



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Office of State Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Procurement Services intranet site (Forms page) for additional instructions.

| PART I: OVERVIEW | | | |
|---|---|---|--------------------------------|
| Department Office/Division/Program: | | DHHS/Office of the Health Insurance Marketplace | |
| Department Contract Administrator or Grant Coordinator: | | Jennifer Levesque / Melinda Farrell | |
| (If applicable) Department Reference #: | | HIM-25-FCG1A | |
| Amount: (Contract/Amendment/Grant) | Curr: \$72,000.00 Amend A: \$357,200.00 Revised: \$429,200.00 | Advantage CT / RQS #: | CT 10A 20241007000HIM25FCG1 |
| CONTRACT | Proposed Start Date: | Proposed End Date: | |
| AMENDMENT | Original Start Date: | Effective Date: | 4/1/2025 |
| | Previous End Date: | New End Date: | 2/28/2026 |
| GRANT | Project Start Date: | Grant Start Date: | |
| | Project End Date: | Grant End Date: | |
| Vendor/Provider/Grantee Name, City, State: | | Faulkner Consulting Group Barrington, RI | |
| Brief Description of Goods/Services/Grant: | | Marketplace Consultant | |

| PART II: JUSTIFICATION FOR VENDOR SELECTION | | | |
|--|-----------------------------------|--------------------------|----------------------------------|
| Check the box below for the justification(s) that applies to this request. (Check all that apply.) | | | |
| <input type="checkbox"/> | A. Competitive Process | <input type="checkbox"/> | G. Grant |
| <input checked="" type="checkbox"/> | B. Amendment | <input type="checkbox"/> | H. State Statute/Agency Directed |
| <input checked="" type="checkbox"/> | C. Single Source/Unique Vendor | <input type="checkbox"/> | I. Federal Agency Directed |
| <input type="checkbox"/> | D. Proprietary/Copyright/Patents | <input type="checkbox"/> | J. Willing and Qualified |
| <input type="checkbox"/> | E. Emergency | <input type="checkbox"/> | K. Client Choice |
| <input type="checkbox"/> | F. University Cooperative Project | <input type="checkbox"/> | L. Other Authorization |

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

The purpose of this Amendment is to continue services at an increased level provided by our Marketplace Consultant contract.

The Consultants will provide specialized expertise to support the Office of the Health Insurance Marketplace (OHIM) that has oversight over CoverME.gov, the State-based Marketplace platform that allows individuals to shop for, and enroll in, health insurance coverage. This involves both technological and business efforts. OHIM has experienced significant staffing shortages and increased need to support initiatives and audits over the past several months. The current staffing model is lean and does not allow for adequate back-up when team members are out. There are significant technology and operations projects being implemented to comply with federal regulations and improve operational efficiencies. There are tight deadlines that need to be met in order to implement technology projects on-time, to meet federal compliance requirements. The originally anticipated resources allocated to this contract were expected to carry us through an 8-month time period, but are being utilized at a far faster rate than anticipated due to staffing shortages. As such, we need to increase the amount of funding to cover our office's needs. In addition, since the contract was originally put in place, there have been significant changes at the federal level resulting in an increased number of likely operational changes that need to be implemented in a shorter timeframe than has been typical under the prior federal administration and likely more scrutiny on state-based marketplace audit compliance. We have a number of operational changes that need to be put in place quickly, requiring outside expertise and resources so that we can implement them on-time. In the original contract, we included the services of a junior consultant, but did not allocate funds to that junior consultant. This contract allocates funds so we can also utilize the resources of a junior consultant, which will allow us to maximize the funds allocated and obtain a greater number of overall consulting hours. A recent audit has a number of findings that will need to be implemented in a short timeline and we will need additional capacity to deliver on-time. These audit findings were not anticipated in the original contract. We are undergoing two additional audits, which will likely result in additional findings.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

PART III: SUPPLEMENTAL INFORMATION

The Marketplace Consultant will provide resources on an as-needed basis with the skill set and experience required. The Department has been working with this Consultant who has prior experience with marketplace functions and specifically OHIM, having served as product manager, acting director and special advisor to the director. Their combination of direct technological and operational experience, and expertise in the business and technological operations of the marketplace platform will allow them to fill a critical need as OHIM continues to work to meet federal requirements, address audit results, and make improvements to policy, procedure and compliance. Moreover, the consultant will be able to seamlessly fill gaps in coverage within our operations team as they face anticipated short- and long-term absences.

In addition, OHIM has multiple federal policies it needs to implement that require project management and process development. The office has also just completed multiple audits that require corrective action. This amendment will provide dedicated resources to ensure federal requirements are met on time.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Rates are reasonable compared with other consultants of this nature engaged by the Department.

4. Describe the plan for future competition for the goods or services.

The Department does not intend to RFP this service at the conclusion of this amendment.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

No – If No, proceed to Part V.

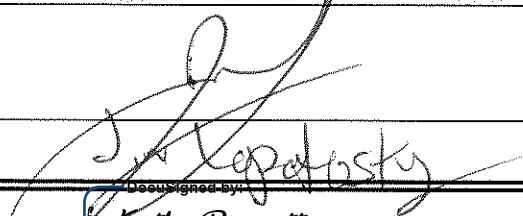
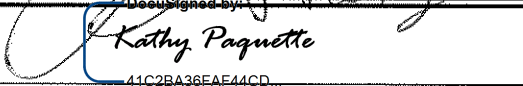
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department signatory understands and acknowledges Maine's Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

| | | |
|--|--|-----------------|
| Signature of requesting Department's Commissioner (or designee): |  | |
| Typed Name: | J. Leporello | Date: 31-May-25 |
| Signature of DAFS Procurement Official: |  <small>41C2BA36EAE44CD</small> | |
| Typed Name: | Kathy Paquette | Date: 4/14/2025 |