



Solicitation Information
DATE 6/30/2017

RFP# 7554503

TITLE: Benefits Decision Support Software

Submission Deadline: Friday July 28, 2017 @ 10:00 AM

PRE-BID/ PROPOSAL CONFERENCE: NO

Questions concerning this solicitation must be received by the Division of Purchases at doa.purquestions9@purchasing.ri.gov later than **Monday July 10, 2017 @4:00 PM (EST)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Division of Purchases' website as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

BID SURETY BOND REQUIRED: NO

PAYMENT AND PERFORMANCE BOND REQUIRED: NO

Sharon Louro, Buyer II

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Proposals received without the entire completed Rhode Island Vendor Information Program ("RIVIP") generated Bidder Certification Cover Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION COVER FORM

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SECTION 1. INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the Department of Administration/Office of Employee Benefits, the Office of the General Treasurer and Healthsource RI, Rhode Island's health benefits marketplace, is soliciting proposals from qualified firms to provide web-based benefits decision support services, in accordance with the terms of this Request for Proposals ("RFP") and the State's General Conditions of Purchase, which may be obtained at the Division of Purchases' website at www.purchasing.ri.gov.

The initial contract period will begin approximately September 1, 2017 for three years. Contracts may be renewed for up to three additional 12-month periods based on vendor performance and the availability of funds.

This is a Request for Proposals, not a Request for Quotes. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to cost; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

Instructions and Notifications to Offerors

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. 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 terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
4. Proposals are considered to be irrevocable for a period of not less than 120 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent. The State can opt to extend this term at its discretion.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. Proposals misdirected to other state locations, or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this

requirement, the official time and date shall be that of the time clock in the reception area of the Division of Purchases.

7. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.
8. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division of Purchases' website at www.purchasing.ri.gov.
9. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
10. Vendors are advised that all materials submitted to the State for consideration in response to this RFP may be considered to be public records as defined in R. I. Gen. Laws § 38-2-1, *et seq.* and may be released for inspection upon request once an award has been made.

Any information submitted to the State through this RFP that a vendor believes is trade secrets or commercial or financial information which is of a privileged or confidential nature should be clearly marked as such. The vendor should provide a brief explanation as to why each portion of information that is marked should be withheld from public disclosure. Vendors are advised that the State may release records marked confidential by a vendor upon a public records request if the State determines the marked information does not fall within the category of trade secrets or commercial or financial information which is of a privileged or confidential nature.

11. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
12. Equal Employment Opportunity (R. I. Gen. Laws § 28-5.1-1, *et seq.*) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via e-mail at Krystal.Waters@doa.ri.gov.

13. In accordance with R. I. Gen. Laws § 7-1.2-1, *et seq.*, no foreign corporation, a 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 Department of State (401-222-3040). This is a requirement only of the successful vendor(s).
14. The vendor should be aware of the State’s Minority Business Enterprise (MBE) requirements, which address the State’s goal of ten percent (10%) participation by MBE’s in all State procurements. For further information visit the website www.mbe.ri.gov

SECTION 2. BACKGROUND

Specific Requirements

Vendor must be able to provide a customizable web-based benefits decision support software program accessible through a link posted on State agency websites. Vendor must possess extensive prior experience in customizing its software to benefits programs, educating individuals regarding benefits program elections (including both health and financial benefits programs), and supporting sponsor business activities with comprehensive reporting capabilities.

SECTION 3: SCOPE OF WORK AND REQUIREMENTS

General Scope of Work

Vendor must provide one or more web-based benefits decision support software programs (“**Engagement Tools**”) to the participants in the State’s benefit plans that will provide guidance to those participants in making benefit enrollment decisions in health and welfare programs including, without limitation, the programs for medical/pharmacy coverage, dental coverage, vision coverage, flexible spending accounts, life insurance, accidental death and dismemberment, and retirement programs. Vendor servers hosting the Engagement Tools shall be domestically housed.

Specific Activities / Tasks

Engagement Tools

In furtherance of the foregoing, Vendor is responsible for ensuring the Engagement Tools:

Functionality

1. Offer a user experience that is interactive and personalized, including the ability to collect user responses and preferences in order to provide a “best fit” plan election and participation recommendations based on the input of the participant.
2. Are customized to the State’s benefits plans and can be logo branded back to the State.
3. Are based on research and proven learning effectiveness.
4. Are available to Participants 24 hours a day, 7 days per week, 365 days per year (with exception to regular maintenance needs during non-peak times).

Capabilities

1. Educate Participants to positively impact utilization in the State’s benefits programs. User experience may vary based on eligibility of benefit programs and plan designs offered.
2. Have the ability to evolve on a daily or weekly basis based upon changes in each participant’s life stage, health or wealth circumstances.
3. Provide solutions that 'learn' on an individualized basis to assure engagement is aligned to the individual.
4. Assist Participants to positively impact financial wellness. Specifically, the Engagement Tools must have the ability to walk the Participant through a personalized strategy for improving financial health including budgeting, debt management, emergency savings/preparedness, and saving for retirement.
5. Allow the State the ability to view up-to-date data on end users’ usage of decision-making tool, including tool’s “best fit” recommendation statics and total traffic to the tool.
6. Are capable of supporting incentive-based Engagement Tools usage encouragement initiatives.
7. Preferentially have a mobile or tablet-friendly interface.
8. Are capable of emailing/printing the selected plan and/or plan comparison for participants.
9. Are preferentially available in Spanish as well as English.

Vendor Requirements

In addition to providing the Engagement Tools, Vendor shall:

General:

1. Ensure web-based decision support services program is operational at least one month in advance of the state employee population's 2017 open enrollment period (November 1, 2017 – November 30, 2017).
2. Be able to accommodate revised benefits program designs from one plan year to the next without additional cost.
3. Provide project management to assist with developing a cohesive plan for packaging and delivering materials to targeted audiences.
4. Store data from end users in a secured and encrypted database in compliance with the State's privacy standards and the Agreement.
5. Develop and deliver standard reports, including dashboard analytics.
 - a. Analytics to include (but not limited to):
 - i. Number and frequency of total visits by day
 - ii. Number of unique visits to each application/tool employed
 - iii. Number of visits by version
 1. Desktop
 2. Mobile device
 - iv. Number of visits to content for each benefit topic
 - v. Survey results and survey verbatim comments (if applicable)

Account Management and Support Services:

1. Full suite of marketing materials and real-time analytics dashboard (if applicable).
2. Arrange strategic planning meetings, if requested by the State, to review the participant experience and business requirements, discuss industry trends and opportunities, and refine engagement agenda.
3. Have an account management team that actively manages the agreed product project plan(s).

Additional Services:

1. Subject to the terms of the Agreement, any requirements not listed above will be scoped separately, approved through the Rhode Island Department of

Administration/Division of Purchases change order procedures, and billed at time and material expense based on a mutually agreed upon fee.

SECTION 4: TECHNICAL PROPOSAL

Narrative and format: The separate technical proposal should address specifically each of the required elements:

1. **Staff Qualifications** – Provide staff resumes/CV and describe qualifications and experience of key staff who will be involved in this project, including their experience in the field of web-based benefits decision support services in particular, if any.
2. **Capability, Capacity, and Qualifications of the Offeror** - Please provide a detailed description of Vendor’s experience as a provider of web-based benefits decision support services, including experience in customizing existing software to align with sponsor-specific benefits program offerings. A list of 3 relevant client references, all of whom are similar in size and scope as the State of Rhode Island, must be provided, including client names, addresses, phone numbers, dates of service and type(s) of service(s) provided.
3. **Work Plan** - Please describe in detail, the framework within which requested web-based benefits decision support services software will be provided. The following elements must be included: 1) working demo of the Engagement Tools; 2) customization and implementation methodology and timeline; 3) sample reporting; 4) sample contract; and 5) an explanation of process for revised customization based on changed benefits program designs.
 - a. The working demo of the Engagement Tools shall be provided by web link, and each Vendor shall present their demo via thirty (30) minute WebEx session within one (1) week after the solicitation period closes (schedule to be determined).
4. **Approach/Methodology** – Define the operational approach, or programmed logic of the Engagement Tool, that ensures it provides the functionality and capability requirements described above. What procedures will be used to ensure continued successful operation of the software?
5. **Additional Services** – Describe Vendor’s ability to adapt the Engagement Tools to the requirements of a State health benefits marketplace such as Healthsource RI. In detail, describe any customization and implementation approaches that would be different than those employed for the State’s employee-centric project.

SECTION 5: COST PROPOSAL

Office of Employee Benefits/Office of the General Treasurer Bid:

Provide a detailed cost proposal narrative for all anticipated costs of successful implementation of all deliverables outlined in this RFP, including an annual license fee for the State's use of the Engagement Tools for its employee population (approximately 35,000 covered lives). This annual license fee proposal should be a fixed sum for each of the three years of the contract. Additional annual license fee proposals should be provided for each of three one year options exercisable at the State's discretion. The annual license fee proposal should be broken down by module costs, if applicable, so that the State may elect to purchase a health benefits module but not a financial benefits module, etc.

Healthsource RI Bid:

Vendors shall also provide separate and distinct detailed cost proposal narrative for all anticipated costs of successful implementation of all deliverables outlined in this RFP, including an annual license fee for the State's use of the Engagement Tools for its resident population (Healthsource RI currently offers 17 health plans and 8 dental plans to Rhode Island residents and covers approximately 30,000 lives in the individual market and offers 17 health plans and 8 dental plans covering approximately 5,000 lives across 560 groups in the small group market). This annual license fee proposal should be a fixed sum for each of the three years of the contract. Additional annual license fee proposals should be provided for each of three one year options exercisable at the State's discretion. The Healthsource RI bid shall only be for the Vendor's health benefits module.

SECTION 6: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies.

To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 50 (71.4%) out of a maximum of 70 technical points. Any technical proposals scoring less than 50 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 50 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in cost category, bringing the potential maximum score to 100 points.

The State reserves the right to select the Vendor that it deems to be in the State's best interest to accomplish the project as specified herein; and conversely, reserves the right to cancel the solicitation in its entirety.

Proposals will be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Staff Qualifications	5 Points
Capability, Capacity, and Qualifications of the Offeror	10 Points
Work Plan	15 Points
Demo	20 Points
Approach Proposed	10 Points
Additional Services	5 Points
Total Possible Technical Points	70 Points
Cost calculated as lowest responsive cost proposal divided by (this cost proposal) times 30 points *	30 Points
Total Possible Points	100 Points

*The Low Vendor will receive one hundred percent (100%) of the available points for cost. All other Vendors will be awarded cost points based upon the following formula:

(low bid / vendors bid) * available points

For example: If the low Vendor (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are Thirty (30), vendor B's cost points are calculated as follows:

$$\$65,000 / \$100,000 * 30 = 19.5$$

Points will be assigned based on the offeror's clear demonstration of his/her abilities to complete the work, apply appropriate methods to complete the work, create innovative solutions and quality of past performance in similar projects.

Applicants may be required to submit additional written information or be asked to make an oral presentation before the technical review committee to clarify statements made in their proposal.

SECTION 7. QUESTIONS AND PROPOSAL SUBMISSION

Questions concerning this solicitation must be e-mailed to the Division of Purchases at doa.purquestions9@purchasing.ri.gov no later than the date and time indicated on page one of

this solicitation. **No other contact with State parties is permitted.** Please reference **RFP # 7554503** on all correspondence. Questions should be submitted in writing in a Microsoft Word attachment in a narrative format with no tables. Answers to questions received, if any, will be posted on the Division of Purchases' website as an addendum to this solicitation. It is the responsibility of all interested parties to monitor the Division of Purchases website for any procurement related postings such as addenda. If technical assistance is required, call the Help Desk at (401) 574-8100.

Interested offerors must submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases shall not be accepted.

Responses should be mailed or hand-delivered in a sealed envelope marked "**RFP# 7554503**" to:

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

NOTE: Proposals received after the above-referenced due date and time shall not be accepted. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time shall be determined to be late and shall not be accepted. Proposals faxed, or emailed, to the Division of Purchases shall not be accepted. The official time clock is in the reception area of the Division of Purchases.

SECTION 8. PROPOSAL CONTENTS

A. Proposals shall include the following:

1. One completed and signed RIVIP generated **Bidder Certification Cover Form** (included in the original copy only) downloaded from the RI Division of website at www.purchasing.ri.gov. Do not include any copies in the Technical or Cost proposals.
2. One completed and signed **Rhode Island W-9** (included in the original copy only) downloaded from the RI Division of Purchases website at <http://www.purchasing.ri.gov/rivip/publicdocuments/fw9.pdf> . Do not include any copies in the Technical or Cost proposals.
3. **A Separate Technical Proposal** - describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation. The Technical Proposal is limited to twenty (20) pages (this excludes any appendices and as appropriate, resumes of key staff that will provide services covered by this request).
 - a. One (1) Electronic copy on a CD-R, marked "Technical Proposal - Original".

- b. One (1) printed Paper copy, marked “Technical Proposal -Original” and signed.
 - c. Four (4) printed Paper copies
- 4. **A separate, signed and sealed Cost Proposal** – A separate, signed and sealed Cost Proposal reflecting the proposed fee structure in section 5 to complete all the requirements of this project.
 - a. One (1) Electronic copy on a CD-R, marked “Cost Proposal -Original”.
 - b. One (1) printed Paper copy, marked “Cost Proposal -Original” and signed.
 - c. Four (4) printed Paper copies

B. Formatting of Proposal Response Contents shall consist of the following:

1. Formatting of CD-Rs – Separate CD-Rs are required for the Technical Proposal and Cost Proposal. All CD-Rs submitted must be labeled with:

- a. Vendor’s name
- b. RFP #
- c. RFP Title
- d. Proposal Type (e.g., Technical Proposal or Cost Proposal)
- e. If file sizes require more than one CD-R, multiple CD-Rs are acceptable. Each CD-R must include the above labeling and additional labeling of how many CD-Rs should be accounted for (e.g., 3 CD-Rs are submitted for a technical proposal and each CD-R should have additional label of ‘1 of 3’ on first CD-R, ‘2 of 3’ on second CD-R, ‘3 of 3’ on third CD-R).

Vendors are responsible for testing their CD-Rs before submission as the State’s inability to read your CD-Rs may be grounds for rejection of a Vendor’s proposal. All files should be readable and readily accessible on the CD-Rs submitted with no instructions to download files from any external resource(s). If a file is partial, corrupt or unreadable, the State may consider it “non-responsive”. USB Drives or any other electronic media may not be accepted. Please note that CD-Rs submitted, shall not be returned.

2. Formatting of written documents and printed copies:

- a. For clarity, the Technical Proposal shall be typed. These documents shall be single-spaced with 1” margins on white 8.5”x 11” paper using a font of 12 point Calibri or 12 point Times New Roman.
- b. All pages on the Technical Proposal are to be sequentially numbered in the footer, starting with number 1 on the first page of the narrative (this does not include the cover page or table of contents) through to the end, including all forms and attachments. The Vendor’s name should appear on every page, including attachments. Each attachment should be referenced appropriately within the proposal section and the attachment title should reference the proposal section it is applicable to.
- c. The Cost Proposal shall be typed using the formatting provided on the provided template.
- d. Printed copies are to be only bound with removable binder clips.

SECTION 9. CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right to award on the basis of cost alone, to accept or reject any or all proposals, and to award 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.

If a Vendor is selected for an award, no work is to commence until a Purchase Order is issued.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: <https://www.purchasing.ri.gov/RVIP/publicdocuments/ATTA.pdf>.