MEMORANDUM

To: Health Connector Board Members
Cc: Louis Gutierrez, Executive Director
From: Andrew Graham, Product Implementation Manager
Re: Provider Search Procurement
Date: July 8, 2015

EXECUTIVE SUMMARY

In advance of the 2016 Open Enrollment Period, the Health Connector plans to launch a tool which will allow Health Connector website users to determine which Qualified Health Plans (QHPs) offered by the Health Connector contain one or more providers and / or facilities in their network. The Health Connector staff has successfully completed a procurement for a vendor to implement a provider search solution. Following our review and scoring of the responses, we recommend that the Board enter into a contract with Consumers' Checkbook as the vendor. We are satisfied that Consumers' Checkbook can meet the implementation and ongoing support requirements of the contract and represents best value for our needs.

BACKGROUND

Prior to the implementation of the Affordable Care Act (ACA), the Health Connector website offered shoppers a provider search tool integrated within the shopping experience. Due to prioritization needs for the implementation of the Health Connector's ACA-compliant website, the Health Insurance Exchange / Integrated Eligibility System (HIX/IES), the Health Connector has not been able to implement a provider search tool on the new website, to this point.

Currently, shoppers face significant hurdles when attempting to search for providers and health care facilities from the Health Connector's website. Users must navigate to individual carrier sites via hyperlinks to search for their providers in a carrier's network when making decisions about their coverage. As a result, shoppers are not able to directly compare provider networks across multiple carriers in an apples-to-apples manner. The need to visit multiple sites and the different "look and feel" of each site results in a disjointed experience. The lack of a unified source of provider network information was one of the major challenges QHP shoppers and Health Connector Customer Service Representatives experienced during the 2015 Open Enrollment period.

PROCUREMENT PROCESS

On June 5, 2015, the Health Connector posted a request for proposals (RFP) for provider search services on the Commonwealth's COMMBUYS website. The Health Connector set a deadline of June 12, 2015 for potential bidders to submit questions. The responses to those questions were posted on COMMBUYS on June 16, 2015. The Health Connector received three proposals by the deadline of June 26, 2015. Early during the week of June 29, 2015, the procurement management team (PMT), comprised of five

voting Health Connector staff members as well as non-voting members from the Finance and Legal teams, reviewed and scored the three written proposals. All three bidders were invited to provide an oral presentation, which occurred on July 1, 2015. Based on the information supplied by the vendors through their written proposals and oral presentations, the PMT scored the bidders based on a pre-determined set of criteria.

PMT Scoring

	Total Points	Consumers' Checkbook	Optum	Dell
Programmatic Response	40	31	32	18
Financial Proposal	25	21	6	14
Additional Services (Dental Search)	5	5	3	3
Team Composition and Experience	10	9	8	5
Supplier Diversity Program	10	0	1	0
Value	10	8	6	4
Total Written Response Scores	100	74	56	44
Solution Overview	10	8	8	7
Demo	25	24	24	13
Questions and Answers	10	9	10	9
Overall Quality	5	4	5	3
Total Oral Presentation Scores	50	45	47	32
Total PMT Score	150	119	103	76

Through their written response and oral presentation, Consumers' Checkbook was able to demonstrate their ability to deliver a user-friendly provider search experience within the tight timeline leading up to 2016 Open Enrollment. Consumers' Checkbook is a nonprofit consumer organization founded in 1974, nationally recognized for their work in understanding consumer behavior and needs in the health care field and using that information to educate consumers. One of the tools Consumers' Checkbook has developed in order to inform health insurance consumer decisions is their provider search tool. Consumers' Checkbook has successfully implemented provider search tools with multiple health insurance exchanges, including the state exchanges of District of Columbia, Illinois, Nevada, and CaliforniaChoice, a private exchange in California. Their past experience in implementing provider search tools for multi-carrier exchanges, combined with their fundamental understanding of health care consumer needs has instilled confidence in the Health Connector that Consumers' Checkbook can deliver a high quality provider search product for the upcoming Open Enrollment period.

SCOPE OF WORK

The Health Connector will work with Consumers' Checkbook to complete implementation of the provider search tool in two phases. The primary difference between the two phases is developing full

integration with the HIX/IES system, although throughout both, there will be costs associated with ongoing support (e.g., hosting, data management and carrier data support).

The first phase (Short Term Solution) will be a non-integrated, standalone solution. Given the limited timeline leading up to the start of 2016 Open Enrollment on November 1, 2015, the Health Connector is intending to quickly implement a provider search tool which can be made available to public users for Open Enrollment. As a result, the Health Connector is asking Consumers' Checkbook to provide a standalone provider search tool which users will be able to access from the Health Connector website. In order to remove as much risk as possible from the implementation timeline, the Health Connector is planning to leverage the existing Consumers' Checkbook provider search tools with minimal customization. As part of this minimal customization, Consumers' Checkbook will be able to provide the "look and feel" of Health Connector's website in the provider search tool. This lower level of effort modification will significantly enhance the user experience.

The Health Connector views carrier provider network data aggregation and cleansing as the most significant challenge of the Short Term Solution implementation. The Health Connector offers QHPs from 11 medical carriers and, given this high number of carriers, a significant amount of effort will be focused on coordination with the carriers in order to encourage timely submission of data files in the requested format. Data submitted by carriers has the potential to be inaccurate, incomplete and may vary in format. Consumers' Checkbook has significant experience in ensuring the quality of data sets compiled from multiple sources varying in format. They compare carrier provider files against third party data (National Provider Identifier (NPI) database, Physician Compare, etc.) and other carrier data in order to correct inaccuracies and supplement missing data.   We anticipate that these activities and the experience of Consumers' Checkbook will mitigate the risk of launching the first phase in time for Open Enrollment. At launch, provider data will include M.D. and D.O. physicians (e.g. pediatricians, psychiatrists, primary care/internal medicine, etc.) and facility data will include acute care hospitals.

The second phase (Longer Term Solution) of implementation will integrate the provider search tool with the Health Connector website's shopping experience, and will also be part of an envisioned Decision Support Tool which will allow shoppers to filter based upon other factors. This gives shoppers the option to only view plans which have a network that includes one or more of their providers. The Health Connector will work with Consumers' Checkbook, the Health Connector website developer (hCentive) and systems integrator (Optum) to determine the timeline for delivery of the second phase.

As part of the RFP, the Health Connector asked bidders to provide information about their ability to add dental provider data to the Provider Search Tool as a potential additional service. Consumers' Checkbook has incorporated dental data in other iterations of their provider search tool and confirmed that they would be able to add dental provider data if the Health Connector desires. Following the initial implementation phase, the Health Connector will assess the potential addition of dental provider data to the search tool.

Term of Contract: July 2015 through June 30, 2018, with three optional one year extensions.

Item	Cost
Short Term Solution Implementation	**$30,000**
Medium Term Solution Implementation	**$20,000**
Year 1 Ongoing Support	**$193,200**
Fixed Ongoing Support Costs – Hosting Fee	*$39,000*
Fixed Ongoing Support Costs – Data Management Fee	*$108,000*
Variable Ongoing Support Costs – Per Carrier Fee	*$46,200*
Year 2 Ongoing Support (Fixed and Variable Costs Same as Year 1)	**$193,200**
Fixed Ongoing Support Costs – Hosting Fee	*$39,000*
Fixed Ongoing Support Costs – Data Management Fee	*$108,000*
Variable Ongoing Support Costs – Per Carrier Fee	*$46,200*
Year 3 Ongoing Support (Fixed and Variable Costs Same as Year 1)	**$193,200**
Fixed Ongoing Support Costs – Hosting Fee	*$39,000*
Fixed Ongoing Support Costs – Data Management Fee	*$108,000*
Variable Ongoing Support Costs – Per Carrier Fee	*$46,200*
Total	**$629,600**

In addition to the above-detailed costs, additional fees may be incurred for other related services. Charges for these fees will be agreed upon in the contract, but examples include charges for ad hoc updates to provider networks or for unanticipated spikes in consumer utilization of the service.

BOARD RECOMMENDATION

Health Connector staff recommends that the Board vote to enter into a contract with Consumers' Checkbook as described above with an estimated budget of approximately $630,000 for services performed between July 9, 2015 through June 30, 2018 with three optional one year extensions. Implementation costs are eligible for federal Establishment Grant funding. Ongoing support costs will be funded by the Health Connector administrative budget.

We look forward to presenting the above information and providing our formal recommendation at the Health Connector Board of Directors meeting on July 9, 2015.