



February 14, 2023

Indiana Department of Administration
Procurement Division
402 W. Washington St., Room W468
Indianapolis, Indiana 46204

Attention: Teresa Deaton-Reese, Senior Account Manager

Ms. Deaton-Reese,

It has been our distinct pleasure to partner with the Family and Social Services Administration (FSSA) as Indiana's Non-Emergency Medical Transportation broker over the last four years. Together, we made the state's vision for its first NEMT brokerage program a reality and today – a success. Our since retired Chief Administrative Officer was talking recently about our live presentation with the State during the 2017 procurement. He recalled someone on the review panel noting that we just seemed like good people to do business with. While we know that was not the only factor in the decision to award Verida the contract, we appreciated the comment immensely, because we work tirelessly to conduct our business in a way that is transparent and mutually respectful.

In 2022, we began the process of changing our company name from Southeastrans to Verida. We had many discussions about the company's legacy and the values that we hoped would always ring true for our organization. As a result, we defined five attributes that are the pillars of Verida and have been for the last 23 years. We like to think these characteristics are at least part of the reason Indiana selected Verida in the first place.



We are **Person Centered** – we operate from a place of understanding there is a human being at the core of everything we do. We aspire to never lose sight of each person's needs and unique circumstances.



We are **Compassionate** – we strive to always listen without judgment, while offering encouragement and support to our colleagues and every person we serve, every mile of the way.



We are **Innovative** – we never stop learning about the individuals we serve and are diligent in our quest to continuously improve our processes and people-focused technology to advance the wellbeing of everyone.



We are **Adaptable** – we employ a multifaceted workforce that is able to flex under a myriad of changing conditions and do so with agility and precision.



We are **Purpose-Driven** – we act “on purpose” to improve and grow, always striving to build a culture that engages people first, then inspires them to exceed expectations.

There is little that is more challenging in NEMT business than implementing a program that has never operated under the broker model. Conversely, there is little that is more gratifying for a broker than



doing so successfully. Verida is selective in the opportunities we choose to pursue and that is because we want to be certain that no matter what, we can implement and grow a program that we and our client can stand by. We believe we have done that in Indiana.

Our initial start in Indiana was not without challenge but unlike some of our peers, we did not shy away from the hard work required to traverse the path to today. Several states have experienced failed starts with other brokers – Arkansas, Idaho, Missouri, South Carolina – some within days of implementation. Verida was steadfast in our focus to work with everyone involved in Indiana’s NEMT program to solve the problems that plagued our start-up. We kept moving forward with determination and most importantly, a plan. It is always our goal to end a contract term with the program in a better place than when we started. This is why we have successfully renewed contracts in Georgia, Tennessee, Arkansas, Louisiana, Virginia, and the District of Columbia time and again.

2.2.1 Summary of Ability and Desire to Supply the Required Products or Services

Verida is committed to Indiana’s NEMT program and has been supplying the requested services, meeting the requirements defined in Section One of this RFP, since 2018. We have invested time, resources, and honestly – sweat to see the program’s potential to fruition. We have achieved the following and so much more that you will read about in our proposal:

- ✧ Brought 60 plus new jobs through our operations throughout Indiana.
- ✧ Curated a NEMT network of fully credentialed transportation providers and drivers who are pleased to collaborate with us and transport Indiana’s members in a safe reliable way.
- ✧ Invested in our own quick response vehicles to fill network gaps when they occur – assuring that members have access to their transportation benefits.
- ✧ Implemented a world class call center that consistently meets and exceeds FSSA performance measures.
- ✧ Implemented a High-Risk Member (HRM) and Member Care Advisory (MCA) Program focused on managing the needs of fragile members and those missing excessive trips from their first call to post trip.

As you read our proposal, you will also see there are many other initiatives we would like to achieve in a second contract. We have the infrastructure, the personnel, and the proven know-how to support Indiana’s NEMT program well into the future.

2.2.2 Signature of Authorized Representative

As Verida’s Chief Development Officer I, Dena Adams-McNeish, am authorized to commit our organization to the representations made in our proposal response. Further, I can certify that the information offered in our proposal meets all general conditions of the RFP, including the information requested in RFP Section 2.3.4.



The principal contact for proposal related inquiries is Verida's Vice President of Proposals, Rebecca Weisberg. Rebecca or I will be available to provide any other information you might need during the evaluation process.

Our Address: 843 Dallas Highway
Villa Rica, Georgia 30180

Telephone: (404) 395-1629 – Rebecca Weisberg
(404) 290-8581 – Dena Adams-McNeish

E-mail: rweisberg@verida.com
dadams@verida.com

2.2.3 Respondent Notification

We understand that notification regarding this procurement will be in the form of an email. The contacts supplied above are current and we anticipate no changes. However, we do understand that the onus is upon respondents to notify the Department of any change that would affect the ability to community with Verida.

2.2.4 Secretary of State

Verida, Inc. is registered to conduct business in the State of Indiana by the Secretary of State. Our credentials are provided in Attachment D.

2.2.5 Other Information

For the past 23 years, we have demonstrated our commitment to investing in technology; building strong relationships; encouraging innovation; and focusing on results. We have found these principles are an essential roadmap in our successful management of NEMT programs for State Medicaid agencies and Medicaid managed-care organizations. We will continue to employ these principles to achieve the stated goals and performance requirements of the Indiana NEMT RFP and to bring new levels of technology, quality, and accountability to the program.

2.2.6 Acceptance of Preliminary Capitation Rates

Verida, Inc. explicitly acknowledges our acceptance of the capitation rate methodology and the requirements/conditions listed in Attachment E.

On behalf of Verida, I am pleased to submit this proposal in response to RFP 23-73722. We are excited and determined to continue our efforts in Indiana and our partnership with FSSA.

Sincerely,

DocuSigned by:
A handwritten signature in black ink that reads "Dena Adams-McNeish".
D7D2631C66E046B...

Dena Adams-McNeish
Chief Development Officer – Verida, Inc.