



**State of West Virginia
Department of Administration
Purchasing Division**

NOTICE

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.



smithcochranhicks PLLC

CERTIFIED PUBLIC ACCOUNTANTS

Ms. Connie Oswald
2019 Washington Street, East
P.O. Box 50130
Charleston, WV 25305

RE: Office of the Insurance Commissioner RFP #INS13021

Dear Ms. Oswald:

On behalf of Smith, Cochran & Hicks (SCH), I am pleased to submit this response to your request for proposal regarding the Office of Insurance Commissioner's (OIC) procurement of a vendor to provide In-Person Assistance services and oversight for the federally-administered WV Health Benefit Marketplace.

SCH is a diverse public accounting firm, dedicated to providing outstanding service to our clients, and offering specialized services not typically found in traditional accounting practices. While an "accounting firm" may not be the first type of business the OIC anticipated as responding to this RFP, please keep an open mind. You'll see that our specialized services have included some very distinctive engagements that, when combined with our staff's specialized expertise, collectively provide the exact formula needed to make this project a success.

In this proposal, you will find a unique blend of organizational and professional experience that is very well equipped to handle the rapid start-up and full execution of the OIC's vision for In-Person Assistance to consumers searching for and selecting the health plan best suited for their needs. You'll note exhaustive experience and expertise, with not only commercial health insurance programs and the Accountable Care Act, but also with in-depth knowledge of both Medicaid and CHIP programs. The proven project management skills of the team will be the final attribute that makes this proposal the winning bid for West Virginia.

The combined experience of SCH as an organization and the expertise of the professional team responsible for this project make us uniquely qualified to help the OIC achieve its stated goals and objectives:

1. To provide unbiased and accurate eligibility and enrollment information to consumers
2. To provide unbiased and accurate information on Qualified Health Plan options and other affordability programs that best meet the consumer's needs in selecting a health plan

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3. To identify, educate and enroll hard-to-reach and vulnerable populations, answering consumer questions in the process
4. To draft an enrollment plan and operational procedures for WVOIC review
5. To leverage and support current outreach efforts, organizations and resources

As a long-standing West Virginia based small business, SCH has strong connections to communities statewide. Understanding the complex nature of this project and the cultural needs of the State's citizens, SCH brings only West Virginia professionals to this project.

We respectfully ask for your business and look forward to collaborating with you to ensure West Virginia's citizens have the best information possible in order to make informed decisions regarding their health care options. If you have questions regarding this proposal, please feel free to call me at (304) 345-1151.

Sincerely,



Patrick Smith
Managing Member





State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
INS13021

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
CONNIE OSWALD 304-558-2157

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

INSURANCE COMMISSION
 1124 SMITH STREET
 CHARLESTON, WV
 25305-0540 304-558-3707

DATE PRINTED
04/10/2013
BID OPENING DATE:
05/15/2013

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	JB		948-42		
REQUEST FOR PROPOSAL THE STATE OF WEST VIRGINIA AND ITS AGENCY THE WEST VIRGINIA DEPARTMENT OF REVENUE, OFFICES OF THE INSURANCE COMMISSIONER LOCATED AT 1124 SMITH STREET, CHARLESTON WV 25301 REQUEST A PROPOSAL TO PROVIDE IN PERSON ASSISTANCE SERVICES AND OVERSIGHT FOR THE FEDERALLY ADMINISTERED WEST VIRGINIA HEALTH BENEFIT MARKETPLACE PER THE ATTACHED SPECIFICATIONS. BID OPENING: MAY 15, 2013 AT 1:30 PM SEE ATTACHED INSTRUCTIONS TO BIDDERS HEALTH CARE MANAGEMENT REQUEST FOR PROPOSAL TO PROVIDE IN-PERSON ASSISTANCE SERVICES AND OVERSIGHT FOR THE FEDERALLY ADMINISTERED WEST VIRGINIA HEALTH BENEFIT MARKETPLACE. REFERENCE THE ATTACHED INSTRUCTIONS TO BIDDERS AND TERMS AND CONDITIONS.						

SIGNATURE	TELEPHONE (304) 345-1151	DATE MAY 15, 2013
TITLE MANAGING MEMBER	FEIN 55-0697264	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'