

6. Response to Section 6: Evaluation Process

The Scope of Services, Offeror Qualifications, and Cost Proposal will be evaluated based on the criteria set forth below.

Optum has read, understands, and will comply with each requirement in this section.

6.1 BASIS OF EVALUATION

The evaluator/evaluation committee will review and evaluate the offers according to the following criteria based on a total number of 5,000 points.

The ability to meet the Detailed Scope of Work, Company Profile and Experience, Resumes, Product Demonstration and Site Visit portions of the proposal will be evaluated based on Section 6.1.1 Scoring Guide below. References, Financial Stability and Service Organization's Internal Control Assessment portions of the proposal will be evaluated on a pass/fail basis, with any Offeror receiving a "fail" eliminated from further consideration. Compliance with Executive Order will be assigned 5% of the available points. The basis of evaluation will be a multi-step process as outlined below:

Step 1: Technical Proposal will be evaluated first. Proposals receiving at least 70% of possible points for the technical proposal will move to Step 2. Proposals failing to obtain 70% of possible points will be eliminated from further consideration. Compliance with Executive Order 12-2016 will be awarded 5% of the available points.

Step 2: Product Demonstrations will be scheduled for all offerors who received the minimum required score in Step 1. Product demonstrations receiving evaluation scores of 70% or better will move to Step 3. Proposals failing to meet the 70% threshold will be eliminated from further consideration.

Step 3: Cost Proposals will be evaluated for all proposals still in contention after Step 2. The cost proposals will be scored in order to establish a total score for each qualifying Offeror. Each Offeror that meets the 70% threshold for Step 2 and submits a complete cost proposal will be qualified to enter into a Master Agreement. Multiple qualified offerors are expected to receive Master Agreements. Signing a Master Agreement does not necessarily result in a participating addendum with a state. Any Offeror who has a signed Master Agreement may be selected by Participating State based on the solution that is the best fit and value for the participating state.

Lowest overall cost receives the maximum allotted points. All other proposals receive a percentage of the points available based on their cost relationship to the lowest.

Example: Total possible points for cost are 1000. Offeror A's cost is \$20,000. Offeror B's cost is \$30,000. Offeror A would receive 1000 points. Offeror B would receive 670 points ($(\$20,000/\$30,000) = 67\% \times 1000 \text{ points} = 670$).

Lowest Responsive

Offer Total Cost

X Number of Available Points = Award Points

Offeror's Total Cost

Optum has read, understands, and will comply with each requirement in this section.

6.1.1 Scoring Guide

In awarding points to the evaluation criteria in Steps 1-3, the evaluator/evaluation committee will consider the following guidelines:

Superior Response (95-100%): A superior response is an exceptional reply that completely and comprehensively meets all of the requirements of the section. In addition, the response may cover areas not originally addressed within the RFP and/or include additional information and recommendations that would prove both valuable and beneficial to DPHHS.

Good Response (80-94%): A good response clearly meets all the requirements of the section and demonstrates in an unambiguous and concise manner a thorough knowledge and understanding of the project, with no deficiencies noted.

Fair Response (65-79%): A fair response minimally meets most requirements set forth in the section. The Offeror demonstrates some ability to comply with guidelines and requirements of the project, but knowledge of the subject matter is limited.

Failed Response (64% or less): A failed response does not meet the requirements set forth in the section. The Offeror has not demonstrated sufficient knowledge of the subject matter.

Optum has read, understands, and will comply with each requirement in this section.

6.2 EVALUATION CRITERIA

The evaluation criteria to score and weight the total number of 5,000 points can be found below for each of the following Base Provider Services, Option A Provider Services and Option B Provider Services. Offeror's must submit a proposal for the Base Provider Services module in order to submit proposals for Option A and/or Option B services. Offeror's proposing solutions for Base Provider Services are not required to propose solutions for Option A and/or Option B services. Offerors must meet the 70% threshold for Steps 1 and 2 and submit a complete cost proposal for Base Provider Services in order to be considered for Option A and/or Option B services. For the detailed list of scoring items, please see Attachment I, Provider Services Evaluation & Scoring.

Table 6.2 Base Provider Services Evaluation Criteria

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
	Step 1: Technical Proposal	40% for a possible 2,000 points	
3.10.1	Technical and Information Architecture		7%
3.10.2	Project Management and System Development		5%
3.10.3	Certification		1.5%
3.10.4	Operations, Maintenance & Configuration		1%
3.10.5	Key Personnel & Staffing		2%
3.10.6	Project Closeout and Turnover		0.5%
3.10.7	Project Deliverables and Documentation		1%
3.10.8	Performance Standards		Pass/Fail
3.10.9	Subcontractors		Pass/Fail
3.10.10	Provider Enrollment		5%
3.10.11	Provider Maintenance		5%

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
3.10.12	Self-Service Portal and Interactive Chat		3%
3.10.15	Reporting		1%
4.2.1	References		Pass/Fail
4.2.2	Company Profile & Experience		1%
4.2.3	Resumes		2%
4.2.4	Offeror Financial Stability		Pass/Fail
4.2.6	Certification of Compliance with Executive Order No. 12-2016 attachment.		5%
	Step 2: Product Demonstration/Question & Answer	40% for a possible 2,000 points	
4.2.5	Production Demonstration/Question & Answer		40%
	Step 3: Cost Proposal	20% for a possible 1,000 points	
5	Cost Proposal		20%
	Total	100%	

Table 6.2.1 represents the points needed to move on to each step of the evaluation process

Evaluation Step	Possible Points	Points Required to Move to Next Step in Evaluation Process
Step 1 - Technical Proposal	2000	1400
Step 2 - Production Demonstration/Interviews	2000	1400
Step 3 - Cost Proposal	1000	N/A

Optum has read, understands, and will comply with each requirement in this section.

6.2.2 Option A Provider Services Evaluation Criteria

The evaluation criteria to score and weight the total number of 5,000 points can be found below. For the detailed list of scoring items, please see Attachment I, Provider Services Evaluation & Scoring.

Table 6.2.2 Option A Provider Services Evaluation Criteria

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
	Step 1: Technical Proposal	40% for a possible 2,000 points	
3.10.13.1	Self-Service Member Eligibility Inquiry		4%
3.10.13.2	Self-Service Claim Status Inquiry		4%
3.10.13.3	Self Service Warrant and Remittance Advice Inquiry		4%
3.10.13.4	Claims Based Medical History		3%
3.10.13.5	View, Upload and Download HIPAA Compliant Healthcare Transactions		6%
3.10.13.6	Online Provider Appeal Request		3%
3.10.13.7	Self-Service PCCM Member Inquiry		4%
3.10.13.8	Online Claims Entry		4%
3.10.8	Performance Standards		Pass/Fail
3.10.9	Subcontractors		Pass/Fail
4.2.1	References		Pass/Fail
4.2.2	Company Profile & Experience		1%
4.2.3	Resumes		2%
4.2.4	Offeror Financial Stability		Pass/Fail
4.2.6	Certification of Compliance with Executive Order No. 12-2016 attachment		5%
	Step 2: Product Demonstration/Question & Answer	40% for a possible 2,000 points	
4.2.5	Production Demonstration/Question & Answer		40%
	Step 3: Cost Proposal	20% for a possible 1,000	

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
5	Cost Proposal		20%
	Total	100%	

Table 6.2.2.1 represents the points needed to move on to each step of the evaluation process

Evaluation Step	Possible Points	Points Required to Move to Next Step in Evaluation Process
Step 1 - Technical Proposal	2000	1400
Step 2 - Production Demonstration/Interviews	2000	1400
Step 3 - Cost Proposal	1000	N/A

Optum has read, understands, and will comply with each requirement in this section.

6.2.3 Option B Provider Services Evaluation Criteria

The evaluation criteria to score and weight the total number of 5,000 points can be found below. For the detailed list of scoring items, please see Attachment I, Provider Services Evaluation & Scoring.

Table 6.2.3 Option B Provider Services Evaluation Criteria

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
	Step 1: Technical Proposal	70% for a possible 3,500 points	
3.10.14.1	Conduct and Maintain Provider Site Visit		8%
3.10.14.2	Include Reference Documentation		7%
3.10.14.3	Customer Relationship Management(s) and Workflow		8%
3.10.14.4	Provider Call Center		7%
3.10.14.5	Interactive Voice Response System		7%
3.10.14.6	Staffing		7%
3.10.14.7	Collect and Enter State Auditor's Office Financial Information		8%
3.10.14.8	Option B Performance Standards		10%
3.10.9	Subcontractors		Pass/Fail
4.2.1	References		Pass/Fail

RFP Section	Evaluation Criteria Section	Section Weighting	Subsection Weighting
4.2.2	Company Profile & Experience		1%
4.2.3	Resumes		2%
4.2.4	Offeror Financial Stability		Pass/Fail
4.2.6	Certification of Compliance with Executive Order No. 12-2016 attachment		5%
	Step 2: Product Demonstration/Question & Answer	10% for a possible 500 points	
4.2.5	Production Demonstration/Question & Answer		10%
	Step 3: Cost Proposal	20% for a possible 1,000	
5	Cost Proposal		20%
	Total	100%	

Table 6.2.3.2 represents the points needed to move on to each step of the evaluation process

Evaluation Step	Possible Points	Points Required to Move to Next Step in Evaluation Process
Step 1 - Technical Proposal	3,500	2450
Step 2 - Production Demonstration/Interviews	500	350
Step 3 - Cost Proposal	1000	N/A

Optum has read, understands, and will comply with each requirement in this section.