



Award Recommendation Letter

Date: December 3, 2020

To: Roxie Coble, Director Strategic Sourcing
Indiana Department of Administration

From: Traci Davidson, Sr. Strategic Sourcing Analyst
Indiana Department of Administration

Subject: RFP 21-2059 Enrollment Broker Services

Estimated 4-year Contract Amount: \$7,785,770.15

Based on the evaluation of our team, we recommend **Maximus Health Services, Inc.** as the successful respondent of the RFP process for Enrollment Broker Services.

Maximus is committed to subcontracting 26.08% of the initial contract value to the following companies:

- The Panther Group – MBE
- V. Elizabeth Talent Acquisition – WBE
- Your Image Works, Inc. – WBE
- DX Enterprises, LLC – IVOSB

Proposal for this RFP were due on August 21, 2020, IDOA received four (4) RFP responses:

- Automated Health Systems
- Cognosante
- DXC Technology Services LLC
- Maximus Health Services, Inc.

The proposals were evaluated by the evaluation team according to the following criteria established in the RFP:

- Adherence to Requirements (Pass/Fail)
- Management Assessment/Quality (45 points)
- Price (35 points)
- Minority Business Participation (5 points plus 1 bonus point if certain criteria are met)
- Women Business Participation (5 points plus 1 bonus point if certain criteria are met)
- Indiana Veteran Owned Small Business Participation (5 points plus 1 bonus point if certain criteria are met)
- Buy Indiana (5 points)

The proposals were evaluated according to the published process outlined in Section 3.2, "Evaluation Criteria, of the RFP. Scoring was completed as follows:

A. Adherence to Requirements

All proposals were reviewed for adherence to mandatory requirements. All of the respondents adhered to the mandatory requirements and were then evaluated based on their business proposal, technical proposal, and cost proposal.

B. Management Assessment/Quality (“MAQ”)

Business Proposal

For the business proposal evaluation, the evaluation team considered the respondent’s organizational structure and financial stability as defined in Section 2.3 of the RFP. The evaluation team’s scores were based on a review of each respondent’s business proposal, Attachment E.

Technical Proposal

For the technical proposal evaluation, the team considered the respondent’s ability to effectively perform the scope of work as defined in Section 2.4 of the RFP. The evaluation team’s scores were based on a review of each respondent’s technical proposal, Attachment F.

Results of the initial management assessment/quality evaluation are shown below:

Table 1: Initial MAQ Score

Respondent	MAQ Score (45 pts Max)
Automated Health Systems	32.75
Cognosante	15.75
DXC Technology Services	13.75
Maximus Health Services	29.80

C. Cost Proposal

Cost scores were normalized, based on the lowest cost proposal evaluated. The lowest cost proposal, relative to their total cost, received a total of 35 points. Other proposals received scores based on the following normalization formula shown below.

$$\text{Respondent's Cost Score} = (\text{Lowest Cost Proposal} / \text{Total Cost of Proposal}) \times 35 \text{ points}$$

The cost scoring is as follows:

Table 2: Initial Cost Score

Respondent	Cost Score (35 pts Max)
Automated Health Systems	21.26
Cognosante	31.55
DXC Technology Services	25.21
Maximus Health Services	35.00

D. Short List

The initial Management Assessment and Quality Score in Table 1 (above) were combined with the Initial Cost Scores in Table 2 (above) to generate the total scores in Table 3. This was utilized to create a “short-list”, as described in the RFP: (Section 3.2), to move forward for Oral Presentations.

Table 3: Initial Scores

Respondent	MAQ Score (45 Max)	Cost Score (35 max)	Total Score (80 max)
Automated Health Systems	32.75	21.26	54.01
Cognosante	15.75	31.55	47.30
DXC Technology Services	13.75	25.21	38.96
Maximus Health Services	29.80	35.00	64.80

There was a clear and natural break in scores between the respondents. As such, Maximus Health Services and Automated Health Systems were considered for further evaluation. The short-listed vendors were then asked to provide clarifications, an oral presentation to the evaluation team, and a best and final pricing offer. The updated MAQ and cost scores after clarifications, oral presentations, and BAFO are reflective in Table 4 (below).

E. IDOA Scoring

IDOA scored the respondents in the following areas –Minority and Women Business Participation, Indiana Veteran Owned Small Business Participation (5 points each) using the criteria outlined in the RFP. Once the final MWBE and IVOSB forms were received from the respondents, the total scores out of 103 possible points were tabulated, and are as follows:

Table 4: Final Overall Evaluation Scores

Respondent	MAQ Score (45 max)	Cost Score (35 max)	Buy Indiana	MBE (5 max + 1 bonus)	WBE (5 max + 1 bonus)	IVOSB (5 max + 1 bonus)	Total Score (100 max + 3 bonus)
Automated Health Systems	32.75	22.89	0	5.00	5.00	5.00	70.64
Maximus Health Services	29.80	35.00	0	6.00	6.00	6.00	82.80

Award Summary

During evaluation, the State scrutinized the proposals to determine the viability of the proposed business solutions to meet the goals of the program and to meet the needs of the State. The team evaluated the proposals based on the stipulated criteria outlined in the RFP.

The term of the contract shall be for a period of four (4) years from the date of contract execution. There may be two (2) one-year renewals for a total of six (6) years at the State's option.

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