

**RFP No. 17145
 Delivery System Reform Incentive Payment (DSRIP)
 Medicaid Market Research Program
 Amendment II
 June 2, 2017**

This Amendment II replaces the CALENDAR OF EVENTS posted in Amendment I as follows:

Amendment I:

RFP #17145 – DSRIP MEDICAID MARKET RESEARCH PROGRAM	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Proposals	April 7, 2017
Deadline for Submission of Written Questions	April 20, 2017 by 3:00 p.m. ET
Responses to Written Questions	On or About May 25, 2017
Deadline for Submission of Proposals	On or Before June 23, 2017 by 3:00 p.m. ET
<i>Anticipated</i> Contract Start Date	November 1, 2017

Revised Language:

RFP #17145 – DSRIP MEDICAID MARKET RESEARCH PROGRAM	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Proposals	April 7, 2017
Deadline for Submission of Written Questions	April 20, 2017 by 3:00 p.m. ET
Responses to Written Questions	On or About June 2, 2017
Deadline for Submission of Proposals	On or Before June 30, 2017 by 3:00 p.m. ET
<i>Anticipated</i> Contract Start Date	November 1, 2017

Section 4.1: Tasks/Deliverables, Subsection A. Submission and Approval of the “Market Research and Field Testing” Project Plan, Subsection 2. (Page 6 of the RFP) is revised as follows:

Original Language:

2. Strategy for recruiting participants for Medicaid/uninsured focus groups:

For twenty-five (25) of the twenty-eight (28) focus groups, the participants should include Medicaid members and uninsured persons in the community that demonstrate cultural diversity and are multilingual with various levels of health literacy (see Section 4.B.1 for a description of required numbers, groups and locations). This audience will be the prime focus of the research, prospective messaging and education campaign. The Project Plan shall provide a description of how the bidder will recruit participants and how they will organize these groups specifically for this program. This should also include any plan for incentives to be given to participants and a plan for participant replacement if any participants drop out.

Revised Language:

2. Strategy for recruiting participants for Medicaid/uninsured focus groups:

For twenty-five (25) of the twenty-eight (28) focus groups, the participants should include Medicaid members and uninsured persons in the community that demonstrate cultural diversity and are multilingual with various levels of health literacy (see Section 4.B.1 for a description of required numbers, groups and locations). This audience will be the prime focus of the research, prospective messaging and education campaign. The Project Plan shall provide a description of how the bidder will recruit Medicaid and/or uninsured (uninsured are defined as individuals identifiable as low-income through some other proxy (e.g. SNAP, TANF) participants and how they will organize these groups specifically for this program. This should also include any plan for incentives to be given to participants and a plan for participant replacement if any participants drop out.

Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups, Subsection 2. (Page 8 of the RFP) is revised as follows:

Original Language:

2. Development of Focus Group Protocol and Discussion Outline

- i. For each focus group band, the Contractor will develop and organize a moderator guide of participant questions, talking points and focus group event flow, to determine what and how participants think, their perceptions and preferences regarding the probes and wrap up consensus. The DOH will assist in assessing the moderator guide and participant questions prior to the start of the non-stakeholder bands of focus groups.
- ii. Participants' personal health information shared must be protected during and destroyed upon conclusion of the project. Contractor shall also present the method in which they will manage, de-identify, secure and destroy this information during the life of the contract. Upon destruction of such information, the Contractor shall provide a written affirmation to the Department. The Department reserves the right to inspect the Contractor's premises to ensure proper protection and destruction of such information.
- iii. Contractor will not at any time record or copy any personal information such as Medicaid ID numbers or addresses and shall not submit any personally identifying information to DOH, either in transcripts or reports.

Revised Language:

2. Development of Focus Group Protocol and Discussion Outline

- i. The Contractor will develop and organize a moderator guide of participant questions, talking points and focus group event flow, to determine what and how participants think, their perceptions and preferences regarding the probes and wrap up consensus.

The initial moderator guide with up to 10 open-ended participant questions will be used in the stakeholder focus groups and the stakeholders will provide feedback based on their knowledge and expertise of the Medicaid/uninsured populations in New York State.

After the stakeholder focus groups, the contractor may make modifications to the moderator guide and participant questions and then, with DOH approval, use the revised moderator guide and participant questions for the non-stakeholder bands of focus groups.

- ii. Participants' personal health information shared must be protected during and destroyed upon conclusion of the project. Contractor shall also present the method in which they will manage, de-identify, secure and destroy this information during the life of the contract. Upon destruction of such information, the Contractor shall provide a written affirmation to the Department. The Department reserves the right to inspect the Contractor's premises to ensure proper protection and destruction of such information.
- iii. Contractor will not at any time record or copy any personal information such as Medicaid ID numbers or addresses and shall not submit any personally identifying information to DOH, either in transcripts or reports.

Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups, Subsection 3. (Page 8 of the RFP) is revised as follows:

Original Language:

3. Focus Group Implementation

For each Focus Group, the Contractor shall:

- i. Research and prepare moderator guides and testing methods in coordination with DOH;
- ii. Confirm expected outcomes, scheduling, and project coordination with DOH;
- iii. Find and rent, if necessary, the locations at which focus groups will be held and finalize with DOH. The rental of any meeting space is not separately reimbursable and should be included in overall cost estimates for conducting focus groups. Conference style settings should be considered the best option. All meeting locations should be Americans with Disabilities Act (ADA) accessible and, where possible, easily accessible to public transportation;
- iv. Conduct the groups;
- v. Provide refreshments;
- vi. Record group sessions and provide transcripts, without identifying information, to DOH; and
- vii. At the conclusion of this project, destroy all recorded group sessions and transcripts.

Revised Language:

3. Focus Group Implementation

For each Focus Group, the Contractor shall:

- i. Research and prepare moderator guides and testing methods in coordination with DOH;
- ii. Confirm expected outcomes, scheduling, and project coordination with DOH;
- iii. Find and rent, if necessary, the locations at which focus groups will be held and finalize with DOH. The rental of any meeting space is not separately reimbursable and should be included in overall

- cost estimates for conducting focus groups. Conference style settings should be considered the best option. All meeting locations should be Americans with Disabilities Act (ADA) accessible and, where possible, easily accessible to public transportation;
- iv. Conduct all the groups in person;
 - v. Provide refreshments;
 - vi. Record group sessions and provide transcripts, without identifying information, to DOH; and
 - vii. At the conclusion of this project, destroy all recorded group sessions and transcripts.

The Department reserves the right to observe, in person, any focus group session

Section 4.1: Tasks/Deliverables, Subsection B. Conducting Focus Groups, Subsection 4 (Page 9) of the RFP is revised as follows:

Original Language:

4. Participant Incentivization

- i. For each of the twenty-five (25) Medicaid recipient/uninsured Focus Groups, the Contractor may provide participants with an incentive such as coffee shop gift cards or public transportation cards as appropriate, for up to \$10 per participant.
NOTE: Incentives may not be used to purchase alcohol, lottery tickets or cigarettes.
- ii. The Contractor shall also provide light refreshment fare (e.g., water, vegetable or fruit platters, etc.) during the focus group to incentivize participation.
- iii. The above-mentioned incentives are to be invoiced and reimbursed separately from the overall focus group rate.

Revised Language:

4. Participant Incentivization

- i. For each of the twenty-five (25) Medicaid recipient/uninsured Focus Groups, the Contractor may provide participants with an incentive such as coffee shop gift cards or public transportation cards as appropriate, in the following amounts:
 - a. Participants in the ten (10) New York City (i.e., five boroughs) focus groups may receive incentives of up to \$75 each.
 - b. Participants in the four (4) Long Island and eleven (11) Rest of State focus groups may receive incentives of up to \$50 each.**NOTE: Incentives may not be used to purchase alcohol, lottery tickets or cigarettes.**
- ii. The Contractor shall provide light refreshment fare (e.g., water, vegetable or fruit platters, etc.) during the focus group, for a cost not to exceed \$75 per focus group session, to incentivize participation.
- iii. The above-mentioned incentives and refreshment costs are to be invoiced and reimbursed separately from the overall focus group rate at actual costs incurred. Please see section 5.4: Payment.

Section 4.1: Tasks/Deliverables, Subsection C. Educational Campaign Message Field Testing, Subsection 3 (Pages 9-10) of the RFP is revised as follows:

Original Language:

3. The Contractor will develop one message and present it in several different styles (e.g., different font, colors, etc.) to determine which the individual can relate with most. The message should also be available in several languages. All messages will be reviewed and approved by the DOH prior to testing commencement.

Revised Language:

3. The Contractor will develop three (3) to five (5) messages and present them in several different styles (e.g., different font, colors, etc.) to determine which the individual can relate with most. The messages should also be available in the Message Field Testing participant's preferred language. All messages will be reviewed and approved by the DOH prior to testing commencement.

Section 4.2 Staffing Requirements (page 10) of the RFP is revised as follows:

Original Language:

- A. The Contractor must hire and retain enough staff with the experience and expertise to fulfill the deliverables as described in RFP Section 4.1.
- B. The Contractor must provide at least two (2) Focus Group Facilitators/Moderators for each Focus Group who can speak the languages of any groups conducted, as detailed in Section 4.1.B.

Revised Language:

- A. The Contractor must hire and retain enough staff with the experience and expertise to fulfill the deliverables as described in RFP Section 4.1.
- B. The Contractor must provide one (1) Focus Group Moderator and one additional staff person for note taking, logistics, etc., at each Focus Group session. At least the moderator at that session, but preferably both individuals, must speak the language(s) represented in the group session being conducted, as detailed in Section 4.1.B.

The Focus Group moderator must possess the following experience:

- a. At least two (2) years' experience working with underserved populations such as low income, uninsured and/or Medicaid members in NYS or other states similar in population size and demographics

In addition to above, the moderator must possess the following experience:

- a. **For Stakeholder focus group sessions:** College educated and professionally trained with at least three (3) years' experience moderating/conducting focus groups.
- b. **For Medicaid/uninsured focus group sessions:** At least three (3) years' experience moderating/conducting focus groups.

Section 5.4: Payment (Pages 12-13) of the RFP is revised as follows:

Original Language:

Payment of such invoices and/or vouchers by the State (NYS Department of Health) shall be made in accordance with Article XI-A of the New York State Finance Law. Payments will be made upon successful completion of deliverables as outlined in section 4.4: Deliverable Schedule, based on the Milestone Unit

Prices in the Selected Bidder's Attachment C: Cost Proposal and compliance of all reporting requirements. Payment for Participant Incentives will be reimbursed separately at actual cost incurred not to exceed \$10 per incentive.

Revised Language:

Payment of such invoices and/or vouchers by the State (NYS Department of Health) shall be made in accordance with Article XI-A of the New York State Finance Law. Payments will be made upon successful completion of deliverables as outlined in section 4.4: Deliverable Schedule, based on the Milestone Unit Prices in the Selected Bidder's Attachment C: Cost Proposal and compliance of all reporting requirements.

Payment for Participant Incentives will be reimbursed separately at actual cost incurred not to exceed \$50 per incentive for focus groups conducted in the four (4) Long Island and eleven (11) Rest of State sessions, and not exceed \$75 per incentive for the ten (10) New York City focus groups sessions conducted.

Payment for the light refreshment fare incentives (e.g., water, vegetable or fruit platters, etc.) will be reimbursed separately at actual cost incurred. The light refreshment fare shall not to exceed \$75 per focus group for each session.

Section 6.2: Technical Proposal, Subsection D.2.e (page 22) of the RFP is revised as follows:

Original Language:

- e. Describe the bidder's ability to provide at least two (2) Focus Group Facilitators/Moderators for each Focus Group who can speak the languages of any focus groups conducted, as detailed in Section 4.1.B.

Revised Language:

- e. Describe the bidder's ability to provide one (1) Focus Group Moderator and one additional staff person for note taking, logistics, etc., for each Focus Group. as detailed in Section 4.1.B.

Section 6.2: Technical Proposal, Subsection D.4.b (page 24) of the RFP

Original Language:

- b. Provide a sample reporting format in outline form for each of the reports required in Section 4.1.D.

Revised Language:

- b. Provide a sample reporting format in outline form for each of the reports required in Section 4.1: Tasks/Deliverables.

Section 6.3: Cost Proposal (Page 24, paragraph 3) of the RFP:

Original Language:

Costs related to Participant Incentives are not to be included in the deliverable milestone unit prices. Incentives will be reimbursed separately at actual cost incurred not to exceed \$10 per incentive. See section 5.4 – Payment.

Revised Language:

Costs related to Participant Incentives are not to be included in the deliverable milestone unit prices. Participant Incentives will be reimbursed separately, at actual cost incurred, not to exceed \$50 per incentive for focus groups conducted in the four (4) Long Island and eleven (11) Rest of State focus group sessions, and not to exceed \$75 per incentive for the ten (10) New York City focus groups sessions conducted.

The light refreshment fare incentives (e.g., water, vegetable or fruit platters, etc.) will be reimbursed separately at actual cost incurred. The light refreshment fare shall not to exceed \$75 per focus group session.

Cost Proposal Form Attachment C (Page 32) of the RFP is replaced in its entirety with the following:

(Area intentionally left blank. Please see next page.)

**ATTACHMENT C - Revised
COST PROPOSAL**

Bidders Name: _____

The Focus Group and Educational Campaign Message Field Testing Bid Prices include all costs associated with the implementing these sections of the contract including, but not limited to:

- Personnel costs associated with development of the research plan (including development of moderator guide and questions), participant recruitment, focus group delivery, test message development, preliminary report writing and final report writing;
- Non-personnel costs associated with the deliverables above, including space rental, contractor personnel travel, subcontracting, operating expenses and administrative overhead;

Costs not to be included in the milestone prices bid below are:

- Participant incentives, which will be reimbursed separately at actual cost incurred, not to exceed \$50 per participant for the four (4) Long Island and eleven (11) Rest of State focus group sessions and \$75 per participant for the ten (10) New York City focus groups sessions and.
- Light refreshment fare, which will be reimbursed separately at actual cost incurred, not to exceed \$75 per focus group session.

Cost Proposal Instructions:

For each Deliverable/ Milestone (A), include an all-inclusive Milestone Price per unit in Column C.

A. Deliverable / Milestone	B. Milestone Quantity in Units	C. Price per Milestone Unit
Market Research and Field Testing Project Plan	1	
Band 1: Three (3) Stakeholder Focus Groups conducted and report submitted to DOH	3	
Band 1 Report	1	
Band 2: Five (5) Medicaid Recipient/Uninsured Focus Groups conducted and report submitted to DOH	5	
Band 2 Report	1	
Band 3: Ten (10) Medicaid Recipient/Uninsured Focus Groups conducted and report submitted to DOH	10	
Band 3 Report	1	
Band 4: Ten (10) Medicaid Recipient/Uninsured Focus Groups conducted and report submitted to DOH	10	
Band 4 Report	1	
Educational Campaign Message Field Testing	1	
Final Report submitted with recommendations for conducting the DSRIP Program Education Campaign and approved by DOH	1	

Signature: _____

Title: _____ Date: _____