REQUEST FOR INFORMATION

DEPARTMENT OF HUMAN SERVICES
MED-QUEST DIVISION

No. RFI-MQD-2016-005

Contact Center for Hawaii's Health Insurance Exchange

The State of Hawaii, through its Medicaid agency, the Department of Human Services (DHS), Med-QUEST Division (MQD), is issuing this Request for Information (RFI) to seek information and comments to prepare a Request for Proposal (RFP) to operate a Contact Center for Hawaii's Health Insurance Exchange.

The DHS may engage in informal discussions, but, neither the purchasing agency nor interested parties responding have any obligation under the RFI. Please note that participation is optional, and it is not required to respond to any subsequent DHS procurement.

Copies of the scope of services may be downloaded at:

http://spo3.hawaii.gov/notices/notices

To receive a copy of the RFI by mail, fax or email, please contact Dona Jean Watanabe at (808)692-7973 or dwatanabe@dhs.hawaii.gov

Responses to this RFI are due on May 2, 2016, 2:00 p.m. Hawaii Standard Time (H.S.T.). Please mail or deliver one (1) original and one (1) copy of the response with an electronic version stored in Microsoft Word 2010 or lower to:

Ms. Leslie Tawata
c/o Dona Jean Watanabe
Department of Human Services/Med-QUEST Division
c/o 1001 Kamokila Boulevard, Suite 317
Kapolei, HI 96707

The DHS reserves the right to incorporate or not incorporate any suggestions in the solicitation, if issued, for a contract, any recommendations presented in responses to this RFI and development of a Request for Proposals.

Rachael Wong, Director
Department of Human Services

REASON FOR THE RFI

The State of Hawaii, Department of Human Services (DHS) is issuing this Request for Information (RFI) to seek information and comments to prepare a Request for Proposal (RFP) to select a contractor to operate a contact center for Hawaii's health insurance exchange, in compliance with the federal Affordable Care Act, and meet the needs of Hawaii's insured and uninsured individuals and families. This function was formerly the responsibility of the Hawaii Health Connector (Connector), but was transitioned to the DHS when the Connector ceased operations on December 4, 2015. The Contact Center is a required component for an SBM pursuant to 45 CFR §155.205, even though the FFM is utilized, and the Contact Center will also be required to assist with State's Medicaid Program responsibilities.

BACKGROUND

The Patient Protection and Affordable Care Act of 2010 and the Health Care and Education Reconciliation Act of 2010 (collectively referred to as the Affordable Care Act or ACA) expanded access to health insurance through improvements in Medicaid and creating health insurance marketplaces, referred to "Exchanges". The purpose of an Exchange is to specifically help individuals with access to affordable medical insurance coverage. There should be "no wrong door" which an individual enters to gain access to needed medical insurance.

The State of Hawaii maintains a state-based marketplace (SBM), using the Federal information technology platform, more commonly known as the Federally Facilitated Marketplace (FFM) found at www.Healthcare.gov. The State responsibilities for its Exchange are situated in various State departments (i.e., Department of Labor and Industrial Relations, Department of Commerce and Consumer Affairs, Office of Enterprise Technology Services, and the Department of Accounting and General Services). The FFM is the technology utilized by the State of Hawaii to accept applications from individuals who are seeking medical insurance coverage.

So far, the DHS has developed the following scope of services, and information to be part of the RFP. The DHS requests that the community provide input into whether there are other services that might be helpful to address the needs of Hawaii's targeted group that would benefit from the Contact Center services.

SCOPE OF SERVICES

The Contact Center Contractor will primarily respond to inbound calls from individuals seeking information on purchasing insurance as well as facilitating the application and enrollment process through the FFM (Healthcare.gov) or the Medicaid program using the DHS' Medicaid eligibility system called KOLEA. This will include providing information on how and where to apply for coverage for both web-based and telephone applications, providing the status of Medicaid applications and answering general Medicaid eligibility questions, providing information to help consumers make appropriate

choices and about available options to receive financial assistance (e.g. advance premium tax credits, cost share reduction, and the State Premium Assistance Program, etc.) for individuals and families, and information on how to access in-person assistance utilizing Marketplace Assister Organizations (MAOs), navigators or certified application counselors.

The Contractor shall provide staff and facilities located throughout the State of Hawaii to perform work specified within this Request for Proposal (RFP) and shall be available to receive and respond, at a minimum, to all channels identified in the RFP from 7:45 a.m. to 5:00 p.m., Hawaii Standard Time, Monday through Friday. Operations will not be required on State recognized Holidays.

During the annual open enrollment period, as defined by the U. S. Centers for Medicare & Medicaid Services, Center for Consumer Information and Insurance Oversight (CCIIO), which is part of the U. S. Department of Health and Human Services, the Contact Center shall be open seven days a week with extended hours.
Compliant with all federal requirements related to a SBM Contact Center as specified in 45 CFR 155.205.

The Contractor shall be ready to receive and respond by the takeover period beginning on July 1, 2016 and shall have, at a minimum, the following in place:

- Have an interactive voice response system that is available 24 hours per day, seven days a week, except during maintenance periods.
- Maintain highly trained staff of Contact Center Customer Service Representatives (CSR) capable of handling phone, e-mail, written correspondence (limited), fax and TDD/TTY contact channel interactions.
- High quality customer service focusing on the accuracy of information provided, completeness of information, knowledge or programs and services, adherence to privacy laws, and overall professional services.
- Ensure low queue times and disruptions in services.
- Maintain effective and efficient operations such as high CSR occupancy rates, low average handle times, high customer satisfaction, and prompt turnaround times for all contact channels.
- Highly qualified workforce and low CSR turnover rates.
- Support integrated routing of all contact channel inquiries with the Department/Med-QUEST Division
- Provide services for contact channels in English.
- Provide real-time or staff telephone interpreters in support of the following languages:
    - Cantonese
    - Chuukese
    - Hawaiian
    - Ilocano
    - Japanese

- Korean
- Mandarin (added)
- Marshallese
- Tagalog
- Vietnamese

The Contact Center must offer consumer assistance in a culturally and linguistically appropriate manner. Consideration will be given to supporting the native population, names and geography of Hawaii.
Contractor must ensure there are processes in place, which are sensitive to, and capable of, addressing the special needs of callers during the performance of activities required by this contract. Contractor shall address the following special needs populations:

- Hearing impaired/speech impaired;
- Visually impaired;
- Limited English proficiency; and
- Low literacy

Be proactive and notify DHS of any developing situation that may impact operations, service to callers or any contractual issue. The Contractor shall advise the DHS, in advance whenever possible, of any indication that a potential problem may be developing and actively participate in addressing the risks, developing a mitigation strategy, and implementation of the strategy, as applicable.

INQUIRIES

Contractor shall respond through all contact channels and perform activities related to:

Hawaii State-Based marketplace:

- Basic information requests
- Application and eligibility determination for advance premium tax credits
- Qualified health plan benefits and rates – where to find the information
- Modified adjusted gross income – how it applies to APTC and CSR
- Referrals/transfers to issuers for billing inquiries, collections and reconciliation
- Appeal process
- Complaints
- Other referrals
- Assistance using technology such as website, password resets, browsers, etc.

Hawaii Medicaid:

- Basic information requests
- Assistance with filing an application
- Responding to inquiries on eligibility status, enrollment in Medicaid plan
- Modified adjusted gross income – how it applies to Medicaid

- Appeals
- Complaints
- Other referrals

Other:

- Other referrals
- Assistance using technology such as website, password resets, acceptable browsers, etc.
- Assistance with completion of Hawaii Voter Registration Forms

Contractor shall provide a project implementation plan that includes timelines identifying key milestones that will be in place to ensure operation on July 1, 2016.

CONTACT CENTER CUSTOMER SERVICE REPRESENTATIVES

Contractor shall ensure that Contact Center Customer Service Representatives (CSRs) have the skills and experience necessary to meet the job requirements. Contractor shall hire CSRs who:

- Have excellent verbal and vocal skills (proper grammar, tone, volume, rate, sentence structure, and use of positive language);
- Have exceptional listening, questioning, and call control techniques,
- Have exceptional writing skills and technical acumen,
- Have strong computer and technical skills,
- Have experience with the internet and various web browsers,
- Have excellent customer service skills in both written and verbal communication,
- Can answer telephones professionally and respond to telephone inquiries using available resources,
- Have the ability to compose professional correspondence without requiring additional training,
- Can identify and appropriately escalate priority issues and route inquiries to appropriate resources,
- Have the ability to accurately and efficiently process information and tasks,
- Have the ability to handle challenging telephone and customer service situations,
- Have cultural and age sensitivity in order to effectively handle the needs of consumers.

Contractor shall also ensure that all CSRs are cross-trained to handle written, verbal, and online inquiries.

CONTACT CHANNELS

The Contractor shall provide channel services and properly record and track consumer interactions.

Templates specific to each of the following contact channels will be created by Contractor. The DHS shall review and provide final approval of all templates. CSRs shall utilize templates and scripts to the fullest extent possible for all communications. While there will be instances where the CSRs must customize their verbal and/or written responses, they shall be based upon guidelines provided by MQD.

RFI QUESTIONS

Assuming that the State of Hawaii through DHS pursues a competitive RFP for administration of the Contact Center, please provide responses to the following inquiries based on how your organization would propose to provide services as set forth to this population.

1. Are there any special considerations that should be taken into account in outlining the duties and responsibilities of the Contact Center to improve efficiency while maintaining the cultural and geographical aspects in Hawaii?

2. Are there recommendations that the State should take into consideration to improve communication and work between the State-based Contact Center and the federal Healthcare.gov call center?

3. Based on your organization's experience please provide DHS with recommendations that may assist in developing a realistic and reasonable RFP.

4. Are there any requirements that should be included in the RFP that could improve delivery of services and, if so, please specify what those services or requirements would be?

RESPONSE SUBMISSION

RFI submission must include name, organization (if applicable), and contact information of person/organization submitting the response.

Responses to this RFI are due by May 2, 2016, 2:00 p.m., Hawaii Standard Time (HST). Please indicate on the cover "Contact Center for Hawaii's Health Insurance Exchange" RFI Response/RFI-MQD-2016-005" and mail or deliver one (1) original, one (1) copy, and an electronic version stored in Microsoft Word 2010 or lower to:

Ms. Leslie Tawata
Department of Human Services/Med-QUEST Division
1001 Kamokila Boulevard, Suite 317
Kapolei, HI 96707

Electronic responses are required for submission in RFI process. Only Medicaid clients may provide hard copy responses without electronic submission.

CONFIDENTIAL INFORMATION

If respondents believe that portions of their RFI response should remain confidential, respondents shall clearly identify that portion of their response they wish to maintain as confidential and include a statement detailing the reasons that the information should not be disclosed. Such reasons shall include specific harm or prejudice that may arise. The DHS Director and the MQD Administrator shall determine whether the identified information should remain confidential. A prior notice shall be provided to the respondent should any information which was requested to be confidential become part of public distribution/information.

COST OF RESPONSE

DHS will not reimburse any respondent for the cost of preparing and submitting a response to this RFI.

USE OF INFORMATION

The Department reserves the right to incorporate in a solicitation, if issued, for such a contract, any recommendations presented in responses to this RFI. Please note that participation in this RFI process is optional and is not required in order to respond to any subsequent procurement by the Department. Neither the Department nor the responding party has any obligation under this RFI.

If there are any questions or clarifications to this RFI, please contact Ms. Leslie Tawata at ltawata@medicaid.dhs.state.hi.us or 808-692-8052.