

Health and Human Services Call Center - Overview

MARKET DESCRIPTION

- Provides Information and Referral Help Lines for Aging, Health, Insurance and Welfare.
- The Center mails brochures, pamphlets etc. which provides information for the seven help-lines listed below.
- The center uses the Commonwealth's mail contract.
- The Center mails out approximately 3,500 envelopes each week.
- The Center website: HelpinPA.state.pa.us

CONTRACT INFO

| | |
|----------------------|---|
| Contract SAP/SRM | 2004-998532 4600010622 |
| Supplier | Policy Studies, Inc. |
| Validity Dates | 09/01/06 – 08/31/08 |
| Commodity Specialist | Norman Kee |
| Contact Information | Tel: (717) 787-7675 nkee@state.pa.us |

HELP LINES

| | |
|----|------------------------------|
| 1. | Special Kids Network |
| 2. | Healthy Baby |
| 3. | Healthy Kids |
| 4. | Adult Basic |
| 5. | Lead Information Line |
| 6. | Long Term Care |
| 7. | Traumatic Brain |

PROCESS TO JOIN

- Contact is administered by DGS and Norman Kee
Tel: (717) 787-7675
Email: nkee@state.pa.us
- Reference Commonwealth contract 998532
- Norman will negotiate new helpline(s) with Policy Studies, Inc.

**CONTRACT
FOR
ESTABLISHMENT OF HEALTH AND HUMAN SERVICES CALL CENTER**

This **Contract For a Health and Human Services Call Center** ("Contract") is entered into this 30th day of June, 2004, by and between the **Commonwealth of Pennsylvania** acting through the Department of General Services ("DGS") and Policy Studies, Inc. "Contractor."

WHEREAS, DGS issued a Request for Proposal for a Health and Human Services Call Center ("HHSCC"), RFP No. 2004-998532 ("RFP"); and

WHEREAS, Contractor submitted a proposal in response to the RFP; and

WHEREAS, Contractor's proposal was selected for the Best and Final Offer ("BAFO") phase of the RFP process; and

WHEREAS, in response to the DGS BAFO request, Contractor submitted a BAFO Disadvantaged Business ("Disadvantaged Business") submittals; and

WHEREAS, DGS determined that Contractor's proposal was the most advantageous to the Commonwealth after taking into consideration all of the evaluation factors set forth in the RFP and selected Contractor for contract negotiations; and

WHEREAS, DGS and Contractor negotiated this Contract as their final and entire agreement in regard to the establishment of a HHSCC.

NOW THEREFORE, intending to be legally bound hereby, DGS and Contractor agrees as follows:

1. Contractor shall implement a fully equipped, integrated HHSCC that will maximize the efficiency of operating eight health and human services help lines as one.
2. DGS and Contractor agree to be bound to the Special Terms and Conditions attached hereto as Exhibit A and made part of this Contract.
3. Contractor agrees to implement the HHSCC and provide services listed in its Final Price Submittal, which is attached hereto as Exhibit B and made part hereof, at the prices listed for those items in Exhibit C.
4. Contractor agrees to meet and maintain the commitments made to disadvantaged businesses made in its Final Disadvantaged Business Submittal, which is attached hereto as Exhibit D and made a part hereof. Any proposed change must be submitted to the DGS Bureau of Minority and Women Business Opportunities ("BMWBO"), which will make a recommendation as to a course of action to the

Contracting Officer. Contractor shall complete the Prime Contractor's Quarterly Utilization Report and submit it to the Contracting Officer and BMWBO within ten (10) workdays at the end of each calendar quarter that the Contract is in effect.

- 5. This Contract is comprised of the following documents, which are listed in order of precedence in the event of a conflict between these documents:
 - a. The Special Terms and Conditions set forth in Exhibit A.
 - b. The Standard Terms and Conditions for Department of General Services Contract for Service - Contract No. 2004-998532 as Exhibit B.
 - c. The Final Price Submittal, which is attached hereto as Exhibit C.
 - d. The Final Disadvantaged Business Submittal, which is attached hereto as Exhibit D.
 - e. The RFP, including all of the referenced Appendixes and as revised by the Addenda 1 (Questions and Answers Pre – 2/11/03), Addenda 2 (Questions from Pre-Proposal Conference 2/11/04) Addenda 3 (Business Associate Appendix “1” (HIPPA) and Small Business located in Designated Enterprise Zones) which are attached hereto as Exhibit E and made a part hereof.
 - f. Contractor's original Technical submittal, which is attached hereto as Exhibit F and made a part hereof.

THIS HEALTH AND HUMAN SERVICES CALL CENTER CONTRACT IS LIMITED TO THE FOLLOWING AGENCIES:

- 1) DEPARTMENT OF HEALTH**
- 2) DEPARTMENT OF PUBLIC WELFARE**
- 3) INSURANCE DEPARTMENT**
- 4) DEPARTMENT OF AGING**

SPECIAL TERMS AND CONDITIONS
EXHIBIT A

Pg 2 Oral Health Program change to: "... oral health providers will be captured in the existing HB/HK database and provided to appropriate HHSCC callers."

Pg 18 II 8.A.1.D Ninety five percent (95%) of the incoming calls shall be answered live.

Pg 21 II. 9. Appendix C The hours of operation shall be from Sunday 8 AM to 6 PM through Saturday.

Pg 23 III-A.2. The call center must be fully operational on August 1, 2004.

Pg 25 III-1 B.2 the Contractor's call center shall be located within a ten (10) mile radius of the capital.

Pg 26 III-2 A.3 change to: HHSCC must operate Sunday through Saturday 8:00 AM to 6:00 PM within the Live Answer Rate threshold selected by each respective helpline.

Pg 26 III-2 A.6 change to: Less than 30 seconds average speed of answer.

Pg 28 III-4 A.2 change to: The fulfillment function will be maintained by the contractor.

Pg 28, III-5 A.3 ADD: CSD will be integral to strategic and promotional planning and development.

Pg 32 III-9 A.3 add # of COMPASS application taken, # completed and submitted, # approved.

Pg 34 III-11 A. 2 Items a-i under Healthy Kids must also be included under the Healthy Baby section Page 32 III-11 A.1.

The eight (8) Commonwealth helpline program databases described on Page 2 of the RFP are web-based and do not require any special linkages.

INQUIRES: Direct all questions concerning this Contract to Norman J. Kee, Telephone Number (717) 787-7675, e-mail: nkee@state.pa.us

Contract Reference Number: 9985-32
Collective Number: None
Change Number: 1
Change Effective Date : August 1, 2006

**COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF GENERAL SERVICES
HARRISBURG**

For: Aging, Health, Insurance and Public Welfare Agencies of the Commonwealth
Subject: HEALTH AND HUMAN SERVICES CALL CENTER
Contract Period: Effective date of August 1, 2004 and Ending July 31, 2006 (Extended through August 31, 2006)
Buyer Name: XF3 Norman J. Kee nkee@state.pa.us

CHANGE SUMMARY: The Right to Extend Clause has been exercised by the Commonwealth for: PSI GROUP, INC. Purch. Doc. 4700003086 Supplier #171361. THE EXTENSION IS FOR THIRTY ONE (31) DAYS TO ALLOW FOR CONTRACT RATIFICATION

ALL OTHER TERMS AND CONDITIONS OF THIS AGREEMENT NOT CHANGED BY THIS CHANGE NOTICE REMAIN AS ORIGINALLY WRITTEN.

Contract Reference Number: 9985-32
Collective Number: None
Change Number: 2
Change Effective Date : September 1, 2006

**COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF GENERAL SERVICES
HARRISBURG**

For: Aging, Health, Insurance and Public Welfare Agencies of the Commonwealth
Subject: HEALTH AND HUMAN SERVICES CALL CENTER
Contract Period: Effective date of August 1, 2004 and Ending July 31, 2006 (Extended through August 31, 2008)
Buyer Name: XF3 Norman J. Kee nkee@state.pa.us
SAP Contract #: 4600010622

CHANGE SUMMARY: In accordance with paragraph I -1 of RFP 2004-9985-32 Policy Studies Inc. has renewed and amended their contract as attached for two (2) years effective September 1, 2006 through August 31, 2008 with a 1 year renewal option.

ALL OTHER TERMS AND CONDITIONS OF THIS AGREEMENT NOT CHANGED BY THIS CHANGE NOTICE REMAIN AS ORGINALLY WRITTEN.

AMENDMENT / CHANGE # 2
HEALTH AND HUMAN SERVICES CALL CENTER
SEPTEMBER 1, 2006 TO AUGUST 31, 2008

NOW THEREFORE, to be legally bound to negotiated Renewal Amendment # 2, DGS and the Contractor agrees as follows:

1. **Increase (Pg 26 III-2 A.6)** Average Speed of Answer (ASA) **From** 30 Seconds **To** 40 Seconds.
2. **Reduce (Pg 18 II 8.A.1.D)** Live Answer Rate (LAR) **From** 95% **To** 90%.
3. **Revise (Pg 26 III-2 A.3)** Saturday hours **From** 8AM - 6PM., **To** 9AM - 3PM w/ Traumatic Brain Injury Line to remain open during the new Saturday hours.
4. **Remove (Pg 40 III-12.A.2.b.)** 5,900 monthly adultBasic outbound renewal calls.
5. **Institute (Pg 26 III-2.A.3.)** Auto Attendant “**Pilot**” for several help lines to be determined after contract renewal by help line managers and DGS BOP Contract Officer within thirty (30) days after renewal.
6. **Change From (III-10.A.3.)** PSI to conduct, collect and evaluate customer surveys **To** DGS BOP Contract Officer to evaluate customer surveys.
7. **Remove (Pg 24 III-1.A.11.)** obligation that Center will be an accredited AIRS facility.
8. **DGS** and its HHSCC partner agencies will do our utmost to provide thirty (30) calendar day notification of marketing, outreach or other publicity efforts that may increase short-term call volumes or cause significant spikes in call volumes over a short period of time. **DGS** may allow relief of ASA and LAR for a period of time to be determined in writing by the DGS Project Manager or peer.
9. **DGS** Project Manager and partner agency Line managers will determine and provide to the Contractor the appropriate number of customer satisfaction surveys it must conduct during the renewal period.
10. **DGS** agrees to streamline administrative responsibility to reduce the burden that may take away PSI ability to meet or exceed contract obligations.
11. **DGS (Pg 33 III-9.A.6)** will make an effort to limit the number of ad-hoc reports.

Contract Reference Number: 9985-32
Collective Number: None
Change Number: 3
Change Effective Date : January 1, 2007

**COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF GENERAL SERVICES
HARRISBURG**

For: Aging, Health, Insurance and Public Welfare Agencies of the Commonwealth
Subject: HEALTH AND HUMAN SERVICES CALL CENTER
Contract Period: Effective date of August 1, 2004 and Ending July 31, 2006 (Extended through August 31, 2008)
Buyer Name: XF3 Norman J. Kee nkee@state.pa.us

AMENDMENT SUMMARY: Amendment # 3 - Department of Health will pay monthly storage costs of \$341.43 per month through August 31st 2008 for the storage of their *Fulfillment* pamphlets which supports Help Line programs at the Call Center. The materials were formerly stored in Health's warehouse which was closed. This amendment supports the contract renewal agreement which began September 1, 2006 that stated in part that the Commonwealth will pursue alternatives in storage other than the contractor's site in Wormelysburg.

ALL OTHER TERMS AND CONDITIONS OF THIS AGREEMENT NOT CHANGED BY THIS CHANGE NOTICE REMAIN AS ORIGINALLY WRITTEN.

Contract Reference Number: 9985-32
Collective Number: None
Change Number: 4
Change Effective Date : August 1, 2007

**COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF GENERAL SERVICES
HARRISBURG**

For: Aging, Health, Insurance and Public Welfare Agencies of the Commonwealth
Subject: HEALTH AND HUMAN SERVICES CALL CENTER
Contract Period: Effective date of August 1, 2004 and Ending July 31, 2006 (Extended through August 31, 2008)
Buyer Name: XF3 Norman J. Kee nkee@state.pa.us

AMENDMENT SUMMARY: Amendment # 4, In-House-Training, changes Amendments # 1 and # 2 open hours of operation. HHSCC management shall set aside one (1) hour each month during low volume periods through the expiration date on the condition that all KPI are met for that month.

ALL OTHER TERMS AND CONDITIONS OF THIS AGREEMENT NOT CHANGED BY THIS CHANGE NOTICE REMAIN AS ORIGINALLY WRITTEN.

Contract Reference Number: 9985-32
Collective Number: None
Change Number: 5
Change Effective Date : September 1, 2007

**COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF GENERAL SERVICES
HARRISBURG**

For: Aging, Health, Insurance and Public Welfare Agencies of the Commonwealth
Subject: HEALTH AND HUMAN SERVICES CALL CENTER (HHSCC)
Contract Period: Effective date of August 1, 2004 and Ending July 31, 2006 (Extended through August 31, 2008)
Commodity Specialist: XF3 Norman J. Kee nkee@state.pa.us

CHANGE SUMMARY: Pursuant to above Contract Reference Number and Section I-1 of the RFP of the same nomenclature the Department of Health is adding 1-800-254-5164 After Hours Nursing and Ambulatory Care Licensure Help Line as fully described in the attachment.

ALL OTHER TERMS AND CONDITIONS OF THIS AGREEMENT NOT CHANGED BY THIS CHANGE NOTICE REMAIN AS ORIGINALLY WRITTEN.

GENERAL SCOPE, ASSUMPTIONS AND TECHNICAL WORK

GENERAL SCOPE:

- Medical Bureau of Harrisburg (MBH) shall respond to all calls between the hours of 4:25 P.M. and 8:00 A.M. Monday thru Thursday; Fridays from 4:20 PM until 8:00 AM the following Monday or next business day; all State sanctioned Holidays; and any State sanctioned “Unexpected Closures” or other identified emergencies.
- MBH shall outbound (dispatch) calls in emergency situations.
- MBH shall provide the same service level standards as for the other help lines in the Health and Human Services Call Center (HHSCC) - (90% live answer rate, 40 second speed to answer, no more than a 10% abandonment rate, return all voicemails within one business day). Reporting will be provided through MBH phone system Startell.
- PSI shall provide the same set of CTARA reports currently available to the other help lines, with the exception of changes for Licensure. Those reports will be available to DOH staff via the HelpInPA Web reporting portal
- PSI shall provide an annual update of providers, consistent with current procedures and requirements for updating providers for the other help lines
- MBH shall enter all call information into PSI’s proprietary CTARA application.
- PSI, through it’s subcontractor, the Medical Bureau of Harrisburg (MBH), shall follow the procedures listed below for answering telephones during off-duty hours in providing services under this contract:
 - **Routine Calls:** Instruct callers to telephone the respective offices (Nursing Care Facilities, Acute & Ambulatory Care or Personal Care Homes) directly during normal office hours. If caller insists on leaving a message, and the message is of a routine nature, hold the message until the offices open the following business day.
 - Routine calls are identified as non-complaint calls coming in to the Hotline. Examples would include regulatory questions or facility report of activity such as a resident fall, or a transfer to the hospital from a nursing facility. PSI/MBH shall document this information and include it in the fax submittal by 9:00 a.m. the following business day.
 - The messages for any routine calls collected overnight by MBH shall be input into CTARA and sent the following morning, by 9:00 a.m., to the appropriate office. The initial format for the faxes shall be via CTARA screenshots.
 - PSI/MBH shall also input into the database any calls received where the caller elects to not leave a message.
 - **Emergency Calls:** For all telephone calls concerning urgent problems with nursing care facilities, hospitals, ambulatory surgical facilities or personal care homes, consult Part II below for description of call and for order of notification.

GENERAL SCOPE, ASSUMPTIONS AND TECHNICAL WORK

- Emergency calls are determined as any call in which the caller is identifying the desire to file a complaint against a nursing home, hospital or personal care home. Before the call is actually referred to on-call staff, PSI/MBH shall identify the facility in question and verify what type of facility it is (nursing home, hospital or personal care home). PSI/MBH shall verify that caller has a complaint to file.

ORDER OF NOTIFICATION:

- **Hospitals**—Calls received by MBH that are determined to be of emergent nature related to hospitals shall be referred immediately to the Division of Acute & Ambulatory Care Duty Officer Call Schedule.
 - **Nursing Homes**—Calls received by MBH that are determined to be of emergent nature related to nursing homes shall be referred immediately to the Division of Nursing Care Facilities Duty Officer Call Schedule.
 - **Personal Care Homes**—Calls received by MBH that are determined to be of emergent nature related to personal care homes shall be referred immediately to the Office of Social Programs Duty Officer Call Schedule.
- When MBH uses the designated call lists for calls of an emergent nature, if the individual telephoned has not responded within 15 minutes, MBH shall telephone the next individual on the respective call list until they are able to relay the message. MBH shall document each contact by entering the date, time, on-call staff contacted, and disposition (voicemail left, message relayed, customer unavailable, etc.) in CTARA.
 - DOH may update any of the lists of programs, names or telephone numbers in this contract by providing written notice to PSI. In addition, DOH may provide PSI with subsequent year lists if applicable. Such written updates shall become part of this contract.
 - MBH shall document all emergency calls in the CTARA database.
- PSI shall provide training to MBH answering service operators specifically designed for the Bureau of Facility Licensure and Certification (BFLC) accounts. The training component shall include a process for which to identify calls as either routine or emergent. In addition, the training shall facilitate the operators' understanding of the various types of entities (nursing homes, hospitals, personal care homes, ambulatory surgical centers) in question. PSI shall supply BFLC with the training materials provided to MBH. BFLC must approve/disapprove of any training program implemented by PSI.
 - PSI will provide weekly and monthly phone system reports from the MBH call system detailing the average speed of answer and average handle time.

GENERAL SCOPE, ASSUMPTIONS AND TECHNICAL WORK

- PSI will provide oversight and quality review of MBH performance.
- PSI will provide training to MBH staff on the CTARA application.
- PSI shall develop an After Hours manual with Licensure contact and response information for MBH.
- MBH/PSI shall perform next-day forwarding of call information in a HIPAA compliant manner.

ASSUMPTIONS:

- The project will “go live” with Citrix access to the CTARA application on September 1, 2007 and run until the end of the current HHSCC contract term, on August 31, 2008. The project will be subject to renewal consistent with the current contract.
- Enhancements to CTARA will be made within 60 days of contract approval.
- Licensure calls are limited to after-hours **only** as prescribed in the General Scope.
- Call volume of approximately 150 calls per month incoming and 40 per month outgoing.
- Average Handle Time of 6.5 minutes.
- No fulfillment requirements.
- PSI/MBH will **not** solicit additional needs from the caller.
- The current protocol for forwarding calls to MBH directly from the DOH will not change.
- DOH staff will provide train-the-trainer prior to start-up and as necessary to address programmatic changes that impact information provided to customers.
- DOH staff will inform the HHSCC site manager 30 days in advance of any promotions/ad campaigns, pursuant to the HHSCC contract. It shall be the responsibility of the HHSCC site manager to inform MBH.

TECHNICAL WORK:

- CTARA updates and maintenance provided pursuant to comprehensive HHSCC contractual requirements.
- Website updates and maintenance provided pursuant to comprehensive HHSCC contractual requirements.
- Phone system reports through MBH (ASA, AHT, etc)
- One Citrix license, for administrator input of call information.
- Modifications to CTARA, including development changes to add additional required fields and also make modifications to reports (Complainant’s Name, Complainant’s Phone Number, Name of Facility Involved, Type of Facility Identified Care, Service or Rights Concerns Identified Action Taken, After Hours Staff Referred To). This will

require a new UI "Tab" for proper reporting. Reporting on these fields requires customization.

- Coordination and set-up of Citrix Presentation Server

GENERAL SCOPE, ASSUMPTIONS AND TECHNICAL WORK

- Provision of one desktop computer with a Citrix license. PSI's standard based on price, durability, processor speed and memory (both hard drive and RAM) is as follows:
 - Intel or AMD PROCESSOR with a minimum of 1.86 GHZ CPU speed
 - A minimum of 1GB of RAM.
 - Microsoft Windows XP
 - Virus protection software
 - Microsoft patch release updating software
 - Microsoft Office Professional XP

ELECTIVE:

In the event BFLC elects to equip MBH with additional equipment to allow for real-time CSR access to CTARA; PSI can provide each workstation, as well as a one-year Citrix License for a cost of \$1,968.

Project Pricing (Proposal Excerpt)

We have provided costs for the period September 1, 2007 through August 31, 2008.

| Line Item | Total Cost |
|--|-------------------|
| Licensure Help Line – non-recurring start-up | \$ 37,139 |
| Licensure Help Line – recurring fee | \$ 21,429 |
| Total | \$ 58,568 |

The DOH also requested pricing on workstations, in the event it elects to equip the Medical Bureau of Harrisburg with additional equipment to allow for real-time CSR access to CTARA.

We can provide each workstation, as well as a one-year Citrix License for a cost of \$1,968.