



**Los Angeles County  
Community and Senior Services  
Area Agency on Aging (AAA)  
3175 West Sixth Street  
Los Angeles, CA 90020-1708**

**REQUEST FOR INFORMATION (RFI)  
RFI NUMBER: CMD-AAA-HICAP-1011-1314**

**HEALTH INSURANCE COUNSELING AND ADVOCACY  
PROGRAM (HICAP)**

**For more information visit:  
<http://css.lacounty.gov>**

**TABLE OF CONTENTS  
REQUEST FOR INFORMATION**

<b><u>SECTION</u></b>	<b><u>PAGE</u></b>
1.0 PURPOSE.....	3
2.0 BACKGROUND.....	4
3.0 MINIMUM QUALIFICATIONS AND OTHER REQUIREMENTS.....	6
4.0 SPECIFIC TASKS .....	11
5.0 FUNDING .....	25
6.0 STATEMENT OF INTEREST .....	25
7.0 RFI QUESTIONS/CONTACT .....	28
8.0 SUBMISSION REQUIREMENTS .....	28

**REQUEST FOR INFORMATION (RFI)  
UNDER THE OLDER AMERICANS ACT (OAA)  
HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP)**

**1.0 PURPOSE**

- 1.1 The purpose of this Request for Information (RFI) is to determine the existence of vendors who are qualified and interested in providing Health Insurance Counseling and Advocacy Program (HICAP) Services (herein after referred to as Program Services) in the County of Los Angeles. To this end, Los Angeles County, through the Department of Community and Senior Services (CSS), is requesting information from Vendors who are qualified and have the capacity to provide HICAP Services in the County of Los Angeles for the Los Angeles County Area Agency on Aging (AAA).
- 1.2 This is a request for information (RFI) only. It is issued solely for information and planning purposes. Please note that submission of a response does not bind Los Angeles County or the Vendor to contract for program services. It does not constitute a Request for Proposal (RFP), Request for Statement of Qualifications (RFSQ), Invitation for Bids (IFB) or a promise to issue any such solicitation now or in the future. Los Angeles County will not pay for any information or administrative cost incurred by Vendor in response to this RFI.
  - 1.2.1 CSS reserves the right to select and award a contract(s) to one or more Vendors who have demonstrated capabilities in providing Program Services. CSS may also elect to take no further action.
  - 1.2.2 At the discretion of CSS, the information and ideas gathered from Vendors as a result of this RFI may be used by CSS to prepare and release a future solicitation (e.g., RFP, RFSQ, IFB or another Los Angeles County procurement method) to procure Vendor(s) who can provide the Program Services described herein.
  - 1.2.3 In the event a contract(s) is awarded, the contractor(s) will adhere to additional requirements for operating the Health Insurance Counseling and Advocacy Program, which CSS, California Department of Aging (CDA) or Federal agencies shall impose.
- 1.3 This RFI requests information from Vendors that meet the minimum requirements specified in Section 3.0 (Minimum Qualifications and Other Requirements) and have the capacity to provide the Program Services listed in Section 4.0 (Specific Tasks) for Los Angeles County beginning July 1, 2010 (projected contract start date). Vendors who wish to offer these Program Services are requested to submit relevant information as outlined in Section 6.0 (Statement of Interest) and Section 8.0 (Submission Requirements). Upon review of all RFI Statements of

Interest, CSS may ask select Vendors to provide supporting documentation of their capability to meet the requirements identified and/or answer additional questions.

## **2.0 BACKGROUND**

### **2.1 Program Description**

2.1.1 The Health Insurance Counseling and Advocacy Program (herein after referred to as HICAP) was established by the Older Americans Act (OAA), and the Mello-Granlund Older Californians Act (OCA), through Section 9541 of the California Welfare and Institutions Code (WIC), and is California's name for its State Health Insurance and Assistance Program (SHIP), for the primary purposes of providing personalized counseling, community education and outreach events for Clients (as defined in Section 4.1.3 of this RFI). HICAP is part of a network of State Health Insurance and Assistance Programs (SHIP). SHIP is a Federal grant program created under Section 4360 of the Omnibus Budget Reconciliation Act (OBRA) of 1990 (Public Law 101-508) that helps States enhance and support a network of local programs, staff, and volunteers that directly help Medicare Beneficiaries, their representative, or persons aged 60 and older who are close to obtaining Medicare eligibility, to understand how to use their Medicare benefits including Prescription Drug Plan coverage, Medicare Advantage plans, Medicare supplemental policies, Medicare Savings Programs, and long-term care insurance. HICAP also provides enhanced Medicare related Services for Clients under the Medicare Improvements for Patients and Providers Act (MIPPA) of 2008. The Centers for Medicare and Medicaid (CMS) administers the SHIP grant programs nationally.

2.1.2 The HICAP is a volunteer supported program that provides community education and counseling assistance for Medicare and related health insurance issues. HICAP Services include, but are not limited to:

2.1.2.1 Community Education.

2.1.2.2 Counseling and Informal Advocacy.

2.1.2.3 Legal Services.

2.1.2.4 HICAP Counselor Recruitment, Training, and Registration.

- 2.1.2.5 Telephone Access.
- 2.1.2.6 Referral to the California Department of Insurance and/or California Department of Managed Health Care, and educational services supporting long-term care.
- 2.1.2.7 Educational services supporting long-term care educational activities aimed at the general public, employers, employee groups, senior organizations, and other groups expressing interest in long-term care planning issues.
- 2.1.2.8 Development of outreach materials and conducting of enhanced outreach activities.
- 2.1.2.9 Collaboration with Social Security Administration (SSA) district offices on outreach activities for the Low Income Subsidy (LIS) Program and the Medicare Savings Program (MSP).
- 2.1.2.10 Completion of enrollment applications for LIS and MSP.

## 2.2 Legislative Authority and HICAP Guidelines

- 2.2.1 CSS is seeking information from Vendors who can provide Program Services throughout Los Angeles County (excluding the city of Los Angeles) as authorized by the OAA (as reauthorized in October 2006) Section 4360 of the Omnibus Budget Reconciliation Act of 1990 (OBRA), the Mello Granlund Older Californians Act, Welfare and Institutions Code (WIC), Section 9541, and the Medicare Improvements for Patients and Providers Act (MIPPA) of 2008.
- 2.2.2 Vendor shall be informed that all HICAP contractors will be required to adhere to all County contract requirements as well as the guidelines established by the CDA and the Centers for Medicare and Medicaid (CMS), for operating the HICAP.

## 2.3 CSS' Designation as an Area Agency on Aging (AAA)

- 2.3.1 The CDA has designated CSS as Planning Service Area 19 (PSA 19) for Los Angeles County through its Area Agency on Aging (AAA) program division. CSS receives funding from the CDA to operate the HICAP in Los Angeles County and CSS is seeking information from qualified Vendors who can provide Program Services as required by the above regulations and guidelines on behalf of CSS.

### **3.0 MINIMUM QUALIFICATIONS AND OTHER REQUIREMENTS**

3.1 Unless otherwise specified, Vendor shall have (and shall be able to demonstrate that it has) the qualifications and requirements indicated in this Section 3.0, Minimum Qualifications and Other Requirements, at the time it submits its Statement of Interest in response to this RFI.

#### **3.2 Minimum Qualifications**

##### **3.2.1 Vendor's Experience**

3.2.1.1 Vendor must have a minimum of eight (8) consecutive years of experience providing Program Services or services substantially similar to the Program Services identified in Section 4.0, Specific Tasks, throughout Los Angeles County.

3.2.1.2 Vendor's experience must have been gained within the last ten years (i.e., experience gained prior to calendar year 2000 does not qualify toward meeting this requirement).

3.2.1.3 Vendor shall have familiarity and experience collaborating with the Los Angeles County network of Area Agency on Aging providers, legal services providers with respect to Medicare appeals, Medicare related managed care appeals, and life and disability insurance problems, Social Security Administration (SSA) district offices, County departments, etc. This collaboration experience shall have been gained by Vendor during the time it was providing the Program Services or services substantially similar to the Program Services identified in Section 4.0, Specific Tasks.

##### **3.2.2 Staffing Requirements**

3.2.2.1 Vendor shall have, or will have by September 1, 2010, sufficient number of staff necessary to fulfill the requirements of the HICAP as specified in Subsection 4.3, Program Staffing.

3.2.2.2 Vendor shall currently have the specific staff who meet the qualifications of each staff position specified in Subsection 4.3, Program Staffing.

##### **3.2.3 Location in Los Angeles County**

3.2.3.1 Vendor shall currently maintain and shall have

maintained an office located in Los Angeles County for the past eight (8) years.

### 3.2.4 Insurance Requirements

3.2.4.1 Vendor must have the following types of insurance coverage: commercial general liability, automobile liability, workers' compensation and employer's liability, sexual misconduct liability, and professional liability.

3.2.4.2 Vendor shall procure, maintain and provide County evidence of insurance at coverage levels required by the County by September 1, 2010. The current levels required by County are as follows:

#### 3.2.4. 2.1 Commercial General Liability

- General Aggregate – \$2 million
- Products/Completed Operations Aggregate – \$1 million
- Personal and Advertising Injury – \$1 million
- Each Occurrence – \$1 million

#### 3.2.4. 2.2 Automobile Liability – \$1 million

3.2.4. 2.3 Workers' Compensation and Employer's Liability – Employer's Liability coverage with limits of not less than \$1 million per accident

#### 3.2.4. 2.4 Sexual Misconduct Liability

- \$2 million per claim
- \$2 million aggregate

3.2.4. 2.5 Professional Liability (covering all HICAP activities including, but not limited to, legal services):

- \$1 million per claim
- \$3 million aggregate

### 3.2.5 Vendor's Business Status

3.2.5.1 Vendor's organization shall be either a non-profit private corporation or a public agency.

3.2.5.1.1 Vendor's organization shall be either a Single-purpose or Multi-purpose agency. For purposes of this RFI, a Single-purpose agency is defined as an agency which provides Program Services (or services substantially similar to the Program Services identified in Section 4.0, Specific Tasks) as its only primary business function. For purposes of this RFI, a Multi-purpose agency is defined as an agency which provides the Program Services (or services substantially similar to the Program Services identified in Section 4.0, Specific Tasks) as one of its several primary business purposes.

3.2.5.1.2 If Vendor's organization is a public and/or Multi-purpose agency, it shall assure that none of its other sponsored programs conflict with the objectives and policies of the HICAP, and it must devote adequate resources to meet HICAP objectives. Sponsored programs are defined as those business activities that do not have the same or substantially similar services, goals and objectives as those of the HICAP.

3.2.5.2 Vendor shall assure that Program staff and volunteers do not engage in the solicitation of insurance, nor endorse any Medicare supplement, long-term care, or other insurance policies or plans, nor endorse the services of any insurer or managed care plan, claims processing organization, or other enterprise that could benefit from activities conducted by the HICAP. All project staff and volunteers will provide HICAP educational services in a manner that is objective and impartial and provide counseling consistent with the best interest of the Clients and which preserves the independent decision-making responsibilities of the Client.

3.2.5.3 Vendor's organization, including its officers, employees, volunteers, governing board and advisory council



members, and members of their immediate families shall be free of any conflicts of interest.

3.2.5. 3.1 Vendor shall have prevented, and shall continue to prevent, employees, consultants, or members of governing bodies from using their positions for purposes including, but not limited to, the selection of subcontractors, that are, or give the appearance of being, motivated by a desire for private gain for themselves or others, such as family, business, or other ties. In the event the County determines that a conflict exists, funds may be disallowed by the County and such conflict may constitute grounds for contract termination.

3.2.5.4 This RFI is not a promise to contract for Program services. The Vendor shall be informed, however, that any prospective contract is subject to the requirements of the County's Defaulted Property Tax Reduction Program ("Defaulted Tax Program") (Los Angeles County Code, Chapter 2.206). Vendor should carefully read the Defaulted Tax Program Ordinance. The Defaulted Tax Program applies to both Contractors and their Subcontractors. Vendor shall certify that it is in full compliance with the provisions of the Defaulted Tax Program and shall maintain compliance during the term of any contract that may be awarded or shall certify that it is exempt from the Defaulted Tax Program by completing the Certification of Compliance with the County's Defaulted Property Tax Reduction Program, Exhibit A. Failure to maintain compliance, or to timely cure defects, may be cause for termination of a contract or initiation of debarment proceedings against the non-compliant contractor (Los Angeles County Code, Chapter 2.202). Vendors that fail to comply with the certification requirements of the Defaulted Tax Program will be considered non-responsive. Vendor shall be formed as a business entity or registered with the California Secretary of State. Formation as a business entity shall be defined as being recognized by the State of California as a legal business entity such as a corporation, limited liability corporation, limited partnership, etc. Formation requires an entity to file documents and forms with the California Secretary of State and adhere to additional statutory

provisions that are required by the State of California or the Federal government such as obtaining licenses, permits, tax status, etc. Vendor shall have all current, required licenses and permits necessary to conduct business in the State, in Los Angeles County and in the city where it is located. Vendor shall have its most recent Statement of Information filed with the Secretary of State. Vendor shall be in good standing with the Secretary of State and shall maintain that status continually while providing Program Services.

3.2.5.5 Suspension and Debarment Requirements: Vendor and its principal(s) shall not be suspended, debarred, ineligible, or excluded from bidding or proposing, securing or performing work on any County, State or Federal funded contracts or that of other public entities or non-profit County corporation(s).

### 3.3 Other Requirements

#### 3.3.1 Provision of Program Services

3.3.1.1 Vendor shall presently demonstrate its ability to provide Program Services for all five Supervisorial Districts by September 1, 2010.

3.3.1.2 Vendor shall have the capability to and shall provide all the tasks listed in Section 4.0, Specific Tasks by September 1, 2010.

3.3.1.3 Vendor shall presently demonstrate its ability to provide Program Services by September 1, 2010, and shall provide Program Services to the Client as requested by the Client or by the Client's representative(s) who are acting on Client's behalf by September 1, 2010.

3.3.1.4 Vendor shall have an established HICAP Counselor training program as required by the CDA, and consistent with the curriculum and requirements outlined in the HICAP Counselor Handbook and the HICAP Program Manual.

3.3.1.5 By September 1, 2010, Vendor shall provide Program Services in the event of an emergency or natural disaster to: the Client, as requested by the Client; Client's representative(s) who are acting on Client's behalf.

### 3.3.2 Funding Requirements

3.3.2.1 By September 1, 2010, Vendor shall maintain a cash reserve equal to the amount it would cost to operate the HICAP for one month. Grant funds may not be used or counted toward maintaining the cash reserve.

### 3.3.3 State Registration Requirements

3.3.3.1 Vendor shall have a HICAP Program Manager and HICAP Counselors who are trained and registered by the State of California and maintain their registration status in accordance with requirements of law, regulation, and the HICAP Program Manual.

3.3.4 Vendor shall have access to the PeerPlace Networks, LLC automated Statewide HICAP Automated Reporting Program (SHARP) case management, data collection, and data reporting system. Vendor shall have experience submitting and receiving confidential Client data on a quarterly and annual basis (or as designated by State/County) utilizing the SHARP system.

## 4.0 SPECIFIC TASKS

### 4.1 General Requirements

4.1.1 In addition to the qualifications listed in Section 3.0, Minimum Qualifications and Other Requirements, Vendor shall have the capacity to provide the Program Services outlined in this Section 4.0, Specific Tasks.

4.1.2 Vendor shall provide Program Services to ensure free community education and unbiased confidential individual counseling to Clients.

4.1.3 For purposes of this RFI, all references to "Client" shall mean an individual who meets one of the following definitions:

4.1.3.1 Medicare Beneficiaries, including Medicare Beneficiaries by virtue of a disability and Medicare Beneficiaries who have limited income and resources. A Medicare Beneficiary is a disabled person or person over the age of 65 enrolled in Medicare, under the rules of the Health Care Financing Administration;

4.1.3.2 Those persons imminent of Medicare eligibility who are at least 60 years of age;

- 4.1.3.3 Counseling services are for Medicare Beneficiaries and persons age 60 years, and older, imminent of Medicare eligibility;
- 4.1.3.4 Persons who are both Medicare and Medi-Cal Beneficiaries are eligible to receive Services as Medicare Beneficiaries; and
- 4.1.3.5 Community education services are for interested individuals regardless of age.

## 4.2 Information Technology System (ITS)/Statistical Analysis

- 4.2.1 Vendor shall presently demonstrate the capability to participate in CSS' automated Information Technology System (ITS) as well as have a web-based compatible microcomputer system and a dedicated phone line by September 1, 2010. Vendor shall maintain equipment that can access ITS in accordance with the configuration specifically outlined and approved by CSS.
- 4.2.2 Vendor shall have access to the Statewide HICAP Automated Reporting Program (SHARP) system.
- 4.2.3 Vendor shall presently demonstrate the capability to maintain a separate database application/program from the database system identified in Subsection 4.2.2 and outside of ITS starting September 1, 2010, that will enable Vendor to track the progress of Clients receiving HICAP services over time. At a minimum, the database should allow the comparison of data over multiple years. This database does not require CSS approval however Vendor must be able to demonstrate the ability to track the requested information.
- 4.2.4 Vendor will be responsible for its own data input of required information for monthly transmission to the current ITS as well as input of all necessary information in all required databases referenced in this Section 4.2.

## 4.3 Program Staffing

- 4.3.1 Vendor shall have no less than the minimum number of qualified staff necessary to provide the Program Services described in this Subsection 4.3, Program Staffing.
- 4.3.2 Project Director (may also be the HICAP Program Manager)

Vendor shall have a full-time Project Director. Project Director shall meet the following requirements, as well as those outlined in the CDA HICAP Program Manual, the HICAP Counselor Handbook

(accessible through the CDA website: [www.aging.ca.gov](http://www.aging.ca.gov)), and the MIPPA of 2008 (for the purpose of providing MIPPA Services only):

- 4.3.2.1 Completion of Vendor's established HICAP Counselor training as required by the CDA (outlined in the HICAP Counselor Handbook and the HICAP Program Manual), and, if acting as the HICAP Program Manager, must be a State registered HICAP Program Manager.
- 4.3.2.2 The Project Director must also attend additional training as required by MIPPA, the CDA HICAP Program Manual, the HICAP Counselor Handbook, the AAA or any other any applicable laws or regulations and have an aptitude for resolving HICAP and MIPPA related issues;
- 4.3.2.3 The Project Director, if acting as the HICAP Program Manager, must provide HICAP Counselor training and all trainings required by the CDA, to all HICAP Counselors, (as identified in Subsection 4.3.5) Long-Term Care Counselors, (as identified in Subsection 4.3.6), HICAP Community Educators (as identified in Subsection 4.3.7) and Long-Term Care Community Educators (as identified in Subsection 4.3.8)
- 4.3.2.4 Experience in public speaking and fundraising;
- 4.3.2.5 Have a minimum of five (5) years of professional experience (obtained within the past 10 years) that includes any of the following:
  - 4.3.2. 5.1 Experience in management or leadership of community programs/organizations;
  - 4.3.2. 5.2 Knowledge and experience in the field of gerontology and aging programs;
  - 4.3.2. 5.3 Experience providing services to older individuals;
  - 4.3.2. 5.4 Knowledge of the Health Care Financing Administration (HCFA) policies and procedures;
  - 4.3.2. 5.5 Experience in management and supervision of volunteer programs; and
  - 4.3.2. 5.6 Knowledge of laws and regulations in the area of HICAP and MIPPA.

### 4.3.3 HICAP Program Manager

Vendor shall have a full-time, HICAP Program Manager. The HICAP Program Manager shall meet the following requirements, as well as those outlined in the CDA HICAP Program Manual, and the MIPPA of 2008 (for the purpose of providing MIPPA Services only):

- 4.3.3.1 Completion of Vendor's established HICAP Counselor training as required by the CDA (outlined in the HICAP Counselor Handbook and the HICAP Program Manual), and must be a State registered HICAP Program Manager.
- 4.3.3.2 The HICAP Program Manager must also attend additional training as required by MIPPA, the CDA HICAP Program Manual, the HICAP Counselor Handbook, the AAA or any other applicable laws or regulations and an aptitude for resolving HICAP and MIPPA related issues.
- 4.3.3.3 The HICAP Project Manager must provide HICAP Counselor training, and all trainings required by the CDA, to all HICAP Counselors, (as identified in Subsection 4.3.5) Long-Term Care Counselors, (as identified in Subsection 4.3.6), HICAP Community Educators (as identified in Subsection 4.3.7) and Long-Term Care Community Educators (as identified in Subsection 4.3.8)
- 4.3.3.4 Experience in public speaking and fundraising; and
- 4.3.3.5 Have a minimum of five (5) years of professional experience (obtained within the past 10 years) that includes any of the following:
  - 4.3.3. 5.1 Experience in management or leadership of community programs/organizations;
  - 4.3.3. 5.2 Knowledge and experience in the field of gerontology and aging programs;
  - 4.3.3. 5.3 Experience providing services to older individuals;
  - 4.3.3. 5.4 Knowledge of the Health Care Financing Administration (HCFA) policies and procedures;
  - 4.3.3. 5.5 Experience in management and supervision

of volunteer programs; and

- 4.3.3. 5.6 Knowledge of laws and regulations in the area of HICAP and MIPPA.

#### 4.3.4 Supervising Attorney

Vendor shall have a Supervising Attorney trained and experienced in Medicare law and licensed by and in good standing with the California State Bar as an active member. Vendor and/or Supervising Attorney must carry malpractice insurance. In addition to the above requirements, the Supervising Attorney must demonstrate the following:

- 4.3.4.1 Currently meets or exceeds the State Bar of California's continuing legal education requirements;
- 4.3.4.2 Ability to communicate effectively with Clients, family members, service providers, and co-workers;
- 4.3.4.3 Ability to treat Clients, family members, service providers, and co-workers with respect and dignity;
- 4.3.4.4 Knowledge of the aging process.
- 4.3.4.5 Knowledge of community legal assistance and representation of eligible Clients;
- 4.3.4.6 Experience in supervision and the provision of Legal Services to eligible Clients; and
- 4.3.4.7 The capability of documenting the performance of Legal Services in accordance with the requirements outlined in the HICAP Performance Reporting Manual, including the completion and submission of a completed HICAP Legal Performance Report to the HICAP Program Manager.

#### 4.3.5 HICAP Counselor

Vendor shall have HICAP Counselors on staff. HICAP Counselors, under the supervision of the HICAP Program Manager (or qualified designee), must be trained and registered with the CDA in accordance with the applicable laws, regulations and provisions of the HICAP Program Manual, the HICAP Counselor's Handbook, the AAA, and MIPPA , and meet the following requirements:

- 4.3.5.1 Shall complete the Vendor's established HICAP Counselor's training, as required by the CDA (outlined in

the HICAP Counselor's Handbook and the HICAP Training Manual) which is approved by the CDA and AAA. Said training shall be a minimum 24 hours and shall include, but not be limited to, the following subjects: Medicare, life and disability insurance, managed care, retirement benefits and principles of Long-Term Care (LTC) planning, counseling skills, and any other subject or subjects determined by the CDA and the AAA to be necessary to the provision of counseling services.

- 4.3.5.2 Complete an internship of not less than 10 hours with an experienced HICAP Counselor and have been determined by the local HICAP Program Manager to be capable of discharging the responsibilities of a counselor.
- 4.3.5.3 Demonstrate effective verbal and written communication and analytical skills.
- 4.3.5.4 HICAP Counselors must complete a minimum of 12 training hours per year and contribute 40 hours of counseling to the HICAP within each 24 month period in order to maintain their "registered" status with the State.
- 4.3.5.5 HICAP Counselors must attend any additional applicable training as required by the CDA and AAA.
- 4.3.5.6 Have an interest and commitment to provide services to older individuals;
- 4.3.5.7 Have the ability to make a commitment of time to serve as a HICAP Counselor to advocate on behalf of Clients;
- 4.3.5.8 Have the ability to clearly document details and information on forms and to summarize case scenarios;
- 4.3.5.9 Have the ability to be objective and unbiased; and
- 4.3.5.10 Demonstrate the ability to provide counseling and information that will assist Clients in making informed choices, and refrain from making recommendations.

#### 4.3.6 Long-Term Care (LTC) Counselor

Vendor shall have Long-Term Care Counselors that have the authority to analyze policies and provide information obtained from the policy analysis to their Clients. In addition, the LTC Counselor must meet the following requirements and qualifications:



- 4.3.6.1 Must be a Vendor trained and CDA registered HICAP Counselor, and have provided HICAP counseling services for at least 12 months.
- 4.3.6.2 The LTC Counselor must have completed the minimum in-service training requirements outlined in the HICAP Counselor Handbook (accessible through the CDA website: [www.aqing.ca.gov](http://www.aqing.ca.gov)).
- 4.3.6.3 Demonstrate overall competence and willingness to take on the additional training requirements and responsibilities necessary to become an LTC Counselor.
- 4.3.6.4 The LTC Counselor must have successfully completed a minimum 12 hours of advanced LTC training established by the Vendor and approved by the CDA, and pass the CDA approved final examination.

#### 4.3.7 HICAP Community Educator

Vendor shall have HICAP Community Educators that provide comprehensive Community Education Services. In addition, the HICAP Community Educators must meet the following requirements and qualifications:

- 4.3.7.1 The HICAP Community Educators must be Vendor trained and CDA registered HICAP Counselors, with at minimum 12 months' experience with the HICAP Program.
- 4.3.7.2 The HICAP Community Educator shall be capable of performing effective public presentations, as demonstrated by any of the following activities: Formal specialized training in public speaking; Membership in speaking organizations such as Toastmasters; Prior work experience that included speaking to large groups; Performing mock presentations at in-service HICAP meetings or other meetings.
- 4.3.7.3 The individual shall have completed a 4 hour internship for Community Educators as outlined in the HICAP Counselor's Handbook. The internship must include the following components: Observation of at least 2 public presentations conducted by an experienced Community Educator; Performance of at least 1 public presentation that is observed by an experienced Community Educator.

#### 4.3.8 Long -Term Care (LTC) Community Educator

Vendor shall have Long-Term Care (LTC) Community Educators qualified to provide comprehensive Community Education Services pertaining to long-term care and long-term care insurance options. In addition, the LTC Community Educator must meet the following requirements and qualifications:

4.3.8.1 LTC Community Educators shall be CDA registered LTC Counselors with at minimum 12 months' experience with the HICAP Program.

4.3.8.2 LTC Community Educators must complete and pass the CDA approved long-term care status training. The training specifications include, but are not limited to, State of California sanctioned advanced training on the subjects of long-term care, long-term care insurance (analysis), California partnership Long-Term Care, and CalPERS Long-Term Care Plan.

4.3.8.3 LTC Community Educators must be capable of performing effective public presentations, as demonstrated by any of the following activities: Formal specialized training in public speaking, Membership in speaking organizations such as Toastmasters; Prior work experience that included speaking to large groups; Performing mock presentations at in-service HICAP meetings or other meetings.

4.3.8.4 The LTC Community Educator must have completed a 4 hour internship for LTC Community Educators (as outlined in the HICAP Counselor's Handbook). The internship must include the following components: Observation of at least 2 public presentations conducted by an experienced Community Educator; and performance of at least 1 public presentation that is observed by an experienced Community Educator.

#### 4.3.9 Staff Attorney

Vendor shall have a Staff Attorney that will provide legal assistance and representation to eligible Clients. Clients are entitled to receive the same quality of services as would be provided in private consultation. The Staff Attorney must be trained in Medicare law, and be licensed by and in good standing with the California State Bar as an active member. Vendor and/or Vendor's Staff Attorney must carry malpractice insurance. In addition to the above

requirements, the Staff Attorney must demonstrate the following:

- 4.3.9.1 Currently meets or exceeds the State Bar of California's continuing legal education requirements;
- 4.3.9.2 The ability to communicate effectively with Clients, family members, service providers, and co-workers;
- 4.3.9.3 Ability to treat Clients, family members, service providers, and co-workers with respect and dignity;
- 4.3.9.4 Knowledge of the aging process; and
- 4.3.9.5 Knowledge of community legal assistance and representation to eligible Clients.

#### 4.3.10 Other Program Staff

- 4.3.10.1 Vendor shall retain staff qualified and sufficient in number to deliver all Program Services adequately including, both paid staff and volunteers, and other employees that Project Director deems necessary to conduct HICAP operations.
- 4.3.10.2 Program staff shall be capable of establishing effective communication with Clients and their families.

### 4.4 HICAP Services

#### 4.4.1 Community Education

Vendor shall provide Community Education to the general public. For the purposes of HICAP, Community Education is defined as activities, events, and presentations that educate the public on the identified subject areas. This shall include:

- 4.4.1.1 The provision of information on Medicare; long-term care planning; private health and long-term care insurance, managed care, and related health care plans to Clients.
- 4.4.1.2 The development and distribution of educational literature to the general public as a component of Community Education.

#### 4.4.2 Long-Term Care Education

Vendor shall provide education on options and Services related to Long-Term Care to Clients, including the following requirements:

- 4.4.2.1 Vendor shall ensure that Long Term Care education services regarding available options/services related to Long-Term Care are provided to the general public, employers, employee groups, senior organizations and other groups expressing interest in long-term care planning.
- 4.4.2.2 Vendor shall emphasize the importance of long-term care planning, promotion of self-reliance and independence, and options for long-term care.
- 4.4.2.3 Vendor shall support additional emphasis on community educational activities that would provide for announcements on television and other media outlets describing the limited nature of Medicare, the need for long-term care planning, the function of long-term care insurance, and the availability of counseling and educational literature on those subjects.

#### 4.4.3 Counseling and Informal Advocacy

Vendor shall provide Counseling and Informal Advocacy services to Clients with respect to the six Provider Program Categories identified in Subsection 4.4.3.1.2, as well as long-term care planning, private health insurance, and related health care coverage plans.

- 4.4.3.1 Vendor shall provide Counseling and Informal Advocacy that includes an assessment of the Clients' situation with respect to the seven (7) categories of Client Needs as they apply to and/or interact with each of the six (6) Provider Program categories identified below as well as long-term care planning, private health insurance, and related health care coverage plans.

4.4.3. 1.1 The Client Needs Categories are:

- Eligibility/Coverage
- Billing/Claims
- Abuse/Fraud
- Appeals
- Comparisons
- Denial of Services
- Retroactive Dis/Re-Enrollment

4.4.3. 1.2 The Provider Program Categories are:

- Managed Care (for HMO's, PPO's, etc.);
- LTCI (Long-Term Care Insurance);
- Med-Sup (Medicare Supplemental Insurance);
- Medicare;
- QMB/SLMB (Qualified Medicare Beneficiary or Special Low-Income Medicare Beneficiary Programs); and
- Medi-Cal (Medicaid)

4.4.3. 1.3 Prior to providing any Counseling Services, HICAP Counselors shall disclose, in writing, to recipients of Counseling Services, that the Counselors are volunteers and are acting in good faith to provide information about health insurance policies and benefits, but that the information shall not be construed to be legal advice, and the Counselors are, generally, not liable unless their acts and omissions are grossly negligent or there is intentional misconduct on the part of the Counselor.

#### 4.4.4 Legal Services

4.4.4.1 Vendor shall provide Legal Services including legal referral services or legal representation with respect to Medicare, Medicare appeals, Medicare Part D issues, Medicare savings programs, low-income subsidy issues, Long-Term Care insurance, Medicare related managed care appeals, and life and disability insurance problems. These Services are provided under this program subject to the understanding that the legal representation and legal advocacy shall not include the filing of lawsuits against private insurers or managed health care plans.

4.4.4.2 Vendor shall establish and maintain a formal system of coordination and referral from Counseling Services to Legal Services for any Clients referred for legal representation.

4.4.4.3 Vendor shall provide Legal Services to Clients through two methods: Direct legal representation and/or referrals for legal representation.

4.4.4. 3.1 Direct legal representation by a Staff Attorney may be provided by or under the

direction of a Supervising Attorney. Under the auspices of the HICAP, the legal representation may include, but not be limited to:

- Preparing work related to Medicare appeals, with the Client's formal consent;
- Representing Clients at Medicare Administrative hearings;
- Assisting or representing Clients in court proceedings on health insurance or Medicare issues (provided it is not a lawsuit against private insurers);
- Resolving insurance billing and claim disputes for Clients;
- Conducting legal research in these areas for Clients;
- Resolving disputes with HMO's or similar organizations on behalf of Clients;
- Assisting in impact litigation that affects a class of Medicare beneficiaries; and
- Resolving billing collection problems as they relate to health insurance and health providers.

4.4.4. 3.2 Referrals for legal representation are to be provided to Clients upon request.

#### 4.4.5 HICAP Counselor Recruitment, Training, and Registration

Vendor shall conduct HICAP Counselor recruitment and training, as well as provide a referral of the eligible volunteers to the CDA for registration. This process includes, but is not limited to the following:

4.4.5.1 Vendor shall prepare and maintain written documentation of the Vendor's plan for recruitment, training, coordination, and registration (with the CDA), of all HICAP Counselors, including a large contingent of volunteer counselors designed to expand services as broadly as possible, in the service areas.

4.4.5.2 Vendor shall conduct a formal volunteer recognition activity, on an annual basis at minimum.

#### 4.4.6 Telephone Access

4.4.6.1 Vendor shall be accessible to Clients by telephone.

4.4.6.1.1 Vendor shall have a main dedicated toll-free County-wide hotline telephone number that is advertised and accessible to Clients during normal business hours, from 9:00 a.m. to 5:00 p.m., Monday thru Friday.

4.4.6.1.2 Vendor shall have an answering service or answering machine (voice mail) providing the opportunity for Clients to leave their name, a message, and return telephone number 24 hours, 7 days per week in the event a Client cannot receive personal assistance immediately.

4.4.6.1.3 Vendor shall return all Client calls/messages within 48 hours, excluding weekends and holidays.

4.4.6.1.4 Vendor shall have the capacity to assist multilingual Clients to ensure access to services (e.g., linkage to AT&T Language Line Service).

#### 4.4.7 Referral to the California Department of Insurance (CDI) and the California Department of Managed Health Care (DMHC)

4.4.7.1 Vendor shall establish a mechanism for referral to the CDI and DMHC for investigating suspected instances of misrepresentation in the advertising or sales of services provided by Medicare, managed health care plan, and life and disability insurers and agents, according to the requirements outlined in the HICAP Program Manual.

#### 4.5 MIPPA Services

##### 4.5.1 Outreach

Vendor shall provide Outreach to the general public on the LIS and MSP programs.

4.5.1.1 Vendor shall develop Outreach materials, and conduct enhanced Outreach activities for the general public;

4.5.1.2 Vendor shall collaborate with staff of the Social Security

Administration district offices throughout Los Angeles County, to provide outreach efforts for the LIS Program and the MSP.

#### 4.5.2 Education

Vendor shall provide Education Services to Los Angeles County Department of Public Social Services staff, and Vendor's staff and volunteers, including education on the LIS Program and MSP as well as on enhanced LIS Program and MSP outreach activities.

4.5.2.1 Vendor shall provide education to the Los Angeles County Department of Public Social Services (DPSS) Eligibility Workers about the LIS Program and the coordination of the LIS Program with the Medi-Cal Program.

4.5.2.2 Vendor shall provide training to Vendor's staff and volunteers to assist with LIS Program and MSP outreach activities.

#### 4.5.3 Enrollments

4.5.3.1 Vendor shall complete LIS and MSP enrollments for eligible Clients for the purpose of providing MIPPA Services.

#### 4.6 In-Service Training

4.6.1 Vendor shall develop and implement an internal staff training policy, including the provision of an orientation to all new staff (including volunteers).

4.6.2 Vendor shall develop a training curriculum each year utilizing resources of the AAA as available, and calling upon experts within the aging network to develop and/or provide training.

4.6.3 Vendor's Project Director shall ensure that a minimum of one appropriate Vendor staff person represent Vendor at each training session established by CSS for the benefit of the Client. Further, Vendor shall make every effort to ensure that all suitable Vendor staff attend each training session established by CSS. CSS may establish, provide, and/or require mandatory training of Vendor staff at its discretion.

#### 4.7 Reports

4.7.1 Vendor shall maintain a documented record of HICAP and MIPPA



Services performed. Said record is to be provided to CSS staff on a quarterly and annual basis, or as required by CSS and/or the CDA.

- 4.7.2 Vendor shall prepare and submit to CSS a documented record of outcome data, which includes all Services performed under the HICAP.
- 4.7.3 Vendor shall prepare and submit to CSS, bi-annual progress reports and year-end reports of the Services provided under the HICAP, as requested by CSS and/or the CDA.
- 4.7.4 Vendor shall be responsible for the timely, complete, accurate and verifiable collection and reporting of HICAP Services data, covering all Services delivered.

## **5.0 FUNDING**

- 5.1 Los Angeles County depends on Federal and State funding received from CDA to operate the HICAP. Funding for the HICAP is received and allocated on a fiscal year basis and the amount may vary significantly each fiscal year depending on the availability of Federal and State funds. The anticipated amount of funding for the HICAP is *estimated* at \$823,000 for fiscal year 2010-2011. In the event of an award, continued contract funding is contingent upon the availability of funds, contractor's program performance and contractor's fiscal solvency.
- 5.2 The term for the anticipated HICAP contract is a total of four years commencing on September 1, 2010 through June 30, 2014. The contract term is also subject to the availability of Federal and State funds.

## **6.0 STATEMENT OF INTEREST**

### **6.1 General Instructions**

- 6.1.1 Interested Vendors shall prepare a Statement of Interest (SOI) in accordance with the instructions outlined in this Section 6.0, Statement of Interest.
- 6.1.2 The SOI shall be prepared as simply as possible and provide a clear, concise and accurate description of the Vendor's professional qualifications required to perform Program Services in support of the HICAP.
- 6.1.3 Vendor's SOI shall not exceed seven (7) pages, including the cover letter.
- 6.1.4 Vendor shall submit one original, signed SOI and one copy to CSS

by the date specified below in Section 8.0, Submission Requirements. The original SOI must be signed by an individual authorized to represent and bind the Vendor's agency.

6.1.5 Vendor's SOI in response to the RFI becomes the exclusive property of Los Angeles County, and will not be returned to Vendor.

## 6.2 Elements of the Statement of Interest

### 6.2.1 Cover Letter

6.2.1.1 Vendor shall prepare a cover letter, using its company letterhead, for the SOI. The cover letter shall not exceed two (2) pages in length, and must be signed by the authorized representative of the Vendor's agency.

6.2.1.2 Vendor shall detail its exact legal business name, type of organization (e.g., non-profit private corporation or public agency), mailing address, number of years it has been in business, contact person's name and title, telephone number, fax number and e-mail address.

6.2.1.3 Vendor shall provide a statement confirming that the submission of the SOI in response to this RFI gives CSS the authority to verify and confirm any and all related information, credentials, resources and references listed in the response.

6.2.1.4 Vendor shall provide its Entity Number as assigned by the California Secretary of State. An inquiry with the Secretary of State utilizing Vendor's Entity Number shall indicate that Vendor is a domestic business entity, which has filed its Formation Document and is authorized to carry out its business activities in California.

6.2.1.5 Vendor shall provide both its Federal Tax Identification Number (also known as the Employer Identification Number) issued by the Internal Revenue Service (IRS) and its Los Angeles County Vendor I.D. Number (the Vendor I.D. Number is obtained after registering online at Los Angeles County's Vendor Registration website). If Vendor does not currently have a Los Angeles County Vendor I.D. Number, Vendor shall complete the registration and obtain the I.D. Number prior to September 1, 2010.

### 6.2.2 Description of Vendor's Organization, Experience and Capability

6.2.2.1 Vendor shall provide a brief overview of its organization. Vendor shall provide all necessary information to clearly demonstrate that Vendor meets all requirements specified in Section 3.0, Minimum Qualifications and Other Requirements, and has the ability to provide the Program Services outlined in Section 4.0, Specific Tasks.

6.2.3 Vendor shall organize its SOI by specifically addressing each Subsection outlined in Section 3.0, Minimum Qualifications and Other Requirements, individually, and providing information in increasing numerical order according to the Subsection number.

6.2.4 Vendor shall complete and provide Exhibit A, Certification of Compliance with the County's Defaulted Property Tax Reduction Program with the submission of the SOI, as referenced in Subsection 3.2.5.4 of this RFI.

### 6.3 General Information

6.3.1 False, misleading, incomplete, deceptive responses submitted in connection with this RFI shall be sufficient cause for rejection. The evaluation and determination in this area shall be at the sole discretion of CSS and its decision shall be final.

6.3.2 This RFI is solely for the purpose of collecting information and planning purposes. It does not constitute a solicitation and should not be considered as a Request for Statement of Qualifications, Request for Proposals, Information for Bid, or a promise to issue any such solicitation. CSS reserves the right to incorporate in any future solicitations or contract, information or ideas that are found in response to this RFI. All information received becomes the exclusive property of Los Angeles County. All responses to this RFI become a matter of public record and shall be regarded as public records. Exceptions will be those elements in the California Government Code, Section 6250 et seq. (Public Records Act) and which are marked "trade secret", "confidential" or "proprietary". Los Angeles County shall not in any way be liable or responsible for the disclosure of such records, including, without limitation, those so marked, if disclosure is required by law, or by an order of the court of competent jurisdiction.

6.3.3 Los Angeles County shall not in any way be liable or responsible for costs incurred in responding to this RFI.

6.3.4 After receipt of the Statements of Interest, Los Angeles County may do one of the following: 1) Issue a Request for Statement of Qualifications (RFSQ) or Request for Proposals (RFP) to select

contractors for the HICAP; 2) Negotiate a contract with a limited number of qualified providers who have demonstrated capability and who express interest in the HICAP; or 3) Take no further action.

## **7.0 RFI QUESTIONS/CONTACT**

- 7.1 Questions regarding the RFI must be submitted in written form and received no later than 12:00 p.m. Pacific Standard Time (PST) on Wednesday, June 2, 2010. Questions may be sent by e-mail (preferred method), mail or fax to:

Carol Domingo, Program Manager  
Contract Management Division, AAA Section  
RE: HICAP RFI  
3175 West Sixth Street, Room 403  
Los Angeles, CA 90020-1708  
[AAARFP@CSS.LACOUNTY.GOV](mailto:AAARFP@CSS.LACOUNTY.GOV)  
Fax: (213) 487-0379

- 7.2 CSS will post Questions and Answers (Q&A's) no later than 5:00 p.m. on Monday, June 7, 2010 on CSS' website:  
<http://css.lacounty.gov/contracts-rfp-rfi-rfq.aspx>.

## **8.0 SUBMISSION REQUIREMENTS**

- 8.1 The Statement of Interest may be submitted by mail, e-mail or in person and must be received by CSS no later than 12:00 p.m. PST on Tuesday, June 22, 2010.

### **8.2 Instructions for E-Mail Submissions**

8.2.1 Vendor shall submit its SOI as an Adobe Acrobat file, which is viewable using Adobe Reader version 6.0 or higher to the address provided in Subsection 8.3 below. Vendor shall e-mail its SOI no later than 12:00 p.m. PST on Tuesday, June 22, 2010.

8.2.2 In addition to Vendor's e-mailed SOW, Vendor's original, signed, hardcopy SOI must be received by CSS no later than 5:00 p.m. PST on Tuesday, June 22, 2010. Please note that Vendor will not be required to provide an additional duplicate copy when using the e-mail option.

- 8.3 Submit your Statement of Interest to:

Carol Domingo, Program Manager  
Community and Senior Services  
Contract Management Division, AAA Section  
RE: HICAP RFI

3175 West Sixth Street, Room 403  
Los Angeles, CA 90020-1708  
[AAARFP@CSS.LACOUNTY.GOV](mailto:AAARFP@CSS.LACOUNTY.GOV)

- 8.4 Vendor shall bear all risk associated with delays in the United States Postal Service and other delivery services. Statements of Interest received after the due date may be considered for review solely at the discretion of CSS, if it is determined to be in the best interest of Los Angeles County.

**EXHIBIT A**

**CERTIFICATION OF COMPLIANCE WITH THE COUNTY'S  
DEFAULTED PROPERTY TAX REDUCTION PROGRAM**

Company Name:					
Company Address:					
City:		State:		Zip Code:	
Telephone Number:		Email address:			
Statement of Interest/Contract For:		Services			

The Vendor/Contractor certifies that:

- It is familiar with the terms of the County of Los Angeles Defaulted Property Tax Reduction Program, Los Angeles County Code Chapter 2.206; **AND**

To the best of its knowledge, after a reasonable inquiry, the Vendor/Contractor is not in default, as that term is defined in Los Angeles County Code Section 2.206.020.E, on any Los Angeles County property tax obligation; **AND**

The Vendor/Contractor agrees to comply with the County's Defaulted Property Tax Reduction Program during the term of any awarded contract.

**- OR -**

- The Vendor/Contractor is exempt from the County of Los Angeles Defaulted Property Tax Reduction Program, pursuant to Los Angeles County Code Section 2.206.060, for the following reason:

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*I declare under penalty of perjury under the laws of the State of California that the information stated above is true and correct.*

Print Name:		Title:	
Signature:		Date:	

Date: \_\_\_\_\_