

Call Center 3.0

Consolidated Service Center (CSC) Procurement Award

MHBE Board of Trustees Meeting

May 16, 2022

Tony Armiger, CFO (Acting Procurement Officer)

Heather Forsyth, Director, Consumer Assistance, Eligibility
& Business Integration

RFP Procurement Schedule



11 Mar. 2022
Solicitation
posted



26 Apr. 2022
Closing date,
four
responsible
proposals
submitted



9 May 2022
Request for
Best and
Final Offer
(BAFO)



11 May 2022
BAFO
responses
received



11 May 2022
Evaluation
committee final
review and
recommendation



13 May 2022
Award letter
issued
pending
Board
approval

Consolidated Service Center (Call Center)

- Current Contract ends June 30, 2022
- Two Prior Contracts: 2013 to 2017 and 2017 to 2022 with same vendor
- New contract beginning FY23 for a 3-year base term with one 2-year option
- New contract will
 - Consolidate services/costs
 - Broaden scope of work to increase flexibility
 - Include skills-based call routing; required minimum number of bilingual staff; year-round minimum staffing; living wage requirements

Contract Details

Call Center Services to Include

- Inbound Calls
- LiveChat Support
- Social Media Support
- BatPhone (Broker Assisted Transfer) Support
- Outbound Calling
- Escalated Cases Triage and Routing
- Telephony/CRM Integration
- IVR and Courtesy Call Back
- Hybrid - Brick & Mortar/Work From Home for maximum workforce flexibility

Subcontractors – MBE Participation

- Level One: woman-owned Certified Maryland MBE/WBE/DBE, Staffing Services
- Kennedy Services, WBE/MBE, Staffing Services
- AP Ventures: woman-owned small business Information Technology services company

Contract Terms

- Contract pricing includes a monthly operational fixed fee plus a fixed unit price per call fee
- Total Contract Bid is \$88,201,292 for five-year term
- Expected not to exceed amount for FY23 is \$17,371,101 which includes \$2,067,886 in transition funds
- State funds – 42% ● Federal funds – 58%
- 3-Year Base term: July 1, 2022, to June 30, 2025
- 2-Year Option term 1: July 1, 2025, to June 30, 2027

Transition Plan

- In considering their recommendation to award, the evaluation committee also considered the cost and potential for transition disruption if awarding the contract to a non-incumbent vendor. The chosen vendor
 - provided an extensive and deeply detailed transition plan
 - has experience with complex transition-in plans
 - provided a competitive bid even accounting for transition-in costs in an amount consistent with the required scope of work

CSC Award Recommendation



The evaluation committee recommends awarding the Consolidated Service Center contract to **Conduent State Healthcare, LLC**.

- Produced strong technical and financial proposals that demonstrated a deep understanding of the program requirements and customer service mission
- Fully met or exceeded all technical delivery expectations, including exceptional scores in security and workforce management
- 50 years in Medicaid and health and human services, 40 years providing eligibility services, including Kentucky marketplace and KanCare (Kansas Medicaid), and 38 years providing call centers, including the call center for Unemployment Insurance in Ohio
- Strong MD presence with former or existing contracts with DHS, MDH, MDL, MSDE
- Financial and technical proposals demonstrated to the evaluation panel the ability to provide the State the best value for the services requested.

Additional Questions/Discussion

- Motion on Next Slide



Request for Approval

MOTION: To [approve/defer/reject] the recommendation to award the Consolidated Service Contract to Conduent State Healthcare, LLC, for a three-year base term with one two-year option term, and to approve a not to exceed amount of \$17,371,101 (including transition costs of \$2,067,886) for FY23 [as presented] or [as amended].