

DEPARTAMENTO DE
SALUD



Puerto Rico Department of Health
Medicaid Outreach Campaign
Request for Proposal (RFP)

2023-PRMP-MOC-007

September 13, 2023



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Acronyms

Acronym	Definition
APA	American Psychological Association
ASES	Administración de Seguros de Salud State Health Insurance Administration
CHIP	Children’s Health Insurance Program
CMS	Centers for Medicare
CV	Curriculum Vitae
MCO	Managed Care Organization
MPPIPR	Medicaid Program Promoting Interoperability of Puerto Rico
PM	Project Manager
PMO	Project Management Office
PRDoH	Puerto Rico Department of Health
PRMP	Puerto Rico Medicaid Program
Q&A	Questions and Answers
RFP	Request for Proposal
WBS	Work Breakdown Structure



1. RFP QUICK FACTS SHEET

1.1 Summary of the RFP

The Puerto Rico Medicaid Program (the Program) is soliciting assistance from interested entities in the recertification process of all Medicaid beneficiaries. The Federal Government has imposed a deadline of March 30, 2024, to complete this task. To meet this deadline, the Program is soliciting interested entities with experience in the development of education campaigns, reach out and assist in renewal processes to accomplish the goal of recertifying all beneficiaries.

Through this invitation, the Program is welcoming interested entities to propose and implement different strategies that would vigorously promote an effective participation of beneficiaries in their process of recertification.

1.2 Period of Performance

The term of the work is approximately six months, subject to formalization of an agreement between PRDoH and the selected vendor and the availability of funds.

1.3 RFP Process Schedule

RFP Released to Public	9/13/2023
Vendor's Written Questions Submission Deadline	9/18/2023
Questions Responses Posted.....	9/21/2023
Proposal Submission Due Date	9/25/2023
Notice of Intent to Award	9/29/2023

1.4 RFP Communications

Vendors must direct communications concerning this RFP to the following person designated as the Solicitation Coordinator and the email address for all solicitation communications:

Elizabeth Otero-Martinez: elizabeth.otero@salud.pr.gov

Only PRDoH's official written responses and communications with vendors are binding with regards to this RFP. Oral communications between a PRDoH official and one or more vendors are unofficial and non-binding. Vendors must ensure that PRDoH receives all questions and

comments via email, including questions and requests for clarification, no later than the questions submission deadline detailed above.

1.5 Proposal Submission

Vendors should submit proposals in two distinct parts: technical and cost. Technical proposals should not contain any cost information relating to the services. Cost proposals should contain all cost information and should be sealed in a separate envelope from the technical proposal to facilitate a secondary cost proposal opening. In addition to printed copies of the technical and cost proposals, the vendor should submit **two (2) electronic copies of their technical proposal (PDF and Microsoft Excel, as appropriate) and cost proposal (Microsoft Excel)**. Please **submit separate USBs or other electronic media for both the technical and cost proposals for a total of four (4) USBs (two technical proposals and two cost proposals)**. Please submit two (2) printed copies of both the technical and cost proposals and be sure the technical and cost proposals are packaged separately.

Proposals should be submitted to the address below:

Puerto Rico Department of Health
Medicaid Program, ATTN: Elizabeth Otero-Martinez
268 Luis Muñoz Rivera Ave.
World Plaza – 12th Floor (Suite 12)
San Juan, Puerto Rico 00918

2. Overview

2.1 Background

PRDoH is responsible for most of Puerto Rico's health and social service programs and services, including the Puerto Rico Medicaid Program (PRMP), the Children's Health Insurance Program (CHIP), public health services and public hospitals. PRDoH is also the single state agency for the Medicaid program, in conjunction with a cooperative agreement with Administración de Seguros de Salud (ASES) which implements and administers the island-wide health insurance system.

States must complete renewals and other eligibility actions within 14 months after the beginning of the unwinding period that started on April 2023. States are allowed to determine how to prioritize their unwinding plans based on the state's needs. PRMP is ensuring everyone has access to quality healthcare coverage and one of the ways we are doing it is by spreading the word about the Medicaid renewal process.

2.2 Purposes

The main purpose of the RFP is to select a vendor with experience in the development, implementation and execution of strategies to help with beneficiary outreach and assisting Medicaid in the renewal process to accomplish the goal of recertifying all beneficiaries. PRMP is looking for vendors with interest in exploring innovative or out of the box strategies that go beyond standard approaches. Execution of strategies shall contemplate providing necessary personnel, materials, and/or equipment, when applicable.

Through the Medicaid renewal process, PRMP is committed to ensure that beneficiaries have the information and support they need to renew their benefits and that everyone eligible for Medicaid is covered.

3. Project Requirements

3.1 Scope of Work

PRDoH is seeking to contract with an organization with proven expertise in educational campaigns to support Puerto Rico Medicaid Program through the recertification process. The suggested services may include, but are not limited to, the following:

- Develop, implement, and execute strategies to reach Medicaid beneficiaries for them to complete the recertification process.
- Orientation centers.
- Outdoor/indoor activities for orientation and assistance.
- Personal assistance to help the Medicaid beneficiaries through the renewal process.

3.2 Vendor's Minimum Qualifications and Experience

Vendors shall provide **information regarding the firm/organization** so PRDoH can evaluate the vendor's ability to provide the services requested herein. At its discretion, PRDoH may require vendors to provide additional information and clarify information.

To be considered for award, a vendor must provide **evidence of their experience, including:**

- Description of the firm/organization and/or personnel assembled to complete the project.
- Submit at least two (2) project descriptions where similar services were rendered.
- Demonstrate experience working with tight timelines.
- Provide evidence of compliance with all requirements by law to operate in Puerto Rico and contract with Puerto Rico Government.
 - Prior to the vendor submission of its proposal, the vendor must be registered with the "Registro Único de Proveedores de Servicios Profesionales" (RUP) from the Puerto Rico General Services Administration (ASG) and with the Puerto Rico Treasury Department (Hacienda) for the collection of sales and use tax (IVU) as a provider (if applicable) in the Sistema Unificado de Rentas

Internas (SURI). The PRMP shall not award a contract, unless the vendor provides proof of such registration or provides documentation from the Puerto Rico Treasury Department that the vendor is exempt from this registration requirement in the SURI system. The foregoing is a mandatory requirement of an award of a contract pursuant to this solicitation. For more information, please refer to the PR Treasury Department's web site <http://www.hacienda.pr.gov>.

- Certificate of good standing of the Department of State of Puerto Rico.
- Show compliance with other relevant Commonwealth and federal regulations.

3.2.1 Qualifications and Experience of Key Personnel

Vendors shall submit resumes for proposed Key Personnel to demonstrate evidence of relevant qualifications and experience necessary according to the scope of this RFP. Some personnel should be fully bilingual so they can communicate effectively and without delay.

3.2.1.1 Staff Qualifications

The Contractor shall warrant that all persons assigned shall be employees of the Contractor (or specified Subcontractor) and shall be fully qualified to perform the work required. The Contractor shall include a similar provision in any contract with any Subcontractor selected to perform work under this contract. Failure of the Contractor to provide qualified staffing at the level required by the contract specifications may result in termination of this contract or damages.

3.2.1.2 Subcontractors

The Contractor shall be the primary vendor for the contract. PRDoH will not subcontract any work under the contract to any other firm and will not deal with any subcontractors. The Contractor is solely responsible for all actions and work performed by its subcontractors. All terms, conditions, and requirements of the contract shall apply without qualification to any services performed or goods provided by any subcontractor.

3.2.2 Ownership

PRDoH shall own all data, forms, procedures, and work products developed or accumulated by the Contractor under this contract. The Contractor may not release any materials without the written approval of PRDoH.

3.2.3 Proof of Insurance

Upon request, the Contractor shall present an affidavit of Worker's Compensation, Public Liability, and Property Damage Insurance to the Division of Purchases.

3.2.4 Conflict of Interest

The Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any professional personnel who are also in the employ of the Commonwealth and providing services involving this contract or services similar in nature to the scope of this contract to the Commonwealth. Furthermore, the Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any Commonwealth employee who has participated in the making of this contract until at least two years after his/her termination of employment with the State.

3.3 Award according to PRMP best value

The Buena Pro will be awarded in favor of the proposal that represents the best value for PRDoH and the government of Puerto Rico. PRDoH may award the contract to more than one vendor, based on the specific services rendered. Cost, although it is a core factor, is not decisive to award the good pro in favor of a participant.

3.4 Reference Checks

Please see sections eight (8) and nine (9), and Attachments B and C for more information.

3.5 Criteria

Proposals that comply with all requirements will be evaluated by a PRDoH appointed panel, according to a weight/score method. As part of its analysis, PRMP will give its highest consideration to the qualifications/experience of the proponent and to its proposal. The assigned weight for both criteria will be 4. For cost, the assigned weight will be 2. The evaluation

committee will grant a score from 1 through 5 (1 being the lowest; 5 being the highest) according to their evaluation.

To be evaluated, proposals must be:

- Received by the due date/time.
- Meet proposal style requirements.
- Follow proposal format.
- Be complete and have all supporting documents required.

4. Proposal Response Instructions

4.1 Proposal Format

Proposals shall include the following sections. Make sure to include in the cover letter the contact person name, title, and contact information.

- Project Proposal – Detailed description of proposed project per Scope of Work, including:
 - Executive summary – High level summary (1-2 pages max.) The vendor should include a title page stating the vendor’s intent to bid for this RFP, signed in blue ink by an authorized signatory legally binding the vendor and include it in the labeled “Original Proposal.”
 - Firm/organization information
 - Purpose, Mission, and Vision.
 - Description of relevant qualifications and experience.
 - Evidence of organizational capacity (e.g., leadership CVs, structure).
 - Leadership
 - Key project staff
 - Subcontractors (specify their roles and if offshore) as applicable.
 - References
 - Detailed scope of services, based on the information in this RFP.
- Cost/Budget
 - Detailed description of estimated expenses. (**Attachment A**).
- Appendices
 - Statement of Work.
 - Two (2) project descriptions of similar projects.
 - Organizational Chart.
 - Qualifications of Team / Resumes/CVs of Key Personnel.

4.2 Proposal Style Requirements

- Arial, 12-point font; 1.5 spacing.
- One-inch margins.
- 8.5' x 11' Letter Paper size/portrait orientation.

- No page minimum or maximum.

5. Administrative and Judicial Review Process

Any person or party adversely affected or aggrieved by an award made regarding this Request for Proposal proceeding may, according to 3 L.P.R.A. § 9659, file a motion for reconsideration with the Puerto Rico Department of Health (PRDoH), within a term of ten (10) days from the date of the notification of the award. The-PRDoH must consider the motion for reconsideration within ten (10) business days of being filed. If any determination is made in its consideration, the term to request the appeal for judicial review will begin from the date on which a copy of the notification of the decision of the PRDoH is filed on record, according to the case, resolving the motion for reconsideration. If the filing date of the copy of the notification of the decision is different from that of the deposit in the ordinary mail or the sending by electronic means of said notification, the term will be calculated from the date of the deposit in the ordinary mail or sending by electronic means, as appropriate. If the PRDoH fails to take any action in relation to the motion for reconsideration within ten (10) days of its filing, it shall be understood that the motion was denied outright, and the time to request judicial review shall start to run from said date.

If the PRDoH accepts the reconsideration request within the term provided, it must issue the reconsideration decision or resolution within thirty (30) days following the filing of the motion. for reconsideration. If the PRDoH accepts the motion for reconsideration but fails to take any action in relation to the motion within thirty (30) days of its filing, it will lose its jurisdiction and the term to request the judicial review will begin from the expiration of said term of thirty (30) days. The Department of Health may extend said term only once, for an additional period of fifteen (15) days.

Any person or party adversely affected by a final reconsideration decision or resolution may file a petition for review with the Puerto Rico Court of Appeals within a term of twenty (20) business days of such final decision or determination being filed. See 3 L.P.R.A § 9672.

The mere presentation of a motion for reconsideration does not have the effect of preventing the PRMP from continuing with the procurement process intended within this Request for Proposal.

Challenges must be submitted using the form and according to the instructions in **Attachment D: Terms for Filing a Review** of this RFP and shall be considered waived and invalid if the objection has not been submitted as instructed in **Attachment D**.

6. Attachment A: Cost Proposal

Instructions: Attachment A: Cost Proposal

Vendor should include a document titled as **Attachment A: Cost Proposal** with a detailed description of estimated expenses.

The Cost Proposal must be submitted separately from the Technical Proposal. **Be advised, PRMP may reject any proposal with a Cost Workbook that is reformatted and/or not separately sealed.**

The vendor's cost proposal should provide sufficiently detailed information to allow PRMP to assess the reasonableness of the vendor's cost for each defined component of the project.

7. Attachment B: Vendor Reference Form

PRDoH may conduct reference checks to verify and validate the past performance of the vendor and its proposed subcontractors.

Include at least two (2) references from projects performed within the last five (5) years that demonstrate the vendor's ability to perform the scope of work described in this RFP. The vendor should provide two (2) different clients/projects in order to demonstrate their experience.

Vendors should include project description, contract dates, and contact information (customer points of contact, addresses, telephone numbers, and email addresses). The vendor should explain whether it performed the work as a prime contractor or as a subcontractor.

Please see **Attachment B** for the Vendor Reference Form.

8. Attachment C: Subcontractor Reference Form

Subcontractor References (if applicable):

If the vendor's proposal includes the use of subcontractor(s), provide one (1) reference for each subcontractor. **PRDoH prefers references that demonstrate where the Prime and Subcontractors have worked together in the past.**

Please see **Attachment C** for the Subcontractor Reference Form.

9. Attachment D: Terms for filing an Administrative Review 3 / LPRA Section 9659

To file an application for administrative review according to 3 L.P.R.A Section 9659, the respondent must fill out and submit this form during the period established in Section 1.3: RFP Schedule of Events. If the form is not received during the period established in Section 1.3: RFP Schedule of Events, the application for review will not be considered.

Please see **Attachment D** for the Terms for filing an Administrative Review Form.