

State of Maine
Master Score Sheet

RFP# 202509129

Consumer Assessment of Healthcare Providers and Systems Annual Survey

Consumer Assessment of Healthcare Providers and Systems Annual Survey					
Bidder Name:		Ciracet Corp.	Guidesoft, Inc. dba Knowledge Services	Market Decisions LLC.	Nyaa Scientific Research DBA Nyaa Health
Proposed Cost:		\$223,249.23	\$695,500.00	\$302,728.79	\$695,740.61
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	35.00	8.00	28.00	25.00	27.00
Section III: Proposed Services	35.00	30.00	25.00	23.00	15.00
Section IV: Cost Proposal	30.00	30.00	9.63	22.12	9.63
TOTAL	100.00	68.00	62.63	70.12	51.63
Bidder Name:		Press Ganey Associates LLC	The Crossroads Group Inc.	The Rand Corporation	University of Maine System acting through the University of Southern Maine
Proposed Cost:		<u>Disqualified</u>	<u>Disqualified</u>	\$4,871,297.68	\$1,415,126.00
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Fail	Fail	Pass	Pass
Section II: Organization Qualifications and Experience	35.00	N/A	N/A	30.00	30.00
Section III: Proposed Services	35.00	N/A	N/A	18.00	32.00
Section IV: Cost Proposal	30.00	N/A	N/A	1.37	4.73
TOTAL	100.00	N/A	N/A	49.37	66.73

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Award Justification Statement RFP# 202509129

Consumer Assessment of Healthcare Providers and Systems Annual Survey

I. Summary

Through RFP# 202509129 the Department sought proposals to implement the annual Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey for Children, and to conduct data analysis based on survey results. Eight (8) Bidders responded to the RFP:

Ciracet Corp
Guidesoft, Inc. dba Knowledge Services
Market Decisions LLC
Nyaa Scientific Research DBA Nyaa Health
Press Ganey Associates LLC
The Crossroads Group Inc
The Rand Corporation

University of Maine System acting through the University of Southern Maine

Through the evaluation process, Market Decisions LLC received the highest score and was determined to provide the best value to the State of Maine.

II. Eligibility and Evaluation Process

An Evaluation Team, composed of three (3) State employees, verified the Bidders' eligibility requirements and applied the consensus method in scoring the Bidders' Qualifications & Experience and Proposed Services. Scores for the Cost Proposals were assigned using a mathematical formula.

III. Qualifications & Experience of Conditional Awardee

Market Decisions LLC offered an accomplished, experience-laden portfolio demonstrating the ability to deliver the services required by the RFP and successfully perform under the prospective contract.

IV. Proposed Services by Conditional Awardee

Market Decisions LLC provided a well-rounded response outlining an understanding of, and ability to meet, programmatic requirements of the RFP. Additionally, Market Decisions LLC demonstrated the means and skills necessary to meet the RFP's performance requirements through its project teams' competencies, subject matter expertise, and background.

V. Cost Proposal

Market Decisions LLC provided a cost for the entire contract period of \$302,728.79.

VI. Conclusion

Out of 100 possible points, the Evaluation Team awarded Market Decisions LLC a score of 70.12. The strength of Market Decisions LLC's proposal outweighed the other Bidders through its qualifications and experience and the services and cost it proposed. The Evaluation Team determined that the proposal submitted by Market Decisions LLC represents the best value to the State of Maine.

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: rerivera@ciracet.com

Ciracet Corp.
René R. Rivera González
2831 Blvd. Luis A. Ferré
Ponce, PR 00732

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Mr. González

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: Proposals@knowledgeservices.com

Guidesoft, Inc. dba Knowledge Services
Bill Evans, Senior Vice President
9800 Crosspoint Boulevard
Indianapolis, IN 46256

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Mr. Evans

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

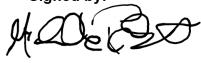
This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: cstewart@marketdecisions.com

Market Decisions LLC dba Market Decisions Research
Cecelia Stewart, Research Director
511 Congress Street, Suite 801
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Ms. Stewart

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: pgrower@nyaahhealth.org

Nyaa Scientific Services – Nyaa Health
Petal Grower, PhD – Senior Scientist
3003 E. Michigan Ave. #1015
Lansing, MI 48912

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Petal Grower,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: Lisa@crossroadsgrp.com

The Crossroads Group, Inc.
Lisa Marie Duesterheft, Director of Project Management
440 Johnson Road, Suite A
Keller, TX 76248

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Ms. Duesterheft

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: Kyle.Mumley@pressganey.com

Press Ganey Associates LLC
Kyle Mumley
1173 Ignition Drive
South Bend, IN 46601

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Mr. Mumley

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

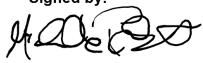
This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: jcortina@rand.org

The RAND Corporation
Joshua Cortina, Sr. Contract & Grant Administrator
4570 Fifth Avenue, Suite 600
Pittsburgh, PA 15213

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Mr. Cortina

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Dec-04-2025

Via Electronic Mail: Zach.croll@maine.edu

University of Maine System, acting through the University of Southern Maine
Zach Croll
34 Bedford Street; Wishcamper Bldg.
Portland, ME 04104

SUBJECT: Notice of Conditional Contract Award under RFP 202509129, Consumer Assessment of Healthcare Providers and Systems Annual Survey

Dear Mr. Croll

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services for Consumer Assessment of Healthcare Providers and Systems Annual Survey. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Market Decisions LLC

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



3C31413C9F12439...

Michelle Probert
Director
Office of MaineCare Services

Signed by:



5DC6307B8558482...

Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	8.00
Section III. Proposed Services	35.00	30.00
Section IV. Cost Proposal	30.00	30.00
<u>Total Points</u>	<u>100.00</u>	<u>68.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Demonstrated meeting eligibility through Project 1.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

EVALUATION OF SECTION II
Organization Qualifications and Experience

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	8.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• Provided three (3) relevant project examples.• A healthcare technology and quality-measurement company specializing in CAHPS and HEDIS survey administration, data analytics, and patient-experience improvement.• Established in 1998 providing these services since 2016.• Cites over 85,000 surveys administered with response rates over 30%.
2. Subcontractors	<ul style="list-style-type: none">• Plans to utilize one (1) subcontractor.
3. Project Team Organizational Chart	<ul style="list-style-type: none">• Did not provide Project Team Organizational Chart.
4. Litigation	<ul style="list-style-type: none">• Stated none on litigation form.
5. Financial Viability	<ul style="list-style-type: none">• Did not provide any financial statements.
6. Certificate of Insurance	<ul style="list-style-type: none">• Did not provide a valid certificate of insurance.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

EVALUATION OF SECTION III
Proposed Services

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	30.00

Evaluation Team Comments:

Part II

A. General Requirements

- Will have a dedicated project management team to serve as point of contact for all TA work.
- Proposed monthly coordination meetings and monthly status reports.
- Acknowledge within 24 hours, assign to SME, resolve within 2 business days, document all information, escalate any matters not handled within timeframe.
- Has a project management and communication system to track TA request however it is unclear if the Department will have access to the communication system.
- Plans to attend monthly meetings with the Department either virtually or in-person. As they are based in Puerto Rico, they did not detail how they plan to attend in-person meetings.
- Has a HIPPA-compliant Quality Management System (QMS) that incorporates administrative, technical, and physical safeguards.
- Indicates systems and infrastructure are designed to integrate with external (including the Department's) systems.

B. Survey and Related Materials

- Plan to review accessibility and literacy requirements to ensure equitable participation across all eligible populations and will conduct readability/comprehension testing.
- Paper and electronic versions will be reviewed to ensure wording, sequencing, numbering matches approved Child CAHPS instrument, and all visual formatting adheres to standards.
- Verification that all language versions produce comparable results.
- Plans to provide the Department with a "Materials Approval Checklist."
- Plans to audit 10% of the postcards to ensure quality, accuracy, and compliance.
- Will provide the Department a "Mailing Completion Report."

C. Representative Sample

- Plans to oversample to compensate for anticipated nonresponse.
- Will ensure members are not duplicated by verifying member contact information.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

- Proactively suggested recommendations for corrective actions if response rates are low.
- Proposes a mixed-mode survey administration, including mailing surveys out to respondents.
- Pre-notification card, first mailing of packet, reminder postcard 7-10 days later, second mailing to non-responders 35 days after first mailing, telephone follow up for remaining non-response 56 days after initial mailing.
- Proposes administering the survey in English and Spanish.
- Proposes an incentive strategy to engage participants recommending low value non-monetary incentives.

D. Survey Implementation

- Proposed a contingency plan to ensure surveys are completed annually in case response rates are low.
- Will have a toll-free telephone line, voicemail system, and email inbox available to address Respondent questions.
- Automated call logging in Survey Management System.

E. Child CAHPS Survey Customer Support, Management, and Administration

- Met the requirements.

F. Survey Data

- Plans to perform ongoing quality audits, a weekly verification of 10% of completed records and all documentation will go into Quality Audit Log.
- Correction requests are processed through Project Management and Data Control System which keeps a log.
- Demonstrated experience with industry-standard analysis software.
- Will assign each respondent sample a unique respondent ID, which will replace all PII.
- Only authorized personnel will have access through Multi-factor Authorization (MFA).
- Every transfer will be automatically logged for audit trail, reviewed monthly and retained for minimum of 3 years.

G. Reporting

- Proposed providing a PowerPoint presentation that summarizes results.

H. Performance Measures

- Described strategies for monitoring response rates and incorporating process improvements/identifying best practices for future years.

I. Reports

- Met the requirements.

2. Staffing

- Described how oversight of the proposed subcontractor will be provided.
- Will act as liaisons between the subcontractor and the Department.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

- Plans to utilize the subcontractor for the purpose of mailing surveys and postcards.

3. Implementation - Work Plan

- Met the requirements.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Ciracet Corp.

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$223,249.23	x	30 points	=	30.00

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Guidesoft, Inc. dba Knowledge Services

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	28.00
Section III. Proposed Services	35.00	25.00
Section IV. Cost Proposal	30.00	9.63
<u>Total Points</u>	<u>100.00</u>	<u>62.63</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Guidesoft, Inc. dba Knowledge Services

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	28.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• Provided three (3) project examples.• Has provided similar services across the United States since 2013.• Current work within the State administering CAHPS surveys to individuals receiving Home and Community-Based Services since 2023.• Experience with similar State Government Programs.
2. Subcontractors	<ul style="list-style-type: none">• Plans to utilize one (1) subcontractor.
3. Project Team Organizational Chart	<ul style="list-style-type: none">• Met the requirements.
4. Litigation	<ul style="list-style-type: none">• Provided details on settled litigation.
5. Financial Viability	<ul style="list-style-type: none">• Provided all required financial statements.• Appears to be financially viable.
6. Certificate of Insurance	<ul style="list-style-type: none">• Provide a valid certificate of insurance.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Guidesoft, Inc. dba Knowledge Services

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

EVALUATION OF SECTION III
Proposed Services

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	25.00

Evaluation Team Comments: Proposal routinely included references to “HCBS” rather than the survey required under this RFP.

A. General Requirements

- Technical Assistance philosophy focused on collaboration and partnership.
- Will provide a dedicated program manager.
- Plans to routinely prepare TA briefs.
- Plans to utilize a Survey Management SaaS Solution, a data platform/system that allows for real-time monitoring and reporting, QA and Audit trails.
- Plans to utilize a centralized TA tracking system.
- Provided a visual example of their Issue Resolution Process.
- Proposes to utilize proprietary survey management software for data analysis.
- Will utilize a subcontractor for data analysis.

B. Survey and Related Materials

- Any custom survey items will be reviewed and pilot tested.
- Outlined the goals of each of the two (2) planning meetings.
 - First meeting will be Initial Survey Design Session.
 - Second meeting will be Finalization and Validation Session.
- References utilizing CAHPS communication templates.
- Provided a thorough and comprehensive description of how they will verify a final survey format.
- Plans to verify, clean, and update contact information (addresses and phone numbers).
- Return mail will be logged and reviewed for alternative methods to be used.

C. Representative Sample

- Provided a thorough description of their strategy for developing the representative Sample plan.
- Utilize local caller IDs to improve answer rates and reduce spam.
- Will work with the Department to implement survey in additional languages beyond English and Spanish.
- Make multiple calls at different times and different days to increase chance of response.
- Extensive training for the survey team.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Guidesoft, Inc. dba Knowledge Services

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

<ul style="list-style-type: none">Technology support to determine low response rate populations so efforts can be made to increase responses.

D. Survey Implementation

<ul style="list-style-type: none">Met the requirements.

E. Child CAHPS Survey Customer Support, Management, and Administration

<ul style="list-style-type: none">Plans to maintain and monitor a toll-free telephone helpline from 9am-8pm M-F with voicemail system and an email inbox.Will conduct weekly audits on issue tracking.Will develop a Project Charter in collaboration with the Department to confirm objectives, scope, deliverables, key milestones, and approval workflows.

F. Survey Data

<ul style="list-style-type: none">Demonstrates experience with submitting the survey results data file to AHRQ.All transfers of data will be done through an encrypted method.Demonstrated experience with the State's MOVEit system.

G. Reporting

<ul style="list-style-type: none">Met the requirements.

H. Performance Measures

<ul style="list-style-type: none">Met the requirements.

I. Reports

<ul style="list-style-type: none">Met the requirements.

2. Staffing

<ul style="list-style-type: none">The subcontractor/consultant will be used for advanced analytical and methodological expertise.

3. Implementation - Work Plan

<ul style="list-style-type: none">Plan proposes submitting data file to the Department a month ahead of schedule.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Guidesoft, Inc. dba Knowledge Services

DATE: 10/29/2025 (Eligibility), 11/12/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$695,500.00	x	30 points	=	9.63

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	25.00
Section III. Proposed Services	35.00	23.00
Section IV. Cost Proposal	30.00	22.12
<u>Total Points</u>	<u>100.00</u>	<u>70.12</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Demonstrated meeting eligibility requirements in Projects 1, 2 and 3.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	25.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• Provided three (3) project examples.• Founded in 1977.• Is the current incumbent with the State of Maine Office of Behavioral Health which is a comparable project, utilizing MaineCare records to conduct a modified consumer survey.• Collected and analyzed data to inform public policy topics for more than twenty (20) years.• Has held many State of Maine contracts.• Are a public policy research and evaluation firm based in Portland, Maine.• Completed over 100,000 surveys and 100 projects each year.• Serves clients in more than 35 states.• Have an in-house call center.• Senior staff have 10+ years of experience.
2. Subcontractors	<ul style="list-style-type: none">• Will not utilize subcontractors.
3. Project Team Organizational Chart	<ul style="list-style-type: none">• Met the requirements.
4. Litigation	<ul style="list-style-type: none">• Indicated "None".
5. Financial Viability	<ul style="list-style-type: none">• Did not provide the required financial statements, therefore financial viability could not be determined.
6. Certificate of Insurance	<ul style="list-style-type: none">• Provided a certificate of insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	23.00

Evaluation Team Comments:

A. General Requirements

- Provided a thorough TA plan and detailed ways to improve/adopt best practices.
- Can provide real-time project management software with access for Department personnel.
- Proposed meeting bi-weekly.
- Did not outline a specific communications plan for all parties, instead stated the communication plan will be discussed and finalized at the kickoff meeting.
- Response focused more on their proposed quality assurance plan, not providing data analysis and findings.
- Cites working with managed IT and cybersecurity services firm to review and update their policies.
- Provided details on current insurance coverage but does not address how they plan to maintain coverage.
- Indicates current insurance coverage contains a cyber and privacy clause with an aggregate limit of liability of \$5M but it is unclear if this coverage will continue or if the amount is within limits of the IT Service contract.
- Described current risk assessment management but did not address how they plan to implement it with the specific Department policies listed.
- Described current compliance with PII/PHI but did not address how they plan to notify individuals in the event of unauthorized access or disclosure.

B. Survey and Related Materials

- Proposed a survey website that complies with IT requirements.
- Proposed a prenotification letter rather than a postcard, with logical evidence backing up the proposal.
- Demonstrated experience with administering surveys governed by CMS indicating familiarity with federal requirements of question wording and order.
- Detailed accessibility standards that will be adhered to for online survey.
- Detailed thorough survey testing proposal and procedure.

C. Representative Sample

- Demonstrated experience with the MIHMS system.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

<ul style="list-style-type: none">• Proposed a weekly report regarding survey response rate.• Proposed a thorough but aggressive strategy for collecting survey responses.

D. Survey Implementation

<ul style="list-style-type: none">• Provided a detailed plan and schedule for conducting surveys.• Cites any delays from the Department may disrupt the data collection.

E. Child CAHPS Survey Customer Support, Management, and Administration

<ul style="list-style-type: none">• Met the requirements.

F. Survey Data

<ul style="list-style-type: none">• Demonstrated experience with the CAHPS Database.• Proposed providing a data compendium (a proprietary tool) of all survey results by key demographic and other characteristics.• All PHI and PII will be removed before final survey data is reported and will only include assigned ID number.

G. Reporting

<ul style="list-style-type: none">• Proposed producing infographics.
--

H. Performance Measures

<ul style="list-style-type: none">• Met the requirements.

I. Reports

<ul style="list-style-type: none">• Plans to provide reports utilizing SharePoint with no other options offered.
--

2. Staffing

<ul style="list-style-type: none">• Met the requirements.

3. Implementation - Work Plan

<ul style="list-style-type: none">• Work plan lacks details for the person or position responsible for each task.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Market Decisions LLC.

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$302,728.79	x	30 points	=	22.12

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	27.00
Section III. Proposed Services	35.00	15.00
Section IV. Cost Proposal	30.00	9.63
Total Points	100.00	51.63

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Demonstrated meeting eligibility through Project 1.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	27.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• Provided three (3) project examples.• Founded in 2021 and based in the Great Lakes region.• Senior staff have over thirty (30) years of combined experience.• A scientific research services firm working to promote health and advance well-being for all people notably with Medicaid and SNAP-eligible populations.• Portfolio includes projects with federal entities (e.g., CDC, US EPA, US HRSA, and USDA), state-level entities (e.g., housing, health and human services), and private organizations.• Completed multiple multi-year projects with one (1) or more survey components within the last two (2) years.• Highlights culturally informed engagement and works to engage diverse audiences.
2. Subcontractors	<ul style="list-style-type: none">• Will not utilize subcontractors.
3. Project Team Organizational Chart	<ul style="list-style-type: none">• Met the requirements.
4. Litigation	<ul style="list-style-type: none">• Indicated not applicable
5. Financial Viability	<ul style="list-style-type: none">• Provided three (3) years of financial statements.• Financial statements demonstrate a gradual decline of profit, which appears to reflect organizational expansion and growth.
6. Certificate of Insurance	<ul style="list-style-type: none">• Provided a certificate of insurance.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

EVALUATION OF SECTION III
Proposed Services

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	15.00

Evaluation Team Comments:

A. General Requirements

- Technical Assistance will be structured around six (6) core areas: 1) survey planning, 2) sampling and data management, 3) partner coordination for data collection, 4) data analysis and reporting, 5) stakeholder communication, and 6) continuous improvement.
- Plans to maintain a centralized tracking system to manage requests and will submit quarterly TA summaries to the Department to maintain transparency around number/type and resolution of requests.
- Will convene a workgroup to meet “regularly” and noted what the typical agenda will be. But did not specifically commit to meeting monthly with the Department.
- Proposed several key deliverables (reports) to the Department around privacy and security on a quarterly, annual, and/or as needed basis.
- Demonstrated a thorough understanding of state and federal confidentiality laws.
- Did not acknowledge “the State does not consume the awarded Bidder’s application, but the awarded Bidder will consume one/more State application(s)”

B. Survey and Related Materials

- Proposed testing the questionnaire survey instrument for comprehension, cultural relevance, and clarity prior to official administration.
- Proposed translating the questionnaire into languages most commonly spoken by target populations, including utilizing back-translation and review by native speakers.
- Proposed additional accessibility adaptations to ensure equitable reach.
- Plans to verify, clean and update addresses.

C. Representative Sample

- Did not address “within ten (10) calendar days of the representative planning meeting, establish the representative Sample plan”
- Did not demonstrate a thorough understanding of data collection strategies; CAHPS cannot be collected through QR codes posted on bulletin boards/at random at healthcare facilities.

D. Survey Implementation

- Met the requirements.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

E. Child CAHPS Survey Customer Support, Management, and Administration

- Proposed providing customer support only through email.
- Will monitor and cross check responses for quality assurance.

F. Survey Data

- Provided a thorough description of their quality control plan.
- Provided thorough process for collecting unique, de-identified data, as well as quality targets to reach.

G. Reporting

- Met requirements of this section, but did not fully complete the response to “provide a presentation, including a PowerPoint slide deck, no later than ninety (90) calendar days following the finalization of the full data set, summarizing and highlighting responses and trends identified in the Child CAHPS Survey”

H. Performance Measures

- Met the requirements.

I. Reports

- Met the requirements.

2. Staffing

- Met the requirements.

3. Implementation - Work Plan

- Work plan lacks details for the person or position responsible for each task.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$695,740.61	x	30 points	=	9.63

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Press Ganey Associates LLC

DATE: 10/29/2025 (Eligibility)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		X
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	N/A
Section III. Proposed Services	35.00	N/A
Section IV. Cost Proposal	30.00	N/A
<u>Total Points</u>	<u>100.00</u>	<u>Disqualified</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: Press Ganey Associates LLC

DATE: 10/29/2025 (Eligibility)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Did not demonstrate meeting the eligibility requirements as project examples in **Appendix D**, were not provided. Therefore, the proposal is disqualified from further evaluation.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Crossroads Group Inc.

DATE: 10/29/2025 (Eligibility)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		X
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	N/A
Section III. Proposed Services	35.00	N/A
Section IV. Cost Proposal	30.00	N/A
<u>Total Points</u>	<u>100.00</u>	<u>Disqualified</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Crossroads Group Inc.

DATE: 10/29/2025 (Eligibility)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Did not demonstrate meeting the eligibility requirements as **Appendix D** was not submitted. Therefore, the proposal is disqualified from further evaluation.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	30.00
Section III. Proposed Services	35.00	18.00
Section IV. Cost Proposal	30.00	1.37
<u>Total Points</u>	<u>100.00</u>	<u>49.37</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Demonstrated meeting eligibility through Projects 1 and 2.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	30.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• Provided three (3) project examples.• Founded in 1948, in-house survey research group established in 1974.• One of the largest private health research organizations in the world.• Has over 30 years of experience in designing, conducting, scoring, and reporting CAHPS surveys.• Demonstrated experience with CMS and AHRQ.
2. Subcontractors	<ul style="list-style-type: none">• Will not utilize subcontractors.
3. Project Team Organizational Chart	<ul style="list-style-type: none">• Met the requirements.
4. Litigation	<ul style="list-style-type: none">• Provided a list of closed and pending litigation.
5. Financial Viability	<ul style="list-style-type: none">• Provided all required financial statements.• Appears financially viable.
6. Certificate of Insurance	<ul style="list-style-type: none">• Provided a certificate of insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	18.00

Evaluation Team Comments:

A. General Requirements

- Provided details on the personnel designated to address TA requests, but did not describe how they would provide TA the Department and its stakeholders.
- Plans to develop tools to timely respond to and resolve all TA requests, i.e., a dedicated TA email address and a TA tracking database visible to the Department.
- Plans to develop a set of approved responses to commonly asked questions.

B. Survey and Related Materials

- Overall responses to Survey and Related Materials was minimally responsive.
- Plans to upload and test survey across different browser applications and platforms.

C. Representative Sample

- Proposed several ways to increase response rates.
- Did not specifically address achieving a 25% response rate for a total of 1000 completed surveys.

D. Survey Implementation

- Met the requirements.

E. Child CAHPS Survey Customer Support, Management, and Administration

- No less than 10% of all calls will be monitored for quality control purposes, and the log is routinely reviewed to ensure each query is resolved accurately and within the required window.

F. Survey Data

- Plans to develop data dictionaries and file summary reports to accompany each data set.
- Did not respond to “address all Department requests within two (2) calendar days for corrections to the final data file” referred to their response in A.2.
- Did not specifically address using relevant Statistical Analysis Software citing they “anticipate” their staff will utilize a combination of SAS and R to conduct response data analyses.
- Survey Research Group (SRG) uses a separate network to conduct data collection that is protected by two-factor authentication and staff restrictions.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

- All direct identifiers will be removed, and a new analytic identifier will be assigned to the records before analytic reports are completed.
- Provided detail on how they plan to use an additional layer of encryption via Pretty Good Privacy (PGP) passkeys or can transfer data using a department approved, secure electronic system.

G. Reporting

- Minimally met the requirements in this section, but response lacks detail.

H. Performance Measures

- Proposed a plan to raise response rates and provided estimated response rates over the next five (5) years.

I. Reports

- Provided details about the Project Management plan but did not specifically describe how required reports would be completed.

2. Staffing

- Staffing plan time allocation submitted seems low and proved to be difficult to determine the hours allocated for the project staff.

3. Implementation - Work Plan

- Met the requirements.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: The Rand Corporation

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$4,871,297.68	x	30 points	=	1.37

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casandra Manson

Names of Evaluators: Ali Emerson, Sarah Fisher, Rebecca Parsons

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	30.00
Section III. Proposed Services	35.00	32.00
Section IV. Cost Proposal	30.00	4.73
Total Points	<u>100.00</u>	<u>66.73</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information (Eligibility)

- Demonstrated meeting eligibility through Project 1.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	30.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">Provided three (3) project examples.The current incumbent for the MaineCare Children's CAHPS contract with a 25-year history of working on the survey.The Department has positive work experience.Has worked with the Department since the early 1980s.Based in Portland, ME.Cutler Institute is the largest research program in the Muskie school and has own Survey Research Center.
2. Subcontractors	<ul style="list-style-type: none">Indicated no subcontractors would be used.
3. Project Team Organizational Chart	<ul style="list-style-type: none">Met the requirements.
4. Litigation	<ul style="list-style-type: none">Provided a list of all litigation.
5. Financial Viability	<ul style="list-style-type: none">Provided required financial statements.Appears financially viable.
6. Certificate of Insurance	<ul style="list-style-type: none">Provided a certificate of insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35.00	32.00

Evaluation Team Comments:

A. General Requirements

- Identified two (2) separate processes for TA:
 - The Principle Investigator (PI) will manage Department related TA.
 - The Survey Research Center (SRC) will manage member and respondent TA.
- Will include summary of TA requests and resolutions in monthly status reports.

B. Survey and Related Materials

- Will format survey utilizing plain-language principles and a readability target of 6th-8th grade levels.
- Demonstrated experience with assisting the Department with verifying a final survey format that meets CAHPS criteria.
- Will provide a “dummy link” to the online survey, enabling the Department to view the instrument exactly as respondents will see it if completing the survey electronically.
- Demonstrated experience uploading the survey into an online modality.

C. Representative Sample

- Demonstrated experience and understanding of the required Sample frame components.
- Thoroughly outlined the intended approach to reach the 25% response rate by “layering strategies”.

D. Survey Implementation

- Provided a thorough and comprehensive response to how they will conduct survey administration, building on best practices and lessons learned.
- Proposes to only administer through email rather than both email and SMS; emails can be sent once every four (4) weeks to increase the likelihood of completion.

E. Child CAHPS Survey Customer Support, Management, and Administration

- Will maintain a toll-free phone line with voicemail and an official website.
- May direct Respondents to OMS website to verify legitimacy.
- Call tracking system will be reviewed daily.

F. Survey Data

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

<ul style="list-style-type: none">• Respondents will be assigned a disposition code to deidentify and protect PII/HIPAA.• Survey system (Qualtrics) requires dual-factor authentication.

G. Reporting

<ul style="list-style-type: none">• Met the requirements.

H. Performance Measures

<ul style="list-style-type: none">• Provided several strategies for supporting the performance measure.

I. Reports

<ul style="list-style-type: none">• Met the requirements.

2. Staffing

<ul style="list-style-type: none">• Met the requirements.

3. Implementation - Work Plan

<ul style="list-style-type: none">• Met the requirements.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER: University of Maine System acting through the University of Southern Maine

DATE: 10/29/2025 (Eligibility), 11/13/2025 (Scoring)

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$223,249.23	÷	\$1,415,126.00	x	30 points	=	4.73

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

Individual Evaluator Comments:

Part IV. Section I. Preliminary Information	
Eligibility Requirements	
• Bidder meets the eligibility requirements.	• Appendix D supports this.

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	• Division C4 – established in 2016 • Over 85,000 surveys administered with response rates over 30%
2. Subcontractors	• One Subcontractor indicated • 30+ years experience
3. Project Team Organizational Chart	• Listed as Job Descriptions • Appears to provide the functions needed
4. Litigation	• No cases reported
5. Financial Viability	• Not Provided
6. Certificate of Insurance	• Not Provided

Part IV, Section III. Proposed Services	
A. General Requirements	
1. Technical Assistance	<ul style="list-style-type: none">- Acknowledge within 24hrs and resolve within 2 business days.- Providing guidance, troubleshooting, on-demand consultation.- Monthly meetings for performance review.
2. How Ciracet will respond and resolve matters within 2 days	<ul style="list-style-type: none">- Acknowledge within 24 hours, assign to SME, resolve within 2 business days, document all information, escalate any matters not handled within timeframe.
3. Monthly Meetings	<ul style="list-style-type: none">- Will meet monthly with the Project Director, Project Manager, and key staff from Ciracet to:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

<ul style="list-style-type: none">- Discuss and review the status of current deliverables, milestones, and performance- Discuss any resolved requests and determine any further action needed- Upcoming deadlines and monthly response rates- Meeting Summary report will be completed and distributed within 3 business days after each meeting
<p>4. How the Department will be included in all communications</p> <ul style="list-style-type: none">- Email and Microsoft Teams meetings will be used to communicate- Ciracets Survey Management System will not be used for Department Communication – will be used for survey operations only- Will include Department representatives in all communications and invite to all meetings
<p>5. How Information will be provided to the Department</p> <ul style="list-style-type: none">- All data activities will be performed by Ciracets Digital Solutions and Data Analytics Team- Requests will be acknowledged within 24 hours and expected delivery timeframe will be confirmed- Data will be extracted and analyzed through their Survey Management System- Results delivered in Excel, CSV, or PDF format along with a summary of findings- Results will be shared securely and documented for audit purposes
<p>6. Compliance with Privacy and Security of Health Information</p> <ul style="list-style-type: none">- All data and information will comply with departments privacy requirements- The Quality Management System complies with HIPAA requirements- Encrypted/Cloud Storage, Multi-Factor Authentication, quarterly vulnerability assessment and penetration tests by IT department, confidentiality agreements completed by all staff/contactors, restricted physical work environments
<p>7. Insurance</p> <ul style="list-style-type: none">- Maintains required insurance as stated by Maine IT- General Liability (Policy # DGLPR7747208) 6/6/2025-6/6/2026 \$1,000,000- Products/Completed Operations Aggregate: \$2,000,000.- Damage to Rented Premises: \$500,000 per occurrence.- Medical Expenses (Any One Person): \$10,000.- Workers' Compensation and Employer's Liability – In compliance with all applicable laws of the Commonwealth of Puerto Rico and U.S. federal requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

<ul style="list-style-type: none">- Automobile Liability – Coverage for owned, hired, and non-owned vehicles (as applicable).
<p>8. Risk Assessment</p> <ul style="list-style-type: none">- All staff will adhere to Rules of Behavior – sign confidentiality agreements, prohibit unauthorized software/devices, minimum use of PHI/PII, HIPAA training and awareness, immediate reporting of potential breach- All data transmission will be encrypted
<p>9. Compliance of State and Federal law for confidentiality</p> <ul style="list-style-type: none">- Encryption of all PHI/PII- Multi-Factor Authentication- Confidentiality agreements for all employees, contractors, subcontractors prior to access to system- Monitoring and logging of all user activity – includes audit trails- If breach occurs – department will be notified within 24 hours and will be investigated – incident report will be provided to the Department
<p>10. Compliance of Maine IT Confidentiality Requirement</p> <ul style="list-style-type: none">- Restricted Access to information- Encrypted servers for data storage- Data ownership – info provided by Maine will remain Maine's property – will not be copied or shared.- Physical security at facilities – CCTV monitoring, badge entry
<p>11. State does not consume the awarded bidders application but the awarded bidder will consume one/more state application.</p>
<p>B. Survey and Related Materials</p>
<p>1. Bidder will attend at least 2 survey content meetings within 30 days</p> <ul style="list-style-type: none">- Review the project scope, identify department specific needs, finalize branding/format, review accessibility and literacy requirements, establish approval timeline for survey materials- Within 3 business days a Meeting Summary will be shared with the Department- Develop Customized Child CAHPS Survey and Materials – final drafts provided to Department 45 days prior to the survey implementation date- Questionnaire content and Modules – will prepare and administer a 41 item Child CAHPS core questionnaire plus 38 item Children and Chronic Conditions module- Will develop a pre-notification message to distribute 2 weeks prior to survey launch to inform of upcoming survey
<p>2. Assisting Department with Verifying Final Survey Format</p>

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

<ul style="list-style-type: none">- Paper and Electronic versions will be reviewed to ensure wording, sequencing, numbering matches approved Child CAHPS instrument and all visual formatting adheres to standards- Verification that all language versions produce comparable results- A Test file will be provided to the Department for review and approval
<p>3. Final Survey Draft submitted to Department 45 days prior to implementation</p> <ul style="list-style-type: none">- Internal Quality Review- Submission to the Department – submitted via encrypted method- Department will review and approve- Once approved will be provided version number and archived – production and distribution will begin
<p>4. Pre-Notification Postcard</p> <ul style="list-style-type: none">- 2 weeks prior to start of survey – pre-notifications (postcards) will be sent to eligible population to increase awareness to promote participation- Materials will be prepped 45 days before implementation and provided to the Department for review and approval- Mail preparation – will verify USPS accuracy to reduce returned mail – will be printed – 10% of printed batch will be audited on site to verify quality/accuracy- Will be mailed First-Class Mail with Tracking to track delivery confirmation/return to sender data- Mailing completion report will be sent to the Department within 5 days after mailing
<p>5. Survey will be uploaded online at least 2 weeks prior to start</p> <ul style="list-style-type: none">- Once loaded into the system, validation testing will be completed – PM's and QA team will review and a validation log will be completed- Department will gain access to preview and provide feedback- Final upload will be completed at least 14 days prior to launch- All survey activity will be encrypted
<p>C. Representative Sample</p> <ol style="list-style-type: none">1. Will attend at least 1 Sample planning meeting with Department<ul style="list-style-type: none">- Will attend one meeting within 30 days to discuss methodology, compliance, data validation, strategies, and determine timeline for milestones.- Following meeting Department will be supplied with a Summary Report- A Meeting Summary Memo will be provided within 3 business days2. Within 10 Calendar days of the planning meeting – will establish Sample Plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

	<ul style="list-style-type: none">- Sampling Frame Validation – ensure members are not duplicated, verify member contact info- Sampling Methodology – define sampling design, identify subgroups, determine minimum sampling size- Oversampling and Nonresponse Adjustment – oversample to compensate for anticipated nonresponse- Data Management and Security – encrypted storage
3.	<p>Monthly Reports provided to the Department</p> <ul style="list-style-type: none">- Will include: number of surveys distributed and their status, response rate by subgroup, comparison of current response rates and monthly targets, identifying trends and recommendations for corrective actions
4.	<p>Utilize strategies for data collection</p> <ul style="list-style-type: none">- Goal to get at least 25% response rate- Mixed-Mode Survey Administration – mail, web, telephone- Pre-notification card, first mailing of packet, reminder postcard 7-10 days later, second mailing to non-responders 35 days after first mailing, telephone follow up for remaining non-response 56 days after initial mailing

D. Survey Implementation

1.	Milestones:
	<ul style="list-style-type: none">- December-January – Finalization and approval of survey materials- Mid January – Mailing of pre-notification postcards and upload of final online survey- February First – Official survey launch- Completion of Surveys by May 15th – Survey Management system will monitor progress in real time and generate weekly performance reports
2.	Survey Distribution
3.	Survey Response
4.	Survey Data

E. Child CAHPS Survey Customer Support, Management, and Administration

1.	Customer Support
	<ul style="list-style-type: none">- Toll-Free number available Monday-Friday 8am-6pm AST and voicemail 24/7- Dedicated email for respondents- Automated call logging in Survey Management System- Response acknowledgement within 24 hours and resolution same day when feasible
2.	Survey Distribution
3.	Survey Response
4.	Survey Data

1. Quality Control

- Pre-implementation data validation
- Data Entry and real-time monitoring – built in edit checks

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

<ul style="list-style-type: none">- Ongoing Quality Audits – weekly verification of 10% of completed records – all goes onto Quality Audit Log
2. Survey Data <ul style="list-style-type: none">- Data Compilation – will all be consolidated into the Survey Management System- Formatting and Standardization – exported as a CSV file- Quality Assurance – Data Validation log will document all checks and final approval- Department submission – at least 14 days before deadline, finalized and validated data will be transmitted via encrypted method- CAHPS Database Support – Technical support provided – will respond within 2 days to any discrepancies- Archiving and Data Security – HIPAA Compliant handling – Master copy of data set archived for at least 3 years
3. Addressing Requests within 2 days <ul style="list-style-type: none">- Will respond within 2 business days- Correction requests are processed through Project Management and Data Control System which keeps a log- Will acknowledge within 24 hours of receipt and assign, Data Analyst will examine and apply corrections to dataset- Data correction form completed and corrected file is transmitted
4. Transfer of Data using secure methods <ul style="list-style-type: none">- File compression and encryption- Access Control – only authorized personnel have access – MFA- Every transfer is automatically logged for audit trail – reviewed monthly and retained for minimum of 3 years

G. Reporting

1. Final Summary Report
 - Will provide a comprehensive Final Summary Report within 60 days following the finalization
2. Presentation/Powerpoint
 - Will provide presentation including powerpoint within 90 days following finalization to provide data overview of MaineCare member experiences

H. Performance Measures

1. Goal is to increase the Survey response rate by 2% annually

I. Reports

- Performance Measure Report -
- Status Report - Monthly

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025 (Eligibility) 11/4/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

<ul style="list-style-type: none">- Final Report – within 60 days after completed- Survey Results Report – annually within 90 days

2. Staffing

<ul style="list-style-type: none">a. Job Descriptions provided with attachment 7b. Subcontractor – project remains in control of Ciracet – would utilize subcontractor for the purpose of mailingc. Staffing Plan – attachment 8
--

3. Implementation- Work Plan

<ul style="list-style-type: none">a. Attachment 9

Part IV. Section IV. Cost Proposal

<ul style="list-style-type: none">• Total Cost: \$223,249.23• Initial Period Cost 12/1/25-11/30/27: \$149,000• Renewal Period 1 Cost 12/1/27-11/30/29: \$49,000• Renewal Period 2 Cost 12/1/29-11/30/30: \$25,249.23• Total Personnel Cost: \$122,787• Total All other Expenses: \$100,462.23<ul style="list-style-type: none">- Subcontractor costs total - \$22,325
--

Subcontractor cost and technology costs are the same.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
	<ul style="list-style-type: none">• Bidder met requirements
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
	<ul style="list-style-type: none">• CIRACET Corp. is a healthcare technology and quality-measurement company specializing in CAHPS and HEDIS survey administration, data analytics, and patient-experience improvement
2. Subcontractors	
	<ul style="list-style-type: none">• Bidder lists one subcontractor based in PR
3. Project Team Organizational Chart	
	<ul style="list-style-type: none">• Bidder submitted job descriptions and staffing plan, but not an organizational chart.
4. Litigation	
	<ul style="list-style-type: none">• No litigation reported
5. Financial Viability	
	<ul style="list-style-type: none">• Bidder did not submit, so did not meet requirements.
6. Certificate of Insurance	
	<ul style="list-style-type: none">• Bidder did not submit, so did not meet requirements• Bidder did provide information about insurance in Part IV, Section III, Question 7.

Part IV, Section III. Proposed Services

A. General Requirements

1. Describe in detail how the Bidder will provide Technical Assistance (TA) to the Department and Department-identified stakeholders.
 - P – Bidder will have a dedicated project management team to serve as point of contact for all TA work.
 - Proposed monthly coordination meetings and monthly status reports.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

2. Describe in detail how the Bidder will respond to and resolve all requests for TA from the Department or its interested parties within two (2) business days, or when identified, an agreed-upon timeline between the awarded Bidder and Department.
 - I – has a project management and communication system
 - Q – will the Department have access to the communication system?
3. Describe in detail how the Bidder will meet monthly with the Department to discuss contract management, administration, progress, and deliverables.
 - Bidder met requirement.
 - Q – Bidder says they will accommodate in-person meetings – feasibility since based in Puerto Rico?
4. Describe in detail how the Bidder will include the Department in all communications related to the services outlined in this RFP and the resulting contract.
 - Bidder met requirement.
5. Describe in detail how the Bidder will provide data analysis, information extraction, or information findings upon the Department's request.
 - Bidder met requirement.
6. Describe in detail how the Bidder will comply with applicable Department Privacy and Security of Health Information policies.
 - Bidder met requirement.
7. Describe in detail how the Bidder will obtain and maintain insurance as outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 19. Insurance Requirements.
 - Bidder met requirements.
8. Describe in detail how the Bidder will implement risk assessment and vulnerability scanning policies and procedures for collecting sensitive information electronically (PII, PHI, and/or other confidential data), at a minimum, to be equivalent to MaineIT policies.
 - Bidder met requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

9. Describe in detail how the Bidder will comply with all State and Federal laws regarding the protection of confidential and/or sensitive information that is collected or maintained by the awarded Bidder, including, as applicable, notification to individuals in the event of unauthorized access or disclosure.
 - P – Bidder has a HIPPA-compliant QMS that incorporates administrative, technical, and physical safeguards.
10. Describe in detail how the Bidder will comply with all confidentiality requirements outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 30. Confidentiality.
 - Bidder met requirements.
11. Describe the Bidder understanding that the State does not consume the awarded Bidder's application, but the awarded Bidder will consume one/more State application(s).
 - Bidder's systems and infrastructure are designed to integrate with external (including the Department's) systems.

B. Survey and Related Materials

1. Describe in detail how the Bidder will attend at least two (2) survey content and related materials planning meetings with the Department, within thirty (30) calendar days of the start of the initial period of performance, to determine the development and customization of the survey and survey implementation.
 - a. Describe in detail how the Bidder will develop a customized Child Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey questionnaire and related materials, adhering to the Federal guidelines set forth by the Centers for Medicare & Medicaid Services (CMS) and Agency for HealthCare Research and Quality (NCQA).
 - b. Describe in detail how the Bidder will provide a forty-one (41) item questionnaire with an additional thirty-eight (38) item Children with Chronic Conditions module, and up to four (4) Department-customized topic modules.
 - c. Describe in detail how the Bidder will, in collaboration with the Department, develop a pre-notification postcard and e-message script for distribution to the Sample eligible population.
 - P – Bidder notes that they will review accessibility and literacy requirements to ensure equitable participation across all eligible populations and will conduct readability/comprehension testing.
 - I – Bidder proposes implementing Spanish version of survey.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

2. Describe in detail how the Bidder will assist the Department with verifying a final survey format that meets the CAHPS Health Plan Survey Database (CAHPS Database) criteria prior to implementation.
 - Bidder met requirements.
3. Describe in detail how the Bidder will submit the final survey draft and related materials (e.g., pre-notification postcard and e-message script) to the Department for approval forty-five (45) calendar days prior to survey implementation.
 - I – Bidder will provide the Department with a “Materials Approval Checklist.”
4. Describe in detail how the Bidder will mail out the pre-notification postcard to the Sample eligible population at least two (2) weeks prior to the start of conducting surveys.
 - P – Bidder will audit 10% of the postcards to ensure quality, accuracy, and compliance.
 - P – Bidder will provide the Department a “Mailing Completion Report.”
5. Describe in detail how the Bidder will upload the survey into an online modality at least two (2) weeks prior to the start of conducting surveys.
 - Bidder met requirements.

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

1. Describe in detail how the Bidder will attend at least one (1) representative Sample planning meeting with the Department within thirty (30) calendar days of the start of the initial period of performance to discuss the Sampling strategy.
 - Bidder described their strategy in detail.
2. Describe in detail how the Bidder will within ten (10) calendar days of the representative planning meeting, establish the representative Sample plan.
 - Bidder met requirements.
3. Describe in detail how the Bidder will provide monthly reports to the Department regarding survey response rate, to include recommendations for improving the response rate if data suggests a lack of progress toward achieving the target Sample size.
 - P – Bidder proactively suggested recommendations for corrective actions if response rates are low.
4. Describe in detail how the Bidder will utilize strategies for data collection to achieve, at a minimum, a twenty-five percent (25%) response rate.
 - P – Bidder proposes a mixed-mode survey administration.
 - I – Bidder proposes mailing surveys out to respondents.
 - I – Bidder proposes administering the survey in English and Spanish
 - I – Bidder proposes an incentive strategy

D. Survey Implementation

- P – Bidder proposed a contingency plan in case response rates are low.

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Customer Support
 - P – Bidder will have a toll-free telephone line, voicemail system, and email inbox available to address Respondent questions.
2. Describe in detail how the Bidder will develop a project management approach within thirty (30) calendar days of the start of the initial period of performance.
 - Bidder met requirements.

F. Survey Data

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

1. Describe in detail how the Bidder will create, implement, and provide a protocol or quality control plan no later than two (2) weeks prior to conducting surveys.
 - P – Bidder will perform ongoing quality control audits.
2. Describe in detail how the Bidder will provide the survey results data file to the Department annually, in a Department-approved format (e.g., CSV, Excel) that is CAHPS Database compatible (e.g., CSV), two (2) weeks prior to the NCQA deadline in June.
 - Bidder met requirements.
3. Describe in detail how the Bidder will address all Department requests within two (2) calendar days for corrections to the final data file.
 - Bidder met requirement.
4. Describe in detail how the Bidder will use relevant Statistical Analysis Software (e.g., SPSS, SAS, or R) for result evaluation and report development.
 - P – Bidder demonstrates familiarity with industry-standard analysis software.
5. Describe in detail how the Bidder will collect unique, de-identified survey data meeting all data protection and security requirements.
 - P – Bidder will assign each respondent sample a unique respondent ID, which will replace all PII.
6. Describe in detail how the Bidder will transfer data using a secure, Department-approved electronic method.
 - Bidder met requirement.

G. Reporting

1. Describe in detail how the Bidder will provide a final summative report of the Child CAHPS Survey results no later than sixty (60) calendar days following the finalization of the full data set.
 - P – Bidder proposed providing a PowerPoint presentation that summarizes results.
2. Describe in detail how the Bidder will provide a presentation, including a PowerPoint slide deck, no later than ninety (90) calendar days following the finalization of the full data set, summarizing and highlighting responses and trends identified in the Child CAHPS Survey.
 - Bidder met requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/24/2025 (Eligibility), 11/6/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS- Office of Mainecare Services

3. Describe in detail how the Bidder will assist the Department in submitting the Child CAHPS survey results into the Database using a compatible file (e.g., CSV) by the NCQA annual submission deadline in June.
 - Bidder met requirements.

H. Performance Measures

- Bidder described strategies for monitoring response rates and incorporating process improvements/identifying best practices for future years.

I. Reports

- Bidder met requirements.
- Bidder met requirements.

2. Staffing

- Bidder provided job descriptions in attachment 7.
- Bidder described how they will provide oversight of the proposed subcontractor and act as liaisons between the subcontractor and the Department.
- Bidder provided the staffing plan in attachment 8.

3. Implementation- Work Plan

- Bidder provided their proposed work plan.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Individual Evaluator Comments:

Part I. Preliminary Information
Eligibility Requirements
<ul style="list-style-type: none">• Q - No mention of work with parents/guardians of children specifically, but have overall experience with Medicaid populations therefore, I feel the documentation provided overall meets the eligibility requirements.

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• P – Short but includes key pieces of information and accomplishments, meets requirement
2. Subcontractors
<ul style="list-style-type: none">• P – 1 listed, Database Marketing Services, meets requirement
3. Project Team Organizational Chart
<ul style="list-style-type: none">• N - Not found
4. Litigation
<ul style="list-style-type: none">• P – None listed, meets requirement
5. Financial Viability
<ul style="list-style-type: none">• ?
6. Certificate of Insurance
<ul style="list-style-type: none">• Q – not included, stated “Upon request, CIRACET will provide the Department with copies of certificates”

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Part IV, Section III. Proposed Services

A. General Requirements

1. P - thorough explanation of the intended TA plan, meets requirement
2. P - thorough explanation of intended response to TA requests within 24 hrs, meets requirement
3. P – explained how they will address all aspects of the required monthly meetings, meets requirement
4. P – thorough explanation of their plan for communication with the Department and other interested parties-meets requirement
5. P – thorough explanation of how they will provide comprehensive data analysis-meets requirement
6. P – thorough explanation of how they will comply with the Department's security policies-meets requirement
7. P – explains how they will maintain the required insurance-meets requirement
8. P – thorough explanation of how they plan to implement risk assessment policies-meets requirement
9. P – thorough explanation of how they will comply with State/Federal policies around confidentiality and breach notification-meets requirement
10. P – explains how they will comply with all confidentiality provisions-meets requirement
11. P – demonstrates their understanding-meets requirement

B. Survey and Related Materials

1. P – addressed a, b, and c of this section-meets requirement
2. P – thoroughly addressed how they will work with the Department on final survey format-meets requirement
3. P – addressed how they will submit all final survey materials to the Department-meets requirement
4. P – thoroughly describes their plan for the pre-notification mailing process-meets requirement
5. P – thoroughly explains how they will upload the survey to an online platform-meets requirement

C. Representative Sample

1. P – address how they will attend and what the discussion will cover-meets requirement
2. P – address a, b, c, and d in regard to the representative sample plan-meets requirement
3. P – thoroughly describe their plan for providing monthly reports to the Department-meets requirement
4. P – describes their strategy to reach the 25% response rate-meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

D. Survey Implementation
1. P – thoroughly described timelines/strategies for addressing a and b-meets requirement
E. Child CAHPS Survey Customer Support, Management, and Administration
1. P – thoroughly address and explain strategy regarding customer support-meets requirement 2. P – describes in detail their intended project management plan/quality assurance plan-meets requirement
F. Survey Data
1. P – thoroughly describes how they will develop a quality control plan and a quality checks plan for the final file-meets requirement 2. P – describes in detail, how they will provide survey results data to the Department annually, using a department-approved format by the deadline-meets requirement 3. P – details how they will address Department requests for corrections to the final file-meets requirements 4. P – addresses how they will use statistical analysis software for results evals and report development-meets requirement 5. P – describes how they will collect unique and de-identified survey data securely-meets requirement 6. P – thoroughly details how they plan to transfer data using a Department approved, secure electronic system, meets requirement
G. Reporting
1. P – thoroughly describe how they will meet a-g in regard to a summative final report of the survey-meets requirement 2. P – detailed how they will develop and provide a presentation to the Department, highlighting responses and trends-meets requirement 3. P – describes how they will help the Department in submitting the final results to the database, including a timeline-meets requirement
H. Performance Measures
1. P – meets requirement regarding submitting data to support performance measures
I. Reports
1. P – thoroughly describes how they will track and record the data necessary to complete the 4 required reports-meets requirement 2. P – details how they will submit the required reports according to the required timeline-meets requirement
2. Staffing
a. Included-Meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Ciracet Corp.

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

- b. Included-Meets requirement
- c. Included-Meets requirement

3. Implementation- Work Plan

- a. Included-Meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Individual Evaluator Comments:

Part IV. Section I. Preliminary Information	
Eligibility Requirements	
• Bidder meets eligibility requirements.	• Appendix D supports this.
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
- Has provided similar services across the US since 2013. - Current work within the State of Maine administering CAHPS surveys to individuals receiving Home and Community-Based Services since 2023	
2. Subcontractors	
- One subcontractor indicated - P - Subcontractor appears to have the experience and knowledge necessary to be helpful. - Q – Subcontractor is from out of state.	
3. Project Team Organizational Chart	
- Q – Contractor is part of the org chart. - P – Provides all functions necessary for operations.	
4. Litigation	
- One suit, settled – Unsure if relevant.	
5. Financial Viability	
- Financial Statements for 2 years provided – 2022 and 2023 - Stable financial position - Audit information provided	
6. Certificate of Insurance	
- Certificate of Liability Insurance provided.	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Part IV, Section III. Proposed Services

A. General Requirements

1. Technical Assistance – includes a team of Project Director, PM, Project Coordinator, QA Lead, Director of Reporting/Data Analytics, Data Security Team, Survey Interviewers
 - Survey Management SaaS Solution – data platform/system that allows for: real-time monitoring and reporting, QA and Audit trails
 -
2. Response and Resolution from TA within 2 business days
 - TA requests can be initiated via email, phone or during scheduled check-in meetings
 - All requests are documented
 - Resolved within 2 days
 - Includes great flow chart on pg. 11 – issue resolution process
3. Monthly Meeting
 - Will meet monthly to discuss the status of project activities, establish timelines and address potential risks
 - Status report will be provided after each meeting summarizing the overall status
4. Including Department in all communications
 - All meetings and correspondence will be done with the Departments awareness
5. Data analysis
 - Will provide context and interpretation of the data collected
 - Survey Management SaaS Solution – tool used for all data analysis
6. Compliance with Department Privacy and Security
 - Will adhere to HIPAA rules
 - Encryption, Access Control (MFA, role-based access), Continuous monitoring and auditing, vulnerability management, secure file transfers
 - All staff will complete mandatory security and privacy training, confidentiality agreements
 - Data retention and positive incident response
7. Obtaining and Maintaining Insurance
 - Provides list of insurance policies already obtained – maintained by legal dept
8. Risk Assessment and Vulnerability Scanning
 - Maintains a formal, company wide Risk Management and Vulnerability Scanning Program to identify, assess and mitigate risks associated with collection, processing and storage of PII, PHI and other confidential data
 - Continuous review and monitoring

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

9. Compliance of State and Federal laws regarding confidentiality
 - Follows HIPAA regulations
 - Incident response plan – immediately will notify, review and remediate
10. Compliance with Maine IT Requirements
 - Access Controls, Data Handling Procedures, Encryption and Secure storage of data, employee training, confidentiality agreements

B. Survey and Related Materials

1. 2 Planning meetings with Department
 - Will attend 2 planning meetings within 30 days to discuss survey design, customization and implementation
 - First meeting will be Initial Survey Design Session
 - Second meeting will be Finalization and Validation Session
2. Verification of Final Survey format
 - Crosswalk documentation, collaborative validation meetings, and rigorous system testing
3. Submitting final survey draft for approval 45 days prior to implementation
 - Will submit final survey draft and all related materials at least 45 days before implementation to allow time for review, feedback and formal approval
 - Will compile final drafts of materials, go through internal QA and review, formal submission and tracking, department review and collaboration, review feedback and wait for final approval
4. Pre-Notification postcard
 - Will be sent at least 2 weeks prior to implementation
 - Will use sample file to review for duplicate records, missing or malformed addresses, format inconsistencies
 - Return mail will be logged and reviewed for alternative method to be used

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

1. Will attend at least 1 sample planning meeting
 - Will attend at least 1 meeting within 30 days to review and validate the total eligible population, the proposed sample size, response rate assumptions, oversampling needs, and the Departments preferences regarding timing
2. Monthly Reports
 - Response Rate Summaries, Mode of Completion Data, Contact Attempt Analysis, Progress Toward Target Sample Size
3. 25% Response rate goal
 - Make multiple calls at different times and different days to increase chance of answer
 - Extensive training for the survey team
 - Use local caller ID to improve chances of answers
 - Technology support to see where low response rates are so efforts can be made to increase

D. Survey Implementation

1. – will begin survey administration annually by February 1st
 - All surveys to be complete by May 15th – weekly progress reports done to ensure the project is on track
 - Administered via phone and online
 - Charts of workflow included

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Customer Support
 - Toll free phone weekdays 9am-8pm EST, dedicated voicemail, email

F. Survey Data

1. Quality Control
 - QC Protocol will be developed and implemented within 2 weeks of the start of survey administration
 - Ongoing QC Checks throughout the project will be completed – daily automated and manual reviews of survey activity will be completed
2. All transfers of data will be done through an encrypted method – with current initiative with the State of Maine, a system named MOVEit has been used

G. Reporting

1. Final summary report will be delivered within 60 days of completion
2. Presentation including PowerPoint will be provided within 90 days – will include summary of Child CAHPS Survey findings, key trends, and comparative analyses to support the Departments review and planning
3. Will be received via encrypted file

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

H. Performance Measures

1. Goal of increasing Survey response rate by 2% annually
 - Notes that in current projects they are completing with the state of Maine, they have achieved this goal

I. Reports

1. – Performance Measure Report – Annually – Data Analytics Team exports data no later than the 10th calendar day each month, the PM reviews for proper documentation, report is submitted to the Department by the 15th calendar day
 - Status Report – Monthly – Weekly meetings to ensure deliverables, PM prepares draft Status Report by the 10th calendar day each month, final Status Report is submitted electronically by the 15th
 - Final Report – Annually – draft report will be reviewed and submitted to the Department within 60 days
 - Survey results Presentation - Annually
- 2.

2. Staffing

- a. Job descriptions are provided on attachment 7
- b. There will be no subcontractors for the survey, data collection, data analysis, reporting and presentation – consultant will be used for advanced analytical and methodological expertise
- c. Staffing Plan included with attachment 8

3. Implementation- Work Plan

- a. Work Plan included with attachment 9

Part IV, Section IV. Cost Proposal

- Total Cost: \$695,500
- Initial Period Cost 12/1/25-11/30/27: \$270,000
- Renewal Period 1 Cost 12/1/27-11/30/29: \$283,500
- Renewal Period 2 Cost 12/1/29-11/30/30: \$142,000
- Total Personnel Cost: \$565,992
- Total All other Expenses: \$129,508

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• Bidder meets eligibility requirements of having a minimum of two (2) years in the last give (5) years administering surveys to Medicaid members, but does not demonstrate experience administering surveys to parents or guardian of Children.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Provided three (3) project examples• Served local, state, and educational institutions across the US since 2013• Performs ongoing work with the Department on the HCBS CAHPS• Reports extensive experience administering surveys	
2. Subcontractors	
<ul style="list-style-type: none">• Bidder listed one subcontractor	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Bidder provided organizational chart	
4. Litigation	
<ul style="list-style-type: none">• Bidder listed one litigation suit	
5. Financial Viability	
<ul style="list-style-type: none">• Bidder submitted financial records.	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Bidder submitted COI	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. Describe in detail how the Bidder will provide Technical Assistance (TA) to the Department and Department-identified stakeholders.
 - P – Bidder is a NCQA-certified CAHPS vendor
 - N – Several instances where they refer to the survey as HCBS – clearly recycled from previous bid
 - I – TA philosophy focused on collaboration and partnership
 - P – Project will have dedicated program manager
 - I – Bidder will routinely prepare TA Briefs
2. Describe in detail how the Bidder will respond to and resolve all requests for TA from the Department or its interested parties within two (2) business days, or when identified, an agreed-upon timeline between the awarded Bidder and Department.
 - Bidder has centralized TA tracking system
3. Describe in detail how the Bidder will meet monthly with the Department to discuss contract management, administration, progress, and deliverables.
 - Bidder detailed how they will meet monthly with the Department
 - I – Prior to each meeting, Bidder will submit a monthly status report
4. Describe in detail how the Bidder will include the Department in all communications related to the services outlined in this RFP and the resulting contract.
 - Bidder met requirements.
5. Describe in detail how the Bidder will provide data analysis, information extraction, or information findings upon the Department's request.
 - Bidder has proprietary survey management software for data analysis
 - Bidder utilizes subcontractor for data analysis
 - N – Bidder referenced HCBS survey more than once in section
6. Describe in detail how the Bidder will comply with applicable Department Privacy and Security of Health Information policies.
 - Bidder met requirement
7. Describe in detail how the Bidder will obtain and maintain insurance as outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 19. Insurance Requirements.
 - P – Bidder maintains a comprehensive portfolio of insurance coverage that meets or exceeds the levels required under this contract
8. Describe in detail how the Bidder will implement risk assessment and vulnerability scanning policies and procedures for collecting sensitive information electronically

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

(PII, PHI, and/or other confidential data), at a minimum, to be equivalent to MaineIT policies.

- Bidder met requirement

9. Describe in detail how the Bidder will comply with all State and Federal laws regarding the protection of confidential and/or sensitive information that is collected or maintained by the awarded Bidder, including, as applicable, notification to individuals in the event of unauthorized access or disclosure.
 - Bidder met requirement
10. Describe in detail how the Bidder will comply with all confidentiality requirements outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 30. Confidentiality.
 - Bidder met requirement
11. Describe the Bidder understanding that the State does not consume the awarded Bidder's application, but the awarded Bidder will consume one/more State application(s).
 - The Bidder described their understanding thoroughly

B. Survey and Related Materials

1. Describe in detail how the Bidder will attend at least two (2) survey content and related materials planning meetings with the Department, within thirty (30) calendar days of the start of the initial period of performance, to determine the development and customization of the survey and survey implementation.
 - a. Describe in detail how the Bidder will develop a customized Child Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey questionnaire and related materials, adhering to the Federal guidelines set forth by the Centers for Medicare & Medicaid Services (CMS) and Agency for HealthCare Research and Quality (NCQA).
 - b. Describe in detail how the Bidder will provide a forty-one (41) item questionnaire with an additional thirty-eight (38) item Children with Chronic Conditions module, and up to four (4) Department-customized topic modules.
 - c. Describe in detail how the Bidder will, in collaboration with the Department, develop a pre-notification postcard and e-message script for distribution to the Sample eligible population.
 - P – Bidder outlined the goals of each of the two planning meetings
 - P – Any custom survey items will be reviewed and pilot tested
 - I – Bidder references utilizing CAHPS communication templates

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

<p>2. Describe in detail how the Bidder will assist the Department with verifying a final survey format that meets the CAHPS Health Plan Survey Database (CAHPS Database) criteria prior to implementation.</p> <ul style="list-style-type: none">• The Bidder provided a thorough and comprehensive description of how they will verify a final survey format.
<p>3. Describe in detail how the Bidder will submit the final survey draft and related materials (e.g., pre-notification postcard and e-message script) to the Department for approval forty-five (45) calendar days prior to survey implementation.</p> <ul style="list-style-type: none">• Bidder met requirements
<p>4. Describe in detail how the Bidder will mail out the pre-notification postcard to the Sample eligible population at least two (2) weeks prior to the start of conducting surveys.</p> <ul style="list-style-type: none">• Bidder will verify, clean, and update contact information (addresses and phone numbers)
<p>5. Describe in detail how the Bidder will upload the survey into an online modality at least two (2) weeks prior to the start of conducting surveys.</p> <ul style="list-style-type: none">• Bidder described a thorough QA and monitoring process and how they will collaborate with the Department on review.

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

1. Describe in detail how the Bidder will attend at least one (1) representative Sample planning meeting with the Department within thirty (30) calendar days of the start of the initial period of performance to discuss the Sampling strategy.
 - Bidder met requirements
2. Describe in detail how the Bidder will within ten (10) calendar days of the representative planning meeting, establish the representative Sample plan.
 - Bidder provided a thorough description of their strategy for developing the representative Sample plan
3. Describe in detail how the Bidder will provide monthly reports to the Department regarding survey response rate, to include recommendations for improving the response rate if data suggests a lack of progress toward achieving the target Sample size.
 - Bidder describes how they will provide the Department with monthly reports that will include several summaries/analyses/progress updates.
4. Describe in detail how the Bidder will utilize strategies for data collection to achieve, at a minimum, a twenty-five percent (25%) response rate.
 - I – Bidder's phone systems use local caller IDs to improve answer rates and reduce spam
 - P – Bidder will implement survey in additional languages
 - Q – says other than Spanish, does Bidder mean other than English?

D. Survey Implementation

- Bidder met requirement

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Customer Support
 - Bidder will maintain/monitor a toll-free telephone helpline from 9am-8pm M-F with voicemail system and an email inbox
 - P – Bidder conducts weekly audits on issue tracking
2. Describe in detail how the Bidder will develop a project management approach within thirty (30) calendar days of the start of the initial period of performance.
 - I – Bidder will develop a project charter

F. Survey Data

1. Describe in detail how the Bidder will create, implement, and provide a protocol or quality control plan no later than two (2) weeks prior to conducting surveys.
 - Bidder met requirements
2. Describe in detail how the Bidder will provide the survey results data file to the Department annually, in a Department-approved format (e.g., CSV, Excel) that is CAHPS Database compatible (e.g., CSV), two (2) weeks prior to the AHRQ deadline

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

in June.

- Bidder demonstrates familiarity with submitting the survey results data file to AHRQ

3. Describe in detail how the Bidder will address all Department requests within two (2) calendar days for corrections to the final data file.
 - Bidder describes a QA/TA process for addressing Department requests
4. Describe in detail how the Bidder will use relevant Statistical Analysis Software (e.g., SPSS, SAS, or R) for result evaluation and report development.
 - Bidder met requirements
5. Describe in detail how the Bidder will collect unique, de-identified survey data meeting all data protection and security requirements.
 - Bidder met requirements
6. Describe in detail how the Bidder will transfer data using a secure, Department-approved electronic method.
 - P – Bidder demonstrates familiarity with Department-approved methods for data transfer

G. Reporting

1. Describe in detail how the Bidder will provide a final summative report of the Child CAHPS Survey results no later than sixty (60) calendar days following the finalization of the full data set.
 - Bidder met requirements
2. Describe in detail how the Bidder will provide a presentation, including a PowerPoint slide deck, no later than ninety (90) calendar days following the finalization of the full data set, summarizing and highlighting responses and trends identified in the Child CAHPS Survey.
 - P – Bidder will also present findings to Department
3. Describe in detail how the Bidder will assist the Department in submitting the Child CAHPS survey results into the Database using a compatible file (e.g., CSV) by the NCQA annual submission deadline in June.
 - Bidder met requirements

H. Performance Measures

- P – Bidder has demonstrated experience meeting or exceeding the required 2% annual increase in other survey response rates

I. Reports

- Bidder met requirements
- Bidder met requirements

2. Staffing

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/24/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

- Bidder provided attachment 7 and met requirements
- Q – Bidder says they will not subcontract any portion of the contract, but they do list a subcontractor, who is a consultant
- Bidder provided attachment 8 and met requirements

3. Implementation- Work Plan

- Bidder provided attachment 9 and met requirements
- I – Bidder proposes submitting data file to the Department a full month early

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• The documentation provided meets the eligibility requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P - includes key pieces of information and relevant experience, meets requirement• I – Currently administrating State of Maine CAHPS surveys for Home and Community-Based Services	
2. Subcontractors	
<ul style="list-style-type: none">• P - 1 individual listed, meets requirement	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Meets requirements	
4. Litigation	
<ul style="list-style-type: none">• 1 listed, closed, Meets requirements	
5. Financial Viability	
<ul style="list-style-type: none">• Meets requirements	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Meets requirements	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. P – thoroughly describes TA plan, team and relevant projects including the state's current HCBS CAHPS survey-meets requirement
Q - refer to the survey as HCBS, copy/paste from another bid?
2. P - describes how they will be able to respond to TA requests within 2 business days, meets requirement
I – included a visual example of their Issue Resolution Process
3. P - outlines the approach to monthly meetings including agenda and discussion topics, meets requirement
4. P - thoroughly describes a communications plan for all parties, meets requirement
5. P – thoroughly details how they will provide data analysis, information extraction, or information findings upon the Department's request, meets requirement
6. P - thoroughly details how they will comply with the Department's security policies-meets requirement
7. P – details how they will maintain insurance outlines in the IT service contract-meets requirement
8. P – thoroughly addresses each state policy mentioned and explains how they currently, and will continue to implement risk assessment and vulnerability scanning, meets requirement
9. P - thoroughly details how they will comply with all state and federal confidentiality/sensitive information laws and how they would approach breach notifications, meets requirement
10. P – thoroughly explains how they will comply with all confidentiality provisions-meets requirement
11. P - demonstrates their understanding-meets requirement

B. Survey and Related Materials

1. P - thoroughly addressed a, b, and c of this section-meets requirement
2. P - thoroughly addressed how they will work with the Department on final survey format-meets requirement
3. P - addressed how they will submit all final survey materials, adhering to the specified timeline, to the Department-meets requirement
4. P - thoroughly describes their plan for the pre-notification mailing process with a timeline-meets requirement
5. P - explains how they will upload the survey to an online platform 2 weeks prior to the start of conducting the survey-meets requirement

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

<ol style="list-style-type: none">1. P - confirms they will attend a representative Sample planning meeting with the Department and details how they will prepare and follow-up-meets requirement2. P - thoroughly addresses a, b, c, and d in regard to the representative sample plan-meets requirement3. P - describes their intended plan for providing monthly reports to the Department including what data/information the report will include and how they will form recommendations-meets requirement4. P - thoroughly outlines their intended approach to reach the 25% response rate-meets requirement I – "...maintain a network of bilingual interviewers, particularly for Spanish. This allows us to conduct interviews in real time with respondents in their preferred language, regardless of the interviewer's fluency."
--

D. Survey Implementation

<ol style="list-style-type: none">1. P - thoroughly described timelines/strategies for addressing deadlines and administering via online and telephone-meets requirement I – included a visual of their survey management process

E. Child CAHPS Survey Customer Support, Management, and Administration

<ol style="list-style-type: none">1. P - addresses and explains strategy regarding customer support and addressing respondent questions within 1 business day-meets requirement2. P - describes in detail their intended project management plan (and addresses i-v)-meets requirement

F. Survey Data

<ol style="list-style-type: none">1. P - describes how they will develop, implement, and provide quality control plan including quality checks for the final data file-meets requirement2. P - describes how they will provide survey results data to the Department annually in an approved format-meets requirement3. P - outlines how they will address department requests for file corrections within 2 business days-meets requirement4. P - addresses how they will use statistical analysis software for results evals and report development-meets requirement5. P - describes how they will collect unique and de-identified survey data securely-meets requirement6. P - details how they plan to transfer data using a department approved, secure electronic system, meets requirement
--

G. Reporting

<ol style="list-style-type: none">1. P – details how they will comply with a-g in regard to a summative final report of the survey-meets requirement
--

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Guidesoft, Inc. dba Knowledge Services

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

2. P - details how they will develop and provide a presentation to the Department, highlighting responses and trends, meets requirement
3. P - describes how they will help the Department in submitting the final results to the database-meets requirement

H. Performance Measures

1. P – thoroughly details how they will submit data to support the performance measures, meets requirement
--

I. Reports

1. P - describes how they will track and record data for reports-meets requirement
2. P - outlines how they will submit the required reports according to the required timeline-meets requirement

2. Staffing

a. Job descriptions included-Meets requirement
b. Sub-contractor template included, one listed-Meets requirement
c. Staffing plan included-Meets requirement

3. Implementation- Work Plan

a. Work plan included-Meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Individual Evaluator Comments:

Part IV, Section III. Proposed Services	
Eligibility Requirements	
• Bidder meets eligibility requirements.	• Appendix D supports this.
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
- Maine based company – all in-house resources - Founded in 1977 - Completes over 100,000 surveys and 100 projects each year - All senior staff have 10+ years experience	
2. Subcontractors	
- Will not use subcontractors	
3. Project Team Organizational Chart	
- Provides company and project org charts - Appears sufficient for project purposes	
4. Litigation	
- No litigation cases	
5. Financial Viability	
- Noted that this is a private, closely held company and the need for audited or reviewed financial statements is not needed - No financial statements provided - Gives breakdown of “financial stability”	
6. Certificate of Insurance	
- Provided copy of certificate - Commercial Liability Valid 12/31/24-12/31/25	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Part IV, Section III. Proposed Services

A. General Requirements

1. – Designated PM will be assigned as primary point of contact for all communication/coordination
 - Regular check-ins to ensure milestones are being met accordingly
2. – Weekly planning meetings conducted to review upcoming milestones and deliverables
 - All staff are expected to reply to client communications within one business day or less
 - Bi-weekly meetings between MDR and the Department will be held to review progress and address issues
3. – Will work to develop communications plan – will be discussed and finalized at the kickoff meeting
4. – Quality Assurance Plan will be developed at the start the project – quality checks will be implemented
5. – Has worked with managed IT and cybersecurity services firm to review and update policies
 - Appears to follow all required privacy procedures
6. – Current insurance contains a cyber and privacy clause – aggregate limit of liability of \$5M
7. – All PII/PHI information is handled appropriately
8. – Focused heavily on collaboration and communication with the Department

B. Survey and Related Materials

1. – Heavily focused on collaboration with the Department – has experience with administering surveys governed by CMS – therefore familiar with requirements of question wording and order
 - 4 communication channels:
 - Survey prenotification/invitation letter
 - Email invitation and reminders
 - Text message invitation
 - Survey website
2. – Will be administered online and telephone
3. – SharePoint will be used if the Department does not indicate preferred data-delivery system – only bidder and the department will have access
4. – pre-notification /survey invitation letter is recommended over the pre-notification post card

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

1. Will participate in at least 1 Sample Planning Meeting with the Department to review and finalize the survey design – will ensure that the final sampling approach fully aligns with CAHPS Health Place Survey Database requirements, CMS standards and the Depts objectives
2. Draft sampling plan provided within 10 days – has experience using Maine Integrated Health Management Solution (MIHMS) – currently using for surveys for MaineCare
3. Monthly reports to show overall response, response by mode, response by subgroup, overall response rate, sample disposition report, key demographics
4. - Goal of 25% response rate will be reached by: a mailed survey invitation letter, telephone follow-up, email, SMS text message invitation, continuous response monitoring
 - Timeline provided for each contact type

D. Survey Implementation

1. Timeline provided – pg. 34 of proposal
Annual Survey Launch no later than February 1st, Complete no later than May 15th

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Quality assurance program will include customer service component
2. Dedicated PM as primary point of contact, detailed project timeline and task schedule, real-time project management software, regular and frequent communication

F. Survey Data

1. Analytical plan will be completed to guide data file preparation, analysis and reporting
 - Will develop and implement a comprehensive Data Quality Control Protocol
2. Once completed, MDR will review data collected, and complete data quality checks – will then produce a final survey data set and will be provided via CSV or other approved electronic format
3. All communications will be addressed within 2 business days
4. All PHI and PII will be removed before final survey data is reported
Will only include assigned ID number
5. All transmissions of data will be password-protected encryption

G. Reporting

1. Final summary will be provided to the Department no later than 60 days after finalization of the data set
2. Presentation with powerpoint will be provided no later than 90 days after finalization and 30 days after final summary is provided

H. Performance Measures

1. Increase survey response by 2% annually – appendix I

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner’s Office

Will focus on increased response rates but pay close attention to data quality and representativeness

I. Reports

1. Will work with the Department to develop a comprehensive communication plan – will outline a schedule for delivery of information and reports – all documents will be saved to a SharePoint in which the department can access at any time

2. Staffing

- a. Descriptions provided in attachment 7
- b. No subcontractors
- c. Provided with attachment 8

3. Implementation- Work Plan

- a. Attachment 9

Part IV, Section IV. Cost Proposal

- Total Cost: \$302,728.79
- Initial Period 12/1/25-11/30/27 \$109,868.93
- Renewal Period #1 12/1/27-11/30/29 \$96,429.93
- Renewal Period #2 12/1/29-11/30/30 \$96,429.93
- Total Personnel Cost: \$139,415.28
- Total All Other Cost: \$163,313.51

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• Bidder meets requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Bidder is a public policy research and evaluation firm based in Portland• Founded in 1977• Bidder completes more than 100,000 surveys and 100 projects each year• Bidder serves clients in more than 35 states• Has current contract with OBH with a similar project (using MaineCare records to conduct modified consumer survey)• Uses in-house resources, including call center	
2. Subcontractors	
<ul style="list-style-type: none">• Bidder will not use subcontractors	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Bidder provided organizational chart	
4. Litigation	
<ul style="list-style-type: none">• Bidder did not report any litigation	
5. Financial Viability	
<ul style="list-style-type: none">• Bidder does not have audited financial statements, but provided financial information	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Bidder provided COI, but 4/5 policies expire 12/31/25 and 1/5 expired in Feb 2025	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. Describe in detail how the Bidder will provide Technical Assistance (TA) to the Department and Department-identified stakeholders.
 - Bidder provided a thorough TA plan and ways to improve/adopt best practices
2. Describe in detail how the Bidder will respond to and resolve all requests for TA from the Department or its interested parties within two (2) business days, or when identified, an agreed-upon timeline between the awarded Bidder and Department.
 - P – Bidder has real-time project management software
 - Bidder proposes providing weekly status updates
3. Describe in detail how the Bidder will meet monthly with the Department to discuss contract management, administration, progress, and deliverables.
 - Bidder proposed meeting biweekly instead of monthly
 - P – Bidder will provide the Department with access to a client monitoring portal to view survey progress in real time
4. Describe in detail how the Bidder will include the Department in all communications related to the services outlined in this RFP and the resulting contract.
 - N – Bidder provided a response, but it was not detailed.
5. Describe in detail how the Bidder will provide data analysis, information extraction, or information findings upon the Department's request.
 - N – Bidder's response focused more on their proposed quality assurance plan, not providing data analysis and findings.
6. Describe in detail how the Bidder will comply with applicable Department Privacy and Security of Health Information policies.
 - Bidder met requirements.
7. Describe in detail how the Bidder will obtain and maintain insurance as outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 19. Insurance Requirements.
 - P – Bidder maintains a comprehensive portfolio of insurance coverage.
8. Describe in detail how the Bidder will implement risk assessment and vulnerability scanning policies and procedures for collecting sensitive information electronically (PII, PHI, and/or other confidential data), at a minimum, to be equivalent to MaineIT policies.
 - Bidder met requirement
9. Describe in detail how the Bidder will comply with all State and Federal laws regarding the protection of confidential and/or sensitive information that is collected or

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

maintained by the awarded Bidder, including, as applicable, notification to individuals in the event of unauthorized access or disclosure.

- Bidder met requirement

10. Describe in detail how the Bidder will comply with all confidentiality requirements outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 30. Confidentiality.

- Bidder met requirement

11. Describe the Bidder understanding that the State does not consume the awarded Bidder's application, but the awarded Bidder will consume one/more State application(s).

- Bidder met requirement

B. Survey and Related Materials

1. Describe in detail how the Bidder will attend at least two (2) survey content and related materials planning meetings with the Department, within thirty (30) calendar days of the start of the initial period of performance, to determine the development and customization of the survey and survey implementation.
 - a. Describe in detail how the Bidder will develop a customized Child Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey questionnaire and related materials, adhering to the Federal guidelines set forth by the Centers for Medicare & Medicaid Services (CMS) and Agency for HealthCare Research and Quality (NCQA).
 - b. Describe in detail how the Bidder will provide a forty-one (41) item questionnaire with an additional thirty-eight (38) item Children with Chronic Conditions module, and up to four (4) Department-customized topic modules.
 - c. Describe in detail how the Bidder will, in collaboration with the Department, develop a pre-notification postcard and e-message script for distribution to the Sample eligible population.
 - P – Bidder provided a thorough and comprehensive proposal for survey content planning
 - P – Bidder has demonstrated experience working with Maine agencies and with CAHPS surveys, as well as with tailoring CAHPS surveys.
 - I – Bidder proposes a survey website
 - P – Bidder proposes a prenotification letter rather than a postcard, with logical evidence backing up the proposal
2. Describe in detail how the Bidder will assist the Department with verifying a final survey format that meets the CAHPS Health Plan Survey Database (CAHPS Database) criteria prior to implementation.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

<ul style="list-style-type: none">• Bidder met requirements and demonstrates thorough understanding of CMS guidelines.
3. Describe in detail how the Bidder will submit the final survey draft and related materials (e.g., pre-notification postcard and e-message script) to the Department for approval forty-five (45) calendar days prior to survey implementation. <ul style="list-style-type: none">• Bidder met requirements
4. Describe in detail how the Bidder will mail out the pre-notification postcard to the Sample eligible population at least two (2) weeks prior to the start of conducting surveys. <ul style="list-style-type: none">• Bidder provided a response, but it did not contain a lot of detail
5. Describe in detail how the Bidder will upload the survey into an online modality at least two (2) weeks prior to the start of conducting surveys. <ul style="list-style-type: none">• P – Bidder detailed accessibility standards they will adhere to for online survey• P – Bidder detailed thorough survey testing proposal/procedure

C. Representative Sample

1. Describe in detail how the Bidder will attend at least one (1) representative Sample planning meeting with the Department within thirty (30) calendar days of the start of the initial period of performance to discuss the Sampling strategy. <ul style="list-style-type: none">• Bidder met requirements
2. Describe in detail how the Bidder will within ten (10) calendar days of the representative planning meeting, establish the representative Sample plan. <ul style="list-style-type: none">• P – Bidder has demonstrated experienced using MIHMS data.• Bidder provided a thorough understanding of developing a Sampling strategy
3. Describe in detail how the Bidder will provide monthly reports to the Department regarding survey response rate, to include recommendations for improving the response rate if data suggests a lack of progress toward achieving the target Sample size. <ul style="list-style-type: none">• P – Bidder provides data collection reports on a weekly basis• I – Bidder provided interesting reasoning for prioritizing representativeness over responsiveness
4. Describe in detail how the Bidder will utilize strategies for data collection to achieve, at a minimum, a twenty-five percent (25%) response rate. <ul style="list-style-type: none">• Bidder provided thorough and detailed response• N – The protocol that two phone call attempts will be made to convert refusals• P – Bidder provided detailed data collection schedule

D. Survey Implementation

<ul style="list-style-type: none">• P – Bidder provided detailed survey launch and milestone plans
--

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

- N – “Our timeline allows for several weeks of review of survey materials and plans, but any delay in feedback from the Department will necessitate a delay of later tasks and may delay data collection.”

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Customer Support
 - Bidder's project manager will maintain respondent communication via telephone, email, and website
2. Describe in detail how the Bidder will develop a project management approach within thirty (30) calendar days of the start of the initial period of performance.
 - Bidder met requirements

F. Survey Data

1. Describe in detail how the Bidder will create, implement, and provide a protocol or quality control plan no later than two (2) weeks prior to conducting surveys.
 - Bidder provided thorough description of their proposed data quality control protocol
2. Describe in detail how the Bidder will provide the survey results data file to the Department annually, in a Department-approved format (e.g., CSV, Excel) that is CAHPS Database compatible (e.g., CSV), two (2) weeks prior to the AHRQ deadline in June.
 - Bidder demonstrates familiarity with the CAHPS Database
3. Describe in detail how the Bidder will address all Department requests within two (2) calendar days for corrections to the final data file.
 - Bidder met requirements
4. Describe in detail how the Bidder will use relevant Statistical Analysis Software (e.g., SPSS, SAS, or R) for result evaluation and report development.
 - Bidder met requirements
 - Bidder proposes providing a data compendium (a proprietary tool) of all survey results by key demographic and other characteristics
5. Describe in detail how the Bidder will collect unique, de-identified survey data meeting all data protection and security requirements.
 - Bidder provided thorough process for collecting unique, de-identified data
6. Describe in detail how the Bidder will transfer data using a secure, Department-approved electronic method.
 - Bidder met requirements

G. Reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

1. Describe in detail how the Bidder will provide a final summative report of the Child CAHPS Survey results no later than sixty (60) calendar days following the finalization of the full data set.
 - Bidder met requirements
 - I – Bidder proposes producing infographics
2. Describe in detail how the Bidder will provide a presentation, including a PowerPoint slide deck, no later than ninety (90) calendar days following the finalization of the full data set, summarizing and highlighting responses and trends identified in the Child CAHPS Survey.
 - Bidder met requirements
3. Describe in detail how the Bidder will assist the Department in submitting the Child CAHPS survey results into the Database using a compatible file (e.g., CSV) by the NCQA annual submission deadline in June.
 - Bidder met requirements

H. Performance Measures

- Bidder met requirements

I. Reports

- Bidder met requirements
- Bidder met requirements
- Q – Does Bidder have flexibility in submitting reports over email rather than through SharePoint?

2. Staffing

- Bidder provided job descriptions in attachment 7 and met requirements.
- Bidder met requirements
- Bidder provided job descriptions in attachment 8 and met requirements.
- Q – Bidder mentioned in earlier sections that there will be designated program manager assigned to the project, but that role/job description is not mentioned in attachment 8.

3. Implementation- Work Plan

- Bidder provided attachment 9 and met requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

//EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Service

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• The documentation provided meets the eligibility requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P - includes key pieces of information and relevant accomplishments, meets requirement• I - Founded in 1977 and located in Portland and uses all in-house resources, including their call center.• P - MDR has collected and analyzed data to inform public policy topics for more than 20 years• P - Completes more than 100,000 surveys and 100 projects each year• I - Has served clients in more than 35 states.	
2. Subcontractors	
<ul style="list-style-type: none">• None listed	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Meets requirements	
4. Litigation	
<ul style="list-style-type: none">• None listed	
5. Financial Viability	
<ul style="list-style-type: none">• Can be provided	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Meets requirement	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

//EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Service

Part IV, Section III. Proposed Services

A. General Requirements

1. P – thoroughly outline how they will provide TA, meets requirement
2. P – detailed how they will respond to TA requests from the Department w/in 2 business days, meets requirement
3. P – outlined the approach to monthly meetings, meets requirement
4. Q – did not outline a specific communications plan for all parties, instead stated the communication plan will be discussed and finalized at the kickoff meeting.
5. Q – speaks more to a quality assurance plan that will be provided to the Department (to be approved) before data collection begins, not to how they will provide data analysis, information extraction, or information findings upon the Department's request
6. P – details how they will comply with the Department's security policies-meets requirement
7. Q – details coverage but does not speak to how they will maintain coverage
8. Q – explains how they currently manage risk assessment but does not speak to how they will implement with the specific Department policies listed in mind.
9. Q – explains how they currently comply with PII/PHI but does not speak to notification to individuals in the event of unauthorized access or disclosure
10. P – explains how they will comply with all confidentiality provisions-meets requirement
11. P – demonstrates their understanding-meets requirement

B. Survey and Related Materials

1. P – thoroughly addressed a, b, and c of this section-meets requirement
2. P – thoroughly addressed how they will work with the Department on final survey format-meets requirement
3. P – addressed how they will submit all final survey materials to the Department-meets requirement
4. P – thoroughly describes their plan for the pre-notification mailing process-meets requirement.
I – recommends using a pre-notification/survey invitation letter in place of a pre-notification postcard citing that a letter provides several key advantages over a postcard in reaching and engaging Maine's Medicaid parent population
5. P - explains how they will upload the survey to an online platform-meets requirement

C. Representative Sample

1. P – confirms they will attend a representative Sample planning meeting with the Department and thoroughly outlines what will be discussed-meets requirement
2. P – thoroughly address a, b, c, and d in regard to the representative sample plan-meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

//EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Service

<ol style="list-style-type: none">3. P – thoroughly describe their plan for providing monthly reports to the Department including what data/information the report will include-meets requirement4. P – describes their strategy to reach the 25% response rate-meets requirement
--

D. Survey Implementation

<ol style="list-style-type: none">1. P – thoroughly described timelines/strategies for addressing a and b-meets requirement

E. Child CAHPS Survey Customer Support, Management, and Administration

<ol style="list-style-type: none">1. P – thoroughly address and explain strategy regarding customer support-meets requirement2. P – describes in detail their intended project management plan (and addresses i-v)-meets requirement

F. Survey Data

<ol style="list-style-type: none">1. P – thoroughly describes how they will develop a quality control plan and a quality checks plan for the final file-meets requirement2. P – describes in detail, how they will provide survey results data to the Department annually in an approved format-meets requirement3. P – described earlier in proposal, meets requirement4. P – addresses how they will use statistical analysis software for results evals and report development-meets requirement5. P – describes how they will collect unique and de-identified survey data securely-meets requirement6. P – details how they plan to transfer data using a department approved, secure electronic system, meets requirement
--

G. Reporting

<ol style="list-style-type: none">1. P – thoroughly describe how they will meet a-g in regard to a summative final report of the survey-meets requirement2. P – detailed how they will develop and provide a presentation to the Department, similar in format to the final report, meets requirement3. P – describes how they will help the Department in submitting the final results to the database, including a timeline-meets requirement

H. Performance Measures

<ol style="list-style-type: none">1. P – describes how they will submit data to support the performance measures, meets requirement

I. Reports

<ol style="list-style-type: none">1. P – how they will track and record data for reports is spoken to in the work plan and throughout the proposal, meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Market Decisions LLC.

DATE: 10/27/2025

//EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Service

2. P – details how they will submit the required reports according to the required timeline-meets requirement

2. Staffing

- a. Job descriptions included-Meets requirement
- b. Sub-contractor template included, N/A-Meets requirement
- c. Staffing plan included-Meets requirement

3. Implementation- Work Plan

- a. Q – work plan was included but lacks some of the specific that are asked for (e.g. the person or position responsible for each task)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Individual Evaluator Comments:

Part IV, Section III. Proposed Services	
Eligibility Requirements	
	<ul style="list-style-type: none">• Bidder meets eligibility requirements.• Appendix D supports this.
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
	<ul style="list-style-type: none">- Over last 2 years have completed multiple multi-year projects with one or more survey components- Founded in 2021
2. Subcontractors	
	<ul style="list-style-type: none">- No subcontractors indicated
3. Project Team Organizational Chart	
	<ul style="list-style-type: none">- Provided and appears sufficient for the purpose of this project
4. Litigation	
	<ul style="list-style-type: none">- No litigation cases indicated
5. Financial Viability	
	<ul style="list-style-type: none">- Provided balance sheets/Income Statements for 2022, 2023, 2024- No Audit information provided
6. Certificate of Insurance	
	<ul style="list-style-type: none">- Provided Certificate - Commercial General Liability – Valid through 11/28/25

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Part IV, Section III. Proposed Services

A. General Requirements

1. TA will include:
 - Survey planning
 - Sampling and data management
 - Partner coordination for data collection
 - Data analysis and reporting
 - Stakeholder communication
 - Continuous improvement
2. TA requests can be submitted via email or online form – will be acknowledged within 1 business day – quarterly summaries will be shared to maintain transparency
3. Will meet regulary (monthly) to discuss current milestones, compliance, QA, upcoming activities, issues/strategies to correct – each meeting will be documented
4. Comprehensive communication plan will be created to support transparent, timely and coordinated information sharing
5. Information will be provided to the Department upon request – when request is received the information will be pulled, validated before being provided
6. HIPAA Compliance and Maine IT security compliant
 - Security/compliance Training, limited facility access/workstation and device controls, encryption of electronic data/files, audit logging of access to information
 - Provides list of frequency of certain reports (Risk assessment, security audit report, ect)
7. Currently insured at the required level
8. All staff will complete security training before gaining system access – vulnerability scanning will take place monthly to scan servers and databases for potential risks
9. Adheres to HIPAA and Privacy rule
10. Does not provide answer to this question

B. Survey and Related Materials

1. Will ensure that the generated survey includes all core questions from the CAHPS Survey and that the wording, response options and response values remain unaltered
2. Will provide final survey draft and all related materials 45 days prior to implementation – provided electronically
3. Will mail pre-notification postcards 2 weeks prior – via first-class USPS – tracked and logged to confirm shipment
4. Once finalized – survey will be loaded into Qualtrics and internal testing will begin

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

1. Will attend a Sample planning meeting to receive guidance from the Dept
2. Not answered – Sample plan within 10 days of plan meeting
3. Monthly reports with response rates and progress toward achieving target sample size – will provide recommendations when data suggests lack of progress
4. Will primarily utilize online surveys, will also use telephone follow-ups and mail-in survey options to increase accessibility

D. Survey Implementation

1. Will begin conducting surveys annually no later than February 1st - all preparatory activities will take place in prior calendar year
Telephone Administration will be done by trained, professional interviewers – will be made at different times and days to maximize contact rates – at least 5 call attempts per number

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Dedicated project inbox will be established for questions
2. Comprehensive PM plan will be established within 30 days – will outline high-level project schedule

F. Survey Data

1. Quality Control Protocol no later than 2 weeks prior to implementation
2. All requests will be responded to within 2 calendar days – adjustments will be made and validation checks will be completed
3. All PHI/PII and sensitive information will be removed prior to final reports being completed

G. Reporting

1. Comprehensive final summary report no later than 60 days following finalization of dataset
2. Will provide powerpoint and presentation no later than 90 days after finalization

H. Performance Measures

1. If progress is not being made – will commit to monthly response rate monitoring with recommendations

I. Reports

1. Will submit all required reports timely and ensuring all requirements are met
- 2.

2. Staffing

- a. Includes job descriptions
- b. No subcontractors indicated at this time
- c. Staffing Plan included

3. Implementation- Work Plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

a. Included

Part IV, Section IV. Cost Proposal

- Total Cost: \$695,740.61
- Initial Period Cost 12/1/25-11/30/27 \$253,408.15
- Renewal Period #1 \$221,166.23
- Renewal Period #2 \$221,166.23
- Total Personnel Cost: \$580,354.61
- Total All Other Cost: \$115,386

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Individual Evaluator Comments:

Part IV, Section III. Proposed Services	
Eligibility Requirements	
<ul style="list-style-type: none">• Bidder met requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Bidder is a scientific research services firm working to promote health and advance well-being for all people, but especially income-limited communities.• Bidder has worked with Medicaid and SNAP-eligible populations, as well as state governments	
2. Subcontractors	
<ul style="list-style-type: none">• Bidder does not list any subcontractors	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Bidder met requirements	
4. Litigation	
<ul style="list-style-type: none">• Bidder does not list any litigation	
5. Financial Viability	
<ul style="list-style-type: none">• Bidder provided financial records	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Bidder provided COI	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. Describe in detail how the Bidder will provide Technical Assistance (TA) to the Department and Department-identified stakeholders.
 - Bidder's TA will be structured around six (6) core areas: 1) survey planning, 2) sampling and data management, 3) partner coordination for data collection, 4) data analysis and reporting, 5) stakeholder communication, and 6) continuous improvement.
 - I/Q – Bidder proposes data collection at community sites and healthcare centers.
 - P/I – Stakeholder TA will include informational webinars, stakeholder briefings, and cross-agency learnings

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

<p>2. Describe in detail how the Bidder will respond to and resolve all requests for TA from the Department or its interested parties within two (2) business days, or when identified, an agreed-upon timeline between the awarded Bidder and Department.</p> <ul style="list-style-type: none">• Bidder met requirements.• I – Bidder proposes creating/delivering quarterly TA summaries <p>3. Describe in detail how the Bidder will meet monthly with the Department to discuss contract management, administration, progress, and deliverables.</p> <ul style="list-style-type: none">• Bidder detailed how they will meet monthly with the Department and proposed meeting agendas <p>4. Describe in detail how the Bidder will include the Department in all communications related to the services outlined in this RFP and the resulting contract.</p> <ul style="list-style-type: none">• Bidder met requirements. <p>5. Describe in detail how the Bidder will provide data analysis, information extraction, or information findings upon the Department's request.</p> <ul style="list-style-type: none">• Bidder met requirements. <p>6. Describe in detail how the Bidder will comply with applicable Department Privacy and Security of Health Information policies.</p> <ul style="list-style-type: none">• P – Bidder proposes several key deliverables (reports) to the Department around privacy and security on a quarterly, annual, and/or as needed basis.• P – Bidder has a comprehensive privacy and security framework. <p>7. Describe in detail how the Bidder will obtain and maintain insurance as outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 19. Insurance Requirements.</p> <ul style="list-style-type: none">• P – Bidder maintains a comprehensive portfolio of insurance coverage that meets the levels required under this contract <p>8. Describe in detail how the Bidder will implement risk assessment and vulnerability scanning policies and procedures for collecting sensitive information electronically (PII, PHI, and/or other confidential data), at a minimum, to be equivalent to MaineIT policies.</p> <ul style="list-style-type: none">• Bidder met requirement <p>9. Describe in detail how the Bidder will comply with all State and Federal laws regarding the protection of confidential and/or sensitive information that is collected or maintained by the awarded Bidder, including, as applicable, notification to individuals in the event of unauthorized access or disclosure.</p> <ul style="list-style-type: none">• Bidder demonstrates a clear and thorough understanding of State and Federal confidentiality laws.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

10. Describe in detail how the Bidder will comply with all confidentiality requirements outlined in the State of Maine IT-Service Contract, under Rider B-IT, Section 30. Confidentiality. <ul style="list-style-type: none">• Bidder demonstrates an understanding the protecting confidentiality is not just a contractual obligation, but a moral imperative
11. Describe the Bidder understanding that the State does not consume the awarded Bidder's application, but the awarded Bidder will consume one/more State application(s). <ul style="list-style-type: none">• N – The Bidder did not respond to this section.

B. Survey and Related Materials

1. Describe in detail how the Bidder will attend at least two (2) survey content and related materials planning meetings with the Department, within thirty (30) calendar days of the start of the initial period of performance, to determine the development and customization of the survey and survey implementation. <ul style="list-style-type: none">a. Describe in detail how the Bidder will develop a customized Child Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey questionnaire and related materials, adhering to the Federal guidelines set forth by the Centers for Medicare & Medicaid Services (CMS) and Agency for HealthCare Research and Quality (NCQA).b. Describe in detail how the Bidder will provide a forty-one (41) item questionnaire with an additional thirty-eight (38) item Children with Chronic Conditions module, and up to four (4) Department-customized topic modules.c. Describe in detail how the Bidder will, in collaboration with the Department, develop a pre-notification postcard and e-message script for distribution to the Sample eligible population.• P – Bidder proposes testing the questionnaire survey instrument for comprehension, cultural relevance, and clarity prior to official administration• P – Bidder proposes translating questionnaire into languages most commonly spoken by target populations, including utilizing back-translation and review by native speakers• P – Bidder proposes additional accessibility adaptations to ensure equitable reach
2. Describe in detail how the Bidder will assist the Department with verifying a final survey format that meets the CAHPS Health Plan Survey Database (CAHPS Database) criteria prior to implementation. <ul style="list-style-type: none">• Bidder met requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

3. Describe in detail how the Bidder will submit the final survey draft and related materials (e.g., pre-notification postcard and e-message script) to the Department for approval forty-five (45) calendar days prior to survey implementation.
 - Bidder met requirements
4. Describe in detail how the Bidder will mail out the pre-notification postcard to the Sample eligible population at least two (2) weeks prior to the start of conducting surveys.
 - Bidder will verify and clean addresses
5. Describe in detail how the Bidder will upload the survey into an online modality at least two (2) weeks prior to the start of conducting surveys.
 - Bidder met requirements

C. Representative Sample

1. Describe in detail how the Bidder will attend at least one (1) representative Sample planning meeting with the Department within thirty (30) calendar days of the start of the initial period of performance to discuss the Sampling strategy.
 - Bidder met requirements
2. Describe in detail how the Bidder will within ten (10) calendar days of the representative planning meeting, establish the representative Sample plan.
 - N – Bidder did not complete section
3. Describe in detail how the Bidder will provide monthly reports to the Department regarding survey response rate, to include recommendations for improving the response rate if data suggests a lack of progress toward achieving the target Sample size.
 - Bidder describes how they will provide the Department with monthly reports that will include progress and any needed actionable recommendations
4. Describe in detail how the Bidder will utilize strategies for data collection to achieve, at a minimum, a twenty-five percent (25%) response rate.
 - N – Bidder does not demonstrate thorough understanding of data collection strategies; survey cannot be collected through QR codes posted on bulletin boards/at random at healthcare facilities

D. Survey Implementation

- Bidder met requirement

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Customer Support
 - Bidder proposes providing customer support only through email
 - P – Bidder will monitor and cross check responses for QA

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

2. Describe in detail how the Bidder will develop a project management approach within thirty (30) calendar days of the start of the initial period of performance.
 - Bidder met requirements

F. Survey Data

1. Describe in detail how the Bidder will create, implement, and provide a protocol or quality control plan no later than two (2) weeks prior to conducting surveys.
 - Bidder provided thorough description of their proposed quality control protocol
2. Describe in detail how the Bidder will provide the survey results data file to the Department annually, in a Department-approved format (e.g., CSV, Excel) that is CAHPS Database compatible (e.g., CSV), two (2) weeks prior to the AHRQ deadline in June.
 - Bidder met requirements
3. Describe in detail how the Bidder will address all Department requests within two (2) calendar days for corrections to the final data file.
 - Bidder met requirements
4. Describe in detail how the Bidder will use relevant Statistical Analysis Software (e.g., SPSS, SAS, or R) for result evaluation and report development.
 - Bidder met requirements
5. Describe in detail how the Bidder will collect unique, de-identified survey data meeting all data protection and security requirements.
 - Bidder provided thorough process for collecting unique, de-identified data, as well as quality targets to hit
6. Describe in detail how the Bidder will transfer data using a secure, Department-approved electronic method.
 - Bidder met requirements

G. Reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/28/25 (Eligibility), 11/7/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

1. Describe in detail how the Bidder will provide a final summative report of the Child CAHPS Survey results no later than sixty (60) calendar days following the finalization of the full data set.
 - Bidder met requirements
2. Describe in detail how the Bidder will provide a presentation, including a PowerPoint slide deck, no later than ninety (90) calendar days following the finalization of the full data set, summarizing and highlighting responses and trends identified in the Child CAHPS Survey.
 - Bidder met requirements, although it looks like they did not finish writing their response in this section.
3. Describe in detail how the Bidder will assist the Department in submitting the Child CAHPS survey results into the Database using a compatible file (e.g., CSV) by the NCQA annual submission deadline in June.
 - Bidder met requirements

H. Performance Measures

- Bidder met requirements

I. Reports

- Bidder met requirements
- Bidder met requirements

2. Staffing

- Bidder provided job descriptions, although did not include as attachment 7
- Bidder met requirements
- Bidder provided staffing plan, although did not include as attachment 8

3. Implementation- Work Plan

- Bidder provided attachment 9 and met requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• The documentation provided meets the eligibility requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P - includes key pieces of information and relevant accomplishments, meets requirement• I - Founded in 2021• P - Work has focused on income limited populations, including Medicaid and SNAP-eligible populations.• P - Portfolio includes projects with federal entities (e.g., CDC, US EPA, US HRSA, and USDA), state level entities (e.g., housing, health and human services), and private organizations.	
2. Subcontractors	
<ul style="list-style-type: none">• Included, none listed	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Meets requirement	
4. Litigation	
<ul style="list-style-type: none">• None listed	
5. Financial Viability	
<ul style="list-style-type: none">• Meets requirement (but in the red for 2024)	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Meets requirement	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Part IV, Section III. Proposed Services

A. General Requirements

1. P – thorough explanation of the intended TA plan for the Department and stakeholders, meets requirement
2. P – details how they will maintain a centralized tracking system to manage requests to resolve requests within 2 business days, meets requirement
I – will submit quarterly TA summaries to the Department to maintain transparency around number/type and resolution of requests.
3. Q – explained they will convene a workgroup to meet “regularly” and noted what the typical agenda will include but did not specifically commit to monthly meetings.
4. P – will implement a comprehensive comms plan for the Department and interested/related parties, meets requirement
5. P – details how they will provide comprehensive data analysis etc. upon request, meets requirement
6. P – thoroughly details how they will comply with Dept. privacy and HI policies, meets requirement
I – included a key deliverables chart for various security reports they are willing to submit to the Department throughout the contract period.
7. P – details how they will maintain the required insurance coverage per State of Maine IT Service Contract, meets requirement
8. P – details how they will implement risk assessment/vulnerability scanning policies per Maine IT policies, meets requirement
9. P – thoroughly describes how they will comply with State/Federal law for confidentiality and their policy for notification to individuals regarding unauthorized access, meets requirement
10. P – explains how they will comply with all confidentiality provisions-meets requirement
11. N – did not answer

B. Survey and Related Materials

1. P – addressed a, b, and c of this section-meets requirement
2. P - addressed how they will work with the Department on final survey format in accordance with CAHPS database requirements-meets requirement
3. P - addressed how they will submit all final survey draft and all related materials to the Department-meets requirement
4. P – details the intended process for mailing the pre-notification postcards, meets requirement
5. P - explains how they will upload the survey to an online platform 2-weeks prior to the start of conducting surveys-meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

C. Representative Sample

1. P - address how they will prepare, attend and what the discussion will cover-meets requirement
2. N – did not answer
3. P - describes their plan for providing monthly reports to the Department including recommendations to improve response rates, if need be-meets requirement
4. N – does not demonstrate thorough understanding of data collection strategies for this project (CMS specifications/rules for data collection)

D. Survey Implementation

1. P - thoroughly describes timelines/strategies for addressing a and b-meets requirement

E. Child CAHPS Survey Customer Support, Management, and Administration

1. P - thoroughly addresses the intended strategies regarding customer support (a and b)-meets requirement
2. P - describes their intended project management plan-meets requirement

F. Survey Data

1. P - thoroughly describes how they will develop a quality control plan and a quality checks plan-meets requirement
2. P - addresses how they will provide survey results data to the Department annually-meets requirement
3. P - details how they will address Department requests for corrections to the final file within 48 hours-meets requirements
4. P - addresses how they will use statistical analysis software for results evals and report development-meets requirement
5. P – thoroughly (over) describes how they will collect unique and de-identified survey data securely-meets requirement
6. P - thoroughly detail how they plan to transfer data using a Department approved, secure electronic system, meets requirement

G. Reporting

1. P - thoroughly describe how they will meet a-g in regard to a summative final report of the survey-meets requirement
2. P - details how they will develop and provide a presentation to the Department within 90 days following dataset finalization, highlighting trends over time, comparisons to national benchmarks, etc.-meets requirement
3. P - describes how they will help the Department in submitting the final results to the database-meets requirement

H. Performance Measures

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Nyaa Scientific Research DBA Nyaa Health

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

1. P - meets requirement regarding submitting data to support performance measures
I. Reports
1. P - describes (here and throughout the proposal) how they will track and record the data necessary to complete the 4 required reports-meets requirement
2. P - details how they will submit the required reports according to the required timeline-meets requirement
2. Staffing
a. Job descriptions included-Meets requirement
b. Sub-contractor template included-Meets requirement
c. Staffing plan included-Meets requirement
3. Implementation- Work Plan
a. Q – work plan was included but lacks some of the specific that are asked for (e.g. the person or position responsible for each task)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Press Ganey Associates LLC

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – CO

Individual Evaluator Comments:

Part I. Preliminary Information
Eligibility Requirements
<ul style="list-style-type: none">• Does not meet requirements – did not provide project examples.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Press Ganey Associates LLC

DATE: 10/24/25

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS

Individual Evaluator Comments:

Part I. Preliminary Information
Eligibility Requirements
<ul style="list-style-type: none">• Bidder did not submit project examples to demonstrate eligibility.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: Press Ganey Associates LLC

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
	<ul style="list-style-type: none">Though Press Ganey Associates LLC states they have supported numerous states in survey administration, they did not submit project examples to demonstrate eligibility and rather stated they would provide descriptions of projects upon request at a later stage in the RFP evaluation process.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Crossroads Group, Inc

DATE: 10/27/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS - CO

Individual Evaluator Comments:

Part I. Preliminary Information
Eligibility Requirements
<ul style="list-style-type: none">• Unclear of eligibility – not enough information provided to determine.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Crossroads Group, Inc

DATE: 10/28/25

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS

Individual Evaluator Comments:

Part I. Preliminary Information
Eligibility Requirements
<ul style="list-style-type: none">• Bidder did not submit three project examples

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Crossroads Group, Inc

DATE: 10/25/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: Office of MaineCare Services, Policy Division

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
	<ul style="list-style-type: none">• Though all three projects were selected as descriptions of meeting the eligibility requirements, Appendix D (project examples) was not included in the files submitted.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
• Bidder meets eligibility requirements.	• Appendix D supports this.

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">- In house Survey Research Group – founded in 1974- Extensive experience in development and implementation of surveys since 1974
2. Subcontractors	<ul style="list-style-type: none">- No subcontractors indicated
3. Project Team Organizational Chart	<ul style="list-style-type: none">- Org chart provided – appears sufficient to support the project
4. Litigation	<ul style="list-style-type: none">- 3 cases – 1 pending, 1 resolved and 1 dismissed – unsure if these affect the project
5. Financial Viability	<ul style="list-style-type: none">- Financial statements for 2021-2024- Audit Reports provided – show favorable position
6. Certificate of Insurance	<ul style="list-style-type: none">- Provided Certificate of Insurance- Commercial General Liability – Effective until 9/1/2026

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Part IV, Section III. Proposed Services

A. General Requirements

1. RAND team has combined 100+ years of expertise to help provide technical assistance – includes chart
2. Dedicated TA email address will be used and monitored for requests
3. Monthly meetings will be held allowing the department continuous access to senior leadership to ensure smooth execution of the project
4. In-house analytic team – reduces wait time for complex analysis to be done through outside vendors
5. Continuous monitoring that surpasses standard HIPAA compliance
6. Works with insurance broker to begin annual renewal process in May
7. DoD compliant security – exceeds MaineIT requirements

B. Survey and Related Materials

1. Proposes to meet 55 days prior to implementation – final survey materials being provided 45 days prior to implementation – second survey content meeting 40 days prior to implementation
3. Has prior familiarity with CAHPS survey – allowing the administering of surveys quickly
4. Preparation/printing/validating of pre-notification postcards will begin 3 weeks prior to the start – allowing the mailing to occur 2 weeks prior.

C. Representative Sample

1. Sample planning meeting will be scheduled within 30 days – agenda will be provided before the meeting with time for Department feedback prior to
2. Sample plan provided within 10 days of meeting
3. Monthly report of response rate provided – will include recommendations for improvements
4. Will provide recommendations to work towards the 25% response rate – example adding additional mailings/emails to those that did not respond, etc

D. Survey Implementation

1. Internal Survey Research Group allows for control to priorities to ensure the start of data collection by February 1 and conclusion by May 15

E. Child CAHPS Survey Customer Support, Management, and Administration

1. Toll-free line available to answer questions
2. Comprehensive Project Management plan will be developed and submitted within 30 days

F. Survey Data

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025 (Eligibility) 11/7/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

1. Quality control plan will be completed and implemented – prior to data collection starting, surveys are tested
2. Scores will be given to the data sets for quality assurance
3. The Department will have full tracking visibility – any request from the Department regarding final data will be provided within 2 days
4. Python, SAS, Stata and R – statistical software packages the staff are familiar with
5. All direct identifiers will be removed and a new analytic identifier will be assigned to the records before analytic reports are completed
6. Kiteworks – password protected files will be transferred through Kiteworks

G. Reporting

1. Will deliver final summary report within 60 days – will include conclusions and recommendations regarding potential refinements to survey
2. Within 90 days presentation with powerpoint will be provided
3. Will work with the Department to get the results submitted

H. Performance Measures

1. Provides suggestions to ensuring the 2% increase in response rate is met annually – estimates 36.2% response rate by year 5

I. Reports

1. Comprehensive project management plan will be implemented and reports will be received timely

2. Staffing

- a. Provides job descriptions in attachment 7
- b. No subcontractors are indicated
- c. Staffing plan included on attachment 8

3. Implementation- Work Plan

- a. Attachment 9

Part IV, Section IV. Cost Proposal

- Total Cost: \$4,871,297.68
- Initial Period 12/1/25-11/30/27 \$1,805,864.42
- Renewal Period #1 12/1/27-11/30/29 \$1,976,996.49
- Renewal Period #2 12/1/29-11/30/30 \$1,088,436.77
- Total Personnel Cost: \$626,044.42
- Total All other Cost: \$4,245,253
- Heavy on “Survey Cost” - \$3,109,139.10

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/28/25 (Eligibility), 11/12/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• Bidder met requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Founded in 1948, in-house survey research group established in 1974.• One of the largest private health research organizations in the world.• Has over 30 years of experience in designing, conducting, scoring, and reporting CAHPS surveys• Listed three (3) projects to support qualifications	
2. Subcontractors	
<ul style="list-style-type: none">• Met requirements	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Met requirements	
4. Litigation	
<ul style="list-style-type: none">• Bidder listed four (4) cases of litigation, citing gender, race, disability, and age discrimination	
5. Financial Viability	
<ul style="list-style-type: none">• Listed four (4) years of financial history	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Met requirements	

Part IV, Section III. Proposed Services

A. General Requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/28/25 (Eligibility), 11/12/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

- TA requests will be addressed by national experts.
- Bidder talked about the personnel who may address TA requests, but did not describe HOW they will provide that TA in this section
- Bidder will develop tools to timely respond to/resolve all TA requests, like a dedicated TA email address and a TA tracking database visible to the Department
- Q – Will utilizing a TA email address mean less face time/interaction with the project manager/contact?
- Bidder met requirements
- Bidder will develop a set of approved responses to commonly asked questions to use to respond to questions
- Bidder will copy Department staff on delivery of approved responses, ensuring visibility
- Bidder has in-house analytic team
- Avg. turnaround of 3-5 business days
- Bidder met requirements.

B. Survey and Related Materials

1. Bidder responded to every part of the question, but did not describe in detail parts a, b, and c.
2. Bidder responded to the question, but did not describe in detail.
3. Bidder responded to the question, but did not describe in detail.
4. Bidder met requirements.
5. Bidder will upload and test survey across different browser applications and platforms.

C. Representative Sample

- Bidder met requirements.
- Bidder met requirements.
- Bidder met requirements.
- Bidder proposed several ways to increase response rates
- Bidder did not address specifically achieving a 25% response rate for a total of 1000 completed surveys.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/28/25 (Eligibility), 11/12/2025

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of Mainecare Services

D. Survey Implementation
1. Bidder met requirements.
E. Child CAHPS Survey Customer Support, Management, and Administration
<ul style="list-style-type: none">• Bidder will only operate a toll-free telephone line.• At least 10% of calls are monitored for QC• Bidder met requirements.
F. Survey Data
<ul style="list-style-type: none">• Bidder met requirements.• Bidder provided a comprehensive and thorough response.• Bidder will develop data dictionaries and file summary reports to accompany each data set.• Bidder provided a response but did not describe in detail.• Bidder provided a response but did not describe in detail.• Bidder's SRG uses a separate network to conduct data collection that is protected by two-factor authentication and staff restrictions.• Bidder met requirements.
G. Reporting
<ul style="list-style-type: none">1. Bidder utilizes in-house coding tools to analyze open-ended responses.2. Bidder met requirements.3. Bidder provided a response but did not describe in detail.
H. Performance Measures
<ul style="list-style-type: none">1. Bidder proposed plan to raise response rates and provided estimated response rates over the next five years.
I. Reports
<ul style="list-style-type: none">1. Bidder did not describe how they will submit the required reports to the Department.2. Bidder met requirements.
2. Staffing
<ul style="list-style-type: none">a. Bidder met requirements.b. Bidder met requirements.c. Staff time allocation seems low -- for example, the two project leads are only slotted to work 30 and 23 days for the first year of the contract. The pediatric consultant is only slotted to work 3 days for the first year of the contract.
3. Implementation- Work Plan
<ul style="list-style-type: none">a. Bidder met requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• The documentation provided meets the eligibility requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P - includes key pieces of information and relevant accomplishments, meets requirement• P - 30+ years' experience with all aspects of CAHPS survey development, sampling, administration, analysis, and reporting• Founded in 1948• P - Experience with AHRQ and CMS	
2. Subcontractors	
<ul style="list-style-type: none">• Included, none listed	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Meets requirement	
4. Litigation	
<ul style="list-style-type: none">• N - Included, 4 listed/2 pending, all employment litigation for discrimination	
5. Financial Viability	
<ul style="list-style-type: none">• Included, meets requirement	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Included, meets requirement	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. P – thorough explanation of the intended TA plan for the Department and stakeholders, meets requirement
2. P – details how they will generate a dedicated email and database to manage requests to resolve requests within 2 business days, meets requirement
I - will use this database to generate TA response metrics for inclusion in monthly reports to the Department.
3. P – detailed how they will implement monthly meetings with the Department and what the agendas will include depending on the timeline, meets requirement
4. P – detailed the intended plan for communication with the Department and interested/related parties, meets requirement
5. P - details how they will provide comprehensive data analysis etc. upon request and how they will eliminate delays, meets requirement
6. P - details how they will comply with Dept. privacy and HI policies, meets requirement
7. P - details how they will maintain the required insurance coverage per State of Maine IT Service Contract, meets requirement
8. P - details how they will implement risk assessment/vulnerability scanning policies per Maine IT policies, meets requirement
I - RAND's DoD-compliant security infrastructure provides protection that exceeds MaineIT requirements
9. P – explains how the Department will benefit from the same rigorous oversight that governs federal health research that RAND has to comply with, meets requirement
10. P – thoroughly explains how they will comply with all confidentiality provisions in the Maine IT Service Contract-meets requirement
11. P - demonstrates their understanding-meets requirement

B. Survey and Related Materials

1. P - thoroughly addresses a, b, and c of this section-meets requirement
2. P - addresses how they will work with the Department on final survey format-meets requirement
3. P - addresses how they will submit all final survey materials to the Department-meets requirement
4. P – details their plan for the pre-notification mailing process-meets requirement.
5. P - explains how they will upload the survey to various browsers for testing and ultimately into an online platform-meets requirement

C. Representative Sample

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

1. P - confirms they will schedule/attend a representative Sample planning meeting within 30 days, thoroughly outlines what will be discussed and will revise the agenda based on Department feedback -meets requirement
2. P - addresses a, b, c, and d in regard to the representative sample plan-meets requirement
3. P - describes their plan for providing monthly reports to the Department regarding survey response rate including recommendations to improve the rate-meets requirement
4. P – thoroughly describes their strategy but did not call out the 25 response rate-meets requirement

D. Survey Implementation

1. P - describes timelines/strategies for addressing a and b-meets requirement

E. Child CAHPS Survey Customer Support, Management, and Administration

1. P - explains intended strategy regarding customer support-meets requirement
I - No less than 10% of all calls are monitored for quality control purposes, and the log is routinely reviewed to assure each query is resolved accurately and within the required window
2. P - describes their intended project management plan which includes all required tasks-meets requirement

F. Survey Data

1. P - thoroughly describes how they will develop a quality control plan and a quality checks plan for the final file-meets requirement
2. P - describes in detail how they will provide survey results data to the Department by the set deadline, annually-meets requirement
3. P - described earlier in proposal (A2), meets requirement
4. P - addresses how they will use statistical analysis software for results evals and report development-meets requirement
5. P - describes how they will collect unique and de-identified survey data securely-meets requirement
6. P - details how they plan to use an additional layer of encryption via PGP passkeys or can transfer data using a department approved, secure electronic system, meets requirement

G. Reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: The Rand Corporation

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

1. P – thoroughly describe how they will meet a-g in regard to a summative final report of the survey-meets requirement
2. P - detailed how they will develop and provide a presentation to the Department within 90 days to include a PP, meets requirement
I - RAND can also provide results for specific geographies such as county or urban vs. rural regions to help the Department better target quality improvement.
3. P - describes how they will help the Department in submitting the final results to the database, including a timeline-meets requirement

H. Performance Measures

1. P – describes how they will submit data to support the performance measures, meets requirement

I. Reports

1. N – Detailed their work plan but did not speak to how they will track data for reports
2. P - details how they will submit the required reports according to the required timeline-meets requirement

2. Staffing

- a. Job descriptions included-Meets requirement
- b. Sub-contractor template included, N/A-Meets requirement
- c. Staffing plan included-Meets requirement

3. Implementation- Work Plan

- a. P – work plan submitted and includes all information requested-meets requirement.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner’s Office

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
• Bidder meets eligibility requirements.	• Appendix D supports this.

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">- Has worked with the State of Maine DHHS since the 1980s including work with surveys- Survey Research Center – has worked with Maine DHHS in the past as well as other state departments
2. Subcontractors	<ul style="list-style-type: none">- No Subcontractors
3. Project Team Organizational Chart	<ul style="list-style-type: none">- Org Chart provided – appears sufficient to support project
4. Litigation	<ul style="list-style-type: none">- Multiple suits listed – only one currently active- Unsure if these affect the project
5. Financial Viability	<ul style="list-style-type: none">- Financial Reports and Audit Reports provided – audit states positive financial position
6. Certificate of Insurance	<ul style="list-style-type: none">- Provided Certificate of Insurance – valid through 7/1/2026

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

Part IV, Section III. Proposed Services

A. General Requirements

1. Will provide TA and consultation to the Department for all matters regarding the survey and the deliverables
2. Principal Investigator – PI – will be primary point of contact for all TA requests to allow monitoring and reporting of requests and resolutions
3. Monthly meetings with the Department will be held to review progress and any emerging issues related to the survey – will be tracked for review
4. Will include the Department in all communications
5. Access control/Authentication, Encryption, secure storage, training
6. Will ensure insurance requirements are met and maintained – USM Risk Management will monitor
7. Will work with USM Information Security Office to verify compliance
8. Operates under UMS and USM privacy and security requirements including HIPAA
9. All department data and materials will be treated as confidential

B. Survey and Related Materials

1. Will attend the first of 2 survey content meetings within 5 days of the start of the contract – will come with prepared agenda including a draft of the current 2025 Child CAHPS Survey, draft of pre-survey postcard, and a draft of the pre-survey e-message – second meeting will be one week later
2. Already has developed a survey that is compliant with current 2025 standards – so will be able to update quickly
3. Will submit the final survey and pre-survey materials by December 15th to ensure readiness by February 1st launch date
4. Pre-survey postcard will be mailed 2 weeks prior to start
5. Qualtrics will be used for the online administration of the survey

C. Representative Sample

1. Will attend sample planning meeting within 30 days
2. Will provide sample plan within 10 days of meeting
3. Will make recommendations such as adjusting the timing or content of reminder mailings/calls if not meeting the 25% completion
4. Discusses prior year numbers to give basis for potential going forward

D. Survey Implementation

1. Will launch surveys by February 1st to have them completed by May 15th – will need average of 67 completed per week to reach 1000 completed survey goal
 - Phone calls will be made different times/days to increase likelihood of completion

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

-	Would like to only administer via email rather than email and SMS as in prior years – emails can be sent once every 4 weeks to increase the likelihood of completion
---	---

E. Child CAHPS Survey Customer Support, Management, and Administration

1.	Toll-free number with voicemail available for inquiries – monitored daily – may direct to website to verify legitimacy
----	--

F. Survey Data

1.	Will complete early data checks to verify responses are being captured in the proper format – will work with interviewers closely and check in to ensure best practices are being followed in the administration of the survey via phone
2.	Annual survey data file will be submitted in CSV format
3.	All department requests for corrections to final survey will be responded to within 2 days
4.	SPSS and SAS – both are available to project at no additional cost
5.	All data will be transferred using secure/dept approved electronic methods – such as SharePoint

G. Reporting

1.	Final Summary Report will be provided no later than 60 days following completion
2.	Presentation and powerpoint will be prepared and delivered to summarize and highlight responses and the trends identified in the survey – within 90 days

H. Performance Measures

1.	Will work towards 2% annual increase in response rates – enhanced communication, coordination with other State Agencies, Annual review to review process and strategize
----	---

I. Reports

1.	Will track and provide all required reports timely
----	--

2. Staffing

a.	Attachment 7 – job descriptions
b.	No subcontractors
c.	Attachment 8 – staffing plan

3. Implementation- Work Plan

a.	Attachment 9
----	--------------

Part IV, Section IV. Cost Proposal

•	Total Cost \$1,415,126.00
•	Initial Period Cost 12/1/2025-11/30/2027 \$532,837
•	Renewal Period #1 Cost 12/1/2027-11/30/2029 \$578,854

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025 (Eligibility) 11/10/2025

EVALUATOR NAME: Ali Emerson

EVALUATOR DEPARTMENT: DHHS – Commissioner's Office

- Renewal Period #2 Cost 12/1/2029-11/30/2030 \$303,435
- Total Personnel Cost \$1,041,741
- Total All Other Cost \$373,385
- Misc and Technology costs make up majority of all other

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/28/25 (Eligibility), 11/12/25

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• Bidder met requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Has worked with the Department since the early 1980s• Based in Portland, ME• Cutler Institute is the largest research program in the Muskie school, and has own Survey Research Center• Provided three (3) examples of projects• The current vendor for the child CAHPS survey with a 25-year history of working on the survey• Does collaborative, high-quality work	
2. Subcontractors	
<ul style="list-style-type: none">• Bidder will not utilize any subcontractors	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Organizational chart was provided	
4. Litigation	
<ul style="list-style-type: none">• Bidder provided eight (8) examples of litigation for the entire University	
5. Financial Viability	
<ul style="list-style-type: none">• Bidder met requirements	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Bidder met requirements	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/28/25 (Eligibility), 11/12/25

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Part IV, Section III. Proposed Services

A. General Requirements

- Bidder identified TA opportunities and described how they will provide them.
- Bidder will log and monitor TA requests.
- Bidder identified two separate processes for TA – the PI will manage Dept-related TA, and the SRC will manager member/respondent TA.
- Bidder will include summary of TA requests and resolutions in monthly status reports.
- Bidder will submit a written agenda and disseminate meeting notes each month, and will track action items in a centralized log.
- Bidder met requirements.

B. Survey and Related Materials

- Bidder will format survey utilizing plain-language principles and a readability target of 6th-8th grade levels.
- Bidder proposed how to increase survey response rate through utilizing pre-notification materials.
- Bidder provided thorough detail on how they will verify a final survey format that is respondent accessible and CAHPS Database compliant.
- Bidder will provide a “dummy link” to the online survey, enabling the Department to view the instrument exactly as respondents will see it if completing the survey electronically.
- Bidder met requirements.
- Bidder already has survey programmed into survey platform, providing a fast turnaround.

C. Representative Sample

1. Bidder met requirements.
2. Bidder demonstrated experience and understanding of the required Sample frame components.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/28/25 (Eligibility), 11/12/25

EVALUATOR NAME: Sarah Fisher

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

3. Bidder proactively suggested ways to increase response rates if there is a slow response.
4. Bidder provided several strategies, citing research, to improve response rate.

D. Survey Implementation

1. Bidder provided a thorough and comprehensive response to how they will conduct survey administration, building on best practices and lessons learned.
--

E. Child CAHPS Survey Customer Support, Management, and Administration

<ul style="list-style-type: none">• Bidder will maintain a toll-free phone line with voicemail and an official website.• Call tracking system will be reviewed daily.• Bidder met requirements.

F. Survey Data

<ul style="list-style-type: none">• Bidder met requirements.• Bidder met requirements.• Bidder met requirements.• Bidder met requirements.• Each respondent is assigned a disposition code to deidentify and protect PII/HIPAA.• Survey system (Qualtrics) requires dual-factor authentication.• Bidder met requirements.

G. Reporting

<ul style="list-style-type: none">1. Bidder met requirements.2. Bidder met requirements.3. Bidder met requirements.

H. Performance Measures

<ul style="list-style-type: none">1. Bidder provided several strategies for supporting the performance measure.

I. Reports

<ul style="list-style-type: none">1. Bidder met requirements.2. Bidder met requirements.

2. Staffing

<ul style="list-style-type: none">a. Bidder met requirements.b. Bidder met requirements.c. Bidder met requirements.

3. Implementation- Work Plan

<ul style="list-style-type: none">a. Bidder met requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Individual Evaluator Comments:

Part I. Preliminary Information	
Eligibility Requirements	
<ul style="list-style-type: none">• The documentation provided meets the eligibility requirements.	
Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P - includes key pieces of information about the company's background and work• I - Based in Portland, Muskie School has worked with the Department since the early 1980's• P - Provided 3 projects submitted, cited project 1 (Current MaineCare Children's CAHPS contract)• P – Known for positive interaction/engagement with the Department	
2. Subcontractors	
<ul style="list-style-type: none">• None listed	
3. Project Team Organizational Chart	
<ul style="list-style-type: none">• Meets requirement	
4. Litigation	
<ul style="list-style-type: none">• 8 listed, 7 closed, 1 still active, meets requirement	
5. Financial Viability	
<ul style="list-style-type: none">• Meets requirement	
6. Certificate of Insurance	
<ul style="list-style-type: none">• Meets requirement	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

Part IV, Section III. Proposed Services

A. General Requirements

1. P – describes how they will provide TA, meets requirement
2. P – describes how they will be able to respond to TA requests within 2 business days using a dedicated phone line and email and a centralized log, meets requirement
3. P - outlines the approach to monthly meetings, meets requirement
4. P – describes a communications plan for all parties, meets requirement
5. P – speaks to how they will provide data analysis, information extraction, or information findings upon the Department's request, meets requirement
6. P – thoroughly details how they will comply with the Department's security policies-meets requirement
7. P – details that they will maintain coverage-meets requirement
8. P – explains how they currently, and will continue to implement risk assessment and vulnerability scanning in regard to the state policies mentioned, meets requirement
9. P – thoroughly details how they will comply with all state and federal confidentiality/sensitive information laws and how they would approach breaches, meets requirement
10. P - explains how they will comply with all confidentiality provisions-meets requirement
11. P - demonstrates their understanding-meets requirement

B. Survey and Related Materials

1. P - thoroughly addressed a, b, and c of this section-meets requirement
2. P - thoroughly addressed how they will work with the Department on final survey format-meets requirement
3. P - addressed how they will submit all final survey materials (timeline) to the Department-meets requirement
4. P - thoroughly describes their plan for the pre-notification mailing process with a timeline-meets requirement.
5. P - explains how they will upload the survey to an online platform-meets requirement
I – “Because the SRC has already programmed the Child CAHPS Survey in Qualtrics for prior survey years, this process can be completed rapidly by cloning and updating the existing instrument rather than building it from scratch—providing a faster turnaround than other vendors new to the MaineCare survey environment.”

C. Representative Sample

1. P - confirms they will attend a representative Sample planning meeting with the Department and details what the intended goal/outcome for the meeting will be-meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

2. P - thoroughly addresses a, b, c, and d in regard to the representative sample plan-meets requirement
3. P - describes their intended plan for providing monthly reports to the Department including what data/information the report will include and how they will form recommendations-meets requirement
4. P -thoroughly outlines their intended approach to reach the 25% response rate by "layering strategies"-meets requirement

D. Survey Implementation

1. P - thoroughly described timelines/strategies for addressing deadlines and administering via online and telephone-meets requirement I – “Each sampled ID will receive up to ten (10) call attempts distributed across five shifts”, included shift hours.

E. Child CAHPS Survey Customer Support, Management, and Administration

1. P - addresses and explains strategy regarding customer support and addressing respondent questions within 1 business day-meets requirement
2. P - describes in detail their intended project management plan (and addresses i-v)-meets requirement

F. Survey Data

1. P - thoroughly describes how they will maintain an established quality control plan including quality checks that have been refined through multiple years of administering the CAHPS survey-meets requirement
2. P - describes how they will provide survey results data to the Department annually in an approved format-meets requirement
3. P – describes how they will address department requests for file corrections within 2 business days-meets requirement
4. P - addresses how they will use statistical analysis software for results evals and report development-meets requirement
5. P - describes how they will collect unique and de-identified survey data securely-meets requirement
6. P - details how they plan to transfer data using a department approved, secure electronic system, meets requirement

G. Reporting

1. P - thoroughly describes how they will meet a-g in regard to a summative final report of the survey-meets requirement
2. P - details how they will develop and provide a presentation to the Department, highlighting responses and trends, meets requirement

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202509129

RFP TITLE: Consumer Assessment of Healthcare Providers and Systems Annual Survey

BIDDER NAME: University of Maine System acting through the University of Southern Maine

DATE: 10/27/2025

EVALUATOR NAME: Rebecca Parsons

EVALUATOR DEPARTMENT: DHHS: Office of MaineCare Services

3. P - describes how they will help the Department in submitting the final results to the database, including additional TA throughout the submission process-meets requirement

H. Performance Measures

1. P – thoroughly details how they will submit data to support the performance measures, meets requirement
--

I. Reports

1. P – describes how they will track and record data for reports-meets requirement
2. P - details how they will submit the required reports according to the required timeline-meets requirement

2. Staffing

a. Job descriptions included-Meets requirement
b. Sub-contractor template included, N/A-Meets requirement
c. Staffing plan included-Meets requirement

3. Implementation- Work Plan

a. Work plan included-Meets requirement



**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES**

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT
RFP # 202509129**

Consumer Assessment of Healthcare Providers and Systems Annual Survey

I, Ali Emerson, accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this solicitation nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:

Ali Emerson

D1RE126654884B7

Signature

Oct-23-2025

Date



**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES**

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT
RFP # 202509129**

Consumer Assessment of Healthcare Providers and Systems Annual Survey

I, Sarah Fisher accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this solicitation nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:

A handwritten signature in black ink that reads "Sarah Fisher".

7AC0A92AB2174D5...

Signature

Oct-23-2025

Date



**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES**

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT
RFP # 202509129**

Consumer Assessment of Healthcare Providers and Systems Annual Survey

I, Rebecca Parsons, accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this solicitation nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:

Rebecca Parsons

A196015BB087464

Oct-23-2025

Signature

Date