



STATE OF GEORGIA
Department of Community Health

REQUEST FOR APPROACH
For

Medical Claims Third Party Administration
Pharmacy Benefits Management
Wellness Programs
Medical Management

RFA Number: SHBP-RFA-2013

For all questions about this RFA,
please contact the Issuing Officer
identified in Section 1.4.

RELEASED ON:
February 11, 2013

DUE DATES:
See Schedule of Events

1.0 INTRODUCTION

1.1 Purpose of Request for Approach (RFA)

The Georgia Department of Community Health (DCH), State Health Benefit Plan (SHBP) is seeking qualified Offerors to provide medical and pharmacy benefits programs to approximately 640,000 active employees, retirees and dependents. Selected vendors shall offer leading, valued-based solutions for the administration and management of the plans. Benefits are currently provided by CIGNA and United Healthcare (UHC) on an integrated basis. DCH's procurement and contracting strategy encompass the provision of the following services.

- Medical Claims Third Party Administration (on a self-funded basis), including network service and the administration of Health Reimbursement Arrangements, including Medicare Advantage and (Medicare Part D) Prescription Drug Plans
- Pharmacy Benefits Management and Claims Administration (on a self-funded basis), including retail (point-of-sale), mail order and specialty pharmacy services
- Wellness Programs
- Medical Management (disease management, case management, behavioral health management, utilization review/certification, etc.)

DCH is interested in receiving Approaches from Offerors, experienced in utilizing the most innovative, state-of-the-art services and technology available in the industry today, to drive healthier behaviors and outcomes while minimizing costs. DCH is ultimately seeking to assemble the above suite of program offerings into "Best in Class" services that provide value based health benefits program for its members.

Only Offerors prequalified in Phase I – Statement of Qualifications (SHBP-SOQ 2012) are eligible to respond to this Request for Approach (RFA).

Background

The Georgia Department of Community Health (DCH) was created in 1999 by the Governor and the Georgia General Assembly. The Department is responsible for insuring nearly 2 million people, maximizing the State's healthcare purchasing power, planning coverage for uninsured Georgians, and coordinating health planning for State agencies. The Board of Community Health sets general policy and direction for DCH.

DCH is organized in the following manner:

- **Commissioner's Office** – provides strategic and operational guidance to all functions of DCH. Includes media relations as well as legislative and external affairs.
- **Financial Division** – led by the Chief Financial Officer, this division is responsible for guiding and implementing the financial responsibilities of DCH.
- **Medical Assistance Division** – directed by the Chief, Medical Assistance, this division manages and enforces the policies and regulations of the State Medicaid program.

- **Information Technology Division** – managed by the Chief Information Officer, this division manages and directs the information technology needs and requirements for DCH. This responsibility includes oversight for the Medicaid claims payment system.
- **Operations Division** – under the direction of the Chief Operating Officer, this division manages agency administrative responsibilities including procurement, human resources, and vendor management.
- **General Counsel** – this division provides the Commissioner and DCH’s leadership with legal assistance and advice on all matters. This division manages the Division of Health Planning, which is responsible for regulating the development and offering of health care facilities throughout the state.
- **Public Employee Health Benefits Division** – under the direction of the Chief, State Health Benefit Plan, this division is responsible for administering the health insurance benefits for State employees, school personnel, retirees, general assembly, and other contracted groups.
- **Managed Care and Quality Division** – led by the Chief of Managed Care, this division is responsible for establishing and directing the managed care efforts of DCH for Medicaid members who are not Aged, Blind or Disabled (ABD).

There are also two (2) administratively attached agencies;

- **Composite State Board of Medical Examiners** – licenses and regulates physicians, physician’s assistants, resident physicians, respiratory care professionals, perfusionists, acupuncturists and auricular (ear) detoxification specialists.
- **Georgia Board for Physician Workforce** – develops medical education programs to help ensure that communities have enough physicians.

Current Environment

The Public Employee Health Benefits Division administers SHBP, which spends more than \$3 billion annually for healthcare services for approximately 640,000 State employees, teachers, school personnel, their dependents, retirees, and active contracted groups and members of the general assembly. The SHBP provides healthcare coverage to beneficiaries residing in virtually every county in the State, plus approximately 10,000 members living outside the State. There are over 700 employing entities that are authorized, under law, to participate in SHBP including State agencies, school systems, and other contracted entities. Each employing entity has the responsibility to offer enrollment in the SHBP to each eligible employee or eligible retiree and provide each with the appropriate information and enrollment materials upon employment and retirement. The employing entity is responsible for sending the enrollment information to SHBP. SHBP maintains the information and provides the enrollment to each of its Contractors through monthly full file updates and nightly feeds for changes. SHBP utilizes a proprietary file at this time; however, SHBP does not maintain other insurance information on its members and relies on the claims payer to maintain member insurance information for coordination of benefit purposes.

SHBP has an established Consumer Directed Health Plan (CDHP) strategy in place, with approximately 45% of the membership enrolled in account based plans. For 2012, SHBP added to the CDHP strategy a wellness program initiative tying participation to premiums and benefit design. SHBP anticipates expanding this strategy and is moving its current wellness programs to outcome/goal-based measurement and reporting of population health improvement. In addition, SHBP fully supports the belief that personal responsibility plays an important role in a member’s overall health and wellness. Medical program operations and member communications should support increasing the members’ personal responsibility for improving their overall health and welfare.

In 2012, SHBP offered to its members the following options: HRA, HDHP, HMO, and two Medicare Advantage plan options. Details of these plans are included with this RFA. It is expected that all SHBP vendors will be able to support these plan options and program initiatives, as well as be able to support additional SHBP programs and initiatives. Vendors will need to coordinate with one another and SHBP staff to provide services and assist operations that best serve SHBP and its members.

SHBP is seeking vendors not just with solid core capabilities, but also those that are innovative and will bring new ideas to SHBP staff and support the need for the SHBP program to constantly evolve in order to operate at peak efficiency and deliver the best value possible to its members and their employers.

DCH strategic goals for SHBP and its members include:

- Reduce number of SHBP low birth weight babies;
- Reduce non-emergent Emergency Room visits;
- Reduce inpatient readmission rates;
- Increase EBM compliance rates (testing, treatment, and medication adherence among members with Diabetes, Asthma, and CAD/CHF)
- Increase annual Health Assessment completion rates
- Reduce members BMI, with focus on adults with a BMI greater than 30
- Reduce the number of tobacco users within the SHBP membership
- Reduce childhood obesity
- Increase member participation and engagement in Wellness programs
- Improve generic utilization and medication compliance
- Increase screenings for colorectal, breast and cervical cancers
- Increase membership in Consumer Directed Health Plan;
- Reduce administrative costs and improve service and access; and
- Implement the utilization of HEDIS metrics and benchmarks

1.2 Overview Of Procurement Process

The provision of health insurance services for state employees is exempt from the Georgia Department of Administrative Services, State Purchasing Act pursuant to Official Code of Georgia Annotated (OCGA) 50-5-58 and Section 1.2.1.2 of the Georgia Procurement Manual. DCH has elected to conduct an internal procurement to ensure that DCH obtains the best value for the services required. This procurement shall be a negotiated, solution-based procurement among the highest ranked Offerors. DCH is pursuing a best practice solution and contracting strategy for the provision of medical management, pharmacy, wellness and third party administration services. Therefore, DCH may determine it is in its best interest to select a vendor (or vendors) to provide all services in a fully integrated approach. DCH also may determine it is in its best interest to implement a carve-out approach with separate vendors for each service in order to support an overall strategy that includes value-based incentives for members, providers and vendors.

This Request for Approach (RFA) includes a separate questionnaire for each of the four service categories. Offerors will be permitted access to only those questionnaires for services which they were pre-qualified. Additional detail and background can be found within each questionnaire.

Please Note: DCH has identified Minimum Requirements for each of the SHBP service categories for this procurement. Offerors must meet all Minimum Requirements in order to be considered for evaluation.

Minimum Requirements

(A) Medical Claims Third Party Administration and Network Services/ Medicare Advantage Requirements

Offeror must:

- Have provided claim administration for medical services (on a self-funded basis) for at least 3 of the last 5 years to at least one state-level health plan of any size; and a large employer or trust with a minimum client size of 200,000 covered lives and an entire book of business of at least 1.2 million covered lives
- Have offered Medicare Advantage and Medicare Part D Prescription Drug Plans for a minimum of 25,000 lives
- Provide a minimum of five client references for whom Offeror has successfully provided similar services within the last five years
- Agree to be audited by DCH or an entity chosen by DCH
- Record 100% of member and provider calls and provide SHBP staff auditors or SHBP selected third party auditors remote access to all recorded calls including the ability to randomly select calls
- Currently provide Third Party Administration and Network Services on a self-funded basis to at least 100,000 lives with some membership located in each of 21 3-digit zip codes located in Georgia
- Obtain a valid Georgia Business license by July 1, 2013
- Affirm that Offeror will not render or administer services off-shore and that all work performed will be in the contiguous United States
- Affirm Offeror's compliance with all of the requirements listed in the **Medical TPA Minimum Business Capabilities** section of the Medical Third Party Administration (TPA) Questionnaire (Exhibit 1a).
- Submit required documentation to confirm financial viability

(B) Pharmacy Benefit Management

Offeror must:

- Have provided Pharmacy Benefits Management and Claims administration (on a self-funded) basis for at least 3 of the last 5 years to at least one state-level health plan of any size; and a large employer or trust with a minimum client size of 200,000 covered lives and an entire book of business of 1.2 million lives
- Provide a minimum of five client references for whom Offeror has successfully provided similar services within the last five years
- Currently provide Pharmacy Benefit Management and claims Administration (on a self-funded basis) to at least 100,000 lives with some membership located in each of 21 3-digit zip codes located in Georgia
- Agree to be audited by DCH or an entity chosen by DCH
- Record 100% of member and provider calls and provide SHBP staff auditors or SHBP selected third party auditors remote access to all recorded calls including the ability to randomly select calls
- Affirm that Offeror will not render or administer services off-shore and that all work performed will be in the contiguous United States
- Obtain a valid Georgia Business license by July 1, 2013
- Agree to provide true transparent pricing for all drugs
- Affirm Offeror's compliance with all of the requirements listed in the **PBM Minimum Business Capabilities** section of the Pharmacy Benefit Management (PBM) Questionnaire (Exhibit 1b).
- Submit required documentation to confirm financial viability

(C) Wellness

Offeror must:

- Have provided Wellness Programs for at least 3 of the last 5 years to at least one state-level health plan of any size; and a large employer or trust with a minimum client size of 200,000 covered lives and an entire book of business of at least 600,000 lives
- Provide a minimum of five client references for whom Offeror has successfully provided similar services within the last five years
- Obtain National Committee of Quality Assurance (NCQA) Wellness & Health Promotion Accreditation by the end of the first year of the contract
- Report health effectiveness Data and Information Set (HEDIS) Wellness and Health Promotion measures as required by NCQA
- Agree to be audited by DCH or an entity chosen by DCH
- Record 100% of member and provider calls and provide SHBP staff auditors or SHBP selected third party auditors remote access to all recorded calls including the ability to randomly select calls
- Affirm that Offeror will not render or administer services off-shore and that all work performed will be in the contiguous United States
- Obtain a valid Georgia Business license by July 1, 2013
- Affirm Offeror's compliance with all of the requirements listed in the **Wellness Minimum Business Capabilities** section of the Wellness Questionnaire (Exhibit 1c).
- Submit required documentation to confirm financial viability

(D) Medical Management

Offeror must:

- Have provided Medical Management (disease management, case management, behavioral case management, utilization review/certification, etc.) for at least 3 of the last 5 years to at least one state-level health plan of any size; and a large employer or trust with a minimum client size of 200,000 covered lives and an entire book of business of at least 600,000 lives
- Provide a minimum of five client references for whom Offeror has successfully provided similar services within the last five years
- Agree to be audited by DCH or an entity chosen by DCH
- Record 100% of member and provider calls and provide SHBP staff auditors or SHBP selected third party auditors remote access to all recorded calls including the ability to randomly select calls
- Obtain Utilization Review Accreditation Commission (URAC) or National Committee of Quality Assurance (NCQA) accreditation by July 1, 2013
- Affirm that Offeror will not render or administer services off-shore and that all work performed will be in the contiguous United States
- Obtain a valid Georgia Business license by July 1, 2013
- Affirm Offeror's compliance with all of the requirements listed in the Medical Management **Minimum Business Capabilities** section of the Medical Management Questionnaire (Exhibit 1d).
- Submit required documentation to confirm financial viability

1.3 Schedule of Events

The schedule of events set out herein represents DCH's best estimate of the schedule that will be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule, such as the close date, is delayed, the rest of the schedule may be shifted as appropriate. Any changes to the dates up to the closing date of the RFA will be publicly posted prior to the closing date of this RFA. After the close of the RFA, DCH reserves the right to adjust the remainder of the proposed dates, including the dates for evaluation, negotiations, award and the contract term on an as needed basis with or without notice.

SCHEDULE OF EVENTS FOR SHBP-RFA-2013						
RFA Service	Release of RFA	Deadline for written questions from Vendors	Response/ Answers to Vendor questions	RFA Due Date and Time: 5:00 pm (EST)	RFA Evaluation Completion	Finalize Contracts/ Award
Medical Management	2/11/13	2/18/13	2/25/13	3/11/13	4/16/13	6/30/13
Wellness	2/11/13	2/18/13	2/25/13	3/15/13	5/6/13	6/30/13
PBM	2/11/13	2/18/13	2/25/13	3/22/13	5/22/13	6/30/13
TPA	2/11/13	2/18/13	2/25/13	3/27/13	5/22/13	6/30/13

1.4 Official Issuing Officer (Buyer)

Percival Griffiths
pgriffiths@dch.ga.gov

1.5 Definition of Terms

Please review Attachment 1.

Any special terms or words which are not identified in this RFA Document may be identified separately in one or more attachments to the RFA. Please download, save and carefully review all documents.

1.6 Contract Term

The initial term of the contract(s) shall be from the date of award and continue until the close of the then current calendar year unless renewed. DCH shall possess four (4) options to renew the Contract for an additional term of up to one (1) calendar year, which shall begin on January 1, and end at midnight on December 31, of that year, which options shall be exercisable at the sole discretion of DCH. In the event that the contract(s), if any, resulting from the award of this RFA shall terminate or be likely to terminate prior to the making of an award for a new contract for the identified products and/or services, DCH may, with the written consent of the awarded Contractor(s), extend the contract(s) for such period of time as may be necessary to permit DCH's continued supply of the identified products and/or services. The contract(s) may be amended in

writing from time to time by mutual consent of the parties. Unless this RFA states otherwise, the resulting award of the contract(s) does not guarantee volume or a commitment of funds.

2.0 Instructions to Offerors

By submitting a response to the RFA, the Offeror is acknowledging that the Offeror:

1. Has read the information and instructions,
2. Agrees to comply with the information and instructions contained herein.

2.1. General Information and Instructions

2.1.2. Restrictions on Communicating with Staff

From the issue date of this RFA until the final award is announced (or the RFA is officially cancelled), Offerors are not allowed to communicate for any reason with any State staff or other parties except through the Issuing Officer named herein, or as defined in this RFA or as provided by existing work agreement(s). Prohibited communication includes all contact or interaction, including but not limited to telephonic communications, emails, faxes, letters, or personal meetings, such as lunch, entertainment, or otherwise. DCH reserves the right to reject the response of any Offeror violating this provision.

2.1.3. Submitting Questions

All questions concerning this RFA must be submitted in writing via email to the Issuing Officer identified in Section 1.4 "Issuing Officer" of this RFA. No questions other than written will be accepted. No response other than written will be binding upon the State. All Offerors must submit questions by the deadline identified in the Schedule of Events for submitting questions. Offerors are cautioned that DCH may or may not elect to entertain late questions or questions submitted by any other method than as directed by this section. All questions about this RFA must be submitted in the following format:

Company Name

Question #1 Question, *Citation of relevant section of the RFA*

Question #2 Question, *Citation of relevant section of the RFA*

2.1.4. State's Right to Request Additional Information – Offeror's Responsibility

Prior to contract award, DCH must be assured that the selected Offeror has all of the resources to successfully perform under the contract. This includes, but is not limited to, adequate number of personnel with required skills, availability of appropriate equipment in sufficient quantity to meet the on-going needs of DCH, financial resources sufficient to complete performance under the contract, and experience in similar endeavors. If, during the evaluation process, DCH is unable to assure itself of the Offeror's ability to perform, if awarded, DCH has the option of requesting from the Offeror any information deemed necessary to determine the Offeror's responsibility. If such information is required, the Offeror will be so notified and provided a deadline for submission of the information requested.

2.1.5 Failing to Comply with Submission Instructions

Responses received after the identified due date and time or submitted by any other means than those expressly permitted by the RFA will not be considered. Offerors' responses must be complete in all respects, as required in each section of this RFA.

2.1.6. Rejection of Proposals; State's Right to Waive Immaterial Deviation

DCH reserves the right to reject any or all responses, to waive any irregularity or informality in a Offeror's response, and to accept or reject any item or combination of items, when to do so would be to the advantage of the State of Georgia. It is also within the right of DCH to reject responses **that do not contain all elements and information requested in this RFA**. An Offeror's response will be rejected if the response contains any defect or irregularity and such defect or irregularity constitutes a material deviation from the RFA requirements, which determination will be made by DCH on a case-by-case basis.

2.1.7. State's Right to Amend and/or Cancel the RFA

DCH reserves the right to amend this RFA. Any revisions must be made in writing prior to the RFA closing date and time. By submitting a response, the Offeror shall be deemed to have accepted all terms and agreed to all requirements of the RFA (including any revisions/additions made in writing prior to the close of the RFA whether or not such revision occurred prior to the time the Offeror submitted its response) unless expressly stated otherwise in the Offeror's response. THEREFORE, EACH OFFEROR IS INDIVIDUALLY RESPONSIBLE FOR REVIEWING THE REVISED RFA AND MAKING ANY NECESSARY OR APPROPRIATE CHANGES AND/OR ADDITIONS TO THE OFFEROR'S RESPONSE PRIOR TO THE CLOSE OF THE RFA. Offerors are encouraged to frequently check the RFA for additional information. Finally, DCH reserves the right to cancel this RFA at any time.

2.1.8. Costs for Preparing Responses

Each Offeror's response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete presentation. The cost for developing the response and participating in the procurement process is the sole responsibility of the Offeror. The State will not provide reimbursement for such costs.

2.1.9. ADA Guidelines

The State of Georgia adheres to the guidelines set forth in the federal Americans with Disabilities Act in any communications between the public and the State. Accordingly, provisions will be made to make use of the services provided by the Statewide Operations and Support Services of the Department of Administrative Services easier and more accessible if needed. The Georgia Relay Center at 1-800-255-0056 (TDD Only) or 1-800-255-0135 (Voice) will relay messages for the speech and hearing impaired in strict confidence.

2.1.10. Public Access to Procurement Records

Documents received by DCH are normally subject to the Open Records Act of Georgia (O.C.G.A. § 50-18-70 et. seq.) and open for public inspection. Per the Act, responses to requests for sealed proposals will be available for public inspection and copying at the time the final award of the contract is made. If a responsive Offeror claims that any portion of its material submitted to DCH with its Approach is a proprietary trade secret, the Offeror must clearly identify at the time of submission those portions of the proposal. Offerors are required to submit with their Approach an affidavit meeting the requirements of O.C.G.A. § 50-18-72 (a) (34) setting forth any and all trade secret claims. Any material submitted to DCH by a responsive Offeror which has not been clearly designated as a trade secret(s) and expressly referenced as such in the affidavit is subject to disclosure under the Open Records Act of Georgia. PLEASE NOTE: Even though information submitted may be marked as "confidential", "proprietary", or "trade secret," and may be expressly referenced as such in an affidavit, DCH will make its own determination as to whether the information is a trade secret that may be withheld in response to an open records request. If DCH determines that information referenced in the affidavit as trade secret must be released in response to an open records request, DCH will notify the Offeror in advance, so that the Offeror may seek legal protection of the information. DCH will release the information ten (10) days from the date of the notification if DCH is not served with an appropriate court order preventing disclosure.

2.2 Submittal Instructions

Listed below are key action items related to this RFA. The Schedule of Events in Section 1.3 identifies the dates for these key action items. This portion of the RFA provides high-level instructions regarding the process for reviewing the RFA, preparing a response to the RFA and submitting a response to the RFA. This RFA is being conducted through Proposal Tech an online, electronic tool, which allows an Offeror to, logon, select answers and type text in response to questions, and upload any necessary documents. Proposal Tech permits an Offeror to build and save a response over time until the Offeror is ready to submit the completed response. Each Offeror interested in competing to win a contract award must complete and submit a response to this RFA using Proposal Tech. Therefore, each Offeror MUST carefully review the instructions and training information for a comprehensive overview of the functionality of Proposal Tech.

2.2.1 RFA Released

DCH will formally notify vendors of the release of the RFA which will be posted as an event in Proposal Tech. Proposal Tech will release the RFA to those vendors who have pre-qualified via the Statement of Qualifications process (SHBP-SOQ-2012). A public announcement of the RFA release will be posted to the Georgia Department of Community Health (DCH) Web site, which is accessible online as follows:

<http://dch.georgia.gov/shbp-request-qualified-services>

Intent to Bid

SHBP is requiring prospective Offerors to complete the online Intent to Bid in order to gain access to the RFA. Respondents may view the content but may not begin work until the intent to bid has been completed.

Access to the RFA

Access to the RFA is to be facilitated through the Proposal Tech web site (www.ProposalTech.com). Upon the Offeror's initial log-in to the web site and selection of the SHBP's RFA, respondents are directed to the RFA Invitation page. This screen provides a high-level overview and formal invitation response field. Please note: This screen also provides respondents with the ability to preview the RFA (in Word format) and all accompanying documents prior to their acceptance or declination.

Once the Offeror has determined its desired intentions, the vendor's selection of the "Accept or Decline" link, along with any desired reply message will constitute the vendor's acceptance of access to the RFA. Vendors that accept will be expected to submit a response in accordance with the instructions. Once the vendor has accepted the invitation, the online RFA process is initiated, and the vendor's status on Proposal Tech is updated to "Answering/Unposted." If the vendor later decides to decline participation in the RFA process, please select the Decline link (located on the left-hand menu under the Actions heading) prior to the date and time indicated in the timetable provided in the **Schedule of Events**.

2.2.2 Preparing a Response

Proposal Tech allows Offerors to answer questions by entering text and numeric responses. In addition the Offeror may also provide information by uploading electronic files. When preparing a response, the Offeror must consider the following instructions:

- Answer each question in sufficient detail for evaluation while using judgment with regards to the length of response.
- Proofread your response and make sure it is accurate and readily understandable.
- Label any and all uploaded files using the corresponding section numbers of the RFA or any other logical name so that the State can easily organize and navigate the Offeror's response.
- Use caution in creating electronic files to be uploaded. If unable to open an electronic file due to a virus or because the file has become corrupted, the Offeror's response may be considered incomplete and disqualified from further consideration.
- Use commonly accepted software programs to create electronic files. DCH has the capability of viewing documents submitted in the following format: Microsoft Word or WordPad, Microsoft Excel, portable document format file (PDF), and plain text files with the file extension noted in parentheses (.txt).
- Continue to **save** your response until the response is ready to be submitted.

2.2.3 Uploading Forms

To upload, select the option on the left hand menu called Manage Documents. Click the available Browse button and search your local and network drives for the appropriate attachments. The Offeror should provide targeted responses that are specific to SHBP and the information requested in the questionnaires.

2.2.4 Question Formats

Several formats are utilized within the electronic version of the RFA. Following is a brief description of the general types of questions and instructions on how the vendor should address each question type:

- **All Questions** – A text box will be provided for vendor comments, regardless of the question type (e.g., Yes/No).
- **Questions Requiring a Text Response** – Complete the response to these questions in the text space provided. Where the question includes a bulleted list of sub-topics, be sure to address each of these topics in the response. Questions must be answered in the space provided; answers provided in the form of attached documents, in lieu of answering in the space provided, will NOT be reviewed. All questions should be answered completely, yet briefly.
- **Questions with Table Format** – Table-format questions are embedded in the Proposal Tech system rather than provided on an Excel attachment. This table format will generally accept only the type of data intended (e.g., a percentage, a drop-down window selection, a brief text response).
- **Yes/No Questions and Multiple Choice Questions** – Select the appropriate response. If more than one answer is acceptable, the question will so indicate. Comments and information may be provided in the text box.

2.2.5 Online Submission

Once the Offeror has completed the RFA and the proposal is 100 percent complete, the vendor must formally submit the response by selecting the Post Answers link (located on the left-hand menu under the Actions heading) prior to the date and time indicated in the Timetable. Late responses will not be considered. Please be aware that SHBP will not have access to the Offeror's responses to the RFA as the Offeror enters them nor at any time throughout the process until this action has been completed.

- All attachments to this RFA must be completed and posted within the Proposal Tech application.
- All attachments are due by the date and time the event listed in Section 1.3 Schedule of Events.

Support

For technical difficulties/questions related to the use of Proposal Tech, Offerors may contact Proposal Tech through their web portal for assistance. Specify the nature of the problem in the communication.

2.2.6. “Hard Copy” and Electronic Copies Required

The Offeror must provide copies of its RFA submission as follows:

1. Technical Proposal:

Two (2) hard copies, bound and tabbed, with one (1) marked “Original” with original signatures; and Ten (10) electronic copies on a CD, with one (1) designated as the original copy.

2. Cost Proposal:

Two (2) hard copies, bound and tabbed, with one (1) marked “Original” with original signatures; and Three (3) electronic copies on a CD, with one (1) designated as the original copy.

Technical Proposal and Cost Proposal **must be labeled and packaged separately**. In the event of a discrepancy/conflict between the Proposal Tech submission and the Hard copy version, the Proposal Tech version will take precedence. In the event of a power failure or similar occurrence, the hard copy version will be used. In the event a document or section is omitted from the Proposal Tech version of the Offeror’s response, DCH reserves the right to accept the omitted document or section, if included, in the hard copy version. Hard copies and CDs must **be received by 5:00 pm (EST) the next business day, following the closing date of the RFA**. Copies should be addressed and mailed or delivered to:

Percival Griffiths
Sourcing Event Number: SHBP-RFA-2013
Office of Procurement Services
Georgia Department of Community Health
2 Peachtree Street NW, 35th Floor
Atlanta, GA 30303

3.0. General Business Requirements

This section contains general business requirements. By submitting a response, the Offeror is certifying its agreement to comply with all of the identified requirements of this section and that all costs for complying with these general business requirements are included in the Offeror’s submitted pricing.

3.1. Standard Insurance Requirements

If awarded a contract, the Offeror shall procure and maintain insurance which shall protect the Offeror and the State of Georgia (as an additional insured) from any claims for bodily injury, property damage, or personal injury covered by the indemnification obligations set forth in the contract attached to this solicitation throughout the duration of the contract. The Offeror shall procure and maintain the insurance policies described below at the Offeror’s own expense and shall furnish the State Entity an insurance certificate listing the State of Georgia as certificate holder and as an additional insured. The insurance certificate must document that the Commercial General Liability insurance coverage purchased by the Offeror includes contractual liability coverage applicable to the contract. In addition, the insurance certificate must provide the following

information: the name and address of the insured; name, address, telephone number and signature of the authorized agent; name of the insurance company (authorized to operate in Georgia); a description of coverage in detailed standard terminology (including policy period, policy number, limits of liability, exclusions and endorsements); and an acknowledgment of notice of cancellation to DCH.

The Offeror is required to maintain the following insurance coverage's during the term of the contract:

1) Workers Compensation Insurance (Occurrence) in the amounts of the statutory limits established by the General Assembly of the State of Georgia (A self-insurer must submit a certificate from the Georgia Board of Workers Compensation stating that the Offeror qualifies to pay its own workers compensation claims.) In addition, the Offeror shall require all subcontractors occupying the premises or performing work under the contract to obtain an insurance certificate showing proof of Workers Compensation Coverage with the following minimum coverage:

Bodily injury by accident - per accident	\$500,000;
Bodily injury by disease - per employee	\$500,000;
Bodily injury by disease – policy limit	\$1,000,000.

2) Commercial General Liability Policy with the following minimum coverage:

Each Occurrence Limit	\$1,000,000
General Aggregate Limit	\$ 3,000,000

Combined Single Limit	\$1,000,000
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3) Liability for property damage in the amount of \$3,000,000 including contents coverage for all records maintained pursuant to this Contract.

4) Errors & Omissions coverage in the amount of \$10,000,000.

5) Cyber Security Coverage with coverage of not less than \$5,000,000 per loss, which shall at a minimum cover occurrences falling in the following categories: Cyber-liability and Data Breach Coverage.

6) Crime Coverage with coverage of not less than \$5,000,000 per loss, which shall at a minimum cover occurrences falling in the following categories: Computer Fraud; Forgery; Money and Securities; and Employee Dishonesty.

The foregoing policies shall contain a provision that coverage afforded under the policies will not be canceled, or not renewed or allowed to lapse for any reason until at least thirty (30) days prior written notice has been given to DCH. Certificates of Insurance showing such coverage to be in force shall be filed with DCH prior to commencement of any work under the contract. The foregoing policies shall be obtained from insurance companies licensed to do business in Georgia and shall be with companies acceptable to DCH, which must have a minimum A.M. Best rating of A-. All such coverage shall remain in full force and effect during the term and any renewal or extension thereof.

Within ten (10) business days of award, the awarded Offeror must procure the required insurance and provide the DCH with a Certificate of Insurance. The Certificate must reference the contract number. The Offeror's submitted pricing must include the cost of the required insurance. No contract performance shall occur unless and until the required insurance certificate is provided.

3.2 Letter of Credit

The successful Offeror shall be required to furnish an irrevocable letter of credit to DCH for the faithful performance of the Contract for each year for all work that may be undertaken pursuant to the Contract. The amount of the Letter of Credit is based on the type and value of services procured. Please refer to the relevant RFA Contract (Section 18: Irrevocable Letter of Credit) for details surrounding the requirements of the letter of credit.

3.3 Proposal Certification

By responding to this solicitation, the Offeror understands and agrees to the following:

1. That this electronically submitted proposal constitutes an offer, which when accepted in writing by DCH, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the Offeror and DCH; and
2. That the Offeror guarantees and certifies that all items included in the Offeror's response meet or exceed any and all of the solicitation's identified specifications and requirements except as expressly stated otherwise in the Offeror's response; and
3. That the response submitted by the Offeror shall be valid and held open for a period of **one hundred and twenty (120) days** from the final solicitation closing date and that the Offeror's offer may be held open for a lengthier period of time subject to the Offeror's consent; and
4. That the Offeror's response is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. Offeror understands and agrees that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards; and
5. That the provisions of the Official Code of Georgia Annotated, Sections 45-10-20 et seq. have not been violated and will not be violated in any respect.

4.0. Technical Proposal

All of the items described in this section are service levels and/or terms and conditions that DCH expects to be satisfied by the selected Offeror. Each Offeror must indicate its willingness and ability to satisfy these requirements in the appropriate worksheets.

4.2. Offeror Company Information

Each Offeror must complete all of the requested information in the attached file entitled **Company Information and Financial Stability**.

DO NOT INCLUDE ANY COST/PRICING INFORMATION IN YOUR RESPONSE TO THIS WORKSHEET.

4.3. Minimum Requirements

As specified with each requirement listed in the **Minimum Requirements Acknowledgment Form**, the Offeror must indicate whether its proposal meets the individual requirements by marking either a "YES" or "NO" in the response block provided. A Pass/Fail evaluation will be utilized for all minimum requirements. Any minimum requirement questions marked "NO" will fail the technical requirements and will result in disqualification of the proposal.

4.4 Technical Submission

The Offeror's Technical Submission must include the following:

- A cover letter, signed by the company's authorized representative, affirming understanding and agreement with the requirements of Section 3.3 –Proposal Certification (1 page limit)
- A brief executive summary (4 page limit) of Offeror's understanding of the scope of work and how proposed services will be integrated into the proposing firm's current obligations; and why the proposing firm should be chosen to undertake this work at this time
- A completed Company Information and Stability form
- A signed Certificate of Non-Collusion
- A Completed Tax Compliance Form
- A completed, signed Minimum Requirements Form for Offeror's qualified service category
- Responses to the specific service RFA Questionnaire, including all requested documents (i.e. references, samples, etc.)
- Contract exceptions, if any, provided in the format prescribed in RFA Section 7.1 Contract Terms and Conditions.

5.0. Cost Proposal

5.1. Cost Proposal

Each Offeror is required to submit a cost proposal as part of its response. DCH has retained The Segal Company to assist with the financial analysis of this RFA. Any information received during the course of this RFA process will be kept confidential and be used only for the purposes of evaluating this RFA. The cost proposal will be evaluated and scored in accordance with Section 6 “Proposal Evaluation, Negotiations and Award” of this RFA. By submitting a response, the Offeror agrees that it has read, understood, and will abide by the following instructions/rules:

1. The submitted cost proposal must include all costs of performing pursuant to the resulting contract; and
2. Cost proposals containing a minimum order/ship quantity or dollar value, unless otherwise called for in the RFA, will be treated as non-responsive and may not be considered for award; and
3. In the event there is discrepancy between the Offeror’s unit price and extended price, the unit price shall govern;
4. In the event there is a discrepancy between (1) the Offeror’s pricing as quoted on the RFA’s provided cost worksheet and (2) the Offeror’s pricing as quoted by the Offeror in one or more additional documents, the former shall govern; and
5. The prices quoted and listed in the cost proposal shall be firm throughout the term of the resulting contract, unless otherwise noted in the RFA or contract.

5.2. Cost Structure and Additional Instructions

DCH’s intent is to structure the cost format in order to facilitate comparison among all Offerors and foster competition to obtain the best market pricing. Consequently, DCH requires that each Offeror’s cost be in the format outlined in the specific cost proposals provided for each RFA service. Additional alternative cost structures will not be considered. Each Offeror is cautioned that failure to comply with the cost proposal instructions, submission of an incomplete offer, or submission of an offer in a different format than the one requested may result in the rejection of the Offeror’s proposal.

Enter all information directly into the cost sheet(s). Enter numbers on each cost sheet in “number” (two-place decimal), not “currency” or other format unless otherwise stated. That is, omit dollar signs, commas, and any other non-essential symbols. (e.g., \$7.90 should be entered as 7.90) Prices must be in US Dollars. Enter “n/a” to indicate not available or “0” if there is no charge. Cells left blank will be interpreted as “no offer”.

Download the cost worksheet, complete the worksheet and then upload the worksheet by following the instructions in the third bullet of Section 2.2.3 “Uploading Forms” of this RFA.

6. Proposal Evaluation, Negotiations and Award

All timely proposals will be evaluated in accordance with the following steps. The objective of the evaluation process is to identify the proposal which represents the best value to the State based on a combination of technical and cost factors. Based on the results of the initial evaluation, the DCH may or may not elect to negotiate technical and/or cost factors as further described in the RFA. Once the evaluation process has been completed (and any negotiations the DCH desires to conduct have occurred), the apparent successful Offeror(s) will be required to enter into discussions with DCH to resolve any exceptions to the DCH contract. DCH will announce the results of the RFA as described further in Section 6.9 “Public Award Announcement” of this RFA.

6.1. Administrative/Preliminary Review

First, the proposals will be reviewed by the Issuing Officer to determine the proposal’s compliance with the following requirements:

1. Proposal was submitted by deadline in accordance with Section 2
2. Proposal is complete and contains all required documents

3. Technical Proposal does not include any pricing from the Cost Proposal

6.2. Evaluating Proposal Response

If the Offeror's proposal passes the Administrative/Preliminary Review, the Offeror's responses to the RFA will be reviewed for compliance with the Minimum Requirements.

6.2.1. Review of Minimum Requirements

The Evaluation Team will review each proposal in detail to determine its compliance with minimum requirements. Responses to Minimum Requirements will be evaluated on a pass/fail basis. If a proposal fails to meet a minimum RFA requirement, DCH will determine if the deviation is material. A material deviation will be cause for rejection of the proposal. An immaterial deviation will be processed as if no deviation had occurred. All proposals which meet the requirements are considered "Responsive Proposals" at this point in time and will be scored in accordance with the point allocation provided in the relevant RFA Questionnaire.

6.2.2. Review of Scored Technical Questions

For all proposals determined to be "Responsive Proposals", the Evaluation Team will review and score the responses to the RFA in accordance with the point allocation provided in the RFA.

The Offeror will receive a total technical score at the conclusion of the evaluation of the Proposal Factors.

6.3. Evaluating Cost Proposal and Total Combined Score

The cost proposals will be reviewed and scored in accordance with Section 6.4 "Scoring Criteria" To expedite the evaluation process, DCH reserves the right to analyze the cost proposals independently but at the same time the Evaluation Team is analyzing the technical proposals, provided neither the cost proposals nor the cost analysis is disclosed to the Evaluation Team until the Evaluation Team completes its initial evaluation and scoring of the RFA Responses.

6.3.1. Cost Scoring

DCH may utilize lowest cost, lowest total cost, and total cost of ownership (TCO) or greatest savings to determine the most competitive cost proposal. The cost proposal may be scored on an overall basis or at the category/subcategory/line level (as applicable) relative to other proposals. The Offeror deemed to have the most competitive cost proposal overall, as determined by the DCH, will receive the maximum weighted score for the cost criteria. In the alternative, in the event the cost proposal is scored at the category, subcategory or line level, DCH may assign the maximum score per category/subcategory/line for the most competitive proposal at that level. Other proposals will receive a percentage of the weighted score based on the percentage differential between the most competitive cost proposal and the specific proposal in question.

6.3.2 Total Score

The Offeror's cost score will be combined with the Offeror's technical score to determine the Offeror's overall score (or "total combined score").

6.4. Scoring Criteria

The evaluation is comprised of the following:

Category	Criteria	Points
Cost	1. Cost of proposed services	Points *
Technical Requirements/	2. "Minimum" Requirements	Pass/Fail
Technical Requirements	3. Scored Responses	Points*
Total	N/A	Points

* See specific RFA questionnaire for number of points available

6.5. Negotiations of Proposals and/or Cost

The objective of negotiations is to obtain the Offeror's best terms.

6.5.1. Overview of Negotiations

After the Evaluation Team has scored the Offeror's proposals, the highest ranked Offerors will be identified to enter into negotiations in succession until an agreement is reached with the Offeror that is identified to offer the best approach and best value to the State. In consideration for award, the proposed pricing, product lines, and underlying assumptions shall be evaluated by a financial subject matter expert (may include professional actuarial services) for reasonableness of obtaining desired results, consistency with established criteria, and to suggest opportunities for negotiation of proposed cost and contract terms. In preparation for consideration for award, contract exceptions identified by the Offeror shall be evaluated by a legal expert for reasonableness of obtaining desired results, consistency with established criteria, and to suggest opportunities for negotiation of proposed cost and contract terms. Proposed fees, the Offeror's proposed technical proposal, and other factors may be considered and amended during negotiations.

All agreed upon terms made between the DCH and the Offeror must be confirmed in writing. Only the written agreement will be obligatory upon the State.

6.6. Selection and Award

The responsible Offeror receiving the highest Total Combined Score and with whom DCH is able to reach agreement as to contract terms will be selected for award.

6.7. Site Visits and Oral Presentations

DCH reserves the right to conduct site visits or to invite Offerors to present their proposals/technical solutions to the Evaluation Team. Cost proposals and related cost information must not be discussed during the oral presentation of the Offeror's technical solution. Nothing in this section shall prohibit the Negotiation Team from discussing both proposal factors and cost information during the negotiation process.

6.8. Public Award Announcement

The preliminary results of the evaluation will be announced through the public posting of a Notice of Intent to Award to the DCH Web site. The Notice of Intent to Award ("NOIA") is not notice of an actual contract award; instead, the NOIA is notice of the State agency's expected contract award(s) pending resolution. The NOIA will identify the apparent successful Offeror(s), unsuccessful Offeror(s), and the reasons why any unsuccessful Offerors were not selected for contract award.

The Notice of Award ("NOA") is the agency's public notice of actual contract award(s). The NOA will be publicly posted to the DCH Web site.

7. Contract Terms and Conditions

The contract that DCH expects to award as a result of this RFA will be based upon the RFA, the successful Offeror's final response as accepted by DCH and the contract terms and conditions, which terms and conditions can be downloaded from the Proposal Tech site. The "successful Offeror's final response as accepted by DCH" shall mean: the final cost and technical proposals submitted by the awarded Offeror and any subsequent revisions to the awarded Offeror's cost and technical proposals and the contract terms and conditions due to negotiations, written clarifications or changes made in accordance with the provisions of the RFA, and any other terms deemed necessary by DCH, except that no objection or amendment by the Offeror to the RFA requirements or the contract terms and conditions shall be incorporated by reference into the contract unless DCH has explicitly accepted the Offeror's objection or amendment in writing.

Please review DCH’s contract terms and conditions prior to submitting a response to this RFA. Offerors should plan on the contract terms and conditions contained in this RFA being included in any award as a result of this RFA. Therefore, all costs associated with complying with these requirements should be included in any pricing quoted by the Offerors. The contract terms and conditions may be supplemented or revised before contract execution and are provided to enable Offerors to better evaluate the costs associated with the RFA and the potential resulting contract.

Exception to Contract

By submitting a proposal, each Offeror acknowledges its acceptance of the RFA specifications and the contract terms and conditions without change except as otherwise expressly stated in the submitted proposal. If Offeror has no contract exceptions, Offeror shall submit a statement that all contract terms are acceptable, with no changes. If an Offeror takes exception to a contract provision, the Offeror must state the reason for the exception and state the specific contract language it proposes to include in place of the provision. The Offeror must submit any contract exceptions in the required format:

CONTRACT EXCEPTIONS AND PROPOSED CHANGES			
Sub-section number	Reason for requesting change	Explanation of why proposed change addresses goal of original language	Proposed alternative or additional language, in tracked changes

Any exceptions to the contract must be uploaded and submitted as an attachment to the Offeror’s response. Proposed exceptions must not conflict with or attempt to preempt minimum requirements specified in the RFA. In the event the Offeror is selected for potential award, the Offeror will be required to enter into discussions with DCH to resolve any contractual differences before an award is made. These discussions are to be finalized and all exceptions resolved within the period of time identified in the schedule of events. Failure to resolve any contractual issues will lead to rejection of the Offeror. DCH reserves the right to proceed to discussions with the next best ranked Offeror.

DCH reserves the right to modify the contract to be consistent with the apparent successful offer, and to negotiate other modifications with the apparent successful Offeror. Exceptions that materially change the terms or the requirements of the RFA may be deemed non-responsive by DCH, in its sole discretion, and rejected. Contract exceptions which grant the Offeror an impermissible competitive advantage, as determined by DCH, in its sole discretion, will be rejected. If there is any question whether a particular contract exception would be permissible, the Offeror is strongly encouraged to inquire via written question submitted to the Issuing Officer prior to the deadline for submitting written questions as defined by the Schedule of Events.

8. List of RFA Attachments

The following documents make up this RFA. Please see Section 2.2. for instructions about how to access the following documents. Access will be restricted to service categories for which the Offeror pre-qualified. Any difficulty locating or accessing the following documents should be immediately reported to the Issuing Officer.

- A. SHBP RFA (this document)
- B. Definitions of Terms (see Addendum 1)
- C. Company Information and Financial Stability
- D. Minimum Requirements Acknowledgment Forms
 - D-1: TPA - Minimum Requirements Acknowledgement Form
 - D-2: PBM – Minimum Requirements Acknowledgement Form
 - D-3: Medical Mgt – Minimum Requirements Acknowledgement Form
 - D-4: Wellness – Minimum Requirements Acknowledgement Form
- E. Certificate of Non-Collusion
- F. Sales and Use Tax Registration

- G. SHBP RFA Technical Questionnaires
 - G-1: TPA Technical Questionnaire
 - G-2: PBM Technical Questionnaire
 - G-3: Medical Mgt/Medicare Adv. Questionnaire
 - G-4: Wellness Questionnaire
- H. Cost Proposals of this RFA
 - H-1: TPA Cost Proposal
 - H-2: PBM Cost Proposal
 - H-3: Medical Mgt Cost Proposal
 - H-4: Wellness Cost Proposal
- I. State Contract from Section 7 “Contract Terms and Conditions” of this RFA
 - I-1: TPA Contract
 - I-2: PBM Contract
 - I-3: Medical Mgt/Medicare Adv. Contract
 - I-4: Wellness Contract

9. List of RFA Attachments (1-23)

#	Description
1	Definition of Terms
2	Membership Enrollment Management System (MEMS) Eligibility File Layout
3	Zip Code to Urban, Suburban and Rural Geo Mapping
4	GA SHBP 2013 Plan Design and Rates
5	GA SHBP 2012 Benefit Fair Dates and Locations
6	Vendor Interfaces
7	GA SHBP Performance Guarantees
8	GA SHBP 2012 Retiree Benefit Fair Dates and Locations
9	2012 and 2013 Wellness Programs
10	Member eligibility data (CY 2011)
11	Medical claims detail (CY 2011 incurred and paid through August 2012)
12	Pharmacy claims detail (CY 2011 incurred and paid through August 2012)
13	Member eligibility data (CY 2011 and CY 2010) - UHC
14	Medical claims detail (CY 2011 and CY 2010 incurred) - UHC
15	Pharmacy claims detail (CY 2011 and CY 2010 incurred) - UHC
16	Member eligibility data (CY 2011) - Humana
17	Medical claims detail (CY 2011 incurred) - Humana
18	Pharmacy claims detail (CY 2011 incurred) - Humana
19	Member eligibility data (CY 2010) - CIGNA
20	Medical claims detail (CY 2010 incurred) - CIGNA
21	Pharmacy claims detail (CY 2010 incurred) - CIGNA
22	Medicare Advantage Monthly Summary
23	Data Dictionary

10. Member Eligibility and Claims Data

Several data files are included with the RFA to aid in the development of the Offerors’ submissions. A Data Dictionary is provided as Attachment 23.

The following is a listing and brief description of the member eligibility and claims data included with the RFA.

For the pre-Medicare membership:

- Attachment 10: Member eligibility data (CY 2011)

- Attachment 11: Medical claims detail (CY 2011 incurred and paid through August 2012)
- Attachment 12: Pharmacy claims detail (CY 2011 incurred and paid through August 2012)

For the Medicare Advantage (MA) membership:

- Attachment 13: Member eligibility data (CY 2011 and CY 2010) - UHC
- Attachment 14: Medical claims detail (CY 2011 and CY 2010 incurred) - UHC
- Attachment 15: Pharmacy claims detail (CY 2011 and CY 2010 incurred) - UHC
- Attachment 16: Member eligibility data (CY 2011) - Humana
- Attachment 17: Medical claims detail (CY 2011 incurred) - Humana
- Attachment 18: Pharmacy claims detail (CY 2011 incurred) - Humana
- Attachment 19: Member eligibility data (CY 2010) - CIGNA
- Attachment 20: Medical claims detail (CY 2010 incurred) - CIGNA
- Attachment 21: Pharmacy claims detail (CY 2010 incurred) – CIGNA
- Attachment 22: Medicare Advantage Monthly Summary