



## **REQUEST FOR PROPOSALS (RFP): STATE GOVERNMENT AFFAIRS CONSULTING SERVICES**

### **Issued by:**

Colorado Association of Health Plans (CAHP)  
1370 Grant Street, Suite 204  
Denver, CO 80203  
[www.colohealthplans.org](http://www.colohealthplans.org)

**RFP Issuance Date:** July 1, 2025

**Proposal Deadline:** August 15, 2025

**Anticipated Contract Start Date:** October 1, 2025

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### **I. INTRODUCTION**

The Colorado Association of Health Plans (CAHP) is seeking proposals from qualified individuals or firms to provide state government affairs consulting services. The selected lobbyist or firm will represent CAHP's interests before the Colorado General Assembly, the Executive Branch, and relevant regulatory and governmental agencies. The initial contract term will be for one year, with the potential for renewal upon mutual agreement.

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### **II. ABOUT CAHP**

CAHP is a nonprofit trade association representing Colorado's health insurance carriers. Our mission is to promote affordable, high-quality, and sustainable health care for Coloradans through advocacy, collaboration, and education. CAHP's members provide commercial, Medicaid, and Medicare coverage to millions of Coloradans.

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### **III. SCOPE OF SERVICES**

The selected consultant will provide services including, but not limited to:

- Advocating for CAHP's interests before the Colorado Legislature, Governor's Office, and state regulatory agencies.
- Monitoring, analyzing, and reporting on legislation and administrative actions that may impact health insurers.
- Drafting and advising on legislation, amendments, fact sheets, testimony, and talking points.
- Building and maintaining relationships with key elected officials, agency leadership, and relevant stakeholder groups.
- Identifying strategic opportunities and threats; advising CAHP on positioning and engagement.
- Coordinating with CAHP's executive leadership and committees on legislative and regulatory priorities.
- Ensuring compliance with all relevant lobbying registration and disclosure requirements and advising CAHP on any related filings.

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#### **IV. PROPOSAL REQUIREMENTS**

Please include the following information in your proposal:

1. **Firm Overview**
  - Name, address, and contact information
  - History and size of the firm
  - Description of relevant experience, particularly in health policy and insurance-related lobbying
2. **Personnel**
  - Names and bios of individuals who will be assigned to CAHP
  - Their roles and availability
3. **Approach and Strategy**
  - Description of how your firm will represent CAHP's interests
  - Engagement with CAHP leadership and committees
  - Approach to monitoring and influencing legislation and regulation
4. **Current and Past Clients**
  - List of clients, particularly in health care, government, or insurance
  - Any known or potential conflicts of interest, and how they would be addressed
5. **Fee Structure**
  - Proposed monthly retainer and any other anticipated costs
  - Any additional expenses expected to be reimbursed by CAHP
6. **References**
  - Names and contact information for at least three professional references familiar with your lobbying work

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#### **V. CONTRACT TERMS**

The selected firm will enter into a consulting agreement that includes provisions regarding:

- Term (October 1, 2025 – June 30, 2026, renewable)
- Independent contractor status
- Confidentiality obligations
- Conflict of interest prohibitions
- Compliance with Colorado lobbying laws
- Mutual termination with 30 days' notice
- Monthly compensation not to exceed a mutually agreed amount

A sample contract based on CAHP's current consulting agreement is available upon request.

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#### **VI. SELECTION CRITERIA**

Proposals will be evaluated based on the following:

- Demonstrated knowledge of Colorado's legislative and regulatory processes
- Relevant experience in health policy and insurance issues
- Quality and clarity of proposal

- Ability to effectively represent trade association interests
  - Fee structure and value
  - References and reputation
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## **VII. SUBMISSION INSTRUCTIONS**

Please submit your proposal in a single PDF file by **August 15, 2025** to:

**Kevin McFatridge**

Executive Director

Colorado Association of Health Plans

Email: [kmcfatridge@colohealthplans.org](mailto:kmcfatridge@colohealthplans.org)

Questions may be directed to the same email address.