



Request for Proposal
The Wright Center for Community Health
The Wright Center for Graduate Medical Education

Docuseries:

RESPONSIVE SOLUTIONS FOR AMERICAN HEALTH CARE: The Wright Center celebrates 50 years of responding to the needs of Northeast Pennsylvania and Beyond

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Introduction and Background

The Wright Centers for Community Health (TWCCH) and Graduate Medical Education (TWCGME) are two affiliated nonprofit corporations that are foundational members of a community-based Teaching Health Center Graduate Medical Education Safety-Net Consortium that trains the primary care workforce that America needs while providing non-discriminatory, comprehensive, fully integrated primary health services, including dental, mental and behavioral health, substance use disorder treatment and recovery, HIV and infectious disease, and women's health services regardless of ability to pay (collectively, The Wright Centers are referred to as "TWC"). TWC is soliciting proposals related to the pre-production, production, and post-production of a documentary film or documentary film series (up to 5, 30-minute episodes) that chronicle the first 50 years of TWC's history within the appropriate contexts of public health policy development and

local, regional and national factors influencing the health care and medical education industries.

This engagement includes but is not limited to the research, outline, development, scripting, storyboarding, videography, editing, reshoots, narration, captioning, music licensing/development, social media trailers/cuts, and promotional materials, resulting in an amazing documentary film or documentary film series (up to 5, 30-minute episodes). The completed documentary will include a community premiere, which the filmmaker will help promote by developing trailers, social media content, and more.

The proposed timeline includes:

- I. Second Quarter 2024 – Research
- II. Third and Fourth Quarters 2024 – Interviews, script development, storyboarding
- III. 2025 – Video shoots, editing, revisions, reshoots, etc.
- IV. 2026: Early draft, trailer, final version ready for premiere in **July 2026**

The objective of this request for proposal (RFP) is to identify a documentary filmmaker that will:

- Collaborate with The Wright Center’s executive leadership team, employees, archival librarian(s)/historian(s), community partners/organizations, patients, board members, and others central to the establishment and journey of TWC to co-create, develop, and produce a high-quality, factual documentary series that meets the criteria to air on TV stations.
- Based on research and approval from executive leadership, develop an outline, storyboard, and script for the documentary.
- Deliver 4K, high-definition video.
- Interview 35-40 individuals (total to be determined by the filmmaker) – alumni, physicians, political leaders, historians, patients, community members, etc. – who played a role and/or witnessed the transformation of The Wright Center from one residency program (Scranton-Temple Internal Medicine Residency) to one that features eight residency and fellowship programs from coast to coast, 10 primary and preventive care clinics, and about 650 employees.
- The documentary/docuseries will outline the need for residency/fellowship programs, how The Wright Center addressed the need to develop a primary care physician pipeline workforce development program, and added primary and preventive care community health centers in Lackawanna, Luzerne, and Wayne counties.
- The Wright Centers for Community Health and Graduate Medical Education are improving the health and welfare of communities through inclusive and

responsive health services and the sustainable renewal of an inspired, competent workforce that is privileged to serve.

- The documentary will address important dates in history, as outlined by The Wright Center, including, but not limited to, the establishment of the Scranton-Temple Residency Program, changing the name to The Wright Center; Dr. Thomas succeeding Dr. Wright as president and CEO; creation of the National Family Medicine Residency; achieving Federally Qualified Health Center Look-Alike status; becoming one of the largest U.S. Health Resources and Services Administration (HRSA)-funded Teaching Health Center Graduate Medical Education Safety-net Consortia; and more.
- Refer to the working outline below for the documentary series. The working outline addresses topics for episodes, subjects for interviews, important milestones, additions of residency/fellowship programs and service lines, the Graduate Medical Education Safety-Net Consortium model, the development of the Health City Hub concept, Sanctuary certification, and more.

Scope of Project Outline

Evaluation Factors

The enterprise is seeking a highly engaged partner to assist with completing this project. The enterprise will select a firm that will spend time and immerse itself in our history and story to make appropriate and enterprise-specific recommendations for story research, development, storytelling, videography, and presentation. The Wright Center reserves the right to select the bidder that presents the best value to The Wright Center as determined solely by The Wright Center in its absolute discretion.

Proposal Contents

Complete proposals will be submitted to Jennifer Walsh, Esq., and Paul Krzywicki via email (email address noted above) by 5 p.m. on **Monday, April 1, 2024**. Proposals must include the following:

- The firm shall provide one person to serve as the main contact for the duration of the project who will present information and coordinate with staff. This contact person will be expected to attend meetings to present proposals.
- Describe in detail how the firm will meet the deliverables.
- Provide reference information from three (3) current clients with contact information.

- Provide a company profile, length of time in business, and core competencies.
- Briefly describe your firm's project management process.
- Please include a brief biography/CV of each key staff member assigned to this project.
- Samples of previous projects and deliverables
- Professional fee for this engagement. Please provide a range as well as an upper limit for the proposed project.

The successful firm will be notified as soon as the successful firm is selected. The project will commence shortly after a contract is completed, and the timeline for completion will be determined based on outcomes and recommendations.

TWC - DOCUSERIES

RESPONSIVE SOLUTIONS FOR AMERICAN HEALTH CARE: The Wright Center celebrates 50 years responding to the needs of NEPA and Beyond

Private screening: July 1, 2026

Public screening: July 8, 2026

Air date on PBS: **TBD**

Minimum 35-40 interviews (maybe more)

Tentative schedule

Q2: Research

Q3-4: Interviews

2025: Video shooting, scripting, editing, revisions, reshoots

February 2026: Early draft and trailer

July 2026: Completed and ready for release

Up to five 30-minute episodes*