

**Arkansas Health Insurance Marketplace (AHIM)
Request for Proposals (RFP) for
Professional Consultant Services**

INVITATION

The Arkansas Health Insurance Marketplace (AHIM) is seeking proposals from qualified firms to provide the professional consulting services necessary for the establishment of a State-based Health Insurance Marketplace. These services will support the efforts of the AHIM in establishing a state-based marketplace consistent with the goals, objectives and requirements of Act 1500 of 2013 *“An Act To Enact The Arkansas Health Insurance Exchange Marketplace; To Promote Competition Among Health Insurance Carriers; To Decrease The Cost of Health Insurance; To Declare An Emergency; And For Other Purposes”*.

This Request for Proposals (RFP) process is intended to solicit binding proposals from firms who have a demonstrated interest in assisting states with implementing the requirements of the Affordable Care Act (ACA) and have sufficient background and experience in helping states establish Exchanges and/or Marketplaces.

Any contract award pursuant to this RFP shall be made based on the best value to the State of Arkansas, which shall be determined solely by the AHIM Board of Directors or its designee.

BACKGROUND

The AHIM Board was established mid-2013. Permanent Operating Rules have been established, and Emergency Procurement Rules are in place. No employees have been hired, but a search for an Executive Director is underway.

The AHIM received a Level One Federal grant for 2014 to begin establishment activities for a state-based health benefit Exchange. The AHIM intends to submit an additional grant proposal by the May 15, 2014 deadline.

SCOPE OF WORK

The AHIM requires the assistance of a professional services firm to assist it in executing its responsibilities under Act 1500 of 2013. The AHIM is in particular need of staffing

resources to provide it information and advice and to execute assignments consistent with implementing a state-based marketplace.

The successful offeror will provide or assist the AHIM Board and/or Executive Director with the following activities:

- Strategic analysis, planning and assistance with decision making on key areas involved with the implementation of state-based marketplaces
- Analysis and research in various areas
- Assistance with the development of rules, regulations, policy and operational procedures governing the state-based marketplace
- Function as a liaison between the AHIM and Federal and State agencies' representatives, health insurance marketplace partners, and vendors
- Preparation and submission of the May 15, 2014 Level I Exchange grant, Blueprint requirements, and possibly the Level II Exchange grant.
- Assistance in meeting the requirements of the eleven "Exchange Areas" defined by the Center for Consumer Information and Insurance Oversight (CCIIO):
 - Legal Authority and Governance
 - Consumer and Stakeholder Engagement and Support
 - Eligibility and Enrollment
 - Plan Management
 - Financial Management, Risk Adjustment and Reinsurance
 - Small Business Health Options Program (SHOP)
 - Organization and Human Resources
 - Finance and Accounting
 - Technology/IT Systems
 - Privacy and Security
 - Oversight and Program Integrity
- Other responsibilities as assigned

Additionally, the successful offeror may be required to provide the services of an Executive Director on an interim basis if the AHIM Board is unable to hire an Executive Director in a timely manner.

CONTRACT TIME PERIOD

The awarded contract shall run for six months from the effective date of the contract. The contract may be extended at the sole discretion of the AHIM Board for up to three extension periods of six months.

VENDOR QUALIFICATIONS

The AHIM is seeking only the most highly qualified and competent vendors available. Time is short and the AHIM faces a number of strategic and tactical decisions related to establishing a state-based marketplace that makes sense for Arkansas consumers, providers, carriers, business, advocates, and other stakeholders.

In order to be considered for evaluation and possible award of a contract, an offeror must have provided professional consulting services to at least one state that implemented a health insurance marketplace.

The following qualifications are highly desirable and will be evaluated but are not mandatory:

1. Program management experience with at least one state implementing a state-based or state partnership marketplace
2. Strategic analysis and decision making support provided to at least one state implementing a state-based or state partnership marketplace
3. Knowledge of the Arkansas health care environment
4. An understanding of the so-called "Private Option" waiver program recently pursued and obtained by the State of Arkansas

PROPOSAL SUBMISSION

Proposals shall delivered to the following address by the due date of **February 17, 2014 at 5:00 PM CST:**

Arkansas Center for Health Improvement
1401 Capitol Avenue
Suite 300, Victory Building
Little Rock, AR 72201
Attn: William Watson

Submission requirements

- The offeror shall provide one original proposal marked “ORIGINAL” that is signed by the offeror’s authorized agent.
- Fifteen (15) additional printed copies of the proposal must be submitted with the ORIGINAL in a sealed package marked "ARKANSAS HEALTH INSURANCE MARKETPLACE PROFESSIONAL SERVICES PROPOSAL".
- The offeror shall also provide separately one electronic copy of its proposal on a flash drive or other similar portable media.
- The offeror shall provide one additional electronic copy of the proposal redacted by removing any and all pages of the proposal considered to be proprietary information. This redacted electronic copy should be clearly marked as “Redacted – Available for Public Review”. This redacted copy will be subject to public review consistent with the policies of the AHIM and the laws of the State of Arkansas. Requests to disclose redacted proprietary information will be handled consistent with AHIM policies and procedures and applicable law.

Procurement Timetable

Request for Proposal Issued:	January 31, 2014
Receipt of Written Questions:	February 5, 2014
Answers to Written Questions Posted on AHIM website:	February 7, 2014
Proposals Due at 5:00 pm CST:	February 17, 2014

Target Notification Date for Selected Finalists for Onsite Presentations:
February 21, 2014

Target Onsite Presentation Date for Selected Finalists:	February 26, 2014
Target Award Date:	March 12, 2014
Target Project Initiation Date:	March 17, 2014

General Guidelines

- No communication outside the procurement process initiated by vendors, their attorneys, representatives, or others promoting their position, other than normal business activities not associated with the procurement, will be allowed with any officer, employee, or member of, or consultant or advisor to, the AHIM. Any attempt to influence any employees, officers, consultants, advisors or Board members with respect to a procurement,

whether such attempt is oral or written, formal or informal, is strictly prohibited and will result in disqualification.

- All proposals and the contracts resulting from the RFP must comply with Act 1500 of 2013.
- Expenses for the preparation and submission of proposals are the sole responsibility of the vendors.
- All proposals become the property of the AHIM.
- All hourly rates quoted in proposals shall be applicable for one full year from the effective date of the contract. Contracts awarded pursuant to this RFP will not include minimum guarantees of payment. Payment will be provided based on actual work performed as requested.
- The AHIM Board may require the proposed key team members to meet in person to assess their qualifications, leadership approach and interpersonal skills. Any changes in key team members from the original proposal may result in disqualification of the offeror or cancellation of the contract.
- The AHIM reserves the right to:
 - Reject any and all proposals in accordance with AHIM's Emergency Procurement Contract and Vendor Rules
 - Make changes to any solicitation by issuance of a written addendum or amendment
 - Waive any immaterial defect
 - Request additional information and data from any or all respondents
- Refer to the AHIM's Emergency Procurement Contract and Vendor Rules for additional information regarding the AHIM's RFP procedures.

Specific Instructions

Proposals should provide straightforward, concise descriptions of how the offeror plans to fulfill the Scope of Work outlined above. **Proposals are limited to twenty (20) pages in length.** They must contain the following information:

- Name, address, phone of the company
- Name, address, phone of primary contact for the proposal

- Brief company profile including number of years in business
- Qualifications and prior experience and evidence of financial stability
- General approach to executing the anticipated responsibilities, including staffing for each of the 2 options:
 - 1: Offeror provides services to the AHIM Executive Director
 - 2: Offeror provides the services of an interim Executive Director in addition to Option 1
- Biographies of the staff that would be executing the scope of work anticipated under this contract
- Three relevant references
- Cost: position titles and associated hourly rates, and other anticipated expenses, including indirect costs.

Questions

Any questions should be emailed to William Watson by February 5, 2014 at the following email address: wpwatson@uams.edu

EVALUATION

Award shall be made to the responsible offeror whose proposal is determined to be the most advantageous to the AHIM taking into consideration the qualifications, experience, and understanding of ACA and the Arkansas environment.