Ohio
Department of Medicaid
John R. Kasich, Governor
John B. McCarthy, Director

August 28, 2015

Dear Vendor:

This letter is to announce the release of this Request for Information (RFI), ODMR-1617-1010, to successfully gather information on current products and services for a customer service call center and managed care enrollment broker, known as the Ohio Medicaid Consumer Hotline. The depth of knowledge and experience present in the collective stakeholder community provides an excellent opportunity to collect relevant and valuable information to help inform the development process connected with this project. This RFI is only the first significant effort to reach out to and draw on that expertise.

Respondents should note that no contract will be awarded pursuant to this RFI and that responding to, or not responding to, this RFI will neither increase nor decrease any respondent's chance of being awarded a contract from a subsequent solicitation by ODM. Please be advised that the contents of your response will be considered public information and will be made available upon request by Interested Parties. "Interested Parties" are those parties responding to the RFI, requesting clarification about the RFI, or requesting information about the RFI. This RFI is issued solely for information and planning purposes and does not constitute a solicitation.

Interested Parties may ask clarifying questions regarding this RFI. To ask a question, Interested Parties must use the following Internet process:

* Access the ODM Web Page at http://medicaid.ohio.gov
* Under the Resources tab
* Go Down to Legal and Contracts
* Select RFPs in the drop-down menu
* Click the Link to the actual RFI

If you experience problems opening the above referenced URL, please contact the ODM Office of Contracts and Procurement at the following telephone number: (614) 752-2505.

Thank you for your attention to this request.

Sincerely,

(Signature on File)

Heather Sullivan
Deputy Legal Counsel
Office of Contracts and Procurement

Request for Information # ODMR-1617-1010

Ohio Medicaid Consumer Hotline

Section I – General Information

The Ohio Department of Medicaid (ODM) releases this Request for Information (RFI) to successfully gather information on current products and services for a customer service call center and managed care enrollment broker, known as the Ohio Medicaid Consumer Hotline. The depth of knowledge and experience present in the collective stakeholder community provides an excellent opportunity to collect relevant and valuable information to help inform the development process connected with this project. This RFI is only the first significant effort to reach out to and draw on that expertise.

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Internet Question and Answer (Q&A) Period; RFI Clarification Opportunity

Interested Parties may ask clarifying questions regarding this RFI. To ask a question, Interested Parties must use the following Internet process:

1. Access the ODM Web Page at http://medicaid.ohio.gov;
2. Go to the "Resources" tab and select "Legal and Contracts";
3. Select "RFPs", under "Current Opportunities", select the appropriate posting;
4. Select the "Submit Inquiry" option button; and
5. Follow instructions to submit a question, or to view posted questions and answers, select "View Q and A" near the bottom of the webpage.

Questions about this RFI must reference the relevant part of this RFI, the heading for the provision under question, and the page number of the RFI where the provision can be found. The Interested Party must also include the name of a representative of the Interested Party, the company name and business phone number. ODM may, at its option, disregard any questions which do not appropriately reference an RFI provision or location, or which do not include identification for the originator of the question. ODM will not respond to any questions submitted after 8:00 a.m. on the date the Q&A period closes. The answers provided by ODM may be accessed by following the instructions above.

ODM responses to all questions asked via the Internet will be posted on the Internet website dedicated to this RFI, for reference by all Interested Parties. Interested Parties questions shall only be answered inside this forum. Clarifying questions asked and ODM responses to them comprise the "ODM Q&A Document" for this RFI.

Vendor proposals in response to this RFI are to take into account any information communicated by ODM in the Final Q&A Document for the RFI. It is the responsibility of all Interested Parties to check this site for responses to questions, as well as for any amendments or other pertinent information regarding this RFI.

Anticipated Timetable

DATE	EVENT/ACTIVITY
August 28, 2015	ODM releases the RFI to the Vendor Community on the ODM and Department of Administrative Services (DAS) websites: -Q&A period opens -RFI becomes active -Interested Parties may submit inquiries.
September 15, 2015	Q&A period closes; 8 a.m. (for inquiries for RFI clarification) -No further inquiries will be accepted -ODM will provide answers to the inquiries as they come in, which comprises the Final Q&A Document
October 1, 2015	Deadline for Interested Parties to submit responses to ODM (3 p.m.)

Section II – Background

Background

The Ohio Medicaid Consumer Hotline is a major point of contact for individuals on Medicaid to effectively access their health care services. The call center, open Monday through Friday 7 a.m. to 8 p.m. and Saturdays 8 a.m. to 5 p.m. handles an average of 238,000 incoming and outgoing calls per month. The Hotline vendor is Ohio's managed care enrollment broker, educating individuals about managed care and the plans available and complete enrollment activities for an average of 54,000 individuals each month. The contract includes call center operation, managed care enrollment project management, information technology including data interfaces and web design, premium collection, mail fulfillment, and reporting.

Section III - Content of Response

Generally, Vendor's response (or solution) to this RFI should address the following issues or requirements associated with the Ohio Medicaid Consumer Hotline:

1. <u>Call Center Operations & Telephony</u>

The solution should show how the vendor would handle a high-call volume, automatic call routing, multiple queues, call recording, and public service announcements. Although the majority of contact is via phone, the vendor solution must have the capability to be contacted via alternative means

including web chat, email, and written communication. Vendor must maintain records of all interactions.

The telephony system must be sufficiently sophisticated to automatically route calls or receive incoming calls from outside call centers.

The vendor must demonstrate how the solution meets the Americans with Disabilities Act (ADA) standards.

2. Managed Care Enrollment Broker Services

Vendor's response should demonstrate the following:

a. Methods for managed care enrollment and engagement techniques with Medicaid individuals to solicit voluntary enrollment;

b. Methods on how to educate and counsel individuals about managed care selection;

c. Maintaining an online provider directory;

d. The capability to provide at least phone, online, and mail enrollment methods;

e. An enrollment assignment process for individuals who don't make a voluntary selection, which includes the use of an assignment utilization file, which includes prior managed care enrollment history and provider and claims history;

f. The ability to collect and store all relevant data from an individual including, medical history, upcoming medical appointments, primary care physician, and emergency contact to electronically forward to the selected managed care plan; and

g. An enrollment exception process for individuals who are not required to enroll in a managed care plan, including forwarding more complex issues to ODM for resolution.

3. Customer Service

The vendor will be responsible for providing customer-focused and responsive customer service to all of Ohio's Medicaid consumers and any Ohioan interested in the Medicaid program.

4. Information Technology

a. Vendor must have ability to send and receive large interface (or web server) files, such as eligibility records and managed care enrollment data to and from multiple sources, including Ohio Benefits, Medicaid Information Technology System (MITS), and the managed care plans in a manner that is HIPAA compliant;

b. Vendor must create and maintain Ohio's managed care provider networks, including creating an online provider directory, providing ongoing analysis of network capacity, and creating reports for ODM and the managed care plans;

c. Vendor's internal system must be robust enough to allow call center staff to retrieve protocols and scripts, resources, managed care information, access ODM systems, and perform managed care enrollment activities; and

d. Vendor must have web design capabilities that will, at a minimum, allow for online managed care enrollment activities, provider directory, and online communication.

5. Premium Collection

Vendor will be required to provide the mechanism for collecting Medicaid premiums; reconciling premium accounts; operating a state lock-box account; keeping accounting records; and sending/ receiving individual premium information to ODM via established interfaces.

6. Reporting

Vendor must be able to create regularly scheduled reports on call center activity, enrollment activity, and premium collection activity, and provide these reports to ODM.

7. Mail Fulfillment

The vendor will be required to have the ability to mail publications, applications, managed care enrollment by mail packets, invoices, and managed care reminder letters upon demand from Medicaid officials.

8. Quality Assurance

Vendor should have a robust quality assurance process including customer service representatives general call procedures, customer service skills, and accuracy of information given. This can include listening sessions conducted with vendor management and a third party "mystery shopper". State staff should have remote access to log in and listen to calls.

Vendor must meet call center metrics or service level agreements such as average queue time, call abandonment, and speed of returning voice messages and emails.

We hope that the issuance of this RFI will generate constructive and substantial comment from all of the stakeholders with an interest in the development, design and ultimate implementation of this specific project. We intend to use the comments and suggestions received to inform and guide the next steps in this process, as well as to facilitate and inform further conversations with stakeholders.

Section IV - Trade Secrets Prohibition; Public Information Disclaimer

Vendors are prohibited from including any trade secret information, as defined in ORC section 1333.61, in their proposals in responses to any procurement efforts. ODM shall consider all proposals or similar responses voluntarily submitted to any ODM procurement document to be free of trade secrets, and such proposals if opened by ODM will, in their entirety, will be made a part of the public record, and shall become the property of ODM.

Any proposal(s) received in response to any procurement effort and opened, reviewed by ODM are deemed to be public records pursuant to ORC section 149.43. For purposes of this section, the term "proposal" shall mean both the technical proposal (or application or other response documentation) and the cost proposal submitted by vendors/applicants and any attachments, addenda, appendices, or sample products.

Section V - Submission

ODM requests submissions in both paper and electronic format. The information should be prepared and submitted in accordance with instructions found in this section. The submission must include:

- **Two (2)** paper copies (one signed original and one copy) and one CD-ROM copy of the submission;

Please ensure that all copies and all formats of the proposal are identical.

The vendor's total submission must be received by the Office of Contracts and Procurement (OCP) no later than **X:XX p.m**. on **XXXX, 2015.** Faxes or e-mailed submissions will not be accepted. Vendors are encouraged to hand-deliver to the address below, or use a private delivery company (e.g., FedEX, UPS) to deliver their submissions, as these types of companies deliver directly to ODM's security desk in the building lobby where it will be received and date and time stamped.

Address for hand delivery or delivery by a private delivery company:

Ohio Department of Medicaid
Office of Contracts and Procurement
ODMR-1617-1010
50 West Town Street
Columbus, Ohio 43215
ATTN: RFP/RLB Unit

Address for postal deliveries:

Ohio Department of Medicaid
Office of Contracts and Procurement
ODMR-1617-1010
PO Box 182709
Columbus, Ohio 43218-2709
ATTN: RFP/RLB Unit

Please convert the entire submission into one single secure .pdf document saved to the CD-ROM submitted to ODM. If the submission's size necessitates more than a single .pdf document to contain the entire proposal, please use the fewest separate .pdf documents possible.

CD-ROMs should be labeled with the organization's name, the RFI number, and the submission date or due date. The requested CD-ROMs will be used by ODM for archiving purposes and for fulfillment of Public Records Requests.

All submissions must be received by OCP by the specified deadline. Materials received after the date and time as stated above will not be added to any previously received submissions.

OCP will accept submissions at any time during normal ODM business hours prior to the posted submission deadline (date and time). ODM is not responsible for submissions incorrectly addressed or for

delivery to any ODM location other than the addresses specified above. No confirmation of mailed submissions can be provided.

Thank you for your interest in this project.