



Provider Search Procurement (VOTE)

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Product Implementation Manager

Board of Directors Meeting, July 9, 2015

Overview & Background



Today we are recommending the Board vote to enter into a contract with Consumers' Checkbook, a vendor selected by Health Connector staff to implement and support a provider search tool for an initial term of three (3) years at an estimated budget, a portion of which is eligible for federal grant funds, of \$630K.

- As you know, provider (Primary Care Physician (PCP), specialists, hospitals) availability is one of the primary decision drivers for health insurance shoppers with a usual source of care
- Prior to the Affordable Care Act implementation, the Health Connector offered a provider search tool to shoppers which allowed them to search for and filter plans by providers within the shopping experience
- The current Health Connector website does not offer a provider search function, requiring users to visit each Issuer's website to determine if a particular provider is offered within one of their plans' networks
- As a result, shoppers looking to obtain information about provider networks are faced with a disjointed experience where they cannot easily compare information among plans

Request for Proposals (RFP) Process

– Overview



Health Connector staff engaged in an aggressive timeline in search of potential vendors to launch a provider search tool in time for Open Enrollment 2016.

June 5, 2015	Request for Proposals (RFP) issued to procure a provider search vendor
June 12, 2015	Bidders questions due
June 16, 2015	Health Connector responses to bidders questions submitted
June 26, 2015	Proposals received from three (3) bidders
June 29, 2015- June 30, 2015	Procurement Management Team (PMT) reviewed and scored written proposals
July 1, 2015	Oral presentations offered by all three (3) bidders and scored by PMT
July 2, 2015	PMT selected Consumers' Checkbook as the bidder to be recommended to the Health Connector Board for consideration

RFP Process – Scoring



	Possible Points	Consumers' Checkbook	Bidder 2	Bidder 3
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

RFP Process – Recommended Bidder (Consumers’ Checkbook)



- A non-profit organization founded in 1974, Consumers’ Checkbook is nationally recognized for their work in understanding consumer behavior and needs in the health care field – this experience has been applied to the user experience for their provider search tools
- Consumers’ Checkbook has implemented multi-carrier provider search tools for several other exchanges, including the state exchanges for Illinois, Washington D.C., Nevada and CaliforniaCHOICE, a private exchange
- Through their written response and oral presentation, Consumers’ Checkbook was able to demonstrate their ability to meet the Health Connector’s implementation and ongoing support requirements
- Consumers’ Checkbook was also the lowest cost bidder overall, and by a significant margin in terms of implementation costs
- Consumers’ Checkbook’s combination of experience in delivering user-friendly provider search products and their competitive pricing led the PMT to conclude that they will provide the best value for the Health Connector’s needs

Requested Services – Provider Data



- Consumers' Checkbook will aggregate provider network data from each Qualified Health Plan (QHP) offered by the Health Connector
- As data is initially loaded, and subsequent updates occur, Consumers' Checkbook will cleanse the data in order to eliminate inaccuracies and irregularities, and eliminate duplicate provider records
 - Consumers' Checkbook's data management is further enhanced by their ability to 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 information
- Consumers' Checkbook will be responsible for intaking and uploading update files no less often than monthly for each QHP Issuer
- Provider data available at launch will include physicians holding an M.D. or D.O. and acute care hospitals
 - The Health Connector will work with Consumers' Checkbook to include Community Health Center data for launch or shortly thereafter

Requested Services – Provider Search Tool (Short Term)



- The Health Connector will work with Consumers' Checkbook to stand up a short term, standalone provider search tool that consumers will be able to use for 2016 Open Enrollment
- Users will be able to access the provider search tool through hyperlinks made available on informational and shopping pages on the Health Connector website
- The tool will allow users to search for providers and determine which QHPs include those providers within their network
- In order to meet the tight implementation timeline, we are recommending that Consumers' Checkbook make limited modifications to the user interface of their existing provider search tools
 - The focus of this customization will be adjusting the “look and feel” of the tool to mirror that of the Health Connector website

Provider Search Tool Mock-Up – Search Results



Filter Your Search Results

Last Name

Zip

Distance

Specialty

Gender

Insurance Company

Plans

Languages Spoken

 Accepting New patients

13 Doctors Found.

Click checkboxes to compare

Sort By:



Brown, Teri G

300 Cambridge St
Boston, MA 02108
P: (617) 555-1234

1.0 mi [View Map](#)

Specialties:

- Pediatrics

Doctor Accepts these Plans:

Insurance Company	Plan Name	Accepting New Patients?
Carrier A	(Click to hide plans)	
Carrier A	Carrier A Silver \$20 Copay	Yes
Carrier A	Carrier A \$500 Deductible	Yes
Carrier A	Carrier A \$10 Copay 1000	Yes



Brown, Anna T

123 Furnace Brook Pkwy
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8.0 mi [View Map](#)

Specialties:

- Pediatric Critical Care

Doctor Accepts these Plans:

Insurance Company	Plan Name	Accepting New Patients?
Carrier A	(Click to show all 6 plans)	(Click to display)
Carrier B	(Click to show all 15 plans)	(Click to display)

Provider Search Tool Mock-Up – Compare Providers



Doctors Search > Compare Doctors

[Return to Search](#)

[Print](#)

Name	Caldera, Ricardo G	Tate, Kandie Stovall	Martin, Laura M
Degree	MD	MD	MD
Locations	<p>300 Boardman St Norfolk, MA 02056 P: (508) 555-3456</p> <p>0.4 mi View Map</p> <p>900 North St Wrentham, MA 02093 P: (508) 555-1234</p> <p>1.3 mi View Map</p>	<p>7000 Washington St Norwood, MA 02062 P: (781) 555-9515</p> <p>0.4 mi View Map</p> <p>5000 W Central St Franklin, MA 02038 P: (508) 555-3219</p> <p>0.7 mi View Map</p>	<p>300 Boardman St Norfolk, MA 02056 P: (508) 555-3456</p> <p>0.4 mi View Map</p>
Specialties	Internal Medicine	Family Practice	Family Practice
Gender	Male	Female	Female
Hospital Affiliations	<ul style="list-style-type: none"> Norwood Hospital 	<ul style="list-style-type: none"> Faulkner Hospital 	<ul style="list-style-type: none"> Norwood Hospital
Plans Accepted	<p>Carrier A</p> <ul style="list-style-type: none"> Carrier A Plantimum B \$0 Carrier A Gold \$0 Carrier A Silver \$500 Carrier A Silver \$1000 Carrier A Silver \$1500 	<p>Carrier A</p> <ul style="list-style-type: none"> Carrier A Plantimum B \$0 Carrier A Gold \$0 Carrier A Silver \$500 Carrier A Silver \$1000 Carrier A Silver \$1500 	<p>Carrier A</p> <ul style="list-style-type: none"> Carrier A Plantimum B \$0 Carrier A Gold \$0 Carrier A Silver \$500 Carrier A Silver \$1000 Carrier A Silver \$1500

For Illustrative Purposes Only

Requested Services – Provider Search Tool (Longer Term)



- Following the implementation of the short-term solution, the Health Connector will work with Consumers' Checkbook, Optum and hCentive to deliver an integrated provider search solution which will:
 - Allow users to filter QHPs in the shopping experience based on inclusivity of one or more providers within the network of QHPs
 - Incorporate the provider search tool as part of an envisioned decision support tool
- The Connector will coordinate between Consumers' Checkbook, Optum and hCentive to determine when the integrated solution implementation can be supported from a development and testing resource perspective
- We may consider expanding the tool for Qualified Dental Plans (QDPs) at that time, in addition to further integrating the tool in the QHP shopping experience

Contract Details

- Duration: July 2015 through June 30, 2018, with three optional one-year extensions
- Total Estimated Budget for initial term: \$630,000
 - Includes initial estimated implementation (Short Term Solution) costs at \$30,000

Item	Cost
Short Term Solution Implementation	\$30,000
Longer Term Solution Implementation	\$20,000
Year 1 Ongoing Support (Fixed and Variable Costs)	\$193,200
Year 2 Ongoing Support (Fixed and Variable Costs)	\$193,200
Year 3 Ongoing Support (Fixed and Variable Costs)	\$193,200
Total Estimated Costs	\$629,600

- Additional costs may be included for ad hoc service requests, higher-than-projected users, and add ons, such as QDP provider search
- Scope of Work and Services
 - Data aggregation and cleansing of provider information for all QHP carriers, including regularly scheduled updates to data (no less than monthly)
 - Implementation of short and longer term provider search tool solution

VOTE



Health Connector staff recommend 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.