



**Solicitation Information**  
27 Jan 05

RFP # B04723

**TITLE:** Senior Health Insurance Program Initiative

Submission Deadline: 22 Feb 05 @ 2:00 PM (Esatern Time)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at [questions@purchasing.state.ri.us](mailto:questions@purchasing.state.ri.us) no later than 7 Feb 05 at 12:00 Noon (EST) .Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

**SURETY REQUIRED:** No

**BOND REQUIRED:** No

**Jerome D. Moynihan, C.P.M., CPPO**  
**Administrator of Purchasing Systems**

Vendors must register on-line at the State Purchasing Website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

Note to Vendors:

*Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.*

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

## **SECTION 1 - INTRODUCTION**

The Rhode Island Department of Elderly Affairs (RIDEA) is soliciting proposals from qualified entities to provide an evaluation of the current Senior Health Insurance Program (SHIP), create educational and informational materials, develop outreach and marketing strategies, and train SHIP counselors (coordinators, staff and volunteers), in accordance with the terms of this RFP and the State's General Conditions of Purchase (available at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)).

This is an RFP, not an invitation for bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price. There will be no public opening and reading of responses received by RIDEA pursuant to this Request.

### **INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:**

- Potential vendors are advised to review all sections of this request carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the scope, requirements, or deliverables of work defined by the request, will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this request, or to provide oral or written clarification of its content shall be borne by the vendor. The state assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the RIDEA.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
- Proposals misdirected to other state locations or otherwise not present in the Department of Administration, Office of Purchases, One Capitol Hill, Providence, RI, 02908-5855 at the time of opening for any cause will be determined to be late and will not be considered. The official time clock is in the Reception Area of the Division of Purchases.
- It is intended that an award pursuant to this request will be made to a prime vendor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.
- Vendors are advised that all materials submitted to the state for consideration in response to this request for proposal will be considered to be public records as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request once an award has been made.

- **For the purpose of this Request for Proposal, applicants can be consultant firms, public or private tax exempt organizations under section 501(c)(3) of the Internal Revenue Code and must demonstrate the ability to provide the services enumerated within.**
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, or any corporation without a Rhode Island business address, shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401) 222-3040. This is a requirement only of the successful vendor (s).
- Applicants must agree to comply with all requirements set forth in this RFP.
- Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP / LOI
- The Offeror should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator, at (401) 222-6253 or visit the website <http://www.rimbe.org>

**Contract Term / Funding**

- Funding period is April 1<sup>st</sup>, 2005 through September 30, 2005
- There will be one grant award of up to \$47,000.

**SECTION 2 - BACKGROUND AND PURPOSE**

**BACKGROUND:**

The RIDEA is the designated State Agency on Aging for the State of Rhode Island, responsible for the development and implementation of a comprehensive coordinated system of community based care for citizens sixty years of age and older. A Director, who is appointed by the Governor heads RIDEA. Departmental responsibilities include developing and implementing a State Plan on Aging under the Federal Older Americans Act (OAA); serving as the state's Single Planing and Service Agency on Aging under the Administration on Aging, advocating for the rights of older individuals, operating services designed to assist seniors to remain independent in the community and funding an array of community based services for the elderly. Also, RIDEA has statutory responsibility to certify the state's adult day service centers. The primary focus of RIDEA programs is to preserve the independence, dignity, and capacity for choice of seniors.

Programs such as pharmaceutical assistance, heating assistance, health insurance counseling, home and community care, assistance with care management, respite, and the Customer Information Center are designed to help seniors and their families choose those options that ensure a senior's health and well being. Each year these programs provide counseling and assistance to over 50,000 Rhode Islanders. The nutrition program serves over one million meals in both congregate and home delivered settings. The transportation program provides paratransit to over 12,000 elderly and disabled individuals. This network of services includes community based senior centers, adult day centers, and senior meal sites. Persons 55 and older are assisted with job training and placement services.

According to the 2000 Census, Rhode Island is at the leading edge of elderly population growth, ranking fifth in the nation in the percentage of person's 85 and older. It is seventh in the nation in the percentage of person's 65 and older. The state has 194,533 persons over the age of 60, which is 18% of Rhode Island's population.

For many older persons uninformed choices in the selection of health care have created financial hardships, or have left them underinsured during times of need. Over the last several years older health care consumers have been deluged with information concerning new health care programs leaving them concerned and confused. The dramatic growth and diversity of Rhode Island's older population coupled with the rapidly changing health care environment has provided the impetus for the department to enhance its efforts to identify communication and outreach strategies to better inform and educate older and disabled persons about health care options. The SHIP program is designed to ensure that consumers make more timely and informed health care decisions.

The Rhode Island SHIP program has become an integral part of the state's information and referral/assistance (I&R/A) program by enhancing these services with specialized and in-depth focus on health care options. Utilizing local community-based agencies as SHIP sites and a network of paid staff and volunteers, this program is successful in reaching and providing one-on-one counseling on health care for Medicare eligible beneficiaries. Local and state partnerships build alliances that create systems of referrals and provide the resources needed to ensure counselors are skilled, and provide consumers with the most up-to-date and accurate information.

#### **GENERAL PURPOSE:**

The RIDEA has received funding from the Center for Medicare & Medicaid Services (CMS) to support state and local activities for the SHIP. The overarching goal of the SHIP program is to improve consumer access and availability of health insurance information and benefits options, particularly, for the Medicare population.

### **SECTION 3 - SCOPE OF WORK**

#### **GENERAL DESCRIPTION:**

The goal of this RFP is to identify a vendor who will help the RIDEA refocus and reinvigorate the SHIP program. This effort will include:

1. Conducting an evaluation of the current SHIP program to identify successful and unsuccessful program elements
2. Developing appropriate informational and educational resources (in several languages) as well as outreach approaches to diverse elder populations
3. Providing structured training to SHIP counselors and related staff to ensure an improved outcome in client information, access, and benefit.

#### **REQUIREMENTS:**

The general service requirements provided by the vendor shall include but are not be limited to:

1. Evaluation of a complex public sector program
2. Development of outreach strategies that enhance program delivery and attract diverse populations to the program
3. Creation and compilation of multicultural & multilingual informational, educational and promotional materials and a resource and information guide
4. Training individuals in public service outreach and delivery
5. Demonstrated knowledge about (or subcontracted knowledge) SHIP, Medicare, Medicaid, Rhode Island Pharmaceutical Assistance to the Elderly (RIPAE), senior health insurance, senior services, etc.

The key components of this grant include:

1. Evaluation of the current SHIP program. The vendor will review current materials and conduct interviews with selected DEA staff, CEIS workers, senior center workers and SHIP counselors. The evaluation will include a detailed review of the intersection and coordination of current and future SHIP activities with other relevant programs and resources.
2. Development of concrete recommendations for reinforcing successful elements of the program and building new elements that will respond to the identified deficiencies in the following areas:
  - a. Outreach: reaching through diverse strategies, different members of the community such as senior citizens, caregivers, retired citizens, veterans, disabled, non-English speaking individuals, people from diverse backgrounds, technology savvy individuals, etc
  - b. Training: tailoring information regarding the SHIP program and related topics such that counselors learn about the program and how to best counsel and refer individuals
  - c. SHIP informational resource guide to be used by counselors that can be updated and tailored to different communities as needed
  - d. Advertising: marketing, promotional materials and other information that can be utilized to promote the SHIP program in different media and community venues
3. Development and production of resource materials with special focus placed on multi-cultural and multi-lingual capacity including:
  - a. Advertising
  - b. Brochures
  - c. Informational fact sheets
  - d. Public services announcements for radio, television and newspapers
  - e. Resource materials regarding SHIP, related programs, outreach, enrollment, etc (presented in the form of a loose-leaf binder such that information can be updated as needed)
4. Training of SHIP counselors and related staff on:
  - a. Fundamentals of the SHIP program, relevant laws, policies, procedures and the relationship with other programs such as Medicare, Medicaid, HMO's, prescription drug coverage, RIPAE, etc
  - b. Outreach strategies, designed to improve effectiveness in reaching more individuals who can benefit from SHIP
  - c. Advertising and promoting the SHIP program within multiple communities
  - d. Customer relations best practices in counseling of seniors and caregivers about SHIP

**DELIVERABLES:**

The vendor will work closely with key RIDEA staff, which will monitor the progress and satisfactory completion of the following deliverables:

1. Evaluation of current SHIP program with recommendations for progress, no fewer than 10 pages and no more than 20 pages, to be completed by May 1, 2005:
  - a. Identify SHIP goals and objectives
  - b. Evaluate the current program successes and challenges
  - c. Review of interview results
  - d. Identify connections to other community resources

- e. Review the relationship between SHIP and Medicare, Medicaid, CEIS, RIPAE, etc.
- f. Identify populations not currently served by SHIP
- g. Detail recommendations for improvement in:
  - i. Outreach
  - ii. Training
  - iii. Information & resource materials
  - iv. Advertising and promotional materials

2. Information and Resources SHIP resource materials to be completed by July 1, 2005:

- a. SHIP resource guide presented in a loose-leaf binder outlining SHIP and providing related information regarding Medicare, Medicaid, RIPAE, health promotion, outreach, etc.
- b. SHIP brochures, two to three (2-3) pages, delivered in 4 languages
- c. SHIP Public Service Announcements (PSA's) for radio, television and newspapers

3. Train SHIP counselors and other key staff, to be completed between July 1, 2005 and September 30<sup>th</sup>, 2005:

- a. One (1) full day conference, at a local hotel, including breakfast and lunch for approximately 60 people to cover the following topics (*Note: Food and hotel cost to be paid by vendor*):
  - i. Understanding SHIP and its relationship to other programs such as Medicare, Medicaid, RIPAE, HMO's, etc.
  - ii. methods for successfully outreaching to SHIP beneficiaries
  - iii. strategies for promoting and marketing SHIP within different communities
  - iv. best practices for providing sensitive customer service to seniors and their caregivers
- b. six (6) half (1/2) day regional trainings, for approximately 15 people each, with breakfast from SHIP agencies and related to cover best practices for achieving strategies and goals within individual Rhode Island regions (*Note: Food cost to be paid by vendor*).

**CONTRACTOR RESPONSIBILITIES:**

The following conditions shall be incorporated into any grant that results from this RFP. This listing is not inclusive of all requirements.

1. Changes

Any proposed change in this grant shall be submitted in writing to the Director of RIDEA. Any amendment to provisions of this grant shall be valid only when it has been signed by both parties and attached to the grant.

2. Acknowledgement of Funding sources

All publicity and printed material relating to the performance of this grant must indicate the assistance of the RIDEA.

3. Availability of Funds

It is expressly understood that all funds obligated in this grant are contingent upon receipt of funds by

RIDEA. The RIDEA reserves the right to reduce its financial obligation, postpone funding, or terminate this agreement in writing by the Director of RIDEA.

4. Compliance with Auditing Requirements

The vendor will comply with all RIDEA auditing policies and procedures.

5. Reports

The vendor shall keep and maintain a record of time spent in performing the services required and upon request present such as records to the State of Rhode Island. The vendor must provide quarterly program and financial reports to include, but not limited to, the number of program participants and deliverables completed.

6. Prohibited Interest

No member, officer, trustee, or employee of the RIDEA shall have any interest – direct or indirect – in this grant or the proceeds thereof.

7. Equal Employment Opportunity/Non-Discrimination

In connection with the execution of this grant, the vendor shall not discriminate against any employee, or applicant for employment, or recipient of service, because of race, religion, color, sex, age, national origin, or handicap. In the event of vendor's non-compliance with the Equal Employment Opportunity/Non-Discrimination clauses of this grant, or with any of said rules, regulations, or orders this grant may be cancelled, terminated or suspended in whole or in part, and vendor may be declared ineligible for further RIDEA grants.

8. Grant Termination

RIDEA may terminate this grant, or any portion of it, by serving written notice of termination to the vendor. The notice shall state whether the termination is for convenience of RIDEA or for default of vendor. If the termination is for default, the notice shall state the manner in which vendor has failed to perform the requirements of the grant. The vendor shall account for any property in its possession paid for from funds received from RIDEA, or property supplied to vendor by RIDEA.

9. Identifications

The vendor shall indemnify and hold harmless RIDEA and the State or RI from and against all loss, costs, liability, damage, and expense whether direct, consequential, or incidental; for personal injury and for property damage and expense arising out of, or resulting in whole or in part, directly or indirectly, from work or operations under the grant but not limited to the acts, errors, omissions and negligence of vendor's employees and agency.

## **SECTION 4 - PROPOSAL QUESTIONS & SUBMISSION**

Questions regarding this solicitation may be submitted in accordance with the terms and conditions expressed on page one of this solicitation. Questions received, if any, will be answered and posted as an addendum to this solicitation. It is the responsibility of all interested parties to download that information. If computer technical assistance is required, call the Help Desk at 401 222-2142, ext 134

Interested offerors may submit proposals to provide the services covered by this Request on or before the *[date]* at *[time]* listed on page one of this solicitation.. Proposals received after this time and date will not be considered.

Proposals must include the following:

1. A complete and signed R.I.V.I.P. generated bidder certification cover from (download from the RI Division of Purchases Internet home page at: [www.purchasing.ri.gov](http://www.purchasing.ri.gov);
2. A Signed Program Budget

The Program Budget must reflect the fee structure proposed for this scope of service, including a Program Budget and a Budget Narrative including but not limited to specific personal cost, equipment materials, travel, phone, printing, etc. The program budget must include specific information for each component:

- a. Evaluation and recommendations
  - research and evaluation
  - report preparation
  - administrative cost
- b. Development of materials
  - resource guide
  - brochures (bilingual-multicultural)
  - public service announcements
  - production-design
  - administrative cost
- c. Training
  - one full day conference w/ breakfast and lunch at a hotel for 60 people
  - six ½ (half) day training for 15 people each with breakfast
  - administrative cost

3. The Technical Proposal must contain the following sections:

- a. Executive Summary

The Executive Summary is intended to highlight the contents of the technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability.

b. Offeror's organization and staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae, or statements of prior experience and qualifications).

c. Work Plan/Approach Proposed

This section shall describe the offerors understanding of the State's requirement, including the result(s) intended, the approach and/or methodology to be employed, and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or may be confronted at each stage of the project. The work plan description shall include a detailed proposed project schedule (by task and subtask) a list of tasks, activities and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of efforts for each, and the attributable deliverables for each.

d. Previous Experience and Background

- A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects, and a contact name, telephone number and e-mail for the client;
- A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position.

e. The offeror's status as Minority Business Enterprise (MBE), certified by the Rhode Island Department of Administration, and or a subcontracting plan which addresses the State's goal of ten percent participation by MBE's in all State procurements. Questions concerning this requirement should be addresses to the MBE Officer

Responses **(an original plus three (3) copies )** should be mailed or hand-delivered in a sealed envelope marked "**RFP # B04723 : Senior Health Insurance Program Initiative**" to:

**By Courier:**

RI Dept. of Administration  
Division of Purchases, 2<sup>nd</sup> floor  
One Capitol Hill  
Providence, RI 02908-5855

**By Mail:**

R.I. Department of Administration  
Division of Purchases  
P.O. Box 6528  
Providence, RI 02940-6528

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed or emailed to the Division of Purchases will not be considered. The official time clock is located in the reception area of the Division of Purchases

**Packets should include:**

- Technical Proposal describing the background, qualification, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.
- Proposed Budget Summary and budget narrative.
- Contact Sheet (Attachment A)
- A completed and signed W-9 (taxpayer identification number and certification). Form is downloadable at [www.purchasing.ri.gov](http://www.purchasing.ri.gov).
- A completed and signed three-page RIVIP Bidder Certification Cover Form, available at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)
- Additionally, one copy of the offeror's complete response to this solicitation is requested in an electronic format, CDROM or disk, in Microsoft Office or PDF file formats

**SECTION 5 - EVALUATION AND SELECTION**

The State will commission a Technical Review Sub-Committee, which will evaluate and score all proposals, using the following criteria:

Criteria	Possible Points
<b>Capability, Capacity &amp; Qualifications of the Vendor</b>	<b>25 Points</b>
<b>Quality of the Work Plan</b>	<b>25 Points</b>
<b>Work Plan &amp; Approach</b>	<b>30 Points</b>
<b>Proposed Budget Summary &amp; Narrative</b>	<b>20 Points</b>
Total Possible Points	100 Points

A Proposal must receive a minimum of 70 of the 80 technical points to warrant further consideration. Proposals receiving less than this minimum will not have their program budgets opened or evaluated.

Notwithstanding the above, the State reserves the right to award on the basis of cost alone, to accept or reject any or all offers, and to act in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The Technical Review Committee will present written findings, including the results of all evaluations, to the State's Architect/Engineer and Consultant Services Selection Committee, which will recommend up to three finalists to the Director of the Department of Administration, who will make the final selection for this requirement. *When a final decision has been made, a notice will be posted on the internet.*