



STATE OF WASHINGTON
HEALTH CARE AUTHORITY

REQUEST FOR INFORMATION (RFI)

RFI NO. **3211 EXTENSION**

This is an EXTENSION of RFI 3211, seeking more information regarding the expected COST. HCA is seeking information about a possible budget needed to accomplish the goals of this RFI. Vendors are encouraged to provide detailed costs in their response, as provided in Question 6 of Section F of Exhibit A below.

If you have ALREADY responded to RFI 3211, you may leave your response as it is or you may *amend* your response with this further budget clarification.

Please include RFI 3211 EXTENSION in the subject line of your response.

A copy of the original RFI (with an amended schedule) is included for your reference.

NOTE: An organization MUST respond to this RFI to be eligible to bid on any subsequent competitive solicitation for a hosted online decision support tool and/or hosted virtual benefits fair product(s) that will be released later this year.

NOTE: *If you download this RFI from the Health Care Authority website, you are responsible for sending your name, address, e-mail address, and telephone number to the RFI Coordinator in order for your organization to receive any RFI amendments or vendor questions/agency answers. HCA is not responsible for any failure of your organization to send the information or for any repercussions that may result to your organization because of any such failure.*

SCOPE TITLE: Hosted Online Decision Support Tool and Virtual Benefits Fair

SUBMISSION DUE DATE: December 11, 2018 by 3:00 p.m. Pacific Time, Olympia, Washington, USA.

E-mailed submissions will be accepted. Faxed submissions will not.

CONTENTS OF THE REQUEST FOR INFORMATION:

1. Background
2. RFI Goals and Objectives
3. Content of Responses
4. Administrative Terms and Conditions
5. Exhibit A

1. BACKGROUND	4
2. RFI GOALS AND OBJECTIVES	4
2.1 RFI GOALS	5
2.2 RFI OBJECTIVES.....	6
2.3 FACTS AND ASSUMPTIONS.....	6
3. CONTENT OF RESPONSES	7
3.1 RFI RESPONSES	8
4. ADMINISTRATIVE TERMS AND CONDITIONS	8
4.1 RFI COORDINATOR	8
4.2 RFI SCHEDULE.....	8
4.3 RESPONSE FORMAT	8
4.4 REVISIONS TO THE RFI	9
4.5 NO OBLIGATION TO BUY OR ISSUE SOLICITATION.....	9
4.6 SECURITY AND PRIVACY REQUIREMENTS	10
Exhibit A.....	11
RFI Questions:.....	11

1. BACKGROUND

The Washington State Health Care Authority, hereafter called "HCA," is a cabinet-level agency within the Washington State executive branch and governed by chapter 41.05 of the Revised Code of Washington (RCW). HCA is the largest purchaser of health care services in Washington State through its management of the Public Employees Benefits Board (PEBB) Program and Apple Health (Medicaid). This purchasing influence will expand with the implementation of the School Employees Benefits Board (SEBB) Program. The Health Care Authority's Employees and Retirees Benefits (ERB) Division will administer benefits for both the SEBB and PEBB Programs.

The PEBB Program administers medical, dental, life, accidental death and dismemberment, long-term disability, and optional insurances to eligible state and higher-education employees and their eligible dependents. Most of these PEBB benefits also extend to eligible employees of non-state public entities and K-12 school districts (under a contractual agreement), retirees, continuation coverage subscribers, and their eligible dependents. The PEBB Program covers approximately 378,000 lives.

Beginning in 2020, HCA will also administer the legislatively mandated SEBB Program. The SEBB Program was created within HCA pursuant to the passage of Engrossed House Bill (EHB) 2242 (Laws of 2017, 3rd sp.s., Ch. 13, Part XIII¹) in July 2017. EHB 2242 directs the SEB Board and HCA to develop and administer a suite of benefits for eligible school employees and their dependents. During the 2018 legislative session, SEBB Program statutes were amended by Engrossed Substitute Senate Bill 6241 (Laws of 2018, Ch. 260)². The SEBB Program will begin offering benefits for eligible school employees and their dependents beginning January 2020.

The SEBB Program will manage benefits for employees of school districts, educational service districts (ESDs), charter schools, and their eligible dependents. HCA estimates this program will cover 300,000 to 350,000 lives. Starting January 1, 2020, all Washington State school districts, ESDs, and charter schools (SEBB organizations) will be required to participate in benefits offered through the SEBB Program; those SEBB organizations accessing PEBB Program benefits prior to January 1, 2020 will transition to SEBB Program benefits starting January 1, 2020. SEBB will design and approve insurance benefit plans and establish eligibility criteria for participation in these plans well before that time. Open enrollment, when eligible school employees can sign up for benefits for the 2020 Plan period, will begin October 1, 2019 and run through November 15, 2019.

2. RFI GOALS AND OBJECTIVES

As stated above, starting January 1, 2020, eligible employees of Washington State SEBB organizations and their dependents will receive health and other insurance benefits through the SEBB Program. Benefits available through the SEBB Program will replace existing health and insurance benefits provided by SEBB organizations.

¹ [http://lawfilesexxt.leg.wa.gov/biennium/2017-18/Pdf/Bills/Session%20Laws/House/2242.SL.pdf?cite=2017 3rd sp.s. c 13 § 801.](http://lawfilesexxt.leg.wa.gov/biennium/2017-18/Pdf/Bills/Session%20Laws/House/2242.SL.pdf?cite=2017%203rd%20sp.s.%20c%2013%20%26%20801)

² <http://lawfilesexxt.leg.wa.gov/biennium/2017-18/Pdf/Bills/Session%20Laws/Senate/6241-S.SL.pdf>

Because of the wide variation of benefits and plans currently available to SEBB organization employees, it will be challenging for the HCA to educate them on the new rules, enrollment processes, benefits offerings, and plans available through the SEBB Program during the approximately 7-week open enrollment period in fall 2019, to facilitate their enrollment decisions for 2020.

This Request for Information (RFI) is seeking information that will assist HCA in the prospective procurement and implementation of three (3) products to help educate employees eligible for SEBB benefits about the various offerings available. These tools would be used only by the SEBB populations.

1. The first tool would be a hosted portal that would allow access to information, as an **alternative to an in-person benefits fair**. The portal would provide an overview of the SEBB Program including, but not limited to, eligibility, enrollment period, how to enroll, plan options, optional benefits (e.g. life insurance, flexible spending arrangement), and where to find more information. The hosted content may come from the portal vendor or may be provided directly from the benefits providers (as an upload). The portal must provide direct access to SEBB *My Account* and the online decision support tool (see below).
2. The second product would be high quality multimedia content providing an overview of the SEBB Program. The intent of this product would be to educate SEBB organization employees on the SEBB Program generally, health care and other benefits. Paper or ADA-compliant alternatives to online resources must be made available for SEBB organization employees who may not be able to access a virtual benefits fair. This product must also include guidance, tutorials, or other methods that provide user-friendly assistance for navigating the SEBB *My Account* online enrollment tool.
3. The third product would be an **online, interactive decision-support tool** to educate eligible employees about SEBB benefits, ask questions about their health care options, other benefit options, and budget needs, and steer them toward making the best decisions before enrolling. This online tool could be used during the SEBB Program's first open enrollment, and throughout the year as school employees are hired or become newly eligible for benefits. HCA assumes an enrollment of about 145,000 eligible school employees (up to 300,000 members total, including eligible dependents) who could use the online tool to help with their decision-making about SEBB plans and benefits. This tool must be engaging, user-friendly and uniquely tailored to the end user (e.g., a user would not see information about benefits that are not offered to them in their location). There might also be links to other sources of information, such as eligibility, enrollment, optional benefits (e.g., life insurance, long-term disability, flexible spending account). This tool must have a direct link to SEBB *My Account* and the virtual benefits fair described above.

2.1 RFI GOALS

HCA is committed to promoting the health and wellness of SEBB organization employees by helping them make more informed decisions about their SEBB options, and making the decision-making process easier. HCA's goals for this RFI are to:

- **Inform.** HCA is currently gathering information for a possible procurement of (1) an alternative to the SEBB Program's in-person benefits fair that would provide SEBB employees with information about various health and wellness benefits, and (2) an online, interactive decision-support tool.

With this RFI, HCA hopes to inform the vendor community on this prospective procurement, including:

- The business context for these procurement(s).

- The framework HCA will use when making decisions regarding the design and implementation of these tools.
 - The major business and technical complexities HCA anticipates for these solutions.
 - The potential timeline for implementation of these tools.
- **Learn.** HCA aims to use this RFI as a means to learn from the vendor community, including:
 - Customization for HCA's needs.
 - Different platform and interface capabilities available.
 - The work environment and implementation work required to meet our needs.
- **Ensure member satisfaction.** HCA's main goal is to inform and educate SEBB organization employees about their health care options that results in high member satisfaction. This includes:
 - Implementing tools that are easy to use and intuitive to navigate.
 - Improving members' health literacy so that members can effectively select their benefits to meet their family's needs.
 - Maintaining access to a choice of health plans and providers.
 - Using a seamless decision-support tool to help with all of these goals.
- **Integrate seamlessly with other HCA technologies.**
 - Using platforms and a co-branded look and feel that complements the HCA's website and SEBB *My Account* to ensure members have a seamless transition between using the vendor's product(s) and HCA's online services and tools.
- **Be easy to implement within HCA timelines.**
 - Finding off-the-shelf products that can be implemented within a short timeframe without taking up extended HCA staff resources for meetings, content development, content review, and testing.
- **Be cost effective.**
 - Finding proposed solutions that will cost less than hiring additional staff to do the same work internally.

2.2 RFI OBJECTIVES

The solution will provide education/information across these four categories:

1. Orientation to the virtual benefits fair environment, as well as SEBB Open Enrollment.
2. Carriers' information on specific benefits and benefit plans.
3. Online decision support tool.
4. Guidance on usage of SEBB *My Account* for enrollment.

2.3 FACTS AND ASSUMPTIONS

Using the PEBB Program as a basis for comparison, the ERB Division traditionally coordinates and oversees approximately 25 benefits fairs across Washington State during each annual PEBB open enrollment (usually November 1-30). Representatives from health plans and vendors also participate at these benefits fairs. The ERB Division educates members on health plans and other benefits available to them in the upcoming year. Benefits fairs generally occur during weekday mornings and afternoons and are well-attended by members.

For the SEBB Program's first open enrollment (October 1 through November 15, 2019), using the PEBB model of conducting benefits fairs would be challenging for the reasons below:

- During the SEBB Program's first open enrollment, all 145,000 eligible employees will have to actively select their health plans as they transition into the new SEBB Program in order to enroll them and their eligible dependents in their plan choices. Consequently, the need for easily accessible and clear information about the health plans, benefits, and enrollment procedures is critical.
- We expect most employees to enroll using the SEBB *My Account* online tool. However, this will represent a change in process from the current paper enrollment process that most SEBB organization employees are used to. Employees will require additional guidance for online enrollment.
- SEBB organizations' benefits office staff (the first line of assistance for SEBB organization employees) will be trained by ERB Division on rules, processes, and SEBB *My Account* use. However, even after training, they will have limited SEBB Program knowledge and experience.
- Hosting benefits fairs on weekday mornings and afternoons conflicts with the work schedules of most classified and certificated SEBB organization employees, which would likely result in poorly attended events.
- SEBB organization employees cannot travel to centralized locations to attend benefits fairs during weekdays. (Currently, each of the 317 school districts and ESDs coordinate and oversee their own processes for educating employees on health care benefits. This is often done with the help of independent brokers.)
- The ERB Division lacks the personnel and resources to conduct open enrollment benefits fairs for both the PEBB and SEBB Programs.

3. CONTENT OF RESPONSES

Respondents must provide an answer to all elements outlined in each section below that is designated as **MANDATORY** in order for the response to be considered responsive. HCA would appreciate answers to the elements outlined in the final section designated as **OPTIONAL**, but doing so is not a requirement. After reviewing the responses, HCA may contact some or all Respondents with follow up questions, or a request to make a presentation at HCA.

RESPONDING TO ALL MANDATORY ELEMENTS OF THIS RFI IS A REQUIREMENT FOR ANY ORGANIZATION THAT WANTS TO RESPOND TO ANY FUTURE HCA COMPETITIVE SOLICITATION FOR A HOSTED ONLINE DECISION SUPPORT TOOL AND/OR HOSTED VIRTUAL BENEFITS FAIR THAT MAY RESULT FROM THIS RFI. However, any information provided in response to this RFI **WILL NOT** be considered when evaluating bidders responding to any future solicitation.

This section outlines the elements requested in the response for this RFI. Subsequent sections provide additional background and detail on these requested response elements. The timeline in Section 4.2 includes time for additional questions to address any information not covered in the subsequent sections.

3.1 RFI RESPONSES

HCA is seeking information on potential solutions that would provide benefits decision-making assistance to the new SEBB populations to achieve the goals listed above.

Exhibit A, attached, contains questions and desired capabilities to use as prompts for the information being sought under this RFI. Please use these capabilities as a framework in your responses to the requirements in the next section. This common framework will greatly facilitate interpretation of the RFI results.

4. ADMINISTRATIVE TERMS AND CONDITIONS

4.1 RFI COORDINATOR

Please submit responses to the RFI Coordinator at the following address and/or email:

Ellen Wolfhagen
RFI Coordinator
Health Care Authority
626 8th Avenue SE
Olympia, WA 98504
[mailto: contracts@hca.wa.gov](mailto:contracts@hca.wa.gov)

Please be sure to include the RFI Number (#3211) in the subject line of any emails.

4.2 RFI SCHEDULE

Release RFI	December 6, 2018
Vendor Questions due by 5 p.m. PT	December 7, 2018
Answers to Vendor Questions	December 10, 2018
Vendor Submissions due by 3 p.m. PT	December 11, 2018

HCA reserves the right to change the RFI Schedule at any time.

4.3 RESPONSE FORMAT

Please do not cut and paste responses into this RFI. Instead, provide a response as a separate document using the corresponding item number listed in [Exhibit A](#).

Responses should be provided in an electronic format, such as Adobe Acrobat or Microsoft Word. This will assist in HCA's review process. You only need to provide a single copy of your response. Responses may be provided in more than one file and submitted in more than one email. HCA prefers that all responses be submitted via email to the RFI Coordinator. A physical copy of responses and materials will also be accepted. However, faxed responses will not.

Please note that HCA will not accept zipped or compressed files in connection with this RFI. HCA will not open any such file. If individual files to a response are too large, please send multiple emails instead of compressing files.

A. Cost of Response

You will not be reimbursed for any costs associated with preparing or presenting any response to this RFI.

B. Response Property of HCA

All materials submitted in response to this RFI become the property of HCA. HCA has the right to use any of the ideas presented in any response to the RFI.

C. Public Records and Proprietary Information

Any information contained in the response that is proprietary or confidential must be clearly designated as such. The page and the particular exception(s) from disclosure must be identified. Each page claimed to be exempt from disclosure must be clearly identified by the word "confidential" printed on the **lower right corner** of the page. Marking the entire response as confidential will be neither accepted nor honored and may result in disclosure of the entire response.

To the extent consistent with chapter 42.56 RCW, the Public Records Act, HCA shall maintain confidentiality of your information marked confidential or proprietary. If a request is made to view your proprietary information, HCA will notify you of the request and of the date that the records will be released to the requester unless you obtain a court order forbidding that disclosure. If you fail to obtain the court order forbidding disclosure, HCA will release the requested information on the date specified in its notice to you.

HCA's sole responsibility shall be limited to maintaining the above data in a secure area and to notify you of any request(s) for disclosure for so long as HCA retains your information in HCA records. Failure to so label such materials, or failure to timely respond after notice of request for public records has been given, shall be deemed a waiver by you of any claim that such materials are exempt from disclosure.

4.4 REVISIONS TO THE RFI

HCA reserves the right to amend this RFI at any time. If it becomes necessary to revise any part of this RFI, the HCA will provide addenda via email to all individuals who have expressed interest to the RFI Coordinator. Addenda will also be published on Washington's Electronic Bid System (WEBS). The website can be located at <https://fortress.wa.gov/ga/webs/>. For this purpose, the HCA shall provide the published questions and answers and any other pertinent information on its website as an addendum to the RFI.

HCA reserves the right to cancel or reissue this RFI at any time, without obligation or liability.

4.5 NO OBLIGATION TO BUY OR ISSUE SOLICITATION

HCA **will not** contract with any vendor as a result of this RFI. While HCA may use responses to this RFI to develop a competitive solicitation for the subject of this RFI, issuing this RFI does not compel HCA to do so.

4.6 SECURITY AND PRIVACY REQUIREMENTS

Any solution HCA procures and implements will need to comply with applicable state, federal, and industry regulations, such as the following:

- HIPAA Privacy, Security and Breach Notifications
- WA State OCIO Security Standard, OCIO 141.10
- 42 CFR Part 2
- RCW 70.02
- HCA Privacy and Security Policies, such as HCA 1-02 and HCA 6-16
- NIST 800-53 Rev 4

Further information about any of the above can be provided upon request.

REMAINDER OF PAGE INTENTIONALLY LEFT BLANK

Exhibit A

For each item listed below (A-F), HCA has provided a **suggested** page limit in parentheses. While HCA is interested in learning as much as possible, we value your time and do not want you to spend a lot of it preparing a large response. Therefore, these numbers are provided as a **guideline only**; you are free to exceed these limits. Respondents need to answer every MANDATORY question to submit a response.

RFI Questions:

- A. Experience (4 pages total) (MANDATORY):
1. What is your organization's experience implementing similar product(s) for a large public entity (more than 100,000 participants)?
 2. What is your organization's experience coordinating with other vendors (carriers, other solution vendors) to implement your product(s) and/or coordinate solutions?
 3. Do your organization's product(s) have the ability to customize information to specific geographical areas (such as health plans available by county)?
- B. Platform (2 pages total) (MANDATORY):
1. What platform(s) do your product(s) operate on?
 2. What device(s) are your product(s) compatible with?
 3. Are there differences in users' ability to use your product(s) based on the platform(s) and/or device(s) used to access them?
 4. Do your product(s) provide metrics that could be used to analyze the performance/success of usage?
 5. Do your platform(s) allow for coordination with other organizations (such as health plan and health benefit providers?) Explain.
- C. Implementation plan (3 pages total) (MANDATORY):
1. Describe the number and level of staff that would be dedicated to this project implementation.
 2. Provide a sample timeline for a similar product implementation, with milestones noted.
- D. Staff plan (3 pages total) (MANDATORY):
1. Would there be a project manager/lead to coordinate with HCA staff? If so, what is this person's experience leading a similar product implementation for large public entities?
 2. If your organization only has the ability to provide either a solution for the benefits fair alternative or decision-support tool, are your staff willing/able to coordinate the implementation of your product with another vendor's product?
 3. What support staff are available for troubleshooting or problem resolution (including incorrect information on website), including post implementation?
 4. Is your organization available post-implementation to incorporate HCA-generated program changes (e.g., rule changes, changes to enrollment, coverage, plan offerings)?
- E. Hosting (3 pages total, not including diagrams) (MANDATORY):
1. Where will the platform(s) be hosted?
 2. Describe the hosting system, redundancy, backups, disaster recover, and Internet connectivity bandwidth of the system hosting the platform.
 3. Will analytics or access to server logs be provided?

F. Costs (2 pages total) (MANDATORY):

1. How is your product's fee structure based (e.g., annual, monthly, per participant)?
 2. Under what circumstances could this fee structure change?
 3. Could the fee structure be modified if the product use was to expand to other populations? How would that change the fee structure?
 4. Are there maintenance fees?
 5. What are the costs for post-implementation product or content updates?
- 5.6. Describe the total project cost, including work described in your draft implementation plan and post-implementation costs.

G. Additional Questions (OPTIONAL):

1. What is your typical website maintenance schedule?
2. How many simultaneous users can your platform sustain?
3. What password protocol is utilized by your product(s)?