

MICHAEL A MADALENA, CONSULTANT

January 12, 2010

Jo Ann Adkins
Department of Administration
Purchasing Division
2019 Washington Street, East
Charleston, WV 25305

Dear Ms. Adkins:

SUBJECT: RFQ ITECH10

Michael A Madalena, Consultant is pleased to have the opportunity to submit a proposal to provide supplemental staffing and associated services to the State of West Virginia. The attached proposal sets forth our qualifications, capabilities, and the technology we propose to use in fulfilling the requirements of the RFQ. **We accept all terms and conditions of the RFQ. Furthermore, we certify that we meet or exceed all mandatory requirements of the RFQ.**

Below is the organization's general information:

Name of the Organization: Michael A Madalena, Consultant

Submission Date: January 12, 2010

RFQ Number: ITECH10

Contact Name: Mike Madalena

Address: 551 Justabout Road, Venetia, PA 15367

Phone: 724.941.5065

FAX: 724.941.5322

Email: mikem@mm4q.com

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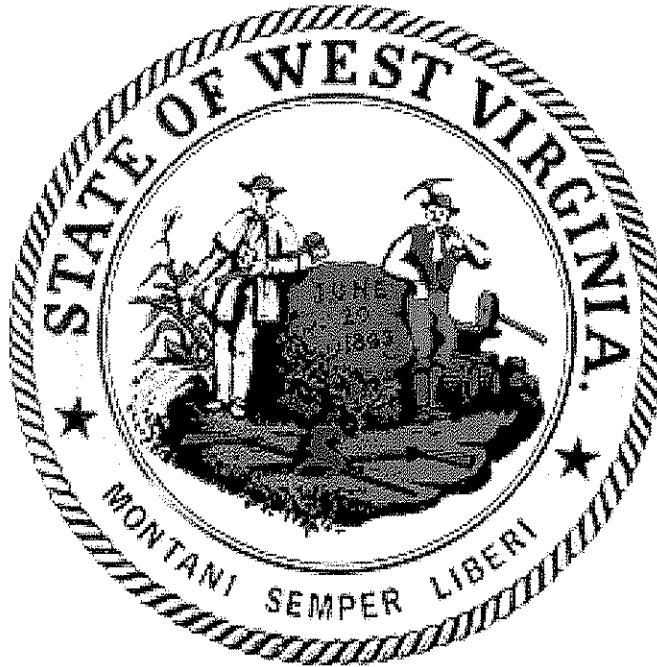
January 12, 2010

If you have any questions or need further clarification, please feel free to contact me.
Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Madalena', with a stylized flourish at the end.

Michael A. Madalena
Consultant



State of West Virginia

Request for Quotation ITECH10

To provide temporary staffing with computer technical expertise and to provide IT services for projects.

January 12, 2010

Michael A Madalena, Consultant

551 Justabout Road
Venetia, PA 15367
(724) 941-5065
mikem@mm4q.com

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Section I - Corporate Description

Entity Information

Name: Michael A. Madalena, Consultant
Address: 551 Justabout Road
Venetia, PA 15367
Phone: 724.941.5065
FAX: 724.941.5322
Federal Tax ID: 26-0801437

Contact Information

Name: Mike Madalena
Address: 551 Justabout Road
Venetia, PA 15367
Phone: 724.941.5065
Email: mikem@mm4q.com

Company History

Year established: 1993
Number of full time employees as of November 1, 2009: 1
Number of affiliated contractors: 6

Company Synopsis

Key Personnel

Michael A. Madalena, Consultant, has been active in the area of health care database consulting since 1988 and as an independent entity since 1993. The majority of clients are public sector - Medicaid systems, public employee systems, and retirement systems. The organization also consults to research entities, insurance companies, and private employers who are at risk for health insurance.

Mr. Madalena has 22 years of experience with the Oracle database (primary RDBMS) in both clustered and non clustered configurations (Version 5.0 to Version 11g), associated

utilities (Export, Import, SqlLoader, and Server Manager), and interfaces (SQLPlus, PL/SQL, OCI, ODBC / ADO, and XA). He also has 11 years of experience with Oracle's application server and has used Portal, Discoverer, Report Server, and Forms Server for a wide variety of applications. In addition to the Oracle reporting and analysis tools, he has considerable experience with third party tools such as Cognos, Crystal Reports, Microstrategy, and Brio.

Mr. Madalena has been heavily involved in the development of many applications based on database systems, ranging from auto-associative heuristic learning models used for the measurement of disease and condition prevalence in populations based upon traditional health insurance data (medical, eligibility, and prescription drugs) to simulations that predict the results of various managed care initiatives.

Mr. Madalena holds a B.A. from Clarion State College in Social Sciences (concentrations in History and Psychology) and a M.S. from Carnegie Mellon University in Public Management and Policy Analysis with a concentration in Information Systems.

Company Background

The organization's primary business location is in Venetia, Pennsylvania. Several professional and support personnel are located in the Dallas, Texas and Phoenix, Arizona areas. Remote personnel access the organization's computing resources via a series of virtual private networks (VPN), a private wide area network (WAN), and web based secure socket layer (SSL) applications.

Our organization specializes in creating and maintaining health care databases from administrative systems such as claims and eligibility. Our processing improves the data by editing and validating source data and enhancing the datasets with external measures and indicators such as CMS groupers, disease state groupers, normative data, and benchmarks. When available, other administrative and clinical data such as life insurance

rosters, lab results, and information from programs such as wellness and demand management are merged into the database as well.

In addition to creating and maintaining integrated health care databases, the organization is also heavily involved in leveraging the value of the databases by supporting analysis and reporting services. These reporting applications and analyses include areas of interest such as:

- Business user interface development using a variety of reporting packages and on-line analytic processing (OLAP) tools.
- Computer simulation models of insured persons' behavior in a variety of health insurance plan designs.
- Development of prospective payment systems (both inpatient and outpatient), physician fee schedules, prescription drug reimbursement models.
- Actuarial and underwriting analyses such as incurred but not reported (IBNR), selection bias (disease state and demographic models), plan design modeling and simulation, and fund balance projections.
- Custom claim adjudication and enrollment system design, development, and implementation.

West Virginia Experience

Our involvement in West Virginia dates back to 1995 when the organization was engaged to study the risk impact that the advent of managed care had on the traditional fee-for-service program offered by PEIA. Since that time, we have continued to contract with PEIA for database maintenance and data analysis services as well as providing similar analytic and reporting services to the Bureau for Medical Services (BMS) and the Health Care Authority (HCA). Over the past 15 years, the organization has successfully loaded, maintained, and analyzed health data from:

- Mountain State Blue Cross and Blue Shield (Both indemnity and managed care products)
- Wells-Fargo (Both indemnity and managed care products)
- The Health Plan of the Upper Ohio Valley
- Carelink Health Plan
- Unicare
- Medco Health Solutions
- Express Scripts
- Affiliated Computer Services
- First Health
- Medicare (BMED and MEDPAR)
- Unisys
- Caremark¹

In addition to these data sources, we have similar significant experience with national carriers and third party administrators (TPA) such as Aetna (ACAS, Managed Care, and Aeclains platforms), ERISA, CIGNA, UnitedHealthcare, and Blue Cross and Blue Shield national systems such as NASCO. Because of our collaborative approach, we have been able to build good working relationships with these entities that ultimately benefit our clients with reliable data for decision-making.

Database Management Systems, Operating Systems, and Hardware

We have extensive experience using the following database systems, packages, operating systems, and hardware:

- Oracle RDBMS – all versions from 5.1 to 11g Main platform for database storage and processing.
- SAS – versions 6 through 9. Used to augment database input processing and to provide for statistical analysis services, business intelligence, and mapping.

¹ At the time the company operated under the name AdvancePCS in West Virginia

- Cognos8 for query, reporting, and scheduling services. Cognos8 analysis studio is currently being tested.
- Cognos Powerplay Enterprise Server – version 7.3 MR2. OLAP server and web interface.
- Cognos Transformer- version 7.3 MR2. Used to create OLAP cubes from organization defined data sources.
- Cognos Impromptu Web Reports – version 7.3 MR2. Supports drill-down reporting from Cognos Powerplay Enterprise Server.
- Cognos ReportNet – version 1.1 MR2. Provides web portal, ad-hoc queries, and web based production reporting.
- Operating systems – Windows Server (NT to Server 2008), Solaris 7 to 10, Apple OSX (Tiger to Snow Leopard), and Linux.
- Hardware – Sun Ultra Enterprise, Sun Fire V Series, Sun Fire X Series, HP, Dell, and IBM.

In addition to the standard software stack used on all clients, we also support the following on an as needed basis:

- SPSS
- Business Objects / Crystal Reports
- Microstrategy
- Microsoft Access, Dbase, Paradox, and other common PC database packages.
- SQLServer (database, business intelligence, OLAP tools, and DTS / SSIS services).
- Microsoft Internet Services and applications.

Section II – Qualifications and Experience of the Company in Supplemental Staffing Contracts

Database Management, i.e. Oracle

Project Description

As the consulting actuary to a major retirement system, the customer was in need of accurate, integrated data from the retirement system's eligibility, medical, and prescription drug vendors. To accomplish this task, a relational database (Oracle) was designed and implemented that allowed the consulting actuaries to analyze the system's costs and trends by all desired dimensions. In addition to building the database, access and decision support tools were implemented.

The initial phase of the project was to design a database schema that would support the storage and analysis the target data. Once the database was designed, custom programs were constructed to extract, translate, and load the data to the target Oracle database. Typical data sources consisted of fixed record files (EBCDIC with packed decimal) from each of the eligibility and insurance sources. The programs used for ETL were a combination of SAS programs in conjunction with SQLLoader.

For database reporting and access, a set of reports, queries, and OLAP cubes were implemented using Cognos tools.

Our current responsibilities are:

- Load and process the monthly extracts from the claims processors and the state eligibility systems.
- Database tuning, general database administration, and maintenance.
- Database backups (Using a combination of Oracle export and Netbackup from Symantec).
- Reporting application (Cognos) maintenance and development.
- Integration of new data sources as needed.
- Schema revisions for new data sources as needed.

- Maintenance of external foreign key objects such as diagnosis and procedure codes.
- Integration of external tools / measures into the database such as risk assessments and predictive models.
- End user support (applications and data usage)

General Value of the Project

Database tasks generally require 40 to 60 hours per month. Additional hours are used when new data sources need to be implemented.

Length of Project

1988 to present.

Customer Name

Gabriel, Roeder, Smith, and Company
5605 N. MacArthur Blvd., Suite 870
Irving, Texas 75038-2631

Contact Information

Name – Bill Hickman
Phone – 469.524.1814
Email – bill.hickman@gabielroeder.com

Section III – Qualifications and Experience of the Company for each of the 15 Service Categories Described in Attachments 2-16

Data Warehouse Development and Implementation

Background

Data warehouse development, implementation, and support efforts are 100% focused on systems that support the analysis and leveraging of healthcare data. Systems are developed based upon the data available to the client organization as well as the business requirements of the application. In addition to providing traditional data warehouse / data mart implementations, in many instances the application(s) is (are) enhanced with:

- Disease state / predictive model software.
- Episode groupers such as inpatient hospital, outpatient hospital, and conditions.
- Simulation models that estimate the impact of changing plan design and/or reimbursement systems.
- Normative / benchmarking reporting.

Project Management Methodologies

Typically, a Systems Development Life Cycle (SDLC) approach is employed for data warehouse implementations. It has been our experience that, while such an approach often requires more time, the result is often superior. Because many of our clients are public sector, we are also experienced in development based on rapid application development (RAD) approach. Typically we have relied on third party case tools such as Oracle Designer and off the shelf software customizations for such engagements.

A number of management / collaboration tools are used to support development efforts. Some examples include:

- JIRA (Atlassian) for web based project management and issue tracking through the development process to supporting the production system.
- Confluence (Atlassian) for web based collaboration and documentation development through all phases of development and support of the production system.

- Microsoft Project is used to augment project management when necessary.

Platforms and Implementation Methodologies

A number of platforms have been used for the development of data warehouses. Common examples include:

- Oracle based suites (RDBMS, Warehouse Builder, Oracle CASE, Oracle Business Intelligence (standalone and as part of Oracle Application Server)), supporting applications and utilities (sqlloader, SqlDeveloper, JDeveloper, import / export), and natively compiled applications (using precompilers such as Pro*C)
- Cognos server suites (ReportNet, PPES, and Upfront) and development tools (Cognos Data Manager).
- SAS server suites and programming environment.
- Microsoft server tools (Sqlserver and IIS) and development systems (BIDS and Visual Studio).

The decision to deploy a particular platform is always made during the design process and is based on careful analysis of the requirements and system specifications. Furthermore, hybrid approaches have been employed based upon system requirements. For example, SAS may be used for ETL, Oracle is used for data storage, and users access the applications using Cognos tools for reporting and OLAP.

Finally, we are experienced in both hosting (in a secure environment) and deploying data warehouse solutions. Once again, the deployment model is determined during the system design phase.

Knowledge Transfer, Documentation, and Support

Knowledge transfer is accomplished in a number of fashions:

- Because client input is gathered during all phases of development, a great deal of knowledge is transferred during the process. Complete client understanding of key assumptions is verified during the development process.

- During the testing phase, client / user input is solicited on a regular basis. Consumers of information are also queried for input on reporting adequacy as well as validation of output.
- Custom training is also developed and delivered to system users and client sponsors. Training focuses on an understanding of the underlying structures, system operation, and case studies. Depending upon the client’s role in the data processing, custom training sessions are also developed for personnel who will be responsible for application and data maintenance.
- Once an application is put into production, regular contact is maintained with users and client sponsors. Given the dynamic nature of the healthcare industry (laws, code sets, standards, etc), content and processing updates are pushed to clients in a proactive manner.

Documentation development also begins during the development process. Professional writers are used to develop application documentation as well as training materials. Documentation is delivered electronically (PDF) or using web based applications such as Confluence.

Support is available telephonically, via email, and via web-based tools (JIRA). Ongoing training is available as needed. In addition, custom-training sessions on specialized topics are available as needed.

Project References

Project Description	General Value	Duration	Type of Contractors	Issues Encountered	Client Contact Information
South Carolina Employee Insurance Program Decision Support System – system	65,000	9 months	Oracle development, SAS based ETL. Cognos based access (Reporting, Adhoc, and OLAP). IBM mainframe	Format issues with data extracted from IBM mainframe.	Laura Smoak Employee Insurance Program 1201 Main Street Suite 200 Columbia, SC 29201 lsmoak@eip.sc.gov 803.734.1623

used to gather claims and eligibility data for persons enrolled in self-funded managed care options			for claims data (flat files)		
State of Maryland Employee Benefit Division Eligibility and Claims Decision Support System - system used to gather claims and eligibility data for persons enrolled in self-funded options	90,000	15 months	Oracle development, SAS ETL, Sqlserver for eligibility, IBM Mainframe for claims data (flat files). BIDS used to export eligibility data to Oracle database. Cognos based access (Reporting, Adhoc, and OLAP).	Long-term issues with source data from IBM mainframe. One of key data suppliers took approximately 9 months to correctly supply claims data. State enrollment system was extremely limited in its ability to extract historical data.	Anne Timmons Employee Benefits Division Department of Budget and Management 301 West Preston Street Baltimore, MD 21401 atimmons@dbm.state.md.us 410.767.4710
New Mexico Retiree Healthcare Authority Eligibility and Claims Decision Support System - system used to gather claims and	55,000	6 months	Oracle development, Sqlserver / BIDS for ETL to Oracle (Sqlserver and IBM mainframe sources). Cognos based access (Reporting, Adhoc, and	Timing issues with FTP delivered prescription drug claims (some extracts were monthly and others were bi-monthly, causing overlap)	Mark Tyndall New Mexico Retiree Healthcare Authority 4308 Carlisle Blvd., NE Suite 104 Albuquerque, NM 87107 Mark.tyndall@state.nm.us 505.222.6423

eligibility data for persons enrolled in self-funded options			OLAP).		
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Electronic Government, including Development and Implementation

Not Interested

Internet / Intranet and Electronic Commerce Security Development and Implementation

Not Interested

Electronic Commerce – Web-based Development

Not Interested

Electronic Document Management Systems

Not Interested

Enterprise Systems Management Development and Implementation

Not Interested

Technology Advisory Services

Not Interested

Major Project Implementation (to include Project Management)

RFQ ITECH07

Not Interested

Enterprise Application Integration

Not Interested

Migration of Legacy Systems

Not Interested

Project Quality Assurance Review and Associated Services

Not Interested

ERP Implementation Services

Not Interested

VoIP Implementation Services

Not Interested

Advanced Internet Technology and Applications

Not Interested

Microsoft Specialists

Not Interested

Section IV - Documents

EXHIBIT 10

REQUISITION NO.: ITCU 10

ADDENDUM ACKNOWLEDGEMENT

I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.

ADDENDUM NO.'S:

NO. 1

NO. 2

NO. 3

NO. 4

NO. 5

I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS. VENDOR MUST CLEARLY UNDERSTAND THAT ANY VERBAL REPRESENTATION MADE OR ASSUMED TO BE MADE DURING ANY ORAL DISCUSSION HELD BETWEEN VENDOR'S REPRESENTATIVES AND ANY STATE PERSONNEL IS NOT BINDING. ONLY THE INFORMATION ISSUED IN WRITING AND ADDED TO THE SPECIFICATIONS BY AN OFFICIAL ADDENDUM IS BINDING.

.....
SIGNATURE
Michael A. Madalena, Consultant

.....
COMPANY

1/12/2010
.....

DATE

STATE OF WEST VIRGINIA
Purchasing Division**PURCHASING AFFIDAVIT****VENDOR OWING A DEBT TO THE STATE:**

West Virginia Code §5A-3-10a provides that: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

PUBLIC IMPROVEMENT CONTRACTS & DRUG-FREE WORKPLACE ACT:

If this is a solicitation for a public improvement construction contract, the vendor, by its signature below, affirms that it has a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the *West Virginia Code*. The vendor **must** make said affirmation with its bid submission. Further, public improvement construction contract may not be awarded to a vendor who does not have a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the *West Virginia Code* and who has not submitted that plan to the appropriate contracting authority in timely fashion. For a vendor who is a subcontractor, compliance with Section 5, Article 1D, Chapter 21 of the *West Virginia Code* may take place before their work on the public improvement is begun.

ANTITRUST:

In submitting a bid to any agency for the state of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the state of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the state of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the state of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership or person or entity submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

LICENSING:

Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

CONFIDENTIALITY:

The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.

Under penalty of law for false swearing (*West Virginia Code* §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

Vendor's Name: Michael A. MAQUENA, CONSULTANT

Authorized Signature: [Signature] Date: 1/12/2010