
SECTION IV: TECHNICAL PROPOSAL REQUIREMENTS

The purpose of this section of the RFP is to describe the duties and responsibilities of the prospective Contractor and to pose questions for the Offeror's response to carrying out those duties and responsibilities.

The Offeror's Technical Proposal must contain responses to all questions in this Section in the order and format specified. **Offerors may not include any cost information in the technical portion of their Proposal including exhibits or attachments.** Offerors' proposed performance guarantee responses including fee amounts to be put at risk are not considered to be cost information and therefore should be stated in the Offeror's Technical Proposal.

The Technical Proposal will be evaluated based on the Offeror's responses to the questions contained in this section of the RFP. The evaluation of all Proposals and the selection of the Successful Offeror shall be based only upon the Offeror's proposal regarding the duties and responsibilities set forth in the RFP.

A. Project Administration

In this section, the Offeror must demonstrate that it has the experience and expertise to provide the required services for the implementation and administration of the Dependent Eligibility Audit Services.

1. Executive Summary

The Offeror must submit an Executive Summary outlining its capability to provide the Project Services required by this RFP. The Executive Summary must include:

- a. The name and address of the Offeror's main and branch offices and the name of the senior officer who will be responsible for this account;
- b. A description of its understanding of the requirements presented in the RFP and the Department's objectives as well as how the Offeror can assist the Department in accomplishing its objectives;

- c. An explanation of which functions will be performed by the Offeror and which functions, if any, will be subcontracted.

2. General Qualifications of the Offeror

a. Duties and Responsibilities

- (1) The Offeror must provide the name and contact information for at least three large complex clients (complex client is defined as having various distinct employee groups offering eligibility to members other than the enrollee, the enrollee's legal spouse and their natural or adopted dependent children (for example domestic partners, disabled dependents or dependent survivors)) with more than 100,000 covered lives to which the Offeror has provided DEAS within the last three years.
- (2) The Offeror must have the experience, reliability and integrity to ensure that the Department's needs are addressed in a cost effective manner consistent with the terms of the Offeror's proposal.
- (3) The Offeror must meet all the requirements of the Department set forth in the RFP.

b. Questions

- (1) Provide name and contact information for at least three large complex clients with more than 100,000 covered lives to which you have provided DEAS within the last three years.
- (2) Describe your experience providing DEAS as described in this RFP for those three large clients. Include the timetable for conducting each client's dependent eligibility audit, adherence to the schedule (e.g. was it implemented and completed on time?), and any issues that arose during the audit and an explanation of how those issues were resolved.
- (3) Describe how the Offeror will meet the requirements of the Department set forth in the RFP.

B. Dependent Eligibility Audit Services

The Department is seeking DEA services that include the collection and review of dependent proofs to support a dependent's eligibility under NYSHIP, and reporting back to the Department the results of the review. A one-time amnesty period not to exceed 60 days will be offered to enrollees to provide an opportunity for enrollees to remove ineligible dependents on a current basis, without penalty.

Project Services required by the Department are as follows:

1. Project Management Team

The Department requires the Offeror to have a knowledgeable, experienced project manager and an experienced team in place that have the responsibility, authority and integrity to command the appropriate resources necessary to deliver the Project Services required by the Department.

a. Duties and Responsibilities

- (1) The Offeror must maintain an organization of sufficient size with the skills and experience necessary to administer, manage, and oversee all aspects of the DEAS during implementation and operation.
- (2) The Offeror's assigned project management team must be experienced, accessible and sufficiently staffed to provide timely responses (1 business day) to administrative concerns and inquiries posed by the Department, and other users designated by the Department, for the duration of the contract to the satisfaction of the Department.
- (3) The Offeror must propose a Project Manager who will be available full time for the entire term of the DEAS project. The Project Manager must possess at least three (3) years experience serving as a project manager. The Offeror must advise the Department immediately if replacement of the Project Manager is contemplated during the term of this project.
- (4) The Project Manager for the Offeror may not be removed or replaced by the Offeror without the written consent of the Department. Further, the Department

shall have the right to ask the Offeror to substitute the Project Manager with another individual of equal or greater relevant experience.

- (5) The Offeror's assigned project management team must immediately notify the Department of actual or anticipated events impacting the delivery of services to the Department and present options available to minimize or eliminate the impact of those events on the delivery of DEAS.

b. *Questions*

- (1) Provide an organizational chart and description illustrating how you propose to implement, administer, manage, and oversee all aspects of the DEAS functions. Include the following:
 - (a) The responsibilities of each key position. The Offeror must include the percentage of time (by position) dedicated to the project and reporting relationships. Also include how the team will interact with other departments or functional areas within your organization and with any subcontractors for this project. Describe how the project management team interfaces with the organization's senior management;
 - (b) Provide the names, qualifications, and job descriptions of those individuals selected to comprise the implementation, operational and management team for the Offeror. Complete **Exhibit I.B** of this RFP, Biographical Sketch Form, for all key members, including subcontractor provided key staff, if any, of the proposed project management team; and
 - (c) Where individuals are not named, include the required qualifications for individuals that you would seek to fill the positions.
- (2) What executive resources are available to the project management team to manage the DEAS? How do you propose to ensure the project management team will meet the Department's accessibility and timely response requirements? How do you propose to ensure that the Project Manager will have the authority to

guarantee that problem areas identified by the Department will be corrected in a manner satisfactory to the Department? Where will the project management team be located?

- (3) Confirm that a full time Project Manager will be assigned to this project that possesses at least three (3) years experience serving as a project manager. Confirm that the Department will be advised immediately if a replacement of the project manager is contemplated during the term of this project.
- (4) Confirm that the Project Manager will not be removed or replaced without the written consent of the Department. Further, confirm that the Department shall have the right to ask the Offeror to substitute the Project Manager with another individual of equal or greater relevant experience.
- (5) Confirm that the Offeror's assigned project management team will immediately notify the Department of actual or anticipated events impacting the delivery of services to the Department and that options will be presented to minimize or eliminate the impact of those events on the delivery of DEAS.

2. Project Plan

The Offeror must provide a well developed Project Plan acceptable to the Department. The plan must be detailed, comprehensive, include project mile stones and timeframes and exhibit a firm commitment by the Offeror that all activities will be completed in accordance with the terms of the Contract.

To assist the selected Offeror in fulfilling their obligations under the Agreement resulting from this RFP, the Department will be available to participate in meetings and provide administrative oversight of the project.

a. Duties and Responsibilities

- (1) The Offeror must submit a detailed project plan and timeline acceptable to the Department that includes, at a minimum the following items:

- (a) Detailed description/flowchart, including timeframes, of all major project activities including, but not limited to:
 - Administration of Amnesty Period
 - Communications to enrollees
 - Receipt and storage of eligibility documentation
 - Evaluation of dependent eligibility
 - Follow-up communications with enrollees who don't respond or who provide insufficient documentation
 - Processing of eligibility documentation submitted by the enrollee after the deadline
 - Electronic reporting of final eligibility determinations and eligibility documentation to the Department

- (b) Plan to test the transmission of data to/from the Department as outlined in Section IV.B.3.a.

- (c) Development of enrollee communications for review and approval by the Department.

- (d) Establishment and maintenance of a fully trained call center as outlined in Section IV.B.3.c.

b. Questions

- (1) Provide a proposed Project Plan that includes:
 - (a) Description/flow chart, including timeframes, of all major project activities as outlined in Section IV.B.2.a.1.a.

 - (b) Plan to test the transmission of data to/from the Department as outlined in Section IV.B.3.a.

 - (c) Development of enrollee communications for review and approval by the Department.

- (d) Establishment and maintenance of a fully trained call center as outlined in Section IV.B.3.a.

3. Administration of an Amnesty Period and the Dependent Eligibility Audit Process

The following services are required:

a. Electronic Transfer of Data

(1) Duties and Responsibilities

The Department requires that:

- (a) The Offeror be capable of receiving and transmitting dependent data in a secure electronic format and on a schedule mutually agreed upon by the Offeror and the Department;
- (b) The Offeror must be able to receive/transmit data in the format required by the file layouts presented in Exhibit III.G;
- (c) The Offeror must maintain a HIPAA compliant level of security to protect the confidentiality of enrollee/dependent information on the Offeror's computer system and in the Offeror's physical work environment;
- (d) The Offeror must have a disaster recovery plan in place that is applicable to this project;
- (e) The Offeror must be able to image all documentation received from the enrollee and transmit a file (or files) to the Department in a standard format (i.e. Tagged Image File Format (**TIFF**)). The file of images must be accompanied by indexing files in a format to the defined by the Department.

The image and indexing files must follow a naming convention to be defined by the Department.

(2) *Questions*

- (a) Describe your capabilities for receiving and transmitting data in a secure environment and on a schedule mutually agreed upon by the Offeror and the Department;
- (b) Confirm your ability to accept/transmit the data required in format presented in Exhibit III.G;
- (c) Describe the HIPAA compliant level of security to be used to protect the confidentiality of enrollee/dependent information on your computer system and in your physical work environment;
- (d) Describe your disaster recovery plan that will be in place for this project;
- (e) Describe your ability to image enrollee documentation in a standard format (i.e. TIFF) and transmit an indexed file to the Department.

b. Eligibility Verification

(1) *Duties and Responsibilities*

- (a) The Offeror must have a comprehensive program to administer an Amnesty Period for enrollees to report ineligible dependents. The program must include the communication of the amnesty period to enrollees, call center support, receiving requests from enrollees to terminate ineligible dependents and the reporting of ineligible dependents to the Department. The Department reserves the right to administer the Amnesty Period itself, separate and apart from the eligibility audit.

- (b) The Offeror must have a comprehensive program to verify and track Dependent eligibility audit tasks that conform to NYSHIP eligibility rules.

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- (c) The Offeror must offer a review process for dependents that are terminated because documentation was not provided **by the deadline** and who subsequently provide the documentation **prior to completion of this project**. **Receipt of acceptable documentation is required to be reported to the Department in the same format as information received prior to the deadline and be accompanied by the Appeals Report specified in Section IV.B.3.e.6. Such information must be provided to the Department within one (1) business day of receipt by the Offeror.**
- (d) The Offeror must complete all tasks related to the DEAS process within one (1) year of the last date that enrollment records are sent to the Offeror.
- (e) The Offeror must guarantee a return on investment of at least 3:1 (Total Savings of at least three times the Total Project Cost (administrative fee including postage costs)) for the administration of the Amnesty Period and the dependent eligibility audit.
- (f) The Offeror must guarantee a return on investment of at least 1:1 (Total Savings of at least one time the Total Project Cost (administrative fee including postage costs)) for the dependent eligibility audit only (in the event the Department opts to administer the Amnesty Period itself).
- (g) Total Savings will be calculated by the Department and will be based on the Plan (Empire, SEHP or HMO) the member is enrolled in at the time of the audit. In the event that the Department opts to administer the Amnesty Period itself, total savings for dependents reported as ineligible as a result of the Amnesty Period will be excluded from this calculation. The Total Savings shall be calculated as follows (refer to Exhibit III.H for an example of the Return on Investment Calculation):

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1. For Empire Plan and SEHP dependents determined to be ineligible by the Offeror, the annualized savings will be calculated as follows: total claims paid for the period 2002 – 2007 for dependents determined to be ineligible divided by the number of months the dependents were enrolled in the Empire Plan or SEHP during the 2002 – 2007 period times 12 months. This calculation does not include a reduction to either the claims paid or the enrolled months, based on the dependent's actual eligibility, for any part of the 5-year period.

Note: For dependent children age 19 (or age 21 if enrolled in the Empire Plan for PBA or PIA) and older who are not disabled dependents, the total claims paid will exclude claims paid and months enrolled in the Empire Plan or SEHP up to age 18 (or age 20 if enrolled in the Empire Plan for PBA or PIA).

Plus

2. For HMO dependents, annual savings based on difference between Family and Individual 2008 Net Premium when dependents determined not eligible cause an enrollee's coverage to change from Family to Individual.

Plus

3. Annual savings of Medicare Part B Premium reimbursement paid for Medicare dependents determined not eligible by the Offeror based on the basic 2008 monthly Medicare Part B Premium amount.

(2) *Questions*

- (a) Describe how you would administer the Amnesty Period phase of the project for enrollees to report ineligible dependents. At a minimum, describe the

proposed process to communicate the amnesty period to enrollees, call center support, the processing of requests from enrollees to terminate ineligible dependents and the reporting of ineligible dependents to the Department.

- (b) Describe how you would verify dependent eligibility in accordance with NYSHIP eligibility rules, including the proofs you would require to be submitted by the enrollee for each dependent type (see Exhibits II.A and II.B). Explain how you verify that a spouse or domestic partner is still currently the spouse or domestic partner of the enrollee. In addition to a narrative description, include a detailed flow chart that includes all processes and proposed timeframes.

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- (c) Describe the process that would be implemented to reinstate dependents who were terminated because documentation was not provided on a timely basis and who subsequently are able to provide the documentation. **Confirm that acceptable documentation will be reported to the Department in the same format as information received prior to the deadline and be accompanied by the Appeals Report specified in Section IV.B.3.e.6 and that such information will be provided to the Department within one (1) business day of receipt by the Offeror.**
- (d) The Offeror must guarantee that all DEA services will be completed within one (1) year of the last date that enrollment records are sent to the Offeror. For each month or partial month that all DEA services are not completed within one (1) year of enrollment records being sent to the Offeror, the Offeror shall credit ____ percent of all fees charged under the Contract for amnesty and/or audit tasks.

The Offeror's quoted percent to be credited for this guarantee is: ____ %.

Standard Credit Amount: For each month or partial month that all DEA services are not completed within one (1) year of enrollment records being

sent to the Offeror, the standard credit amount is four percent (4%) of all fees charged under the Contract for amnesty and/or audit tasks.

(e) Return on Investment Guarantee:

The Offeror must guarantee a return on investment of at least 3:1 for the administration of the Amnesty Period and the dependent eligibility audit: Total Savings of at least three times the Total Project Cost (administrative fee plus postage).

The Offeror's Quoted Guaranteed Return on Investment is ____ : 1

Standard Credit Amount: If total savings calculated by the Department is less than three times the total fees charged under the Contract, the Offeror shall credit against the total Project Cost the difference between three times the total administrative cost and actual total savings, not to exceed the total fees charged under the Contract.

(f) The Offeror must guarantee a return on investment of at least 1:1 for the administration of the dependent eligibility audit only: At a minimum, Total Savings must equal the Total Project Cost (administrative fee plus postage).

The Offeror's Quoted Guaranteed Return on Investment is ____ : 1

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*Standard Credit Amount: If total savings calculated by the Department is less than one **times** the total fees charged under the Contract, the Offeror shall credit against the total Project Cost the difference between one time the total administrative cost and actual total savings, not to exceed the total fees charged under the Contract.*

c. Call Center Services

(1) *Duties and Responsibilities*

- (a) The Offeror must have a toll free telephone number that enrollees can call with questions regarding the the amnesty period and/or the dependent eligibility audit and required documentation. The Offeror must maintain a call center with a staffing level sufficient to meet the call center performance guarantees. The Offeror must dedicate a core staff to service the Department's account.

- (b) The call center must be located in the United States and be staffed with fully trained call center representatives and supervisors, with representatives available, at a minimum, from 12:00 noon to 8:00 p.m. ET, except for legal holidays observed by the State. The Offeror's call center technology must have a system to track all inquiries and complaints. The system must include call type, actions and resolutions. Call center representatives must be trained to respond to questions, complaints and inquiries including but not limited to dependent eligibility and status of documentation review. Any inquiries that cannot be answered in the initial phone call must be responded to either by telephone or in writing within five (5) business days.

- (c) The call center must have a procedure in place for escalating complex and/or difficult calls to more experienced representatives and ultimately supervisory staff.

- (d) The Offeror must provide a guarantee for the following four (4) levels of service on the toll-free call center number:
 - i) Call Center Availability: The Project's service level standard requires that the Offeror's telephone line will be operational and available to callers at least ninety-eight percent (98%) of the Offeror's call center hours, calculated for the term of the Contract;

 - ii) Call Center Telephone Response Time: The Project's service level standard requires that the Offeror's telephone line will be answered by a call center representative within 45 seconds at lease ninety (90%) percent

of the time during the Offeror's call center hours, calculated for the term of the Contract;

- iii) Telephone Abandonment Rate: The Project's service level standard requires that the Offeror's telephone line in which the caller disconnects prior to the call being answered by a call center representative not exceed the standard of three percent (3%) of total incoming calls, calculated for the term of the Contract;
- iv) Telephone Blockage Rate: The Project's service level standard requires that the Offeror's call center telephone line that are blocked by a busy signal not exceed the of the standard of three percent (3%) of total incoming calls calculated for the term of the Contract.

(2) *Questions*

- (a) Describe the call center operations that would be used for this Project. Include a description of the technology that will be used including sample IVR scripts that would be used to route calls or permit self-service by callers. Also include the number of call center staff and the various training and experience levels that will be assigned to this account on a permanent basis. Describe how the call center will handle peak call volumes (for example, right after a letter is mailed). Describe the training call center staff will receive, including HIPAA training. Explain the process call center staff will use to provide responses to enrollee questions and what procedures will be used to escalate difficult or complex calls.
- (b) Where will the call center be located? During what hours will call center representatives be available to take calls from enrollees? Will the toll free service have after hours features? If so, what? Describe the system capabilities and how the system will help call center staff address enrollee inquiries and document calls and resolutions.

- (c) What provisions will be in place if the call center system is not operational during the required time? For example, do you have a back-up call center where calls will be routed, an upfront message directing the enrollee to call back, or an answering machine to take messages?
- (d) Propose guarantees you will offer for the following major call center performance standards. The guarantee for each major activity should read:
- i) Call Center Availability: For each .01 to .50% below the proposed standard of 98% percent that the Offeror's telephone line is not operational and available to callers during the Offeror's call center hours, calculated for the term of the Contract, the Offeror shall credit against the Program's administrative fees the amount of \$_____;

Standard Credit Amount: For each .01 to .50% below the Offeror's proposed guarantee, the standard credit amount is \$5,000.

- ii) Call Center Telephone Response Time: For each .01 to .50% of incoming calls to the Offeror's telephone line below the standard of 90% percent that is not answered by a call center representative within 45 seconds, calculated for the term of the Contract, the Offeror shall credit against the Program's administrative fees the amount of \$_____;

Standard Credit Amount: For each .01 to .50% below the Offeror's proposed guarantee, the standard credit amount is \$5,000.

- iii) Telephone Abandonment Rate: For each .01 to .50% of incoming calls to the Offeror's telephone line in which the caller disconnects prior to the call being answered by a call center representative in excess of the standard of 3% of total incoming calls, calculated for the term of the Contract, the Offeror shall credit against the Program's administrative fees the amount of \$_____;

Standard Credit Amount: For each .01 to .50% in excess of the Offeror's proposed guarantee, the standard credit amount is \$5,000.

- iv) Telephone Blockage Rate: For each .01 to .50% of incoming calls to the call center telephone line that are blocked by a busy signal, in excess of the standard of 3% of total incoming calls calculated for the term of the Contract, the Offeror shall credit against the Program's administrative fees the amount of \$_____;

Standard Credit Amount: For each .01 to .50% in excess of the Offeror's proposed guarantee, the standard credit amount is \$5,000.

d. Communication Material

The Offeror must develop customized enrollee communications acceptable to the Department for the amnesty period and/or the dependent eligibility audit. The Offeror must have the capability to send different enrollee communications for different types of dependents (i.e. dependent student versus spouse).

(1) *Duties and Responsibilities*

- a) Develop draft communications for approval by the Department.
- b) Customize enrollee communication material to suit the needs of NYSHIP's diverse population.

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- c) Mail the appropriate communication material to each enrollee **by First Class Mail with Address Service Requested. Send address notifications received from the United States Postal Service for forwarded mail and notifications for undeliverable mail to the Department, or an agent designated by the Department. Dependent eligibility verification activities are not necessary for dependents of enrollees whose mail is returned undeliverable; such dependent's enrollment shall instead be closed.**

(2) *Questions*

- a) Confirm your willingness to work with the Department to develop and customize communications.
- b) Describe your experience with other clients in developing customized communications.

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- c) Provide samples of the different communications that have been used in the DEAS. **Describe your process for handling returned mail.**

e. Reporting

(1) *Duties and Responsibilities*

- a) The Offeror will be required to work with the Department to develop reports acceptable to the Department for the amnesty period and/or the dependent eligibility audit that include, but are not limited to, the measurement of the Offeror's efficiency and effectiveness, adherence to contract requirements, and measurement of performance guarantees. Reporting will be at intervals mutually agreed upon by the Department and the Offeror. Reporting, at a minimum, must cover:
 - 1. **Verification Status Summary Report** (for each letter mailed: number letters mailed, number responders, number amnesty requests, number complete documentation received, number incomplete documentation received, number non-responders, number returned-mail).
 - 2. **Call Center Statistics** (A weekly report reporting the call center activity on daily basis including, but not limited to the number of calls, average on-hold time, etc.).
 - 3. **Weekly Management Summary Report** of progress of project and milestone met.

4. **Master File of Final Eligibility Status Determination Detail Report** (enrollee information, dependent information, resolution – amnesty, eligibility confirmed, eligibility not confirmed).
5. **Report of Final Eligibility Status Determination Detail Report** by agency.
6. **Appeals Report** (number of appeals, number accepted, number rejected).
7. **File of all Imaged Eligibility Documentation** received and enrollee correspondence.
8. **Guarantee Report** to summarize Offeror's compliance with all Contract guarantees (with the exception of the Return on Investment Guarantee, which will be calculated by the Department).
9. **Final Project Report** summarizing project outcome and suggestions to improve the Department's management of dependent eligibility.

(2) *Questions*

- a) Describe the reports that you recommend for this Project that conform to the minimum reporting requirements described in this section. Provide report samples for each report type.