**Appendix 1**

**Specifications – General**

**Applies to RFP ETB0047, ETB0048 and ETB0049**

**The following, general specifications apply to all three RFPs and are Mandatory for all Proposers except where noted. Failure to comply with one or more of the specifications herein may disqualify a Proposer. See Appendix 6 – Performance Standards and Penalties for penalties associated with the requirements below.**

# Program Specifications – General

**Applies to all RFPs: ETB0047, ETB0048 and ETB0049 except where noted**

## Implementation

1. No later than ten (10) Business Days after the Contract is executed, the Contractor will provide an updated implementation plan and implementation timeline to the Department Program Manager. Contractor’s implementation plan must be accompanied by an updated Form C-Subcontractor Information for Department’s review that identifies all of the Contractor’s proposed Subcontractors who will be used in fulfillment of the Contract, including a detailed description of their participation.
2. The Department requires the Contractor to have an implementation manager and implementation team available to manage the project from the Contract start date until all implementation tasks are complete, as determined by the Department, and all remaining responsibilities are transferred over to the Contractor’s lead account manager and account management team. The Contractor’s implementation manager must be available Monday through Friday from 8:00 a.m. to 4:30 p.m. CST/CDT to assist Department staff. Contractor will provide the Department with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned hours. The Contractor will continuously assess the implementation process to ensure a smooth and successful implementation. The Contractor’s lead account manager who will be responsible for the Contract must be an active member of Contractor’s implementation team.
3. The Contractor must conduct status meetings with the Department concerning project development, project implementation and Contractor performance at least twice a week during implementation and for the first two to three (2-3) months following the Program launch, unless otherwise approved by the Department in writing. Meetings may be in person or by teleconference, as determined by the Department.
4. Prior to the Program launch date of January 1, 2024, the Contractor’s implementation manager/implementation team will perform/manage the following activities, including but not limited to:
5. Within ten (10) Business Days of the date the Contract is executed, the Contractor will submit the “Annual Promotion and Communication Plan” to the Department Program Manager for review and approval;
6. Within thirty (30) Calendar Days of the date the Contract is executed, the Contractor will submit Contractor’s complaints and grievances process and procedures to the Department Program Manager for review and comment;
7. No later than **September 1, 2023**, the Contractor will provide the Department Program Manager with Contractor’s proposed website landing page design and content in a test environment for the 2024 Open Enrollment Period, listing basic information about the 2024 Program, e.g., Contractor name and contact information for customer service, for review and comment;
8. No later than **September 1, 2023,** the Contractor will train and have its Program customer service staff ready for the Open Enrollment Period;
9. No later than **September 15, 2023,** Contractor will finalize Contractor’s Program website landing page, including the Department’s edits, and launch the Program website for access by all Members;
10. The Contractor must attend the Employer Kick Off meetings taking place in September;
11. Contractor must create one (1) informational handout about their administration of the Program for 2024 to be used at Open Enrollment Benefit Fairs (up to 5,000 printed handouts required) or webinars (electronic version). The Board will set the Open Enrollment Period in spring of 2023. The Open Enrollment Period is typically during the month of October;
12. Contractor must attend Benefit Fairs or webinars and may be asked to create and deliver a presentation regarding their services;
13. No later than **November 4, 2023,** Contractor will provide its proposed content for the Program web-portal to the Department Program Manager for initial testing;
14. No later than **November 10, 2023**, the Contractor will complete and fully test the daily and full file compare of the Department’s HIPAA 834 eligibility files and have those file(s) ready for Program operation;
15. No later than **December 1, 2023,** Contractor will establish and test the required data transfers and such data transfers must be working correctly and securely with the Department, all participating health plans, pharmacy benefit manager, data warehouse vendor, and other Program administrators (as applicable);
16. No later than **December 1, 2023**, Contractor will provide the Department Program Manager Contractor’s proposed content for the January 2024 informational mailing detailing all Contractor services and resources to Member households; the Department Program Manager will review and provide comments and proposed edits to the Contractor; the Department and Contractor will agree on a January mail date;
17. No later than **December 15, 2023,** Contractor will provide the Department Program Manager all Program content, which will be made available on the Program launch date to Members, for review and comment; and
18. No later than **January 1, 2024,** Contractor’s web-portal will be fully functional, include all Program features for the 2024 Program year, and be available to all Members.

## Administrative Services

1. The Proposer must have a minimum of five (5) years of experience administering services for an employer group of over 100,000 covered lives with their employees spanning across multiple work locations.

B. The Proposer must have a minimum of five (5) years of experience administering services for a public sector employer group of over 50,000 covered lives.

C. The Contractor must serve as a subject-matter resource by responding to specific inquiries from the Department and by providing information on emerging best practices that affect well-being, mental health, and/or chronic condition management programs. In addition, the Contractor must be available to:

1. Meet with the Department and stakeholders of the GHIP programs every week over the course of the Contract to:
   1. Discuss operations, review reports, communications, outreach, web resources, services provided, etc.
   2. Evaluate the current Program design and offerings and discuss recommendations for Program modification. This evaluation may result in recommendations to the Board for changes to Program design and execution for the following program year that will address the aggregate Participant health risk factors, drive participation rates and improve health outcomes.
2. Attend, in person, up to four (4) Board meetings per year for the term of the Contract and assist with presentations to the Board on the current Program and recommendations for future programming.

Any time there are proposed changes to the well-being, mental health, and/or chronic condition management programs, the Contractor must review and comment on proposed changes and provide a summary to the Department that compares the changes to industry practices, the overall cost impact, how it may impact the Contractor’s performance, necessary changes in the Contractor’s reporting requirements, and system changes that would be required to support the change.

D. At the request of the Department, the Contractor must meet with the Department and Program stakeholders for coordination of Program services, data, and benefits, as well as overall promotion and Program evaluation. At a minimum this will include:

1. Quarterly coordination meetings with other GHIP-participating vendors;
2. Quarterly coordination meetings with University of Wisconsin System, University of Wisconsin Hospitals and Clinics (UWHC) and Local Employer wellness champion networks; and
3. Monthly coordination meetings with the State agency wellness champion network.

Meetings may be in person or by teleconference/webinar, as determined necessary by the Department.

E. The Contractor must provide Program training services to the participating GHIP Employer groups (State and Local) during the Contract term. At a minimum this will include:

1. Attendance at the Annual It’s Your Choice Employer Kick Off Meeting;
2. Attendance at a minimum of twenty (20) Employer-hosted, in-State benefit fairs; and
3. Trainings, as needed, for Employer groups, onsite or by teleconference/webinar, as determined by the Department.

F. The Contractor must not modify any of the services or Program content provided as part of this RFP without prior written approval by the Department Program Manager.

G. When corresponding with Members and Participants, in all forms of communication, the Contractor must identify itself, and Contractor staff/Subcontractors must identify themselves, as a provider of the Services contracted by the Wisconsin Department of Employee Trust Funds.

## Program Website and Web-Portal

The Contractor must provide a dedicated, customized Program website, web-portal, and web pages that include Program information and customized communications for Participants. The website will provide basic program information. The web-portal will be used to present and track Participant level information on participation in the well-being, mental health, and/or chronic condition management programs and provide health resources and education to Participants.

If more than one vendor is awarded a Contract for RFPs ETB0047, ETB0048 and ETB0049, those Contractors must work together to allow Participants to have a single sign-on from the Well-Being Contractor’s web-portal.

A. The Contractor must host and maintain a customized website and web-portal dedicated to GHIP Members that will be able to meet the well-being, mental health, and/or chronic condition management capacity needs of current and future Participants.

1. The design of the website and web-portal must be approved by the Department Program Manager prior to implementation/go-live.
2. The web-portal must be available (throughout the Contract term) via the three (3) most recent versions of each of the popular browsers available in the market, which include Microsoft Edge, Mozilla Firefox, Chrome, and Safari.
3. The web-portal must be simple, intuitive, and easy to use and navigate.
4. The web-portal must be able to render effectively on any form factor for mobile devices which include smartphones and tablets.
5. The web-portal must have mobile capabilities. At a minimum, the mobile capabilities must allow the participant to access account management information.
6. The portal must be secured with a minimum of SHA2-256 bit EV certificates to provide the latest in encryption and cryptography. The portal must disable weak ciphers and non-secure protocols.
7. An assessment completed by an external third-party should indicate compliance with at least one of the following industry standards:
   1. HITRUST
   2. NIST 800-52 FISMA Moderate benchmark
   3. CIS Critical Security Controls
   4. ISO/IEC 27000 Series
   5. SOC 2 Type 2 Trust Service Principles
8. The Contractor must ensure the web-portal is tested against common web vulnerabilities (e.g., OWASP Top Ten). This must include static code reviews, web application scanning, web application firewalls. Evidence supporting these controls should be demonstrated in the external assessment supported in requirement 8 above.
9. The Contractor must provide the Department reports on the current security safeguards enabled for the web-portal upon the Department’s request.
10. After the initial website and web-portal implementation (see Section 1.1 above), the Contractor must grant the Department access to the website and web-portal test environment for the Department’s review and approval no less than four (4) weeks prior to the subsequent annual launch dates for each Program website and web-portal, and for each new iteration of the Program website and web-portal. No less than two (2) weeks prior to the annual launch dates for each, the Contractor must have final content and functionality completed, as determined by the Department.
11. Prior to any launch of the Contractor website or web-portal, the Contractor must test the accessibility of the website and web-portal on multiple web browsers and from multiple internet carriers to ensure system capability.
12. The Contractor must obtain prior approval from the Department Program Manager for the inclusion of any links from the website or web-portal to an external (governmental and non-governmental) website/portal or webpage.
13. Contractor must ensure that all electronic correspondence is secure and meets the privacy and confidentiality requirements set forth in Appendix 8 – Department Terms and Conditions.

B. The Contractor’s website and web-portal must be hosted in a secure data center with system monitoring, managed firewall services and managed backup services within the United States and available twenty-four (24)-hours-a-day, seven (7) days a week, except for regularly scheduled maintenance.

Contractor’s or Subcontractor’s data center network must include robust firewall, intrusion prevention and intrusion detection systems to prevent and detect unauthorized access. Any scheduled maintenance must occur between the hours of midnight and 5:00 a.m. CST/CDT or another time agreed to by the Department Program Manager and must be scheduled in advance with notification on the program website/portal. Unscheduled disruption to the availability of the website or web-portal must be communicated to the Department within one (1) hour of Contractor’s realization that a problem has occurred. Contractor must provide a 24-hour “hot line” number to be used by Members and Employer groups in the event of an unscheduled website or web-portal disruption or Contractor system shutdown.

Contractor must have a regular patch management process defined for the infrastructure.

Contractor must have a defined maintenance time window for system patches, software upgrades.

Outages in the system must be communicated through the web portal or via alerts.

C. Basic program information must be available on the website without requiring log in credentials for the portal including:

* + - 1. General information about the Program(s);
      2. Frequently asked questions and answers;

1. Outreach materials;
2. Information about how to access Contractor services; and
3. Contractor contact information, including USPS mail addresses, email address and customer service phone number.

D. To ensure accessibility among persons with a disability, the Contractor’s website and web-portal must comply with section 508 of the rehabilitation act of 1973 [29 U.S.C. § 794 (d)] and implementing regulations at 36 CFR 1194 Subparts A-D. The website must also and conform to the most recent Web Content Accessibility Guidelines (WCAG) <https://www.w3.org/WAI/standards-guidelines/wcag/>).

E. The core web portal features must be available in English and Spanish and at the request of the Department, up to two additional languages.

F. The Contractor must be able to link user profiles and site access permissions to the daily Department HIPAA 834 eligibility file provided by the Department and make updates based on current eligibility within two (2) Business Days of data receipt.

G. The Contractor must have web-portal content and functionality updated, tested and approved by the Department Program Manager or designee at least fourteen (14) Calendar Days prior to the benefit period start date. The web-portal must Securely authenticate the user. After the user is authenticated, all web-portal features must be available without the need for an additional login. Available features must include:

1. Username and password creation and recovery;
2. Secure upload functionality for submitting program required documentation; and
3. Communication functions that allow users to submit SECURE questions to the Contractor and allow the Contractor to push general and targeted communications to users via USPS, e-mail, text and other standard communication vehicles, as requested by the Department.

H. The Contractor must update content and/or documents posted to or accessed via the website and portal within two (2) Business Days of the Department Program Manager providing such content/documents and approval to the Contractor.

I. If the Contractor has plans to migrate to a different data or web platform, the Department must be notified no less than twelve (12) months in advance of the migration.

## Well-being, Mental Health and/or Chronic Condition Management Programming

A. The Contractor must have at least one (1) of the following accreditations within one (1) year of the Contract start date:

1. National Committee on Quality Assurance (NCQA) accreditation in:
   1. Wellness & Health Promotion; or
   2. Population Health Program; or
   3. Managed Behavioral Healthcare Organization; or
2. Utilization Review Accreditation Commission (URAC) accreditation in:
   1. Disease Management; or
   2. Population Health; or
   3. Mental Health Parity.

B The Contractor must provide personalized, engaging programming, by telephone and by secure electronic modalities accommodating the Participants’ preferred means of communication.

C. The Contractor must have English and Spanish speaking staff to support one-on-one or group programming. If the Participant prefers a different language, the Contractor must have Language Line support to assist with translations, including American Sign Language support if needed.

D. All health coaching provided by the Contractor must be evidenced-based and reflect a comprehensive approach to help Participants achieve lasting behavior change in order to reduce risk factors related to lifestyle or disease state;

F. Contractor must provide health coaching sessions to Participants, at a minimum, between 8:00 a.m. and 7:00 p.m. CST/CDT Monday through Friday, and from 8:00 a.m. and 12:00 p.m. CST/CDT on Saturdays; and

G. Contractor must provide all Participants with information on the availability of health coaching services. Participants must also be able to access health coaching services prior to completion of other Program activities, such as a health assessment.

H. Health coaching enrollment will be voluntary and sessions per Participant will be unlimited (unless otherwise approved by the Department).

I. The Contractor’s health coaches must work with Participants to establish an individualized plan and define achievable goals that can be maintained on an ongoing basis.

J. Participants must be able to retain a specific coach for future coaching sessions and must be able to change coaches if they are not satisfied with their current coach.

K. Health coaching must help Participants take advantage of the full range of resources available through the Contractor, as well as health plans, other GHIP program vendors, Employer and community resources.

L. The Contractor must not utilize robocalls to offer Contractor services to Members, unless prior approval is received from the Department as part of the Annual Promotion and Communication Plan.

M. Contractor will ensure that all health coaches and/or other practitioners for the Program are certified by one or more nationally recognized credentialing or licensing bodies, have a minimum of one (1) year experience, and be provided with on-going education and training. Contractor will monitor the credentialing and training of staff assigned to the Program to comply with this requirement.

N. The Contractor will assist the Department and its stakeholders and partners with identifying and implementing up to two (2) pilot programs each year of the Contract, including but not limited to, outreach to targeted populations, education campaigns, onsite coaching, or targeted group support.

O. The Contractor must meet the performance standards for the Well Wisconsin program listed in Appendix 6 – Performance Standards.

## Staffing

A. The Contractor must provide and maintain qualified staff at a level that enables the Contractor to conduct the requirements of the Contract and the future participation rates of the Program. The Contractor must ensure that all persons, including Subcontractors assigned to perform Services under the Contract, have the experience, credentials and, professionalism necessary to perform the Services required.

B. The Contractor must have a lead Account Manager and a backup Account Manager assigned to the Department, for the life of the Contract, who can provide daily operational support as well as strategic planning and analysis. The Account Manager or their back up must be available for consultation with the Department during the hours of 8:00 a.m. to 4:30 p.m. CST/CDT, Monday through Friday, as required to fulfill the scope of Services specified in the Contract. Contractor will provide the Department with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned business hours.

C. Contractor’s lead Account Manager must have the responsibility and authority to manage the entire range of Services specified in the Contract and will respond promptly to changes to the Department’s benefit plan design, changes in procedures, or general administrative problems identified by the Department.

D. The Contractor must have a designated Information Technology contact and a backup Information Technology contact who will have overall responsibility for the information technology aspects of the Contract.

E. The Contractor’s Information Technology contact must be available for consultation with the Department during the hours of 8:00 a.m. to 4:30 p.m. CST/CDT, Monday through Friday, as required to fulfill the scope of services specified in the Contract. Contractor will provide the Department with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned business hours.

F. There must be a Contractor central point of contact for Employer issues related to the Program (i.e., questions about incentive payments or eligibility issues, etc.). The Contractor must acknowledge receipt of the inquiry from the payroll processing centers and/or Employer payroll staff within two (2) Business Days of the inquiry and actively communicate on issue resolution status with payroll processing center and/or agency payroll staff.

G. The Contractor must ensure that all Contractor staff receive initial and ongoing training regarding all applicable requirements of the Contract. The Contractor will ensure that the Contractor staff who provide Services under the Contract have received comprehensive orientations and training regarding their functions, are knowledgeable about the Contractor’s operations relating to the Contract and are knowledgeable about their functions and how those functions relate to the requirements of the Contract.

H. The Contractor must meet the performance standards in Appendix 6 – Performance Standards.

I. Any of the Contractor’s staff or Subcontractors that the Department reasonably deems unacceptable must be promptly and without delay removed from working with the Department by the Contractor and replaced by the Contractor within thirty (30) Calendar Days by another employee/Subcontractor with acceptable experience and skills subject to the prior approval of the Department. Such approval by the Department will not be unreasonably withheld or delayed.

## Customer Service

A. The Contractor must have sufficient trained and equipped customer service staff and a dedicated toll-free number to service the Program and respond to Member and Participant inquiries, correspondence, complaints, and issues. Responsibilities include, but are not limited to, scheduling biometric screening appointments, assisting Participants with completing the Health Assessment, providing the status of incentive payments, assisting with accessing the website and web-portal, and answering questions regarding other services the Contractor provides as part of the Contract.

B. The Contractor’s call center must have call management systems and communications infrastructure that can manage the initial account call volume and meet the future needs as the Program expands. For reference, there were almost 52,000 Program email interactions and 9,000 phone calls in 2021.

C. Members must be able to speak to a customer service representative, via the dedicated toll-free number which will be posted on the Contractor’s website and web-portal and all print materials, between 8:00 a.m. and 5:00 p.m. CST/CDT Monday through Friday, at a minimum, except for legal holidays and agreed upon Contractor holidays. Members must also be able to submit questions using e-mail and the web-portal. The call center must be equipped with TDD (Telephone Device for the Deaf) in order to serve the hearing-impaired population. The call center must have access to a Language Line to support interpretations for those who do not speak English.

D. The Contractor must have a customer service inquiry system for inquiries received by phone, email, USPS and web. The system must maintain a history of inquiries for performance management, quality management and audit purposes. Related correspondence and calls must be indexed and properly recorded to allow for reporting and analysis based on a distinct transaction.

The system must track and log the following detail:

1. The individual’s identifying information;
2. The date and time the inquiry was received;
3. The reason for the inquiry (including a reason code using a coding scheme);
4. The origin of the transaction (e.g., inbound call, Department, Employer group, health plan);
5. The representative that handled the inquiry;
6. For phone inquiries, the length of call; and
7. The resolution of the inquiry (including a resolution code using a coding scheme); or, if unresolved, the action taken and follow up steps required.

E. At the Department’s request, the Contractor must provide the policies and procedures related to the operation of the call center. The Department reserves the right to require changes to the policies and procedures that directly impact Members.

F. The Contractor must have and implement procedures for monitoring and ensuring the quality of services provided by its customer service representatives. At the Department’s request, the Contractor must submit these procedures for review and approval by the Department. At least five percent (5%) of all Member inquiries made by each submission type (e.g., phone, email, web-portal) must be reviewed by Contractor management staff (e.g., lead worker, supervisor, manager) to ensure accurate information was given to Members and appropriate coaching and training is given to customer service representatives who fail to accurately respond to Members.

G. The Contractor(s) must conduct satisfaction surveys, provided to a statistically valid random sample of Participants. These surveys must measure satisfaction in the following categories:

1. Customer service survey provided at the end of each interaction;
2. Health coaching survey provided at the end of the first and third session; and
3. Overall program and web-portal experience survey provided to all Participants near the end of each Program year.

All surveys must use a five (5)-point rating scale and content must be approved by the Department Program Manager prior to distribution.

H. The Contractor must designate a client service liaison to respond to Member-related issues identified by the Department. For matters designated as urgent by the Department, the Contractor must contact the Member within two (2) Business Days of receiving a request from the Department and actively communicate on issue resolution status with the Department Program Manager until the issue is resolved.

I. The Contractor must manage the majority (at least 98%) of all Member Program issues (e.g., technical problem, Health Assessment, web site, etc.), without the Department’s involvement (where “the Department’s involvement” does not include situations where Department staff received an initial call from a Member and passed the issue on to the Contractor or a Subcontractor).

J. The Contractor must meet the performance standards for Customer Service in Appendix 6 – Performance Standards.

## Member Complaints and Grievances

A. Within thirty (30) Calendar Days of the date the Contract is executed, the Contractor must provide the Department information describing in detail the Contractor’s process and procedures for complaints and grievances, including any communication templates for responses. The Department reserves the right to review the complaint process and procedures and templates and require changes, where appropriate. The Contractor must update its complaint and grievance process and procedures annually and resubmit to the Department promptly.

B. The Contractor must have an effective mechanism for handling complaints and grievances made by Members. This includes a formal grievance procedure, which at a minimum complies with the provisions of Wis. Adm. Code § INS 18.03 that are applicable to a “health benefit plan”, whereby the Member is provided the opportunity to present a complaint to the Contractor and the Contractor will consider the complaint and advise the Member of its final decision. Members of the GHIP programs must be advised of the grievance process when a financial incentive is denied or if the enrollee expresses, in writing, dissatisfaction with Program administration, incentive practices, or the provision of Services by the Contractor.

The Contractor will be expected to cooperate fully with the efforts of the Department in resolving complaints. Adverse decisions are subject to review by the Board for contractual compliance if the Member is not satisfied with the Contractor's action on the matter.

The Contractor must retain records of grievances and complaints and provide a quarterly summary of Member grievances and complaints to the Department including the number and types of grievances and complaints received and the resolution or outcome. The summary report will be in a format established by the Department.

C. The Contractor must review and issue a written decision to the Member who lodged the complaint or grievance within thirty (30) Calendar Days of Contractor’s receipt of such complaint or grievance.

## Marketing and Communication

A. The Contractor must obtain approval from the Department Program Manager on an Annual Promotion and Communication Plan for the wellness and disease management programs within ten (10) Calendar Days of the date the Contract is executed and no later than November 15th for subsequent Contract years. The plan must include detail on proposed outreach for all programming.

B. All Contractor program content, materials, presentations, and communications, as defined by the Department, must be pre-approved by the Department Program Manager prior to distribution.

C. The Contractor must ensure that its marketing and communication materials are culturally sensitive and professional in content, appearance, and design. At the request of the Department, the Contractor must replace images or artwork on the Contractor’s website, web-portal, or promotional materials within three (3) Business Days of the Contractor’s receipt of the Department’s request.

In addition, the Contractor must be able to customize all communications for the specifics of the Program, including but not limited to:

1. Inclusion of the Well Wisconsin logo, tagline, and color scheme;
2. Content that can be easily modified to address different types of enrollment and eligibility; and

If the Contractor will not customize materials used for its general client base to the Department’s needs, the Department may deny distribution of those materials.

D. Upon request, the Contractor will provide information on Program services and activities in alternate formats to Participants with qualified disabilities as defined by the Americans with Disabilities Act (ADA) of 1990, as well as those whose primary language is not English.

E. All brochures, informational material, electronic and web material must include statements or disclaimers as required by the Department, and State and federal law. This includes, but is not limited to:

1. Applicable notices for a voluntary wellness program offered as part of an Employer health program;
2. Availability of materials in alternative format or assistance with accessing services for those with disabilities;
3. Disclosure of taxability of incentives and reporting of payment amounts to Employer; and
4. Disclaimers about eligibility for the Program.

F. Using a variety of delivery methods, the Contractor must promote the program to all eligible Members to assist with Program awareness and goals, and available tools and resources. All materials must be pre-approved by the Department for content, design, and format prior to distribution.

1. The Contractor will develop communications that can be sent to Employer groups for electronic distribution to Employees and posted at the Employer site to educate Employers and Employees on the Program and the Contractor.
2. The Contractor is responsible for developing, printing, posting (on the program web site and web-portal), emailing, texting, and mailing (USPS) Program materials and notices. In addition, the Contractor must send the following materials by USPS each year, unless otherwise specified, in a format approved by the Department (e.g., postcards, flyers):
3. At least one (1) direct mailing each year of the Contract to all households with eligible Members describing the Program and providing direction for accessing the Program web-portal no later than January 31 of each year of the Contract. For GHIP program enrollment start dates that occur outside of the open enrollment period, Contractor will send the direct mailing to newly enrolled households with eligible Members within forty-five (45) Calendar Days of the Member’s coverage start date;
4. For program Participants who have partially completed the annual Program incentive requirements, the Contractor must send at least three (3) Program incentive deadline reminders by email, text or via the web-portal. At least thirty (30) Calendar Days prior to the Program year incentive deadline the Contractor must issue a reminder notice to the Participant by direct mail notifying them of the incentive deadline and required steps for completion; and
5. At least two (2) additional direct mailings each year for other Program promotions, education and/or outreach, as deemed necessary by the Department.

Contractor may combine one or more of the above mailings if prior approval is received from the Department Program Manager.

G. The Contractor must provide to the Department any text and graphics needed to promote the Contractor in Department’s print and web content.

H. The Contractor must disseminate Department-developed messages applicable to the GHIP programs via the Contractor’s web-portal.

I. The Contractor costs for developing and distributing communications to Participants and Members in order to correct an error in previous Contractor communication(s) that was the result of a Contractor error will be at the cost of the Contractor.

J. The Contractor will provide a customized video highlighting Program resources using one of Contractor’s existing video templates. The content of the video will be in the format of a creative brief.

1. The Department may instruct the Contractor to edit the content of the video as desired during the development stages.

2. The Department will review the video and video edits and provide electronic approvals to Contractor via email prior to the video being uploaded to the web portal.

3. The customized video will be utilized within communications, in the web portal, and the actual video file will be shared with the Department for its use and distribution to Employer groups.

## Information Systems

A. If the Contractor has plans to migrate to a different data or web platform, the Department must be notified no less than twelve (12) months in advance.

B. The Contractor’s systems must have the capability of adapting to any future changes that become necessary as a result of modifications to the programs offered under the GHIP and its requirements. The Contractor’s systems must be scalable and flexible so they can be adapted as needed, within negotiated timeframes, as requirements and enrollment expands.

C. The Contractor must transmit data using secure File Transfer Protocol (sFTP) or FTP over a Secure Sockets Layer (SSL) or provide another acceptable means for secure electronic exchanging of files with the Department. This will require software on desktops or an automated system that collects files from the Contractor’s repository and securely transmits data.

D. The Contractor’s data centers, network, web-portal and personal computers (PCs) must be protected by an up-to-date firewall. PCs and applications must be updated with the latest security fixes and continually maintained and up-to-date. Servers must be secured with only authorized staff allowed physical access to servers. Data must be transmitted using current industry standard secure transmission protocols which encrypt data. Data that is at rest must be encrypted using strong industry standard encryption. The Contractor must have a password policy with a complex password scheme.

E. An audit program must be in place to ensure above practices are being followed. Contractor’s staff must be trained and follow secure computing best practices. Wireless networks must be protected using strong encryption and password policies. Connectivity to all networks, wired or wireless, must be protected from unwanted/unknown connections. Any Subcontractors must agree to and abide by the network and data security requirements.

F. All data backups must be handled or transmitted securely. Offsite storage must be audited for compliance (i.e., physical security, all used tapes are accounted for). A Business Recovery Plan must be documented and tested annually, at a minimum, by the Contractor.

G. The Contractor must be able to confirm that emails sent to Participants and/or Employer groups have been successfully transmitted and will track failed emails and initiate requests to be whitelisted for Employer groups that may be blocking the Contractor’s email communication.

H. Upon request by the Department, the Contractor must be able to generate and provide a listing of all individuals, including their corresponding Department unique Member identifier, who were sent a particular document or communication by the Contractor or the Contractor’s Subcontractor, the date and time that the document or communication was generated, and the date and time that it was sent to particular individuals.

## Data Integration

A. The Department is currently in the process of consolidating multiple legacy information technology systems to a single insurance administration system. This new system will become the system of record for eligibility, enrollment, and demographic information. The upgrade to this new system may impact the formatting or data fields required for transmitting eligibility files and may also impact the way in which eligibility, enrollment, and demographic data is communicated to the Contractor.

B. The Contractor must operate within the requirements of the Department’s unique Member identifiers. The Department will communicate eligibility and Member information using a unique Member identifier and the Contractor must be able to ingest and report out the Department’s unique Member identifier for each Member. If the Contractor is unable to ingest and report out the Department’s unique Member identifier, the Contractor must be able to ingest and report out other unique Member identifiers, such as a Member’s social security number, date of birth, and full name.

C. The Contractor must follow the Department’s secure file transfer protocols (sFTP) using the Department’s secured FTP site to submit and retrieve files from the Department or provide another acceptable means for secure electronic exchanging of files with the Department.

D. The Contractor’s system(s) must be able to accept and accommodate the Department’s HIPAA 834 eligibility file, commonly referred to as the “eligibility file”. See Appendix 11 – 834 Companion Guide. The Department’s HIPAA 834 eligibility file is subject to change, as determined by the Department, to better serve the needs of the Department’s benefit administration system and the GHIP.

1. The Contractor must accept the Department’s HIPAA 834 eligibility file update on a daily basis and process the enrollment additions, changes, and deletions accurately within two (2) Business Days of the file receipt.
2. The Contractor must be able to run a full file compare on eligibility data to identify discrepancies in eligibility and/or demographic information and contact the Department regarding proposed resolutions for those discrepancies that the Contractor is unable to resolve.
3. Delays in processing the Department’s HIPAA 834 eligibility file must be communicated to the Department’s IT contact and the Department Program Manager within one (1) Business Day.

E. The Contractor must establish and maintain a secure data transfer with all GHIP vendors in a mutually agreed to file layout as approved by the Department, unless otherwise noted in this section. For all data transfers, the Contractor will provide data specifications, data dictionaries, and crosswalks, except where the Department indicates it is not required. All file formats are subject to change, as determined by the Department, to better serve the needs of the Program and GHIP. All required data transfers must be tested and fully operational no later than thirty (30) Calendar Days prior to the Program year start date. The Contractor data transfers include, but will not be limited to:

1. **Contracted GHIP health plans:**

NOTE: Data sent to contracted health plans must only contain records for the Members enrolled in that health plan.

* 1. Specific to the Well-being Contractor: the Contractor will transmit the results of Participant **biometric screenings** monthly to the health plans using the data warehouse biometric file specifications in Appendix 15 – Biometric Screening Data Specifications as updated by the Department. Note: The file specifications for submission of biometric screening data to the health plans are the same as the Department’s data warehouse biometric screening file specifications.
  2. Specific to the Well-being Contractor: The Contractor will transmit the results of Participant **Health Assessments** monthly to the health plans using the data warehouse health assessment file specifications in Appendix 16 – Health Assessment Data Specifications as updated by the Department. The Contractor must provide all necessary documentation to the health plans for integrating the data into the health plan system(s), including, but not limited to methodology for risk stratification. Note: The file specifications for submission of health assessment data to the health plans are the same as the Department’s data warehouse health assessment file specifications.
  3. All Contractors must identify, via indicator fields, **Program participation** in, including but not limited to, health coaching sessions, mental health counseling sessions and/or chronic condition management, as applicable, for each Participant monthly using the data warehouse program participation file specifications in Appendix 17 – Program Participation Data Specifications as updated by the Department. Note: The file specifications for submission of program participation data to the health plans are the same as the Department’s data warehouse program participation file specifications.

2. **Pharmacy Benefits Manager:**

Data sent from the Pharmacy Benefits Manager to the Contractor will be in a standard file format available from the Pharmacy Benefits Manager. The Pharmacy Benefits Manager will provide the data specifications, data dictionary, and crosswalk.

Depending on the program, Contractor may be required to send data back to the Pharmacy Benefits Manager to administer collaborative program(s). The data will be submitted in a mutually agreed upon format. Current Contractor shares monthly diabetes disease management participation with the Pharmacy Benefits Manager who implements a reduced copay for diabetes-related prescriptions.

3. **Other well-being, mental health, and/or chronic condition management program vendors:**

If more than one vendor is awarded a Contract for RFPs ETB0047, ETB0048 and ETB0049, the Contractors must work together to allow Participants to have a single sign-on from the Well-Being Contractor’s web-portal to allow Participants to access mental health and/or chronic condition management services without having to create separate accounts.

Further, Contractors must share Participant data with each other as identified by the Department to support overall population health management and provide data that will allow each other to identify Participants for outreach and engagement. The Department expects Contractors to collaborate to benefit the overall health and well-being of Members.

Delays in disseminating Program data to GHIP vendors must be communicated via email to the Department Program Manager within one (1) Day of the scheduled transfer.

For data transfers between GHIP vendors not specified in this RFP, the Contractor must establish vendor to vendor data transfers within ninety (90) Calendar Days of written notification from the Department to do so.

F. The Contractor data provided to GHIP vendors must be accurate, complete, and timely. If the Department or a GHIP vendor determines the data submitted by the Contractor fails to meet the thresholds for data quality, the Contractor must cooperate with the Department in submitting corrected data.

G. The Contractor must not place restrictions on the use of the data provided to the vendors participating in the GHIP.

H. No data released directly to the Department or developed for the Department distribution to Employer groups will contain individual health information. Health information provided to the Department or Employer groups will be presented at a level of aggregation that ensures complete anonymity and in keeping with HIPAA requirements.

## Data Warehouse Requirements

The Contractor must cooperate with the Department’s designated data warehouse vendor by submitting Program data.

A. **Data Submission Requirements.** The Contractor must comply with the Department’s specifications for submission of the required data elements in the formats provided by the Department or the Department’s data warehouse vendor. To comply with the data submission requirements, the Contractor must follow the specified data file layout and formatting of all data elements within the specified data file layout and the Department’s specifications for data filtering and extraction. All file formats are subject to change, as determined by the Department, to better serve the needs of the Program and GHIP. All required data transfers must be tested and fully operational no later than thirty (30) Calendar Days prior to the Program year start date.

1. Data submitted by the Contractor to the Department’s data warehouse must include the following:

a. Specific to the well-being Contractor: The Contractor will transmit the results of Participant **biometric screenings** to the Department’s data warehouse vendor on a quarterly basis using the file specifications in Appendix 15 – Biometric Screening Data Specifications as may be modified by the Department.

b. Specific to the well-being Contractor: The Contractor will transmit the results of Participant **Health Assessments** to the Department’s data warehouse vendor on a quarterly basis using the file specifications in Appendix 16 – Health Assessment Data Specifications as may be modified by the Department.

c. Specific to the well-being Contractor: The Contractor will transmit an annual **incentive payments** data file to the Department’s data warehouse vendor using the file specifications in Appendix 18 – Incentive Payment Data Specifications as may be modified by the Department.

d. All Contractors must identify, via indicator fields, **Program participation** in, including but not limited to, health coaching sessions and/or chronic condition management, for each Participant on a monthly basis using the file specifications in Appendix 17 – Program Participation Data Specifications as may be modified by the Department.

e. Other data as specified by the Department.

2. **Data Submission/Transmission.** The Contractor must submit Program data and corrected Program data to the Department’s data warehouse as required. The Department will pass through any penalties to the Contractor that are assessed by the Department’s data warehouse vendor for the Contractor’s failure to submit data in accordance with the Contract. All data submitted by the Contractor to the Department’s data warehouse must meet the following requirements:

1. The Contractor must submit the required data in the most recent file format specified by the Department.
2. The Contractor must submit the required data on a frequency specified by the Department. Contractor must submit the data files to the Department’s data warehouse vendor on the date approved by the Department.
3. A unique person/Member identifier is required on all data files and the identifier must match the person identifier on the Department’s HIPAA 834 eligibility file.
4. The Contractor will establish and maintain a secure data transfer with the Department’s data warehouse. The Contractor must follow the data transmission instructions provided by the Department’s data warehouse vendor, which will include industry-standard electronic transmission methods via secure Internet technology.

e. The Contractor must communicate any delays in submitting Program data to the Department’s data warehouse vendor and the Department Program Manager or designee as soon as the delay is known, but at least one (1) Business Day before the scheduled transfer as described above.

f. Within two (2) Business Days of sending the notification of delay, unless otherwise approved by the Department in writing, the Contractor will resolve any data errors on the file as identified by the Department’s data warehouse vendor or the Department and resubmit the data to the data warehouse.

g. The Department will charge the Contractor a penalty for each data file submitted after the deadlines established above. For files that are delayed by no more than five (5) Calendar Days AND Contractor provided the Department with notice of delay at least one (1) Business Day prior to the scheduled transfer date, the penalty will be waived.

B. **Data Dictionary.** The Contractor must submit documentation on its data files including a data dictionary. The data files must use the valid values specified in the data dictionary. The Department will charge the Contractor a penalty for any failure to communicate to the Department’s data warehouse vendor a change to the valid values or data fields, including new fields, in the Contractor’s next data file submission no later than ten (10) Business Days before the next data file submission deadline.

C. **Data Steward.** The Contractor must designate a Contractor representative as a data steward who is knowledgeable of Contractor’s data and the systems that generate it. The Contractor’s data steward must attend data submission planning or status meetings scheduled by the Department or the Department’s data warehouse vendor on the Department’s behalf and will be the key point of contact for the Department’s data warehouse vendor regarding the submission of data and the correction of data errors should they occur.

D. **Data Quality.** The quality of the Contractor’s data submissions will be assessed by the Department’s data warehouse vendor for timeliness, validity and completeness. If the Department’s data warehouse vendor determines that the data submitted by the Contractor fails to meet the Department’s data warehouse vendor’s thresholds for data quality, the Contractor must cooperate with the Department’s data warehouse vendor in submitting corrected data.

Should errors in the Contractor’s data submission persist, the Department, in consultation with its data warehouse vendor and the Contractor, will develop a data improvement plan that will identify specific areas for the Contractor to improve the quality and completeness of its data submission, along with goals and timelines for improvement.

By entering a Contract with the Department, the Contractor agrees to financial penalties for failure to submit data in accordance with the terms of the Contract, and which are assessed by the Department’s data warehouse vendor on behalf of the Department. Charges or penalties that are the direct result of the Contractor’s failure to meet the Department’s data submission requirements, timelines, or other requirements herein that impact the Department’s data warehouse vendor will either be invoiced to the Contractor and due within (30) Calendar Days or deducted from a future payment(s) owed the Contractor.

During the initial Program implementation, the Contractor will have two (2) chances to submit acceptable data as described above. The Department will charge the Contractor a penalty for each data file submitted after the second submission that is not accepted by the Department’s data warehouse vendor.

After implementation, during the ongoing operation of the Program, the Department will charge the Contractor a penalty fee for each data file submitted after the first submission that is not accepted by the Department’s data warehouse vendor (this is a pass-through fee from the Department’s data warehouse vendor).

E. The Contractor must meet the performance standards for data submission listed in Appendix 6 – Performance Standards.

## Reporting Requirements

The Contractor must submit reports as described in Appendix 5 – Reporting Requirements.

## Comprehensive Transition Plan

At least 90 Calendar Days prior to Contract termination, the Contractor must provide a comprehensive transition plan to the Department that provides a timeline of major tasks, activities, and information that will be provided to the succeeding vendor when relinquishing responsibilities at termination of the Contract. In the event that the Contractor terminates the Contract, Contractor must provide an updated transition plan with the notice of termination. In the event the Board terminates the Contract, the Contractor must send an updated transition plan to the Department within thirty (30) Calendar Days of the written notice of termination to the Contractor. The Contractor’s transition plan must be approved by the Department prior to the transition start date and must include the Contractor’s cooperation and participation in planning calls or meetings with the succeeding vendor.

**Run-out Period:** The Contractor must administer a run-out period of the program(s) managed by the Contractor for the Department at no cost to the Department. The run-out period begins on the Contract termination date and will be no longer than one hundred and eighty (180) Calendar Days. Contractor must provide all reports for program close out and transmit program data to the succeeding vendor.