



Request for Information

Consumer Shopping, System of Record, Enrollment Decision Support, and Small Business Health Options Program Tools for MNSure

Project Overview

MNSure, the State of Minnesota’s health insurance marketplace, is requesting information about consumer shopping, enrollment system of record, and enrollment decision support tools available in the private marketplace. Specifically, MNSure seeks to enhance its consumer shopping experience and upgrade its support technology systems (i.e., enrollment system of record and enrollment decision support system) no later than November 1, 2017, while continuing to build out the current IT system.

Purpose

The purpose of this request is to gather information related to cost-effective tools currently available in the private marketplace. Those tools must enhance the MNSure consumer and small business shopping experience and the support technology for enrollment system of record and enrollment decision support processes. Interested Responders with a demonstrated record of success should provide information for one or more available tools that will achieve the stated purpose.

Background

MNSure is seeking information for tools that are accessed from the MNSure website and/or would be integrated into Minnesota Eligibility Technology System (METS), enhancing shopping experiences for consumers and small businesses, and the support technology for its enrollment system of record and enrollment decision support system, in a cost-effective manner. METS is defined as the IT system used by the State of Minnesota for health care eligibility and other technical functions.

To assure minimal disruption to current MNSure and METS development efforts, MNSure seeks information related to tools that at this time are distinct and not integrated into the MNSure website or METS.

Established in 2013 as the State of Minnesota’s health insurance marketplace, MNSure serves as the only “front door” for Minnesotans seeking health coverage options to determine eligibility for federal advanced premium tax credits or public health programs, including MinnesotaCare and Medical Assistance.

Information submitted through the RFI should only include tools that will accommodate Minnesota’s unique health care coverage portfolio and that can be integrated into the current IT development efforts between MNSure, the Minnesota Department of Human Services and the Office of MN.IT Services.

Additional information related to Responder products not applicable to the purpose of this RFI are neither requested nor desired.

Responder Information Organization and Content Requirements

Information should be separated into the following, distinguishable sections. Interested Responders will provide information that addresses the stated purpose of the RFI, including enhancements to one or all of the following: the consumer shopping experience, the electronic system of record, and/or the enrollment decision support technology. Information should **not include any tools, products or content that is not requested**, such as marketing materials. For the purposes of this RFI, Responders are required to submit information for Section 1 and sections (i.e., Sections 2, 3, 4 and/or 5) specific to one or more available tools that will achieve the stated purpose. Responders need not provide information related to all components.

Section 1: Cover Letter

Cover letter identifying the following:

- A. Responder Company Name
- B. Street Address
- C. Mailing Address (if different)
- D. Company Contact Person
- E. Contact person's direct e-mail address and telephone number
- F. Description of the company's core work. Responder may include information regarding previous or current projects similar to that described in this RFI. This description should not exceed one page.

The cover letter must be signed by an individual who is authorized to bind the company to all statements in the RFI. Information from single organizations equipped to perform all the tasks or from a lead contractor with subcontractors or vendors is welcome. If an organization includes products or tools associated with other vendors, those subcontractors or vendors and their roles must be specifically identified in the cover letter.

Section 2: Shopping Tools

Provide information regarding existing easy-to-use shopping tool(s) for consumers seeking to purchase qualified health plans or enroll in public health programs via the MNsure website.

- A. Demonstrate utilization of existing tool in at least one other state-based health insurance marketplace, or similar model.
- B. Explain how to make tool easily accessible to users from MNsure.org website.
- C. Provide criteria for user-specific data input as needed to support Responder methodology and integrate into current IT buildout.
- D. Explain how to develop and work with MNsure on a landing page to aid the seamless transition from the MNsure site to online decision support tools.
- E. Provide detail on its process and methodology for populating and maintaining any decision support tools related to the consumer shopping experience.
- F. Demonstrate and explain how the tool provides consumer "self-service" options including but not limited to ease of shopping, election confirmations, etc.
- G. Provide MNsure access to a functional version of its tool to allow MNsure to conduct hands-on use of this version of its tools. Access to the tools can include, but is not limited to, the following methods:
 - Web link to publicly available tools with test data
 - Web link to publicly available tools currently in use with "live" data
 - Web link to privately accessible tools in a testing environment or other similar environment
- H. Submit a cost estimate that is specific and addresses (as applicable), but is not limited to, the following points:
 - Onetime or ongoing implementation and maintenance costs
 - Annual costs
 - Pricing variables or options

Section 3: Enrollment System of Record

Provide information regarding enhanced electronic system of record with integrative capabilities of processing qualified health plans as well as existing public programs unique to the State of Minnesota.

- A. Demonstrate utilization of system in at least one other state-based health insurance marketplace, or similar model.
- B. Demonstrate how its system would integrate with qualified health plans as well as existing public programs unique to the State of Minnesota with minimal disruptions to the current METS IT buildout.
- C. Demonstrate how its system maintains accurate and up to-date enrollment records, importing and exporting carrier enrollment transaction files, and access for call center staff to view consumer records.
- D. Provide MNsure access to a functional version of its tool to allow MNsure to conduct hands-on use of this version of its tools. Access to the tools can include, but is not limited to, the following methods:
 - Web link to publicly available tools with test data
 - Web link to publicly available tools currently in use with “live” data
 - Web link to privately accessible tools in a testing environment or other similar environment
- E. Submit a cost estimate that is specific and addresses (as applicable), but is not limited to, the following points:
 - Onetime or ongoing implementation and maintenance costs
 - Annual costs
 - Pricing variables or options

Section 4: Enrollment Decision Support Tools

Provide information regarding existing tool that would enhance the application and enrollment decision processes.

- A. Demonstrate utilization of existing tool in at least one other state-based health insurance marketplace, or similar model.
- B. Provide detailed information on its process and methodology for populating and maintaining any decision support tools proposed to MNsure related to the online application process as well as the integration into the METS IT system.
- C. Demonstrate how its system would integrate with qualified health plans as well as existing public programs unique to the State of Minnesota with minimal disruptions to the current METS IT buildout.
- D. Demonstrate how its system integrates with consumer shopping and electronic system of record modules/systems.
- E. Provide MNsure access to a functional version of its tool to allow MNsure to conduct hands-on use of this version of its tools. Access to the tools can include (as applicable), but is not limited to, the following methods:
 - Web link to publicly available tools with test data
 - Web link to publicly available tools currently in use with “live” data
 - Web link to privately accessible tools in a testing environment or other similar environment
- F. Submit a cost estimate that is specific and addresses (as applicable), but is not limited to, the following points:
 - Onetime or ongoing implementation and maintenance costs
 - Annual costs
 - Pricing variables or options

Section 5: Small Business Health Options Program (SHOP)

Provide information regarding existing easy-to-use shopping tool(s) for small businesses seeking to purchase qualified small group health plans for their employees via the MNsure website.

- A. Demonstrate utilization of existing tool in at least one other state-based health insurance marketplace, or similar model.
- B. Explain how to make tool easily accessible to users from MNsure.org website.
- C. Provide criteria for user-specific data input as needed to support Responder methodology and integrate into current IT buildout.
- D. Explain how to develop and work with MNsure on a landing page to aid the seamless transition from the MNsure site to online decision support tools.
- E. Provide detail on its process and methodology for populating and maintaining any decision support tools related to the consumer shopping experience.
- F. Demonstrate and explain how the tool provides small business “self-service” options including but not limited to ease of shopping, election confirmations, etc.
- G. Provide MNsure access to a functional version of its tool to allow MNsure to conduct hands-on use of this version of its tools. Access to the tools can include, but is not limited to, the following methods:
 - Web link to publicly available tools with test data
 - Web link to publicly available tools currently in use with “live” data
 - Web link to privately accessible tools in a testing environment or other similar environment
- H. Submit a cost estimate that is specific and addresses (as applicable), but is not limited to, the following points:
 - Onetime or ongoing implementation and maintenance costs
 - Annual costs
 - Pricing variables or options

RFI Schedule and Question and Proposal Submission Information

RFP Schedule

Request for Information (RFI) issued	Monday, August 22, 2016
Deadline for submission of questions (via e-mail only)	Tuesday, September 6, 2016
Questions and answers posted on MNsure website	Friday, September 16, 2016
Deadline for submission of information	Friday, September 23, 2016
Review of submitted information	Monday, September 26–Friday, September 30, 2016
Optional responder presentations	TBD

Questions

All questions must be submitted via e-mail no later than 5 p.m. Central Time on **Tuesday, September 6, 2016**, to Marcus Schmit, director of legislative relations and community partnerships, at:

Email Address: marcus.schmit@state.mn.us
Email Subject Line: MNsure RFI

Process for the Submission of Information

Information must be submitted in portable document format (PDF) and sent directly to the following recipient:

Marcus Schmit, director of legislative relations and community partnerships, MNsure
Email Address: marcus.schmit@state.mn.us
Email Subject Line: MNsure RFI

All information must be received by MNSure **no later than 5 p.m. Central Time on Friday, September 23, 2016.**

Notes

1. MNSure reserves the right to request a scheduled presentation from Responders based on the information submitted. Responders may be contacted to schedule a time for the presentation.
2. This RFI is issued solely for information and planning purposes and does not constitute a solicitation. Nothing in this RFI shall be interpreted as a commitment by MNSure to enter into a contract with any Responder or to make any procurement. MNSure may decide to further pursue one or more solutions by methods including, but not limited to: solicit further information from one or more potential Responders; issue a Request for Proposal (“RFP”), Request for Bid (“RFB”), or take no action at all, as a result of the information gathered. MNSure reserves the right to evaluate, use and determine, in its discretion, whether any aspect of the Responder’s information satisfies the purpose and intent of the RFI.
3. MNSure reserves the right to accept or reject late responses. MNSure reserves the right to cancel or amend this RFI at any time and will notify all Responders accordingly.
4. All materials submitted in response to this RFI will become property of MNSure and will become public record in accordance with Minnesota Statutes, Chapter 13. If Responder submits information in response to this RFI that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minnesota Statute § 13.37, the Responder must:
 - clearly mark all trade secret materials in its response at the time the response is submitted,
 - include a statement with its response justifying the trade secret designation for each item, and
 - defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless MNSure, its agents and employees, from any judgments or damages awarded against MNSure in favor of the party requesting the materials, and any and all costs connected with that defense.

In submitting a response to this RFI, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State. MNSure will not consider the prices submitted by the Responder to be proprietary or trade secret materials.
5. In submitting a response, Responders agree that any cost incurred in responding to this RFI shall be the sole responsibility of the Responder. MNSure shall not be held responsible for any costs incurred by Responders in preparing their respective responses to the RFI.