



MEMORIAL
HOSPITAL AND MANOR
BAINBRIDGE • GEORGIA



REQUEST FOR PROPOSAL

Employee Health Insurance Brokerage and Consulting Services

**DECATUR COUNTY HEALTHCARE
COOPERATIVE**

**(City of Bainbridge; Decatur County; Memorial Hospital
and Manor)**

November 7, 2015

(1) INTENT

The Decatur County Healthcare Cooperative is requesting proposals for a broker and agent of record to coordinate its health insurance and ancillary products from reputable insurance carriers, finding the desired products at the most competitive prices. The Cooperative currently provides insurance benefits on an individual basis to its employees.

(2) GENERAL INFORMATION

The Decatur County Healthcare Cooperative (the Cooperative) is an alliance of Decatur County, Georgia, the City of Bainbridge, Georgia and the Hospital Authority of the City of Bainbridge and Decatur County, dba Memorial Hospital and Manor. Collectively, the three entities employ approximately 1000 persons of which approximately 900 have health insurance coverage.

(3) PURPOSE OF THIS RFP

The cooperative desires to retain a Health Insurance Broker/Agent that will offer advice on insurance related matters and bind the cooperative's employee health insurance coverage. Coverage shall include, but not be limited to, health, life, dental, prescription and vision coverage.

(4) SCOPE OF SERVICES

The purpose of this Request for Proposals ("RFP") is to select a Firm qualified to represent the insurance interests of the cooperative. As this is an Agent/Broker RFP, insurance/risk management consultants and carriers will not be considered. The selected Firm is expected to provide qualified and expert professional services, including but not limited to:

- a. Periodic review (no less than annual) of the Cooperative's health insurance programs, specific coverage(s), loss data, and risk management measures; and making recommendations to the Cooperative with respect to the need for ancillary insurance services, additional coverage and modifications, updating or upgrading of existing coverage (s). Annual recommendations concerning changes in terms, conditions and limits of coverage; based on best industry practices.
- b. Upon approval by the Cooperative, annual marketing of Cooperative's health insurance program, including, a negotiation of carrier contract extension or change (s). This service will include comprehensive assistance and guidance in completing the insurance application process in a timely fashion.
- c. Solicitation of proposals from qualified insurance carriers on an annual or as needed basis who are experienced and familiar with writing coverage for

governmental entities within the State of Georgia.

- d. Development of bid specifications to be submitted to the marketplace for which proposals are sought.
- e. Evaluation of proposals submitted by insurance carriers relative to compliance with insurance specifications, cost and ability of each carrier to perform as required including relative solvency.
- f. Detailed report of solicited policy renewal options available to the Cooperative.
- g. Examination and approval of issued policies and bonds for conformance with the Cooperative's specifications and the carrier's proposal.
- h. Provision of an annual stewardship report, including insurance schedule, policy summaries, review of past year's activities and outlook for coming year's market conditions.
- i. Assistance to the Cooperative in drafting insurance specifications for contracts and agreements as requested.
- j. Advice to the Cooperative on new developments in the field of insurance.
- k. The selected broker/consultant will be expected to work in partnership with Cooperative staff to perform the following services:
 - i. Provide recommendation for the proposed benefit components, specifically in the area of design, funding, cost and administration.
 - ii. Conduct renewal negotiations with the carrier(s) and vendors and prepare a complete and detailed accounting of all claim costs, provider access fees, administrative expenses, risk charges, etc.
 - iii. Provide general problem-solving throughout the plan year.
 - iv. Any other duties critical to the proper formation of a health insurance plan and its optimal operation and participation to include billing and reconciliation processes as requested.
- l. Maintain an active, ongoing relationship with service providers/carriers to ensure the smooth operation and delivery of benefits.

- m. Intervene as necessary on any coverage or claim issue or problem that may arise. Assist employees in settling claims and grievances related to health insurance benefit issues.
- n. Does your company provide and/or support corporate wellness initiatives?
- o. Describe any programs that you provide to your clients that foster employee wellness.
- p. Broker/Agent will have staff available a minimum of 40 hours per week to answer employee questions, solve problems and assist with benefit administration.
- q. Act as a resource for any employee benefit issue that the cooperative may have to include ERISA, COBRA, FMLA, ACA, etc. Educate and advise on Healthcare Reform, specifically the ACA, and the key strategic decisions that we should consider.
- r. Develop communication materials that clearly convey benefit levels and highlight new or changing aspects or other important information to plan participants.
- s. Meet the following reporting guidelines:
 - i. On a monthly basis provide in an electronic format reporting on the medical loss ratio (MLR).
 - ii. On a quarterly basis provide in an electronic format reporting on large (25k+) or anomalous claims, deductible/OOP expenses, claims by diagnostic category and Rx utilization.
 - iii. On an annual basis the broker/agent will be required to submit a written summary report of the performance of the plan over the preceding twelve (12) month period.
- t. The broker/agent will be required to maintain a website that can be used by employees to resolve plan questions and to provide information and forms.
- u. Act at all times as the Agent of Record in full compliance with all federal and state statutes and regulations. How do you support your clients in ensuring their employee benefits programs remain compliant with all federal and state laws?
- v. Describe how your firm maintains client records in a secure environment and provides due diligence effort to avoid a security breach.

- w. Do you have in-house legal advisors or outside counsel who provide guidance to you and your clients?
- x. Describe methods you employ to disseminate information about current trends and legislation (ex: legislative updates, seminars/webinars, newsletters, periodicals, etc). Please provide examples.
- y. Do you assist clients in the preparation of their Marketplace Notices, Summary of Benefits and Coverage, Grandfather Status Notice, and any other documentation required under the ACA? Please provide examples.
- z. List any conflict of interest which may exist that would compromise your ability to objectively serve XXX.

(5) **Compensation:** These assurances apply to any and all agents provided by the firm to service our account.

Assurance	Yes	No
Will you disclose all your compensation sources from each carrier/vendor?		
With respect to potential compensation sources such as persistency bonuses, new business bonuses, large case bonuses, etc., will you disclose these bonuses?		
If you receive any compensation in the form of “administrative,” “set-up” or any other like fees, will you disclose those fees?		
Will you disclose all other cash or non-cash financial arrangements you receive?		
Will you provide notification of any conflict of interest you may have with respect to the products and/or services you offer?		
Will you provide a statement of work detailing what services will be provided for the total compensation that you receive should this be requested?		

(6) SUBMISSION AND INFORMATION REQUIREMENTS

- a. Three (3) copies of all proposals, unbound, as well as one electronic copy (Adobe Acrobat format saved onto a PC readable medium), should be submitted to Brad Ward, City of Bainbridge, Director of Human Resources, P.O. Box 158, Bainbridge, Georgia 39818 by December 7, 2015, no later than 5:00 PM..
- b. Proposals will be evaluated based on what is deemed to be in the best interests of

the Cooperative, including such factors as the bidder's experience and expertise in providing Insurance Advisory and Brokerage services for municipalities, counties and other governmental entities, the clarity and creativity of the proposal, recommendations of entities for which the bidder has previously provided services, the persons to be assigned to the project by the bidder, and the method by which the broker/agent will assess a fee for their services. Cost will not be the sole factor in evaluating bids.

- c. Responding Firms must be capable of performing Agent of Record duties in full compliance with all federal and state statutes and regulations.
- d. Confirm that you are an actuary, licensed consultant or broker in Georgia and provide documentation.
- e. The Cooperative may accept those proposal(s), which will, in its opinion, most completely meet the requirement of the RFP. The Cooperative solely determines which proposer best meets the specifications and is in the best interest of the Cooperative.
- f. Confirm that you serve as a consultant or broker, independently, and are not affiliated with any insurance company, third party administrative agency or provider network. Further confirm that no existing or potential relationships exists between your firm and insurance carriers and/or vendors who may be considered by the cooperative that could lessen your independence and objectivity because of a perceived or actual conflict of interest.
- g. Detail the scope of services your company would offer and how your firm would accomplish the work described.
- h. Outline your ability to provide expertise and experience in the areas of health benefit plan analysis and design. Detail your ability to advise on health care cost containment strategies. Give examples of your work with other companies, similar in size to the Cooperative, and the end result of that effort.
- i. List three current clients for whom you provide coordinated services related to health plan and ancillary benefits, analysis and design. For each client, the list must specify the type of work performed by your company, the size of the client's group and the period of time retained as a client. For each client, include the name, title, address, fax number, and phone number of a contact person who the cooperative may contact as a reference.

- j. Please describe your working relationship with health insurance carriers. Please indicate any other services, capabilities, designations or experience that differentiates your organization from competition.
- k. Please explain your companies training strategy to ensure that the latest and most accurate information is conveyed to your customers.
- l. Please describe to what extent you will be willing to be involved in resolving problems with claims, etc, between an insured and the insurance carrier.
- m. Name of firm and parent company, if any.
- n. Number of employees of the firm, servicing office(s), and their respective addresses.
- o. Number of Georgia public entity clients and their total annual health insurance premium.
- p. Principal public entity markets utilized and premium volume written with them.
- q. Description of the insurance marketing expertise of the servicing office with regard to Georgia clients and a sample marketing plan.
- r. A list of all personnel who would be involved with this account including: Name, Job Title, Responsibilities, Type of Work Performed, Georgia Local Government Experience and credentials.
- s. Detailed description of any special, in-house, services or systems available to the Cooperative.
- t. Description of Firm's performance monitoring and measurement of insurance carriers, negotiation of policy provision interpretations and possible intervention in claims processing.
- u. Name, address and telephone numbers of persons to receive notifications and reply to Cooperative's inquiries.
- v. The Firm shall maintain in good standing all the necessary licenses and certifications as required by Georgia General Statutes and regulations for insurance agents and/or brokers and shall provide copies of the same to the Cooperative.

- w. Three (3) copies of the proposal shall be submitted with the name and telephone number of the principal person provided.
- x. Interpretations, changes, modifications or additions to the Request for Proposal resulting from any inquiries shall be published by addenda to all those receiving the original proposal package. All material submitted becomes the property of the Cooperative and will not be returned.
- y. Broker finalists selected for final evaluation prior to final selection may be required to make an oral presentation of their proposal to the cooperative and/or its health insurance staff/board committee. Such presentations provide an opportunity for the potential broker/consultant to clarify the proposal to ensure mutual understanding.
- z. Broker/Agents requiring any interpretations or clarifications regarding the Request for the Proposal shall direct such questions to Brad Ward, City of Bainbridge Director of Human Resources, P.O. Box 158 Bainbridge, Georgia 39818, 229-248-2000 x125 or by email to bradw@bainbridgecity.com.
- aa. The Cooperative shall be the sole judge as to whether any proposal complies with these instructions and specifications, and such a decision shall be final and conclusive. Proposers shall state any exceptions taken to the RFP specifications.
- cc. Each proposer must submit qualifications and an explanation of how their fee for services will be generated and collected. The price proposal must include either a fee for service amount or a commission to be added to the cooperatives re-insurance premium. PLEASE note that Cooperative will require **complete** disclosure of any and all fees / commissions / contingent commissions / overrides / bonuses your organization receives each year as a result of your organization's work on its behalf.
- dd. Please describe how Cooperatives account would be managed by your company. If different people/department would manage different aspects, please explain.

The Cooperative reserves the right to reject any or all proposals in whole or part, to award any one service or group of services or all services, to negotiate with any or all companies submitting proposals, and to enter into an agreement with any company for any services mentioned in this RFP; if it is deemed to be in the best interest of the Cooperative.

The contents of the successful proposal may, at the Cooperative's option, become part of the contract entered into by selected Firm and the Cooperative. Selection as the preferred proposal does not provide any contract rights to that Firm. Any such rights shall accrue only

if and when the Cooperative and the Firm execute a binding contract. The Cooperative reserves the right to negotiate with the successful Firm in any manner necessary to best serve the interests of the Cooperative. If the Cooperative fails to reach an agreement with the successful bidder, the Cooperative may commence negotiations with an alternative bidder or reject all bids and reinstitute the RFP process.

(7) EVALUATION

The most promising responses will be evaluated in detail. Additional information may be sought from Firm (s).

Firm (s) may be asked to present and explain their proposals. If interviews are held, they will be 30-45 minutes long. Initial presentations will be limited to 15 minutes. The final 15-30 minutes will be reserved for questions from the Selection Committee and subsequent discussion. The key person to be assigned to this project must be present at this interview. The Cooperative reserves the right to waive non-material deficiencies in any proposal.

Proposals will be evaluated by the Cooperative, who reserves the right to reject any or all proposals received. The following will serve as the basic criteria for the selection of the consultant:

- a. Understanding of the work required by the project manager as evidenced by the proposal and the ability of the contractor to commence work in a timely manner. Completeness of proposal will be critical.
- b. The qualifications of the company.
- c. The scope of the services offered.
- d. Ability to work with and relationship with and access to major health insurance carriers.
- e. Completeness and responsiveness to the requirements of the RFP.
- f. Experience, qualifications and competency in providing insurance agency /Brokerage and consulting services to governmental entities in the State of Georgia.
- f. Experience of the individual and/or team that will be assigned to the Cooperative.
- g. Experience in evaluating operations and making recommendations that are feasible.

- i. Understanding of the project's objectives and scope as evidenced by the quality of the proposal submitted.
- j. Good service and good value shall weigh heavily in the selection process.

(8) Addendums to RFP:

In the event it becomes necessary to revise any part of the RFP, an addendum will be provided to all prospective firms submitting proposals.

(9) Incurring Costs:

The Cooperative is not liable for any cost incurred by the Firms prior to the issuance of a contract and purchase order.

(10) Ownership of Proposals:

All proposals in response to the RFP are to be the sole property of the Cooperative.

Proposals may not be withdrawn for sixty (60) days from the proposal due date. The Cooperative reserves the right to reject any or all proposals.

The Cooperative reserves the right to exercise its discretion and be the sole judge of the proposal.

If the Cooperative's governing body fails to appropriate sufficient funds in any fiscal year for services to the Firm, and if no other funds are available for such payments, then a "non-Appropriation" shall be deemed to have occurred. In the event of "non-appropriation", the /any agreement with the Firm shall terminate and the Cooperative shall not be obligated to pay any amounts due under such an agreement.

While the stated appointment term is three (3) years, effective July 1, 2016 to June 30, 2019, the Cooperative may terminate the Firm, if, in the sole opinion of the Cooperative, the Firms fails to perform the functions and duties as outlined in this RFP.

The Cooperative reserves the sole right to extend the contract annually for up to two (2) additional years.

All questions about the proposals should be directed to Brad Ward, Director of Human Resources, City of Bainbridge by post or by email at bradw@bainbridgecity.com; no later than 5:00 PM, Monday, December 7, 2015.