



REQUEST FOR INFORMATION

The Louisiana Medicaid Innovation Challenge

LOUISIANA DEPARTMENT OF HEALTH
BUREAU OF HEALTH SERVICES FINANCING (BHSF)

RFI # 3000015420
Release Date: July 6, 2020

Response Due Date/Time:
~~August 7~~ August 10, 2020 at 11:59 p.m.

IMPORTANT DISCLAIMERS

This Request for Information (RFI) is solely for information and planning purposes and does not constitute a solicitation. This information will be reviewed and discussed by the state agency and may or may not result in the advertisement of a formal and competitive Request for Proposal for any or all of the services included in the RFI.

Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a response to this RFI identified as such must be clearly marked and will be handled in accordance with the Louisiana Public Records Act, R.S. 44:1-44 and applicable rules and regulations. Any response marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.

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1. GENERAL INFORMATION

1.1 Background

The mission of the Louisiana Department of Health (LDH) is to protect and promote health and to ensure access to medical, preventive and rehabilitative services for all citizens of the State of Louisiana. LDH is dedicated to fulfilling its mission through direct provision of quality services, the development and stimulation of services to others, and the utilization of available resources in the most effective manner.

LDH is comprised of numerous offices, including the Bureau of Health Services Financing (BHSF), which manages the Medicaid program in Louisiana in accordance with federal regulations set forth by the Centers for Medicare and Medicaid Services (CMS). Medicaid is the medical assistance program that provides access to health care for low-income families and individuals.

Medicaid health care services in Louisiana are primarily provided by contracted Managed Care Organizations (MCOs), with some individuals receiving services through traditional fee-for-service Medicaid.

LDH and BHSF are committed to consistently striving to find new and innovative methods of improving all aspects of the services offered to the residents of Louisiana. To help accomplish this, LDH sometimes seeks information and ideas from innovators in both the nonprofit and for-profit sectors.

1.2 Purpose of RFI

The purpose of this RFI is to seek responses from organizations that have market-ready innovative and inventive solutions for LDH to improve Medicaid member communication and engagement.

To accomplish this purpose, LDH has partnered with Adaptation Health, LLC on the Louisiana Medicaid Innovation Challenge (the Challenge). The goal of the Challenge is to address identified pressure points and propose solutions, ultimately improving health outcomes for all Medicaid members in Louisiana, with a focus on underserved communities and marginalized/vulnerable populations. To participate in the Challenge, interested parties must properly submit responses to this RFI. Submissions will be considered for participation in a final Challenge "Showcase."

This RFI is being issued to gather information for planning purpose only and should not be construed as a solicitation for services or a request for proposals (RFP).

1.3 Challenge Overview

The Challenge is a multi-month project engaging constituents, stakeholders and the State's Medicaid leadership, to address and improve communication and engagement solutions to support effective Medicaid eligibility and enrollment. These engagement and communication processes are vital components in establishing effective access to coverage and in turn access to care and services. It is critical that Medicaid's online eligibility system achieves the right programmatic balance in facilitating effective enrollment, and this requires additional innovative solutions to reach individuals in the right way and the right time.

The Louisiana Medicaid Innovation Challenge focuses on a statement of need developed in conjunction with Louisiana Medicaid and with direct input from Medicaid members across the state. To learn more, please review these articles on the background of the issue.

As part of the Challenge, Adaptation Health conducted in-depth interviews and focus groups with Medicaid members at sites across the state to fully understand existing challenges and identify opportunities for improvement. These interviews and focus groups took place in Natchitoches, Sulphur, Lafayette, New Orleans, St. Bernard Parish, Washington Parish and through phone calls with members throughout the state. The result of these direct discussions with Medicaid members has led to the development of a research brief that illustrates the need for innovative solutions. The recent COVID-19 public health emergency has only underscored the importance of having community outreach systems that can communicate and effectively engage underserved communities and marginalized/vulnerable population groups.

If identified through this RFI, vendors will have the opportunity to present their solutions, value propositions, business models and existing work directly to the Louisiana Medicaid executive director, managed care leadership, national Medicaid stakeholders, various Louisiana Department of Health leaders and a national live stream audience. A Showcase for the Louisiana Medicaid Innovation Challenge is tentatively scheduled to take place in early fall 2020 in Baton Rouge, Louisiana.

Attachment 1: Challenge Statement details the overview of the project requirements and/or desired results that LDH is considering, including the Challenge Statement.

2. ADMINISTRATIVE INFORMATION

2.1 RFI Coordinator

The RFI coordinator listed below shall be the LDH's point of contact for this RFI:

Dawn Love
Louisiana Medicaid Public Affairs
628 N 4th St, Baton Rouge, LA 70802
Phone: 225-235-2149
Email: Dawn.Love@la.gov

2.2 Challenge Coordinator

The Challenge coordinator listed below shall be the point of contact for questions related to the Challenge or response to this RFI:

Kyle Murphy
Adaptation Health's Program Director
Phone: 603-721-6563
kyle@adaptationhealth.org

Do not provide a response to this request for information to this email account. Responses submitted via email will not be accepted.

2.3 Schedule of Events

<u>Activity/Event</u>	<u>Date</u>
RFI Release	July 6, 2020
Submission Deadline	August 7, 2020
Revised Submission Deadline	August 10, 2020
Challenge Showcase Invitations	September 4, 2020
Challenge Showcase in Baton Rouge & remote via the internet	Late September

***Note:** LDH reserves the right to deviate from this Schedule of Events as it deems appropriate.*

2.4 Response Content

2.4.1 Response Submittal

LDH seeks responses from a diverse range of individuals and organizations whose current activities can demonstrate the parameters indicated below. Responders must have a clear focus on solving the proposed Challenge Statement, experience working

underserved communities and/or marginalized/vulnerable populations, and may be domiciled in another State than Louisiana.

2.4.1.1 Response Parameters

Through the online submission process, responders will be asked to provide information including, but not limited to, the following:

- Company background and information
- Current contracts and customer demographics
- Technology and product addressing the Challenge Statement
- Outcomes and impact

Applicants will also be expected to upload an overview slide deck and other optional materials.

2.4.1.2 Recommended Competencies

Vendor responses should demonstrate:

1. an existing innovative solution that has demonstrated positive net impact in engaging Medicaid members against one or more of the three focus areas listed in the Challenge Statement.
2. a specific focus and/or track record of serving and/or working with underserved communities or marginalized/vulnerable populations.
3. that the individual or organization is market ready and fiscally sound for a minimum of 1 year prior to the RFI advertisement.
4. that the individual or organization has been generating revenues for a minimum of 12 months prior to the RFI advertisement date, and has a combined annual revenue, grant income or earned revenue greater than \$100,000.00.
5. and certify that the individual or organization has a minimum of five (5) staff on the payroll including employees or sub-contractors.
6. defined theories of change/growth plans with tools to measure plan results and goal achievement.
7. a capable, connected leadership team with demonstrated experience in underserved communities and marginalized/vulnerable populations, Medicaid and the proposed Challenge Statement.
8. existing working relationships with key stakeholders in Medicaid (i.e. members, payers, providers, government).
9. existing contracts in Medicaid.

2.4.1.3 Showcase Participation

All individuals and organizations that receive and accept the Showcase invitation will be expected to attend the day-long presentation in Baton Rouge, and engage in the following ways:

1. Make a presentation, supported by a slide deck, outlining the company's solution, traction gained, outcomes recorded, and plan for sustainability to an assembled audience of key Medicaid stakeholders and other live stream viewers.
2. Be prepared for a question and answer session from the assembled audience and selected questions from other live stream participants.

2.5 Response Instructions

2.5.1 Response Submittal

Responders interested in participating in the Challenge by providing information requested by this RFI must submit responses containing the information using a [fillable PDF form](#) no later than the deadline for response to the RFI, as stated in the Schedule of Events. **Please note:** You must download and save the PDF to your computer before completing as PDFs completed online are not saved.

The responses must be received **by email** to the RFI Coordinator, Dawn Love, on or before the date and time specified in the Schedule of Events. Please include the following subject line: SUBMISSION: Medicaid Innovation Challenge – [COMPANY NAME].

Email submissions are the only acceptable method of delivery. Fax, mail and courier delivery shall not be acceptable. Responders should allow sufficient time to ensure receipt of their submissions by the time specified in the Schedule of Events.

Responses received after the deadline, corrupted files, and incomplete submissions (e.g. Part 1 and Part 2 of 3 are received, but Part 3 is not) will not be considered.

Responses to the RFI will be reviewed on a rolling basis with final decisions being made after the RFI submission deadline. The invitations to the Showcase will be made by a committee comprised of LDH leadership.

2.6 Additional Instructions and Notifications to Responders

2.6.1 RFI Addenda/Cancellation

The State reserves the right to revise any part of the RFI by issuing an addendum to the RFI at any time. Issuance of this RFI, or subsequent addendum, (if any) does not constitute a

commitment by the State to issue an RFP or any other process resulting in award of a contract of any type or form. In addition, the State may cancel this informal process at any time, without penalty.

2.6.2 Code of Conduct

LDH and Adaptation Health reserve the right to disqualify any applicant who engages in conduct counter to the goals and objectives of LDH or Adaptation Health, or behaves in any manner that is not aligned with the mission and purpose of this RFI process.

2.6.3 Releases from Liability

By participating in this RFI, each respondent hereby agrees to release, waive and discharge LDH and Adaptation Health from any and all claims, demands, obligations, causes of action and liabilities which now exist or may hereafter arise that relate in any way to such respondent's participation in the RFI or any participation in any activity, event, or excursion offered in connection with this RFI.

2.6.4 Ownership of Response

Any and all materials submitted in response to this RFI shall become the property of the State of Louisiana.

2.6.4.1 Licensing of Content

All information furnished under this RFI shall be considered the property of LDH and will only be used for purposes of RFI review and the Showcase anticipated to be held in the fall of 2020. Any additional re-use of information will be made only with explicit written consent and confirmation from responding individuals or organizations, said consent and confirmation not to be unreasonably withheld, conditioned and delayed. LDH reserves the right to accept or reject any or all proposals, waive any anomalies in proposals, negotiate with any or all respondents, and modify or cancel the RFI.

2.6.4.2 Consent to Use Company Name After Selection

By participating in this RFI, any individual or organization invited to participate in the Showcase grants LDH the right to use their name and public company information for advertising, publicity, promotional and other purposes in any and all media, now or hereafter, in perpetuity, without additional compensation, notification or permission. Submission shall constitute a waiver to the extent such information may otherwise be protected under state and/or federal privacy laws. Subject to applicable law, this does not include confidential company information properly marked as proprietary submitted for RFI review purposes only.

If LDH receives a public records request for any records a submitter believes is confidential / proprietary, LDH will notify the submitter and give them an opportunity to seek a protective order from a Court of competent jurisdiction. In any regard, submitter agrees that it will not

hold LDH liable for any release of information it reasonably believes is subject to release under an applicable public records request.

2.6.5 Cost of Preparation

The State shall not be liable for any costs incurred by responders associated with developing the response, preparing for discussions (if any) or any other costs, incurred by the responder associated with this RFI.

ATTACHMENT I – CHALLENGE STATEMENT

Louisiana Medicaid members have indicated they want to receive information through a variety of channels. Currently, official information regarding Medicaid eligibility and enrollment is provided through a single communication stream via direct paper mail. However, no one channel of communication works well for every member. Further, Medicaid members expressed anxiety and concern about the timeline and deadline to return information to Medicaid. The COVID-19 pandemic highlights the critical need to effectively communicate with all Louisiana Medicaid members specifically underserved communities and marginalized/vulnerable population groups. The Challenge aims to source vendors that can assist the State with improving communications strategies, channels and frequency between Medicaid and its members concerning their eligibility and enrollment status with respect to the considerations above to improve data capture and dissemination of pertinent public health information, along with improving the overall member experience.

In order to effectively address communication between the State and Medicaid members, this RFI has three (3) focus areas for innovative vendors to address in their response (that are not mutually exclusive) with proven effectiveness in reaching underserved communities and marginalized/vulnerable populations.

1. Solutions that identify communication preferences of members by channels and dosages.
2. Solutions that provide culturally appropriate targeting and engaging messaging.
3. Solutions that have the capability to provide a multi-channel, communication systems.

Additional considerations in providing responses to this RFI should include:

- Culturally sensitive screening processes
- Track record of serving or working with underserved communities and/or marginalized/vulnerable populations
- Consumer-friendly platform
- Multi-channel approach to communications
- Data validation (including validating contact information from State data)
- Administratively non-burdensome
- System-focused solution for scale
- Rich data feedback and analytics to State

THE PARTNERSHIP APPROACH: LEARNING TOGETHER

LDH seeks opportunities to demonstrate sustainable and innovative solutions designed to expand access and improve health outcomes for underserved and vulnerable populations in Louisiana.

To accomplish this, LDH aims to connect with several qualifying vendors that can solve for the specific focus areas described in the Challenge Statement above. In order to expand access and improve health outcomes for underserved populations in Louisiana, selected vendors will have the exclusive opportunity to demonstrate their sustainable and innovative solutions that specifically address the Challenge Statement and how they are already being applied. Through this process, a Showcase Committee will invite the companies with the top solutions of interest as finalists for the Challenge and invite them to present their solutions to the Louisiana Medicaid leadership.

This RFI seeks vendors for potential partnerships with LDH who are achieving documented results in shaping better Medicaid outcomes in the context of communications, member engagement and eligibility and enrollment.

DISCLAIMER: This RFI, the Challenge, and the associated Showcase are solely for information and planning purposes only and do not constitute a solicitation. There is no guarantee of a contractual agreement, procurement, or other such arrangement between the vendors and LDH pursuant to his RFI. This exclusive opportunity allows selected individuals and organizations to demonstrate their approach to the Challenge, pose solutions and build relationships with the key decision makers in the state health agency.

ATTACHMENT 2 - FREQUENTLY ASKED QUESTIONS

Q: How many companies will be identified to present?

A: The number of individuals or organizations invited to present will be based on the decisions of the Showcase committee. See Adaptation Health's previous Medicaid Innovation Challenge in Arizona and the one-year impact of the Challenge for one company at this [link](#).

Q: How do I respond to the RFI/participate in the Challenge?

A: Interested parties can respond to the RFI by email using a [fillable PDF](#). **Please note:** You must download and save the PDF to your computer before completing as PDFs completed online are not saved.

Q: When will invitations to the Showcase be made?

A: The invitations will be made by September 4, 2020.

Q: If my organization is not invited to present, can I still attend the event?

A: This will be an exciting opportunity for any individual or organization to learn and better understand needs in Medicaid. The Showcase will be livestreamed and as such all responders are invited to view the live video stream. Please [register on the website](#) to let us know you plan on attending.

Q: What if travel is not possible due to COVID-19?

A: The final event will be modified to a virtual event as necessary per federal and Louisiana public health guidelines.

For any additional questions about responding to the RFI or the Louisiana Medicaid Innovation Challenge please email Kyle Murphy at kyle@adaptationhealth.org.