



State of Indiana

Optum Response to EAP and Data Warehouse

Technical Proposal
Request for Proposal 21-66211

Date
March 10, 2021

Contact
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March 10, 2021

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

Procurement Division
tdavidson@idoa.in.gov

RE: Transmittal Letter: Optum Response to Employee Assistance Program (EAP) and Data Warehouse

Dear Ms. Davidson:

In response to the State of Indiana (the State) request for Medical TPA, EAP and Data Warehouse solicitation, we present our EAP and Data Warehouse service offerings alongside the UMR offering for Medical third-party administrator (TPA).

For more than 40 years, we have offered both of these services and continually updated our resources and experienced staff to meet ongoing innovation and member needs for our customers. Additionally, Optum is a wholly owned subsidiary of UnitedHealth Group, a Delaware corporation that also owns UnitedHealthcare (providing UMR's TPA solution). As a subsidiary of UnitedHealth Group, we dedicate our services to innovation. We invest more than \$4.2 billion annually in innovation to enhance our technology, build new capabilities and increase our quality and efficiency. These investments help Optum lead the market in consumer-driven health care, as well as change the way consumers interact with the system.

Please see the following additional requested information to meet your requirements for the Transmittal Letter.

Transmittal Letter must include:

2.2.1 Agreement with Requirement listed in Section 1

The Respondent must explicitly acknowledge understanding of the general information presented in Section 1 and agreement with any requirements/conditions listed in Section 1.

Optum acknowledges and understands the general information presented in Section 1 and agrees with any requirement/conditions listed in Section 1, as they pertain to EAP and Data Warehouse services.

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

The Transmittal Letter must briefly summarize the Respondent's ability to supply the requested products and/or services that meet the requirements defined in Section 2.4 of this RFP. The letter must also contain a statement indicating the Respondent's willingness to provide the requested products and/or services subject to the terms and conditions set forth in the RFP including, but not limited to, the State's mandatory contract clauses.

Optum has the ability and experience to deliver high-quality, customized and expert Data Warehouse, EAP and optional WorkLife Services to the State, your employees and their families. We have thoroughly reviewed Section 2.4 of the RFP and will meet and exceed the requirements.

The following briefly summarizes our ability to supply your EAP and Data Warehouse service needs.

EAP Services

Through our EAP, members have convenient access to a host of services and supporting functions to help them address the personal and/or professional concerns impacting their ability to engage fully in their lives or perform to their fullest potential at work. **We also have specific experience working with essential personnel as noted in the following.**

Our EAP includes the following components:

- **EAP Access, Assessment, Consultation and Recommendation Services:**
 - A State-dedicated toll-free number answered immediately by a live master's-level employee assistance specialist, 24 hours a day, 365 days a year. **To further support your essential personnel, we can add an essential personnel/first responder prompt to our call tree. A member calling in can then press 1 for first responder and a phone read out will go to our employee assistance specialist. The specialist is then prepared to speak with an essential personnel/first responder member.**
 - A comprehensive intake assessment and consultation that is highly detailed and customized, with solution-focused consultation that is twice the length of industry standard. **We use a substance brief intervention tool and the Columbia Suicide Severity Risk Rating scale to help members who may be at risk so that we can identify, safety plan and get them connected to the right resource. We have also worked closely with organizations around essential personnel and substance use.**
 - Customized resource recommendations and service referrals for each member, depending on the assessed need
 - Unlimited telephonic visits that do not count against the members face-to-face session limit
 - Member and family coping strategies
 - Member and family de-escalation and safety planning
- **Provider Search Verification:** Optum will provide the State the convenience of clinician/provider searches on behalf of members and their families during any EAP call (if the member needs a counseling appointment), with results delivered within approximately three business days. During the initial call, employee assistance specialists will work with members to determine specific provider/counseling requirements (availability to see the provider, demographics, essential personnel, first responder, language, geographic parameters, issue type, religious affiliation and so forth). After finding a clinician/provider, we call the member with the clinician's/provider contact and available appointment information. Members with urgent needs will continue to have clinician appointment searches done within 24 to 48 hours (this is the standard timing). **For essential personnel and first responders, our employee assistance specialist will search to find an available appointment from a provider who has that area of expertise.**

- **Provider Accessibility in Indiana:** We currently have 3,757 clinicians and 264 virtual visit clinicians in Indiana, **including 385 with expertise in working with essential personnel.**
- **Member Portal:** Our EAP can be accessed through our mobile-optimized digital solution, available on all devices, which supports click-to-call, click-to-chat and request-a-call-back access to master's-level employee assistance specialists. Our program is a one-stop shop for all topic's health and wellness, providing employees with comprehensive information on the EAP service and access to extensive range of educational materials, resources, tools and apps. We help employees and their family members to take a proactive approach to their health and well-being.
- **Text-based Therapy:** Talkspace is an effective alternative to face-to-face therapy that includes text, audio and video messaging with licensed therapists. **We have found that educating essential personnel on how to schedule virtual visits and use Talkspace fit their schedule needs.**
- **Digital Cognitive Behavioral Therapy (CBT):** Sanvello Premium mindfulness and resiliency app for self-care addresses anxiety, depression and stress. **Some of our customer managers have found that promoting Sanvello was very useful with their essential personnel. They could access the tools at any time with some exercises being 10 minutes, enabling members to fit this self-care into their day.**
- **Financial Services:** Includes two free 30- to 60-minutes sessions of one-on-one telephonic financial consultation with money coaches per year, online tools (financial stress assessment and financial calculators and modeling) and self-guided learning modules.
- **Legal Services:** Includes one free 30-minute telephonic or in-person consultation with a state-specific attorney, per separate legal issue. If the attorney is retained, ongoing legal services are then offered at 25 percent below the firm's current rates.
- **Management Consultation Visits with HR, Management:** Includes employee performance management, workplace trauma, organizational change, worklife issues and more. Our management consultation team comprises licensed clinicians who work on about 3,000 management referrals a year with most because of substance use. Our team screens and assists members getting the care they need, even if it is a level of care beyond EAP.
- **Critical Incident Response Services (CIRS):** Includes crisis intervention, organizational support, trauma or death of an employee. **With other organizations we work with that have essential personnel, we have made a subset of our critical incident network to have responders selected first that would go to these organizations because of their experience working with these populations.**

- **Training and Group Services:** Includes wellness seminars, Lunch & Learns, health fairs, skills training such as stress management and coping, and educational/support groups on various topics. **We can also provide specific trainings that support essential personnel, such as training for compassion fatigue.**
- **Communication Materials:** Includes employee and manager promotional materials (posters, flyers, bi-fold brochures and tear-off cards, benefit flyers, educational articles) and FAQ sheet with instructions to access the Optum appointment scheduling tool. **We break down the stigma of EAP communications to help members (especially essential personnel) understand that our services are confidential and that we have many resources and tools to meet their specific needs.**
- **Account Support:** We provide ongoing account management support to drive employee awareness of—and engagement with—the program. **We will work with the State on specific needs with your essential personnel, any current initiatives and create a further strategy for supporting these members.**
- **Reporting:** Includes top concerns of the State's members, where can we drive awareness, preferred channels of engagement and opportunities for additional support.
- **State-specific Advisory Board:** Through our combined resources, we offer you a State-specific Advisory Board to provide consultative and interdisciplinary support for your strategic planning comprised of executive leaders for the State, UMR and Optum. Together, we will take an innovative and strategic approach to exploring the best ways to align our services with your work force right now. We will address key topics on how to foster productivity, shape virtual work arrangements, support employee well-being, motivate performance and organizational loyalty, drive engagement through a comprehensive communication strategy and more.
- **On-Site EAP (optional):** An on-site consultant can understand the organization's culture, sit with workgroups to understand their day-to-day activities and build trust to make it easier for members to engage. This resource can provide individual consultation, manager consultation, respond to critical incidents and provide trainings (e.g., compassion fatigue), as well as provide individual counseling. **We have also had on-site staff work with organizations that have peer support programs. The on-site consultant can act as an advisor to essential personnel to help with guidance on signs and symptoms of substance use and mental health concerns, how to talk to others about seeking help and how to get members connected to appropriate resources.**

Optional Telephonic Verified WorkLife Services

Through our comprehensive WorkLife Services, worklife advisors help members meet the challenges of daily life, reducing their stress and anxiety and helping them contribute to more productive workplaces. Worklife advisors take over the extensive resource search that members

would otherwise conduct during work hours and partner with members to mutually develop action plans and provide lists of verified referrals.

Our WorkLife Services include the following components:

- **Child/Parenting:** Childcare, including before- and after-school programs, pregnancy and/or adoption, teen programs, discipline/safety and more
- **Life Learning Educational:** Includes K-12, to college and adult education, career component, access to college options and more
- **Adult/Elder:** Includes caregiving resources (nursing homes, respite care, home care and more
- **Chronic Conditions:** Includes assistance for members and their caregivers, special needs, assistive technology, housing and more
- **Convenience:** Includes business travel, dining/entertainment, health and well-being, home repairs and more

Digital Solution

Our digital solution gives members the ability to create a personalized account where they can take a survey that will gather insights for recommendations customized to their responses. The enhanced Provider Search prioritizes to show matching providers with online appointment scheduling capabilities at the top of the search results. The solution enhances engagement by sending automated messages to members so they can review the services and programs that will benefit and help to engage continuously. This solution has a visual layout that is appealing and easy for each member to see, at-a-glance, all their recommended services and available State programs.

Data Warehouse

We will provide the State our exemplary data integration and management expertise coupled with our in-depth health care analytics and our benefits data and analytics expertise. Your support team, with the power of Optum behind them, will guide and assist you in measuring the performance of your benefits along with the health and wellness of your covered population. Our integrated employer data warehouse coupled with the reporting and analytics platform is the solution that will provide the features and capabilities you need for routine reporting, analytics and in-depth data analysis.

We have guided and supported many diverse organizations to expand their data and analytics through our solution of patented data integration tools and services, cloud-based self-service reporting platform, industry-standard analytic methods, relationship-based service model and the analytic insights we deliver to our customers every day. Partnering with us will bring the State the benefit of our many years of experience and the future benefit of advancing data and analytics focused on the ecosystem of health care delivery, which is unique to Optum.

2.2.3 Signature of Authorized Representative

A person authorized to commit the Respondent to its representations and who can certify that the information offered in the proposal meets all general conditions including the information requested in Section 2.3.4, must sign the Transmittal Letter. In the Transmittal Letter, please indicate the principal contact and a secondary point of contact for the proposal along with address, telephone, and fax number as well as e-mail addresses.

The principal contact is for our United proposal is Kim Sonerholm, Health Plan CEO.

Richard Kodora, VP, Business Development is your secondary contact and **primary contact** for Optum products and services.

Richard Kodora
Vice President, Business Development
Optum
T: (703) 395-4456
richard.kodora@optum.com

2.2.4 Respondent Notification

Unless otherwise indicated in the Transmittal Letter, Respondents will be notified via e-mail.

It is the Respondent's obligation to notify the Procurement Division of any changes in any address that may have occurred since the origination of this solicitation. The Procurement Division will not be held responsible for incorrect vendor/contractor/respondent addresses.

Optum confirms receiving notification of this statement, and our obligation to notify the Procurement Division of any changes in any address.

2.2.5 Confidential Information

Respondents are advised that materials contained in proposals are subject to the Access to Public Records Act (APRA), IC 5-14-3 et seq. (see section 1.15).

Provide the following information:

- *List all documents, or sections of documents, for which statutory exemption to the APRA is being claimed;*
- *Specify which statutory exception of APRA applies for each document, or section of the document;*
- *Provide a description explaining the manner in which the statutory exception to the APRA applies for each document or section of the document.*
- *Provide a separate redacted (for public release) version of the document.*

Please see folder **Optum Redacted Response** for a separate redacted (for public release) version of our proposal as listed below:

Document	Section/Question	Reason for Redaction
Executive Summary	Pages 1 and 11	Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
Attachment A – Minority and Women Subcontractor Commitment Form	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our contracted vendors is not public knowledge due to the nature of the content and for security purposes.
Attachment A1 – Indiana Veteran Owned Small Business Subcontractor Commitment Form	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our contracted vendors is not public knowledge due to the nature of the content and for security purposes.
AttC_66211 – Economic Impact Form	Full Document	Confidential Financial Information: The APRA provides an exception from disclosure for

Document	Section/Question	Reason for Redaction
		confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
AttD1_66211 - Cost Proposal	Tabs D1.2, D1.4A, D1.4B, D1.6A, D1.6B, D1.7, D1.8, D1.9, D1.10 and D1.11	Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
Cost Narrative - Optum EAP	Full Document	As referenced in AttD1 – a continuation of the cost proposal. Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
Cost Assumptions Conditions and Constraints Optum EAP	Full Document	As referenced in AttD1 – a continuation of the cost proposal. Confidential Financial Information: As referenced in AttD1 – a continuation of the cost proposal. The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
State of Indiana EAP PG Exhibit	Full Document	As referenced in AttD1 – a continuation of the cost proposal. Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
Cost Narrative-Optum DW	Full Document	As referenced in AttD1 – a continuation of the cost proposal. Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
Cost Assumptions, Conditions and Constraints-Optum DW	Full Document	As referenced in AttD1 – a continuation of the cost proposal. Confidential Financial Information: The APRA provides an exception from disclosure for confidential financial records obtained from a person under Indiana Code section 5-14-3-4(a)(5).
AttB_66211 – Sample Contract	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our contract language plan is not public knowledge due to the nature of the content and for security purposes.
AttM3_66211 - Terms and Conditions-SaaS (Software)	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our contract language plan is not public knowledge due to the nature of the content and for security purposes.
Optum Attachment 2 – Optum Enterprise Resiliency and Response Customer Response Document and	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our disaster recovery plan is not public knowledge due to the nature of the content and for security purposes.

Document	Section/Question	Reason for Redaction
Optum Attachment 3 - Enterprise Disaster Recovery Program Overview	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our disaster recovery plan is not public knowledge due to the nature of the content and for security purposes.
Optum Attachment 4 - Business Continuity and Disaster Recovery	Full Document	Trade Secret: The APRA provides an exception from disclosure for trade secrets under Indiana Code section 24-2- 3-2. Our disaster recovery plan is not public knowledge due to the nature of the content and for security purposes.

2.2.6 Other Information

This item is optional. Any other information the Respondent may wish to briefly summarize will be acceptable.

Throughout the state of Indiana our United team has 3,818 employees (including 1,709 OptumHealth employees) and we serve 949,875 members for our medical services alone. We have five offices in the state with four in Indianapolis. In 2019, our community giving in the state included \$219,699 corporate donations and \$300,378 employee donations.

Best regards,



Richard Kodora
Optum, Vice President – Business Development