



Request for Proposals (RFP):

[PA Medicaid Managed Care Organizations \(PAMCO\)](#)

Procurement Contact Person: Emily Katz

Emily@elkatz.com

February 11, 2020

To Whom It May Concern:

PAMCO is seeking a response to the RFP listed below:

1. Background/Introduction

PAMCO is a 501(c)6 not-for-profit trade association made up of all of the Physical Health (PH) Medicaid Managed Care Plans serving more than 2.2 million vulnerable Pennsylvanians who are on Pennsylvania's Medical Assistance program known as HealthChoices. PAMCO was created in-part to:

- a. Proactively advocate on behalf of Pennsylvania's (PH) Medicaid Managed Care Organizations (PH-MCOs) before the Commonwealth's Legislative and Executive branches;
- b. Serve as the common voice of Physical Health Medicaid Managed Care; and
- c. Educate all relevant stakeholders in order to influence and proactively advance desirable legislative, regulatory and policy decisions conducive to the long term success of Medicaid Managed Care in Pennsylvania.

PAMCO membership is comprised of all the Medicaid MCOs in the Commonwealth serving the Physical HealthChoices Program, including Aetna Better Health, AmeriHealth Caritas, Gateway Health, Geisinger Health Plan, Health Partners, Keystone First, UnitedHealthcare Community Plan, and UPMC *for You*.

Our Medicaid MCOs are some of the highest rated health plans in the country. They offer comprehensive health care benefits, along with value-added benefits and innovative care management approaches to improve the overall health and wellness of their respective members. They are committed to elevating the health of the communities they serve through outreach, education and events. The MCOs are continually developing new ways to encourage and achieve better health outcomes by addressing social determinants of health and innovations in health service delivery.

2. Project Goals and Scope of Services

PAMCO is seeking the services of a lobbying firm to develop and execute a comprehensive strategic plan that expands our legislative presence in Pennsylvania, which motivates

legislative, regulatory and policy solutions conducive to our long term success and viability. The award will be made to a responsive, responsible and highly regarded firm based on the best overall value and professional capability.

The selected firm will be responsible for the development and implementation of a relevant, comprehensive, influential, cost-effective and strategic lobbying plan.

Tasks include but may not be limited to the following criteria:

- Developing strategic materials and approaches to influence favorable outcomes regarding our legislative priorities.
- Scheduling and attending meetings with members of the General Assembly and Governor's Office to advance and achieve our desired policy positions.
- Enhancing PAMCO's brand presence and promoting the value of managed care within the General Assembly and Governor's Office and among peripheral organizations.
- Keeping PAMCO fully informed in a timely fashion of germane legislative and political developments that stand to impact the PH-MCO community.
- Other communication assistance as requested.

3. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

- RFP Release: February 11, 2020
- Deadline for Bidders to Submit Response: February 19, 2020 at 3 PM
- Respondents *may* be asked to attend an in-person session for any additional follow-up on February 27 at 2:15 pm in downtown Harrisburg, PA.
- Anticipated Selection Date: March 2, 2020

4. Time and Place of Submission of Proposals

Respondents to this RFP must submit via email their proposal as one PDF document. Responses must be received no later than 3:00 PM on February 19, 2020. Responses should be clearly marked "RFP-PAMCO LEGISLATIVE" and emailed to the contact person listed above.

5. Elements of Proposal

The submission must, at a minimum, include the following elements:

- A description of the firm that includes a general overview, names and credentials of the team, and the number of full-time employees.
- A narrative outlining the firm's strengths and distinguishing skills or competencies as they might relate to PAMCO, including a description of the relevant expertise of the firm working with similar customers and/or Medicaid Managed Care. (two pages maximum).
 - Please include biographical information on the individual(s) who would serve as the primary lobbyist(s) and who will be representing PAMCO's best interests.
 - Please highlight and describe the depth and breadth of the relationships your firm has within the Pennsylvania Legislative and Executive branches.

- A conflict of interest statement, including any past or current relationships with health care related clients and managed care organizations.
- A representative selection of material and collateral created as well as relevant outcomes achieved for current and previous clients
- Examples of how you communicate relevant discoveries and intelligence for current clients in terms your mode of communication, conference calls, in-person meetings and the cadence thereof.
- An exhibit depicting your firm's competitive pricing for these services, including a cost description associated with the services we are requesting.

6. Evaluation Criteria

The successful respondent will:

- Have been operating continuously as a government affairs, communications, and/or marketing agency for a minimum of 24 months and possess full-service, in-house capabilities for Government Affairs and Policy support.
- Possess the necessary and relevant education, experience, knowledge, skills, and qualifications of the firm and the individuals who will provide these services.
- Show a well thought out approach on achieving our desired outcomes, with the most cost effective solution.

We look forward to hearing from you.

Sincerely,

Emily Katz
PAMCO Policy Consultant