

Award Recommendation Letter

Date: August 30, 2010

To: James Osborne, IDOA Senior Account Manager for FSSA

From: Gina Eckart
Director, Division of Mental Health and Addiction
402 W. Washington St,
Room W353
Indianapolis, IN 46204

Subject: Recommendation of Selection for RFP 10-74
Toll-Free Consumer Services Lines.

Estimated Amount of Contract: \$142,768 per year (\$285,536 for two year initial term)

Based on our team's evaluation, we recommend Bensinger, DuPont Associates to begin contract negotiations to provide toll-free consumer service line services.

The evaluation team received proposals from five (5) vendors:

- Bensinger, DuPont Associates
- Indiana Council on Problem Gambling
- Information and Referral Network (Connect2Help)
- Mental Health America of Indiana
- TeleServices Direct

The proposals were evaluated by a seven (7) member evaluation team and IDOA according to the following criteria established in the RFS:

- Management Assessment/Quality (25 points)
- Price (30 points)
- Indiana Economic Impact (15 points)
- Buy Indiana (10 points)
- Minority-Owned Business Participation (10 points)
- Women-Owned Business Participation (10 points)

The proposals were evaluated according to the process outlined in section 3.2 ("Evaluation Criteria") of the RFP.

Scoring was completed as follows:

A. Adherence to Mandatory Requirements

All five proposals were reviewed for adherence to mandatory requirements. Bensinger, DuPont Associates, Indiana Council on Problem Gambling, Information and Referral Network, Mental Health America of Indiana and TeleServices Direct all passed this first step and were moved to Step 2 and evaluated on their Business Proposal, Technical Proposal, and Cost Proposal.

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B. Management Assessment Quality

Technical Proposal evaluation consisted of an evaluation of the following requirements:

Plan to Operate Each Toll-Free Line

For the Plan to Operate Each Toll-Free Line Requirements evaluation, the team considered each Respondent's response to vendor staffing requirements, and the vendor's ability to operate toll-free phone lines to receive complaints, comments, and compliments about service providers and to make referrals or offer information about addiction and gambling treatment programs in Indiana.

Crisis or Abusive Callers

For the Crisis or Abusive Callers evaluation, the team considered each Respondent's response to vendor requirements to handle callers that are in crisis or become abusive.

Quality Management, Monitoring, and Performance

For the Quality Management, Monitoring, and Performance evaluation, the team considered each Respondent's response to required vendor staff training, supervision requirements, quality monitoring of phone calls, and the development of performance indicators related to the toll-free lines.

Protection of Confidential Information

For the Protection of Confidential Information evaluation, the team considered each Respondent's response to vendor requirements to comply with all privacy statutes.

Public Awareness and Promotional Materials

For the Public Awareness and Promotional Materials evaluation, the team considered each Respondent's response to vendor requirements to develop and distribute promotional materials for the toll-free consumer service lines.

Telephone, Fax, and Computer Capabilities

For the Telephone, Fax, and Computer Capabilities evaluation, the team considered each Respondent's response to vendor telephone and computer system requirements.

Knowledge of Mental Health and/or Public Systems

For the Knowledge of Mental Health and/or Public Systems Requirements evaluation, the team considered each Respondent's response describing their experience with mental health, public systems, and experience providing similar services.

Reporting

For the Knowledge Reporting Requirements evaluation, the team considered each Respondent's response to develop required reports.

The evaluation team's scores were based on a review of each Respondent's technical proposal as well as specific questions that Respondents were asked to respond to through the RFP and oral presentations.

The methodology for the evaluation team's total scores was as follows:

- The combined scores were calculated for each evaluation section by team member for each respondent.
- The scores for each Respondent were then added together for an overall total score.
- The overall total scores for each Respondent were then divided by the number of reviewers (7) to calculate Management Assessment/Quality scores for each respondent.

Results of the Management Assessment/Quality evaluation are shown below:

Table 1: Management Assessment/Quality Scores

Evaluation Section	Bensinger, DuPont Associates	Indiana Council on Problem Gambling	Information and Referral Network	Mental Health America of Indiana	TeleServices Direct
MAQ Total Scores	16.60	15	15.83	11	8

During the evaluation of the technical proposals, the evaluation team observed the following regarding each Respondent:

Bensinger, DuPont Associates

Evaluators were impressed with the overall proposal submitted by Bensinger, DuPont Associates. Evaluators found that each requirement under the Technical Proposal requirements was clearly demonstrated. Bensinger, DuPont Associates offered, through their proposal, highly qualified and trained staffing, which exceeded the RFP requirements, a long history of applicable experience, and the ability to meet the State's need for operating the toll-free service lines.

Indiana Council on Problem Gambling

Evaluators did not feel that Indiana Council on Problem Gambling's proposal demonstrated the full requirements needed. Evaluators were impressed with the partnerships developed to operate the toll-free lines through subcontractors, but had concerns about the supervision of the subcontractors. Though the oral presentation was useful in clarifying details that were not included in the written proposal, evaluators determined that Indiana Problem Gambling Council's plan to operate the toll-free service lines did not meet the State's need.

Information and Referral Network (Connect2Help)

Evaluators were impressed with the overall proposal submitted by the Information and Referral Network. Evaluators found all RFP requirements were addressed clearly. Additionally, Information and Referral Network demonstrated the ability to operate the toll-free lines, and they have a long history of applicable experience and the ability to meet the State's needs. The Information and Referral Network has in depth knowledge of local referral resources. Additionally, they have a structured training program to train and prepare newly hired staff. Information and Referral Network's score on the cost proposal resulted in a lower total score. This is demonstrated below in section D.

Mental Health America of Indiana

While evaluators did not feel that Mental Health America of Indiana’s proposal demonstrated the full range and breadth of the requirements needed, evaluators were impressed with the dedication to providing services to consumers. Though the oral presentation was helpful in conveying details that did not come through in the written proposal, concerns remained about the ability to meet the needs of the State, as outlined in the RFP. Evaluators had concerns with the proposed staffing levels to operate the toll-free lines. Additionally, there were concerns with the plan to operate the toll-free lines after hours with on-call staff at remote locations. Evaluators determined that a thorough plan to operate and staff the toll free lines was not demonstrated.

TeleServices Direct

While evaluators did not feel that TeleServices Direct’s proposal demonstrated the full range of requirements needed, they were impressed with elements of the proposal. Although it was clear that TeleServices Direct is capable of operating the toll-free lines in a call center environment, overall it was unclear that the needs of the State, as outlined in the RFP, could be met. Evaluators had concerns related to TeleServices Direct’s knowledge of the mental health field and public systems, as well as the requirements to protect confidential information and handle crisis and abusive callers. Evaluators determined that TeleServices Direct did not have the knowledge of mental health services or the public system to meet the requirements for operating the toll-free lines.

C. Cost Proposal

The Cost Proposal evaluation methodology was finalized before proposals were received, as detailed below:

The Cost Proposals were evaluated based on the total two (2) year contract-length estimated cost to the State. The support-only scenario was not evaluated for cost scoring purposes. Each respondent’s total two year cost was evaluated using the baseline cost identified in the RFP (\$142,768 per year (\$285,536 for two year initial term). Since two respondents decreased the baseline cost by 10% or more, five (5) bonus points were awarded to the overall low cost per Section 3.2.3 of the RFP. Cost scores were as follows:

Table 2: Initial Cost Scores

Evaluation Section	Bensinger, DuPont Associates	Indiana Council on Problem Gambling	Information and Referral Network	Mental Health America of Indiana	TeleServices Direct
Cost Scores	35	30	0	4	-19

D. Step 2 Total Scores and Short List

Management Assessment/Quality scores and Cost scores were combined to calculate each respondent’s Step 2 Total Scores. The Step 2 Total Scores are as follows:

Step 2 Total Scores	Step 2 Management Assessment/ Quality (25 Points Possible)	Vendor Proposed Cost Based on 2 years	Step 2 Cost Score (35 Points Possible)	Total Step 2 Scores
Respondent				
Bensinger, DuPont Associates	16.6	\$ 224,114.00	35	51.6
Information and Referral Network (Connect2Help)	15.83	\$ 284,000.00	0	15.83
Indiana Council on Problem Gambling	15	\$ 254,127.00	30	45
Mental Health America of Indiana	11	\$ 273,418.00	4	15
Teleservices Direct	8	\$ 311,922.00	-27	-19

The Step 2 Total Scores were reviewed in order to determine a short-list of viable candidates for award. The Step 2 results eliminated three vendors from further consideration. That left the evaluation team two vendors to review for the short list.

The two remaining vendors to be reviewed for making the short list were Bensinger, DuPont Associates and Indiana Council on Problem Gambling. Evaluators compared the proposals and made the following observations.

Bensinger, DuPont Associates

Bensinger, DuPont Associates presented a solid plan for the operation of the toll-free lines. They have national experience in providing statewide help line services to other state agencies. They also have twenty years of experience in providing Employee Assistance Program services.

In terms of staffing, Bensinger, DuPont Associates exceeded the requirement to hire staff with a minimum of a bachelor's degree by hiring clinicians with Master's degrees. Additionally, all clinicians are trained on motivational interviewing, and are required to complete bi-weekly clinical trainings.

Bensinger, DuPont Associates also submitted a quality assurance plan for the toll-free lines that included a supervisor being available on the floor during hours of operation. Senior staff also monitor calls and review the calls with clinicians for training purposes. In addition to monitoring calls, senior staff make test calls during different times and days of the week to evaluate performance standards for the lines.

Bensinger, DuPont Associates submitted a plan that met the requirements to handle crisis and abusive callers. They also are able to use their clinical staff's experience and training to handle crisis and abusive callers.

Indiana Council on Problem Gambling

Indiana Council on Problem Gambling presented a plan to operate the toll-free lines using several subcontractors. The subcontractor, Engaging Solutions, LLC, would operate the actual toll-free hotline for the Indiana Council on Problem Gambling. Engaging Solutions has previous experience with operating toll-free lines for publically funded programs such as Hoosier Healthwise and Healthy Indiana Plan. Although Engaging Solutions provided a plan to operate the toll-free lines, it was unclear to the evaluators how Indiana Council on Problem Gambling would supervise and monitor Engaging Solutions as a subcontractor.

Engaging Solutions proposed to hire staff with a bachelor's degree and provide 80 hours of training. Staff would also attend monthly mandatory in-service training, which would consist of updates on policies and procedures.

Engaging Solutions also submitted a quality assurance plan for the toll-free lines that included a supervisor being available on the floor during hours of operation. Engaging Solutions also has supervisors and instructors monitor live calls and call narratives. Indiana Council on Problem Gambling proposed having InteCare as a subcontractor to act as an advisor on their quality assurance plan. Evaluators were unclear on InteCare's role as a technical advisor to Indiana Council on Problem Gambling on InteCare.

Overall

Evaluators felt that Bensinger, DuPont Associates proposal to operate the toll-free lines met all of the requirements and exceeded the requirements in terms of staff credentials and training. In addition to having Master degreed clinicians, Bensinger, DuPont Associates clinicians have a background in the mental health, substance abuse, and gambling fields. Evaluators felt that the clinicians' training and background added value in their plan to handle crisis and abusive callers. The vendor, Bensinger, DuPont Associates, would be directly providing the toll-free line services rather than using a subcontractor. The only subcontractor they use is for marketing and printing. Evaluators were unclear as to how Indiana Council on Problem Gambling would be supervising and consulting with the subcontractor operating the toll-free line and the subcontractor acting as an advisor on quality assurance. Additionally, Bensinger, Dupont Associates cost proposal was \$30,113 less than the Indiana Council on Problem Gambling.

E. Step 3 - IDOA Scoring

Bensinger, DuPont Associates was the lone vendor advancing to Step 3 of the evaluation process. IDOA scored the short-listed Respondent in the following areas – Buy Indiana (10 points), Indiana Economic Impact (15 points), and Minority and Women Business Participation (10 points each). Following Step 3 scoring, the Overall Evaluation Score for Bensinger, DuPont Associates is as follows:

Table 4: Final Overall Evaluation Score

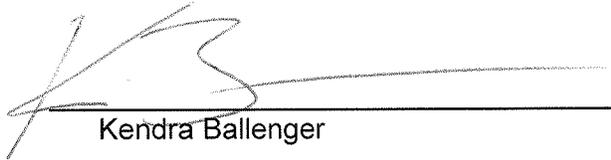
Respondent	Management Assessment/Quality	Price	Buy Indiana	IEI	MBE	WBE	Total Score
Bensinger, DuPont Associates	16.6	35	0	15	10	10	86.6

Award Summary

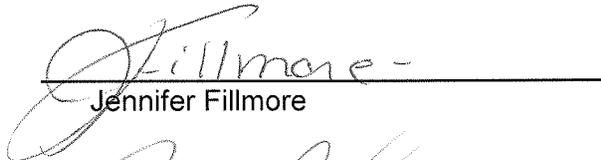
Following a strong performance in both the Management Assessment/Quality and cost proposal scoring, Bensinger, DuPont Associates' overall evaluation score was 86.6. Bensinger, DuPont Associates' experience in providing help line services shows that Bensinger, DuPont Associates' is well-suited to provide this service for the State of Indiana. As a result of the score tabulation, Bensinger, DuPont Associates' is recommended for award.

This agreement will be for a period of two (2) years. There may be two (2) one (1) year renewals for a total of four (4) years at the State's option.

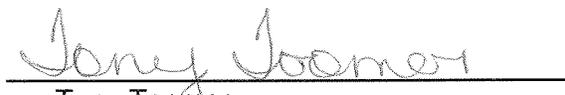
Signed by:


Kendra Ballenger


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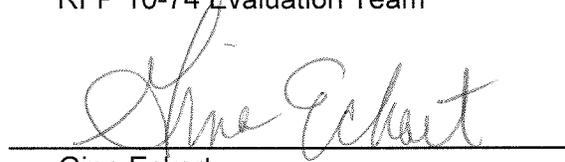

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RFP 10-74 Evaluation Team


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