**STATE OF MAINE**

**Department of Health and Human Services**

*Office of MaineCare Services*



**REQUEST FOR INFORMATION**

**RFI# 202309198**

**MaineCare Member Services Call Center**

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| **RFI Coordinator** | *All communication regarding this RFI must be made through the RFI Coordinator identified below*.**Name:** Brittany Hall **Title:** Procurement Administrator**Contact Information:** brittany.hall@maine.gov  |
| **Submitted Questions Due** | *All questions must be submitted to the RFI Coordinator identified above by:***Date:** September 28, 2023, no later than 5:00 p.m., local time |
| **Response Submission** | **Submission Deadline:** October 20, 2023, no later than 5:00 p.m., local time**Submit to:** brittany.hall@maine.gov  |

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# **PUBLIC NOTICE**

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**State of Maine**

**Department of Health and Human Services**

**RFI# 202309198**

**MaineCare Member Services Call Center**

The State of Maine, Department of Health and Human Services, Office of MaineCare Services, is seeking information regarding operation of a Member Services Call Center.

A copy of the RFI, as well as the Question & Answer Summary and all other related documents to this RFI, can be obtained at the following website: http://www.maine.gov/dafs/bbm/procurementservices/vendors/rfis

Responses must be submitted to: brittany.hall@maine.gov and be submitted by 5:00 pm, local time, on October 20, 2023.

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**RFI DEFINITIONS/ACRONYMS**

The following terms and acronyms shall have the meaning indicated below as referenced in this Request for Information:

|  |  |
| --- | --- |
| **Term/Acronym** | **Definition** |
| **Department** | Maine Department of Health and Human Services |
| **HealthPAS** | Online portal for MaineCare members and service providers |
| **Member Services** | Answers questions for people enrolled in MaineCare |
| **MIHMS** | Maine Integrated Health Management System |
| **OFI** | The Department’s Office of Family Independence |
| **OMS** | The Department’s Office of MaineCare Services |
| **Respondent** | Any individual or organization submitting a response to this RFI |
| **RFI** | Request for Information |
| **RFP** | Request for Proposal |
| **State** | State of Maine |
| **TPL** | Third Party Liability for insurance coverage |

**State of Maine - Department of Health and Human Services**

**RFI# 202309198**

**MaineCare Member Services Call Center**

# **PART I INTRODUCTION**

## A. Purpose and Background

This Request for Information (RFI) is an information gathering and market research tool, not a formal solicitation of a specific requirement, such as in a Request for Proposals (RFP) document. The Department of Health and Human Services (Department) is seeking information regarding operations of a Member Services Call Center from interested parties as defined in this RFI document. This is an opportunity for interested parties to help the Department better understand a marketplace and/or specific subject matter.

The Department’s Office of MaineCare Services (OMS) is interested in ways to standardize and improve the MaineCare Member Services Call Center functions. OMS interested in opportunities to work with a vendor who specializes in Medicaid or health plan member call centers, leading to improved member customer services. The Department seeks to strengthen its technology, systems, and skills to maximize its efficiency and effectiveness and OMS’ ability to make well-informed and data driven decisions that reflect real world experience.

In addition, the Department’s Office of Family Independence (OFI) may join a procurement in order to augment its call center team and to procure a new telephony system. This would offer incremental progress toward standardizing client-facing call center operations across the Department.

## B. Current Conditions

The Department currently has a comprehensive Member Management Services module as part of the MIHMS Health-PAS. The purpose of the Member Services Health-PAS module is to create, accept, and maintain an accurate, current, and historical record of eligibility and demographic information on individuals eligible for MaineCare services. This function is required to support eligibility verification, claims and premium processing, cost avoidance (including TPL), SSI benefit payment production, and management reporting functions. Also included is a Member Services Call Center.

Member Management Services provides access to the member eligibility verification system in a variety of methods, including, but not limited to, Web functionality, online direct through dial-up lines, and via telephone to an automated voice response (AVR) line and/or eligibility correspondent staff.

The Department is interested to explore the potential benefits of carving out the Member Services Call Center to be a separate unit with the goals of increasing members’ satisfaction and enhancing member experience.

**C. Challenge Statement**

MaineCare (Maine's Medicaid Program) is seeking information to support a dedicated Member Services operation. MaineCare provides free or low-cost health insurance and other health benefits to Maine residents who meet certain requirements, usually based on income, disability, or age. MaineCare helps to ensure that all Maine people are able to access the critical health services, both preventative and emergency, that enable them to live healthy, safe, and resilient lives.

MaineCare recently established a Member Engagement team devoted to providing focus on member experience throughout all aspects of the Department’s Medicaid program. To support the member experience, OMS are looking for collaborative and innovative approaches to technology, training, call center staff engagement, and responsiveness to ensure that MaineCare members receive the highest quality information and interactions from a dedicated Member Services team.

## General Provisions

1. All contact with the State regarding this RFI must be made through the aforementioned RFI Coordinator. No other person/ State employee is empowered to make binding statements regarding this RFI.
2. This is a non-binding Request for Information. Therefore, no award shall be made as a result of the RFI process.
3. Issuance of this RFI does not commit the Department to pay any expenses incurred by a Respondent in the preparation of their response to this RFI. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
4. Issuance of this RFI in no way constitutes a commitment by the State of Maine to issue a Request for Proposal (RFP).
5. All responses should adhere to the instructions and format requests outlined in this RFI and all written supplements and amendments, such as the Summary of Questions and Answers, issued by the Department.
6. All submissions in response to this RFI will be considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) (1 M.R.S. §§ 401 et seq.): [State of Maine Freedom of Access Act](http://www.mainelegislature.org/legis/statutes/1/title1sec401.html)
7. All applicable laws, whether or not herein contained, shall be included by this reference. It shall be Proposer’s/Vendor’s responsibility to determine the applicability and requirements of any such laws and to abide by them.

# **PART II INFORMATION SOUGHT**

The Department seeks information regarding operation of a Member Services Call Center for MaineCare and welcomes responses to this RFI, including creative suggestions and feedback to enhance and expedite all future processes while providing efficient, reliable, and high-quality outcomes. Respondents are not required to submit responses pertaining to every question, but the Department encourages interested parties to respond to any or all relevant aspects of the RFI.

The Department seeks detailed yet succinct responses that demonstrate the Respondent’s experience and/or familiarity with the subject matter. Respondents should use **Appendix A** (Response Submission Form) to provide responses to this RFI.

**As this is not a competitive RFP process,** **Respondents must not provide any specific cost or customized pricing documentation in their response.**

1. **General Information**

Provide a brief overview of the Respondent’s organization. Individuals not affiliated with an organization are encouraged to submit a response to this RFI.

* 1. Identify the organization/individual represented in this RFI by completing **Appendix A** (Response Submission Form).
		1. Organization/individual and any affiliations;
		2. Lead point of contact;
		3. Organization/individual’s address; and
		4. Organization/individual’s contact information (phone number(s) and email address).
	2. Identify the organization/individual’s experiences in providing Member Services Call Center functions for Health insurance and/or Medicaid/Medicare programs.
1. **Feedback Requested**

The Department’s has two (2) goals: 1) to provide a high-quality member experience through its Member Services Call Center and 2) focus on augmentation of the OFI call center team and the procurement of a new telephony system.

1. OMS seeks to increase focus on call center staff engagement in order to improve the member experience. The Department seeks input form Respondents regarding this important, front-line function.
	* 1. What issues need to be considered for integrating a new technical solution with the Department’s existing Medicaid Enterprise Systems including CMS certification requirements to secure enhanced federal funding (seventy-five percent (75%)) for ongoing operations?
		2. Are there interfaces that would be needed (e.g., to respond to client questions regarding the status of claims)?
		3. What services are being provided in other client facing call centers that would benefit an improved Member Services Call Center.
		4. What might a transition look like?
			1. What would be needed from the Department?
		5. What supports, systems, and processes will support a collaborative effort for implementing and sustaining a client facing call center?
		6. What technologies should be used?
		7. How can quality customer service be guaranteed?
		8. How should the process of responding to client issues/complaints be approached?
			1. Describe the types of support from technology, systems infrastructure, and staff training, etc., that is necessary to ensure timely, consistent, and member-centered resolutions.
		9. What information would be needed from MaineCare to support the capability to manage the printing and distribution of member ID cards?
		10. What should be standard practice regarding staff training and staff retention?
		11. Describe the services, products, and processes that are necessary and key to quality member services engagement.
		12. How should accurate, consistent, and high-quality information be delivered to members?
			1. Describe the types of support from technology, systems infrastructure, and staff training, etc., that is necessary to ensure accurate, high-quality information.
		13. How should multimodal communication be supported?
			1. How should consistency, accuracy, and engagement across all modalities be promoted?
		14. What performance measures/metrics are key indicators for monitoring the delivery of quality customer services by a Member Call Center?
2. OFI seeks information related to the augmentation of its call center team and procurement of a new telephony system.
3. What issues need to be considered for integrating a new technical solution with the Department’s existing Medicaid Enterprise Systems including CMS certification requirements to secure enhanced federal funding (seventy-five percent (75%)) for ongoing operations?
4. How should the Department approach an integrated telephony/technology solution, including supplying expert personnel for ongoing staff monitoring and system tech support?
	* 1. What are the structural considerations?
5. How should user programmable parameters be supported?
	* 1. Provide examples, if available.
6. How would regular changes to programmable announcements/recordings/loops be accommodated?
7. Should Artificial Intelligence (AI) communication with clients (e.g., through “Chat bot”) be incorporated, if so how?
8. Could a system provide multi-language AI (more than 8 languages)?
	* 1. What could this look like?
9. What would integration with an eligibility system and providing a single-view screen pop to include detailed information about the call look like?
10. How would quality assurance during client calls be supported?
11. How should performance reports and individualized performance assessments be effectively produced?
12. Can Department admins be integrated to set and change parameters for users via a call management system?
	* 1. What could this entail?
13. What are the major challenges with implementing a solution for Department requirements and how should these be approached?
14. How can the Department anticipate updating a platforms and infrastructure to meet OMS and OFI needs if state system changes occur after initial implementation?

# **PART III KEY RFI EVENTS AND PROCESSES**

## Questions

**1. General Instructions**

1. It is the responsibility of each interested party to examine the entire RFI and to seek clarification, in writing, if they do not understand any information or instructions.
2. Interested parties should use **Appendix B** (Submitted Questions Form) for submission of questions.
3. The Submitted Questions Form must be submitted by e-mail and received by the RFI Coordinator, identified on the cover page of this RFI, as soon as possible but no later than the date and time specified on the RFI cover page.
4. Submitted Questions must include the RFI Number and Title in the subject line of the e-mail. The Department assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.

**2. Question & Answer Summary**

Responses to all questions will be compiled in writing and posted on the following website: http://www.maine.gov/dafs/bbm/procurementservices/vendors/rfis. It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website will be considered binding.

## Submitting the Response

1. **Responses Due**

Responses must be received no later than the date and time listed in the timeline above.

1. **Delivery Instructions**

Responses must be submitted to the RFI Coordinator, via e-mail, listed on the cover page of this RFI document.

1. **Response Format**

Responses to this RFI should be submitted on **Appendix A** (Response Submission Form). A list of key questions is included within **Appendix A** and all submissions, regardless of format will be reviewed. Respondents are asked to be brief and to respond to as many questions as possible within **Appendix A**.

# **PART IV REVIEW OF RESPONSES RECEIVED**

# **General Information**

1. The Department will review responses received for the purpose of gathering information and market research only. The Department will not score or rate responses received.
2. The Department reserves the right to communicate and/or schedule interviews/presentations with Respondents, if needed, to obtain clarification of information contained in the responses received and/or additional information to enhance marketing research efforts.

**APPENDIX A**

**STATE OF MAINE**

**Department of Health and Human Services**

## RESPONSE COVER PAGE

**RFI# 202309198**

**MaineCare Member Services Call Center**

**The response to proposed services form may be obtained in a Word (.docx) format by double clicking on the document icon below.**



**APPENDIX B**

**State of Maine**

**Department of Health and Human Services**

**SUBMITTED QUESTIONS FORM**

**RFI# 202309198**

**MaineCare Member Services Call Center**

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| --- | --- |
| **Organization/Responder’s Name:** |  |

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| **RFI Section & Page Number** | **Question** |
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*\* If a question is not related to any section of the RFI, state “N/A” under “RFI Section & Page Number”.*

*\*\* Add additional rows, if necessary.*