



COMMONWEALTH of VIRGINIA
DEPARTMENT OF MEDICAL ASSISTANCE SERVICES

600 East Broad Street, Suite 1300
Richmond, VA 23219

September 17, 2020

Dear Prospective Respondent:

The Department of Medical Assistance Services (DMAS or the Department) is soliciting responses from organizations interested in providing input into DMAS' development of a Medicaid digital communication assessment.

This is not a formal solicitation, and the Department will not award a contract based on responses to this Request for Information (RFI 2021-02). The Department will use the responses to determine feasibility and potentially inform future strategies to improve agency communications across all audiences.

Organizations must check the eVA VBO at <http://www.eva.virginia.gov> for all official postings or notices regarding this RFI. The DMAS website will also post notices at http://www.dmas.virginia.gov/Content_pgs/rfp.aspx, but the eVA VBO is the official posting site. Organizations are requested not to call this office. Submit all issues and questions related to this RFI in writing via email to the contact information provided.

If your organization is interested in providing input, we invite you to submit a response to the Department no later than **5:00 PM, ET, on Tuesday, October 6, 2020**. Please address and submit your documents per the instructions in RFI 2021-02.

The Commonwealth will not pay any costs that any organization incurs in preparing a response and reserves the right to reject any and all responses received.

Thank you for your interest and assistance with this important topic.

Sincerely,

Christopher Banaszak
DMAS Procurement & Contract Officer

**REQUEST FOR INFORMATION
RFI 2021-02**

Issue Date: September 17, 2020

Title: Medicaid Digital Communications Assessment

Commodity Code(s): 91826, 91500

Please submit all inquiries in writing via email in MS Word Format to:

christina.nuckols@dmas.virginia.gov

Christina Nuckols

Department of Medical Assistance Services

600 East Broad Street, Suite 1300

Richmond, Virginia 23219

Deadline for submitting inquiries: **5:00 PM, ET, September 29, 2020**

Response Due Date: Responses will be accepted until **5:00 PM, ET, October 6, 2020**

Submission Method: Responses should be emailed to the RFI contact above.

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, §2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

Respondents to this Request for Information (RFI) are hereby notified that all information, documentation and any specific content or approaches included within RFI responses may be used in future solicitations. Organizations should not submit any proprietary, trade secret or confidential information in response to any aspect of this RFI. Organizations are responsible for ensuring they meet this requirement, and the Department will not be held responsible or liable for release of said material in response to subsequent FOIA requests.

Under no circumstances shall the Commonwealth, the Governor's Office, the Secretaries, or the Virginia Department of Medical Assistance Services be liable for, or reimburse, the costs incurred by respondents in preparing and submitting responses to this RFI.

VIRGINIA MEDICAID DIGITAL COMMUNICATIONS ASSESSMENT SERVICES

1.0 PURPOSE

This Request for Information (RFI) is not a formal solicitation and the Department will not award a contract based on responses to this RFI. This RFI is an initial, exploratory step by the agency to evaluate whether a digital communications assessment is needed and, if so, to determine the best structure and approach to develop a plan for communicating effectively with Medicaid members, potentially eligible individuals, providers, health advocates and other key stakeholders. Your response is not a commitment by your organization to provide the services as described, nor is it a commitment by the Department that any contracts resulting from subsequent RFPs issued by the Department will be awarded to your organization.

2.0 BACKGROUND

The Department employs a variety of digital communication platforms -- including multiple websites, social media accounts, web and smartphone applications, and email and text campaigns -- to engage with its priority audiences. New communications platforms are currently in various stages of planning or development. Medicaid members actively seek information from all of the agency's communications platforms, but member-centric communications are often fragmented, inconsistent, incomplete and difficult to navigate and understand. With the growth in Medicaid membership over the past year, agency leaders have identified member-focused innovations as a key priority, including communication improvements that enhance members' experience with the agency and its programs, and empower members to maximize the benefits they receive from their health coverage.

3.0 INFORMATION REQUEST

The goal of this RFI is to provide the Department with a better understanding of strategies, policies, tools, and trends that could support improvements to its existing digital communication portfolio in order to provide the right information to the right audiences in accessible formats that align in a coordinated communications framework. Responses to the RFI by respondents should include recommendations for developing a plan to better align the agency's communications platforms as well as identify opportunities to strengthen engagement with Medicaid members and other key stakeholder audiences. Responses should prioritize the needs of Medicaid members, with an emphasis on recommendations that support greater access to information that is accessible, compelling, consistent, clear and relevant.

The Department appreciates detailed information when applicable, but requests that responses be no more than 15 pages in length, not including appendices. At a minimum, DMAS would like for interested parties to present information on and provide written responses addressing all of the following:

A. TECHNICAL APPROACH

- a. Please describe the benefits of conducting a digital communication assessment and expected outcomes.
- b. Describe your approach in assessing the Medicaid digital communications network from both a quantitative and qualitative standpoint.
- c. Describe the necessary data your organization would recommend collecting prior to performing a digital assessment to ensure the success of the project. Describe optional data your organization would recommend collecting and the purpose that it would serve. Describe how this information would be used in your organization's analysis.
- d. Describe how your organization would evaluate the information needs of Medicaid members, providers, advocates and other stakeholder audiences and their current efforts to obtain that information.
- e. Identify best practices/strategies for improving digital content for Medicaid members and potentially eligible individuals, including information on eligibility and enrollment, health benefits, new programs, the application process and renewals, and the functions and value of managed care.
- f. Identify optimal strategies for providing clear, easily accessible information to diverse audiences with consideration to language, disabilities, regional needs, age and education.
- g. Identify best practices/strategies for improving digital content for providers, advocates and other stakeholders.
- h. Identify appropriate performance measures to evaluate what agency communications are working and which ones are failing to reach key audiences and support their information needs.
- i. Describe your organization's knowledge of and experience with federal laws pertaining to access as it pertains to the Americans with Disabilities Act, language access for individuals with limited English proficiency, and readability.
- j. Describe your organization's experience in navigating regulatory constraints such as those in the Health Insurance Portability and Accountability Act.

B. PROJECT MANAGEMENT

- a. Describe tasks, deliverables and a reasonable timeline to complete the assessment of all digital platforms.

- b. Describe your approach for implementation of the assessment, including whether you plan to employ a series of phased-in reports or a single set of recommendations at the completion of the assessment, and whether recommendations would be prioritized and organized into short- and long-term strategies.
- c. Describe your process, with particular focus on how decisions are documented and communicated to the Department.

C. SCOPE

- a. Describe the recommended scope of the assessment, including agency- and vendor-operated websites, email and text campaigns, internal and external newsletters and social media.
- b. Describe the research approach you believe would be most effective to achieve the agency's goals, including the use of one-on-one interviews, focus groups, surveys or other analysis.
- c. Describe your approach for incorporating managed care health plan communications platforms into your evaluation of agency-operated communications.
- d. Describe the extent to which you would recommend that a digital communications assessment address agency branding.
- e. Describe the extent to which a digital assessment should address structural and staffing issues and skill gaps related to communication functions.

D. CAPABILITIES

- a. Describe the level of knowledge and experience in administering digital communication assessments.
- b. Describe the level of knowledge and experience in administering digital communications assessments specifically to health organizations and state government agencies.
- c. Describe the ownership, size, types of services provided and location of the organization, and number of years in operation.
- d. Describe the products and other offerings of the business that you believe to be particularly relevant to this solicitation.

E. NECESSARY RESOURCES

- a. Describe key resources necessary to achieve the project objectives and what resources might your organization consider bringing to the project?

Note: *The furnishing of ideas, solutions or information by a vendor is considered a part of normal sales efforts. It neither entitles any vendor to preferential treatment nor should it lead a vendor to believe it will subsequently be selected for award of any future DMAS procurements and/or contracts. Participation in this RFI is voluntary, and future solicitation scoring matrices will not give preference to vendors who participate.*

F. KEY RESPONSE REQUIREMENTS

- a. **Important Dates:** Below are key dates for vendors to submit questions and responses.

Deadline for Submitting Questions: 5:00 PM, ET, September 29, 2020.

Deadline for Submitting Responses: 5:00 PM, ET, October 6, 2020.

- b. **RFI Contact:** The principal point of contact for this RFI at DMAS shall be:

Christina Nuckols
Department of Medical Assistance Services
600 East Broad Street, Suite 1300
Richmond, Virginia 23219
Email: christina.nuckols@dmas.virginia.gov

Please direct all communications with DMAS regarding this RFI to the principal point of contact. Submit all RFI content-related questions in writing via email to the principal point of contact.

- c. **Length of Response:** Responses should be no more than 15 pages, excluding appendices. The Department may review linked resources beyond the page limits; however, limiting the number of additional linked references would be appreciated.
- d. **Format and Number of Copies:** The responder shall email to the RFI contact listed above one copy in MS Word or a compatible format and one electronic copy in PDF by the response date and time specified in this RFI.
- e. **Proprietary/Trade Secret/Confidential Information:** All data, materials and documentation originated and prepared for the Department pursuant to this RFI belong exclusively to the Department and shall be subject to public inspection in accordance with the Virginia Freedom of Information Act (FOIA) (Va. Code § 2.2- 3700, *et seq.*). ***Therefore, an organization should not submit any proprietary, trade secret or confidential information in its response to any aspect of this RFI. Organizations are responsible for ensuring this requirement is met, and the Department will not be held responsible or liable for release of said material in response to subsequent FOIA***

requests.

- f. **Demonstrations:** After receipt and review of responses, the Department may elect to schedule demonstrations/presentations with selected or all Respondents. If elected, additional guidance and instruction will be provided to Respondents who have submitted a response to the solicitation”

Organizations should check the eVA VBO at <http://www.eva.virginia.gov> for all official postings of addendums or notices regarding this RFI. DMAS also intends to post such notices on the DMAS website at http://www.dmas.virginia.gov/Content_pgs/rfp.aspx, but the eVA VBO is the official posting site that organizations should monitor.