP aims to identify a qualified Applicant to develop sustainable CBT clinical competency and programming within the Philadelphia behavioral health network. The qualified applicant will possess a demonstrated background, experience, skills, and capability to facilitate the development of sustainable CBT programs across levels of care through individual clinician competency, team and program development, and leadership engagement. The qualified applicant will also possess a demonstrated background and experience advising system leadership to facilitate optimal implementation conditions.

### 2.2. Services to be Provided/Required Tasks

The training and consultation services procured through this RFP will take place over one calendar year, to begin in January 2026, with the potential for up to three one-year renewals. More specifically, CBH is seeking an Applicant to provide the following services/project deliverables:

- ➔ **Needs Assessment:** The Applicant will provide a needs assessment to facilitate a work plan tailored to agency needs. This should include agency philosophy, levels of care and services offered, and readiness for implementation. Leadership, policy and practices, and experience with EBP implementation should be considered. The timing of a needs assessment can be determined during work planning phases; the trainer must be able to make ongoing recommendations for the sustainment and growth of a CBT program throughout the contract period.
- ➔ **Leadership Engagement:** With EPIC's support and guidance, provider network agency leaders should be engaged as key stakeholders throughout the implementation. They should be oriented to CBT and coached in sustaining a CBT program.

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- ➔ **CBT Training:** Clinical teams within the EPIC CBT Initiative must be competent. The Applicant should be able to provide training on advanced CBT topics for previously CBT-trained clinicians and general, introductory-level training based on CBT principles for the entire CBH provider network.
- ➔ **Implementation:** The Applicant should address key components of successful EBP implementation, including leadership engagement, policy, staff commitment and attrition, collaboration, and referral pathways. The plan should list requirements for time commitment from participating staff.
- ➔ **Monitoring:** Agencies should be coached and supported in monitoring implementation via clinical and program indicators.
- ➔ **Sustainability:** Sustainability should be a focus throughout the training program, with specific attention paid to creating a training model that allows providers to develop a self-sustainability plan by the end of the contract period. This plan should include a clear support titration plan to ensure that agencies can independently sustain CBT over time without relying solely on the consultant(s).
- ➔ **Recommendations:** The Applicant should provide ongoing recommendations for the sustainment and growth of each CBT program. Additionally, the Applicant should demonstrate in the proposal their understanding of a public mental health system that experiences frequent staff turnover, and how they intend to support agencies in developing internal expertise in CBT to ensure that programming is sustained.
- ➔ **Collaboration:** Collaboration with CBH will be expected to ensure support in system implementation. This will include consistent communication, system-level guidance, and the ability to integrate CBH recommendations into the work plan.
- ➔ **Adaptations:** The Applicant should consider adaptations to the work plan that may be required to fit agency culture and needs, particularly if these needs change during implementation. This may include staff turnover or staff who need additional support to reach mastery.
- ➔ **Culturally Responsive Practices:** The Applicant should follow best practices for implementing CBT in a culturally responsive way. This includes ongoing work/research to incorporate culturally responsive strategies, engaging experts in this area, and making efforts to have trainers/consultants from diverse backgrounds.

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### 2.3. Monitoring

The CBH EPIC Department will manage the contract. An individual from that unit will be identified as the point person for the work to be conducted under the contract developed through this RFP, and those activities will be monitored for the duration of the contract.

### 2.4. Reporting Requirements

The selected Applicant will be expected to provide periodic training and consultation status reporting, with details to be determined with the selected entity. At a minimum, the Applicant must provide documentation of work performed (e.g., training and consultation attendance, audio sessions rated, etc.) upon submitting each invoice. Additionally, an outcomes report should be submitted each quarter, documenting the metrics related to training attendance, training completion, certification numbers, etc. The Applicant must also be able to conduct assessments of implementation progress, reporting any challenges to full implementation, along with recommendations to remedy these concerns.

### 2.5. Compensation/Reimbursement

A cost proposal must be provided based on your understanding of the project's scope and the services to be delivered. This should be presented as the total cost, itemized by each phase of the project (i.e., expected project deliverables detailed in Section 2.2.), and further by a detailed list of charges for services, including hourly personnel rates for all staff assigned to this project, subcontractor fees, reimbursable expenses, and other miscellaneous costs and fees. Services for the proposed project will be reimbursed as they are incurred by submitting invoices to CBH. Services will be paid for on an "as-rendered" basis.

Additionally, please discuss strategies to address varying cohort sizes for training and related costs. Please include any policies in place for the cancellation or postponement of scheduled trainings and consultation sessions due to low registration or attendance.

While CBH may award a contract based on the initial offer, an Applicant should make its offer on the most favorable terms. However, CBH reserves the right to have discussions with potential consultants falling within a competitive range, request revised pricing offers from them, and make an award or conduct negotiations thereafter.

### 2.6. Organization and Personnel Requirements

At a minimum, the following are required:

- ➔ Advanced clinical expertise in CBT

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- ➔ Experience teaching and providing large-scale training in CBT
- ➔ Experience providing CBT implementation support to behavioral health agencies
- ➔ Experience providing CBT consultation to an extensive behavioral health system
- ➔ Demonstrated understanding of the social determinants of health for a Medicaid population
- ➔ Demonstrated understanding of the unique strengths and challenges faced by Medicaid-funded agencies in sustaining evidence-based clinical programs
- ➔ Personnel capacity for providing ongoing training to approximately 20 unique programs within the CBH provider network, with regularly scheduled consultation sessions for new programs
- ➔ The capacity to review audio recordings of CBT sessions for competency and certification
- ➔ Capacity to provide training, consultation, and audio review in Spanish
- ➔ Demonstrated commitment to culturally responsive CBT training, implementation, and service delivery

Applicants should include any credentials from any certifying organization that attest to the organization's capabilities or any individuals employed by the organization working on the proposed project.

### 2.7. Technical Capabilities

Applicants must have the technology capabilities required to perform the proposed activities in this RFP.

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# 3. PROPOSAL FORMAT, CONTENT, AND SUBMISSION REQUIREMENTS; SELECTION PROCESS

## 3.1. Required Proposal Format

### 3.1.1. Format Structure

#### 3.1.1.1. Proposal Cover Sheet

The cover sheet (see [Attachments](#)) should be completed with the Applicant's information and included as the first page of the proposal.

#### 3.1.1.2. Table of Contents

The second page of the proposal should include a table of contents, with each section included and a page number for the first page of each section.

#### 3.1.1.3. Format Requirements

Proposals must be prepared simply and economically, providing a straightforward, concise description of the Applicant's ability to meet the requirements of the RFP. Each proposal must provide all the information detailed in this RFP using the format described below. The narrative portion of the proposal must be presented in a print size of 12, using a Times New Roman font, single-spaced on 8.5" by 11" sheets of paper with minimum margins of 1". For each section where it is required, the Applicant must fully answer all of the listed questions in the outline form in which they are presented in the RFP. Answers to each question must be numbered/lettered and correspond to the numbered/lettered questions in this RFP. Failure to number and letter the questions or to respond to all questions may result in the proposal being considered non-responsive. Each attachment, appendix, or addendum must reference the corresponding section or subsection number.

Applicants are required to limit their narrative responses to ten single-spaced pages. This page limit includes sections 3.1.2.1.-3.1.2.5. below. There are no cost proposal and operation documentation requirements limitations, sections 3.1.2.6 and 3.1.2.7. If you have responded to a requirement in another part of your proposal, refer to that section and do not repeat your response. Applicants whose narrative exceeds ten single-spaced pages may have their proposals considered non-responsive and disqualified.

### 3.1.2. Proposal Content

The proposal should follow the format below. The information should be complete and demonstrate that the consultant can perform the required work professionally.

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### *3.1.2.1. Applicant Profile/Statement of Qualifications/Relevant Experience*

Provide company contact information, including how long you have been in business and your specific services. Please provide a brief narrative description of the purpose, corporate status (profit or non-profit), and company organizational structure. Organizational charts may be used to support appropriate aspects of this narrative and included as an attachment to your proposal. Identify and briefly describe related work completed in the last three years. Describe only work related to the proposed effort and include examples of similar work in governmental, non-profit, or human services-related organizations. Include evidence of satisfactory and timely completion of similar work for past projects.

### *3.1.2.2. Project Understanding and Proposed Scope of Work*

Prepare a brief introduction, including a general demonstration of understanding the required work's scope and complexity. Describe how the proposed services will be provided. Please include a description of each item identified in the scope of work section (Section 2.2.) and describe creative solutions and alternative approaches where feasible. Please explain how you would prefer work to be developed, shared, mutually agreed upon, and assessed by CBH.

### *3.1.2.3. Personnel*

Identify key personnel who will be assigned to this project. Detail their experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person. Provide resumes and job descriptions for all individuals proposed to participate in the project. Provide copies of certifications of any individual whose job description requires a certification. In this section, also state the intention, if that is the case, to utilize subcontractors to perform any of the work for this project. For each subcontractor, provide the name and address of the subcontractor, a description of the work the subcontractor will provide, and whether the subcontractor will assist in fulfilling the goals for inclusion of minority, women, or disabled owned businesses.

### *3.1.2.4. References*

Please include references with contact information from at least three organizations that have used your organization's services in the past three years and have been customers for at least 12 months.

### *3.1.2.5. Project Plan and Timeline*

Describe the project plan and timeline for providing the services sought through this RFP. Please note that the desired training timeframes are discussed in Section 2.2. Services to be Provided/Required Tasks.

### *3.1.2.6. Cost Proposal*

Please provide a cost proposal based on understanding the project's scope and the services to be delivered. This cost proposal should include the total estimated cost for this project, itemized by the expected project

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deliverables detailed in section 2.2. This cost proposal should also include a detailed list of services charged. The list of services should include, but is not limited to:

- ➔ Hourly personnel rates for all staff assigned to this project
- ➔ Fees for subcontractors
- ➔ Reimbursable rates for expenses such as printing, copies, etc.
- ➔ Other miscellaneous costs and fees

Final rates will be determined in negotiations with the qualified Applicant after the proposal submissions have been reviewed and contract negotiations have begun. Although CBH may begin contract negotiations based on the submitted proposal, CBH reserves the right to discuss the Applicant(s) falling within a competitive range, request revised pricing offers, and make an award or conduct negotiations thereafter.

### *3.1.2.7. Operational Documentation and Requirements*

Please make sure to include completed and signed (where applicable) attachments with your submission:

- ➔ Attachment: [CBH RFP Response Cover Sheet](#)
- ➔ Attachment: [City of Philadelphia Tax and Regulatory Status and Clearance Statement](#)
- ➔ Attachment: [City of Philadelphia Disclosure Forms](#)
- ➔ Attachment: [City of Philadelphia Disclosure of Litigation Form](#)
- ➔ Attachment: [CBH Vendor Procurement Terms and Conditions/Acknowledgement Form](#)
- ➔ Attachment: [Attestation That Applicant Meets Minimum Qualifications](#)

Additionally, in this section, please include the following information, either within the section itself or by reference to an attachment to your proposal:

- ➔ Tax Identification Number
- ➔ A letter attesting that all required federal, state, and local taxes (including payroll taxes) for the past 12 months have been paid
- ➔ In the case of for-profit organizations, groups, or individual practices, disclosure of any person or entity holding a shared ownership or controlling interest of 5% or more is required.

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- ➔ M/W/DSBE Status – For-profit Applicants

### 3.2. Selection Process

An application review committee will review all responses to this RFP. Based on the criteria detailed below, the committee will make recommendations concerning the submissions that best meet the RFP's goals.

Submissions will be reviewed based on the merits of the written response to the RFP.

Specific scoring criteria upon which the review will be based include:

#### 3.2.1. Threshold Requirements

Threshold requirements provide a baseline for all proposals, providing basic information that all Applicants must meet. Failure to meet these requirements may disqualify an Applicant from consideration through this RFP. Threshold requirements include the timely submission of a complete application with all sections outlined in 3.1.2.7 completed. Threshold requirements also include having the requisite experience and qualifications to implement the program and being a contractor in good standing with the City and CBH.

Threshold requirements also include consideration of the Applicant's financial status, including any potential delinquencies to the City and CBH. Proposals may be rejected, if, in CBH's judgment, the Applicant has failed to provide all information required by this RFP; has been delinquent or unfaithful in the performance of any contract with CBH or others; is delinquent, and has not made arrangements satisfactory to CBH concerning the payment of City taxes or taxes collected by the City, or other indebtedness owed to the City or other taxing authorities; is not in compliance with regulatory codes applicable to Applicant; is financially or technically incapable; or is otherwise not a responsible Applicant.

*CBH reserves the right to conduct investigations concerning financial, technical, and other qualifications, and references, without notice to the Applicant*

#### 3.2.2. Scoring by Review Committee

Applicants not meeting all the threshold requirements may have their proposals disqualified. For Applicants meeting the threshold requirements, the scoring criteria for this RFP, upon which the review will be based, are as follows:

- ➔ Demonstrated qualifications and relevant experience
- ➔ Demonstrated understanding of the project as indicated by a description of each item in the scope of work section
- ➔ Appropriateness of project approach and effectiveness of proposed project plan and timetable

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- ➔ As stated in the cost proposal section, the likelihood that the proposal will provide the best value compared to other submitted proposals
- ➔ Appropriateness of staffing to complete the project

### 3.2.3. M/W/DSBE-owned and Local Businesses

Special consideration will be given for the following:

- ➔ Businesses owned and controlled by minorities, women, and disabled persons
- ➔ Philadelphia-based Applicants

## 4. PROPOSAL ADMINISTRATION

### 4.1. Procurement Schedule

The anticipated procurement schedule is as follows:

RFP Event	Deadline Date
RFP Issued	July 15, 2025
Deadline to Submit Questions	July 25, 2025
Answers to Questions on Website	August 5, 2025
Application Submission Deadline	2:00 p.m. EDT, August 15, 2025
Applicants Identified for Contract Negotiations	September 15, 2025

CBH reserves the right to modify the schedule as circumstances warrant.

This RFP is issued on July 15, 2025. To be considered for selection, all applications must be delivered to the email address below no later than 2:00 p.m. EST on August 15, 2025.

- ➔ Application emails should be titled “**CBT Training Services RFP.**” Applications submitted other than those submitted through submission to the email below will not be accepted.
- ➔ Applicants must submit an electronic version of the application prepared as a PDF document. Please email it to [hans.leach@phila.gov](mailto:hans.leach@phila.gov).

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- ➔ Applications submitted after the deadline date and time will be returned.
- ➔ The individual Applicant or an official of the submitting agency, authorized to bind the agency to all provisions noted in the application, must sign the application's cover sheet (See Attachment).

### 4.2. Questions Relating to the RFP

All questions concerning this RFP must be submitted in writing via email to Hans Leach at [hans.leach@phila.gov](mailto:hans.leach@phila.gov) by July 25, 2025. CBH will respond to questions it considers appropriate to the RFP and of interest to all Applicants, but reserves the right, in its discretion, not to respond to any question. Responses will be posted on the CBH website by August 5, 2025. Responses posted on this website become part of the RFP upon posting. CBH reserves the right, in its discretion, to revise responses to questions after posting by posting the modified response. No oral response to any Applicant question by any CBH employee or agent shall be binding on CBH or in any way considered a commitment by CBH. Contact regarding this RFP with CBH or related staff other than the individual named above is not permitted, and failure to comply with this restriction could result in disqualification.

### 4.3. Interviews/Presentations

Certain applicants will be invited to make an oral presentation concerning various aspects of their application to CBH. Such presentations allow Applicants to clarify their application to ensure a thorough and mutual understanding. CBH will schedule such presentations on an as-needed basis for the week of September 1, 2025.