



# COMMONWEALTH OF PUERTO RICO

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Department of Health  
Puerto Rico Medicaid Program

## AWARD NOTIFICATION MEDICAID OUTREACH CAMPAIGN 2023-PRMP-MOC-007

Pursuant to Executive Order Num. 2021-029<sup>1</sup>, Administrative Order Num. OA-535<sup>2</sup>, Act. No. 38/2017<sup>3</sup>, as amended, and 45 CFR 74.327-329, the Puerto Rico Medicaid Program (PRMP) issued a Request for Proposal with the purpose of soliciting interested entities with experience in the development of education campaigns, reach out and assist in renewal processes of recertifying all Medicaid beneficiaries.<sup>4</sup> The federally imposed deadline to complete this task is March 30, 2024.

In response to the request, PRMP received proposals from two (2) vendors: Voces Coalición de Inmunización- y Promoción de la Salud, Inc., (Voces), and, Mundo Editorial, Inc., (Mundo Editorial). In accordance with section 3.5 of the RFP, proposals were evaluated by a Puerto Rico Department of Health (PRDoH) appointed committee, according to a weight/score method. The highest considerations were to be given to the qualifications/experience of the proponent and to its proposal. Also, section 3.3 stated: “[T]he Buena Pro will be awarded in favor of the proposal that represents the best value for PRMP and the Government of Puerto Rico.”

Based on the committee’s determinations and scores given to the proposals, the Evaluation Committee recommended to the PRMP Executive Director that the Buena Pro and subsequent contract be awarded to Mundo Editorial, whose proposal scored a total of 44 points. Voces proposal scored 34 points. Having agreed with and accepted the committee’s recommendation, the Executive Director notifies this Award Notification in favor of Mundo Editorial, Inc.

Prior to the formation of the contract, Mundo Editorial must submit all appropriate documentation to the PRMP contract. Furthermore, it is notified, that no service should be provided by Mundo Editorial until a copy of the contract is filed with the Puerto Rico Office of the Comptroller.

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<sup>1</sup> Issued by the Governor of the Commonwealth of Puerto Rico.

<sup>2</sup> Issued by the Department of Health of Puerto Rico.

<sup>3</sup> Known as the Uniform Administrative Procedures Act of the Government of Puerto Rico.

<sup>4</sup> The RFP was uploaded to the following websites: Puerto Rico Medicaid Program, Department of Health, and the Puerto Rico General Services Administration.

## PROCEDURAL BACKGROUND

On August 31, 2023, the PRMP published a *Public Notice of Upcoming Request for Proposal* with the purpose of informing the public of its intention to solicit, thru a next to be released *Request for Proposal*, assistance with the recertification process of all Medicaid beneficiaries. The notice included a point of contact where interested parties could reach for more information. The notice also indicated that the program would use an expedite evaluation method.

On September 13, 2023, the PRMP published the Request for Proposal. Proposals were received by September 25, 2023.

On October 6, 2023, the Evaluation Committee commenced the evaluation process of the two received proposals. As part of their analysis members of the committee decided on the convenience to include vendor's oral presentations, which were held by both vendors on October 6, 2023. Vendors were presented in advance with questions that needed to be addressed during the presentations. Additional questions were discussed during the presentations as well.

Once the oral presentations concluded, and after attesting to the results of the technical evaluation, the Committee opened the cost bid proposals submitted by the vendors. Once opened, the cost proposals were evaluated and scored, and added to the technical scores to determine the final value of each proposal. This constituted the Committee's recommendation to the program's executive director.

## PROPOSAL SUMMARY

Voces is a non-profit organization created in 2013 with the mission to expand equitable access to healthcare through advocacy, education, and promotion efforts. It has a strong track record of support to the Puerto Rico Department of Health with different initiatives, mostly the COVID-19 vaccination efforts.

For this request, Voces proposes the establishment of information and technical assistance centers in strategically located commercial centers, (6 in total, including a permanent center in Plaza las Americas). Additionally, it proposes activities in communities and municipalities (40 one-day events) in collaboration with community leaders, mayors, and civic groups to reach populations with special needs or limited access to healthcare services and or transportation. With theses efforts, Voces expects to impact 50,000 participants and eligible candidates for the Medicaid program.<sup>5</sup> The cost for these services is \$1,866,073.00.

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<sup>5</sup> Page 2 of Voces Proposal – Executive Summary; page 1 of Cost Proposal.

Mundo Editorial is a multimedia company with a 20-year track record dedicated to the dissemination of crucial medical information and education. It has worked in conjunction with the Department of Health in activities like “Feria de Bienestar y Servicios de Salud” for those affected by hurricane Fiona in Salinas and nearby areas.

For this request, Mundo Editorial proposes having presence during a four-months period in corridors of shopping malls (with a potential outreach of 417,600 individuals); activities in 10 public housing complexes (with a potential impact of more than 60,000 people); alliances with community organizations to disseminate information; educational campaigns on digital platforms, social media, and other communication channels; and activities in Head Start programs.<sup>6</sup>

Their proposal has a cost of \$2,318,672.50.

#### PROPOSAL EVALUATION – METHOD AND ANALYSIS

Section 1.5 instructed vendors to submit proposals in two distinct parts sealed in separate envelopes: technical (consisting of: (a) vendor qualification/experience and (b) project proposal) and cost. Technical proposals were evaluated by the Evaluation Committee, prior to the opening of its correspondent cost proposal. As stated before, for its analysis the Evaluation Committee used a weight/score formula.

Vendor Qualification and Experience, and Project Proposal criteria were each assigned a maximum available weight of 4; whereas Cost Proposal criteria was given a weight of 2. In an individual level, members of the Evaluation Committee were to assign a score from a scale of 1 through 5 to Vendor Qualification and Experience, and Project Proposal criteria. Cost proposals were scored by a stablished formula. Technical scores were given according to the following score rubric:

#### Qualification/Experience criteria:

- 5 – In the opinion of the evaluator, vendor has the strongest combination of qualifications and experience in the solicited matter. (Excels in both)
- 4 – In the opinion of the evaluator, vendor has a good combination of qualifications and experience in the solicited matter. (Above average in either one, average in other)
- 3 – In the opinion of the evaluator, vendor has a fair combination of qualifications and experience in the solicited matter. (Average in both)

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<sup>6</sup> Page 13 of Mundo Editorial proposal – Scope of Work.

2 – In the opinion of the evaluator, vendor has a poor combination of qualifications and experience in the solicited matter. (Below average in either one, average in other)

1 – In the opinion of the evaluator, vendor does not have either the qualifications or the experience in the solicited matter. (below average in both)

Project Proposal criteria:

5 – In the opinion of the evaluator, the proposal has the greatest probability of meeting or exceeding expectations.

4 – In the opinion of the evaluator, the proposal has a high probability of meeting or exceeding expectations.

3 - In the opinion of the evaluator, the proposal has a fair probability of meeting or exceeding expectations.


2 - In the opinion of the evaluator, the proposal has a poor probability of meeting or exceeding expectations.

1 - In the opinion of the evaluator, the proposal does not meet expectations.

After oral presentations, technical proposals were scored individually by each member of the committee. The committee followed the analysis process with a group discussion where they exchanged and debated their individual scores until a group score consensus was reached for each criterion. Oral presentations, where vendors had the opportunity to explain their proposals and answers questions from the committee, were crucial for their analysis.

The final value or score for each criterion was determined by the following arithmetic exercise: the multiplication of the assigned weight by the consensus score given. The technical proposal had a maximum possible score or value of 40 points.

After the technical evaluation exercise ended, the committee proceeded to open and add the cost proposal criteria to the equation. The highest possible score, 5, was automatically given to the proposal with the lowest cost. The score provided to the other cost proposal was assigned with the following formula:


$$\frac{\text{lowest offeror's cost}}{\text{the offeror's cost being scored}} \times \text{the maximum number of cost points available}$$

According to the vendors cost proposals, scores are as follows:

$$\begin{array}{l} \text{Voces:} \\ (\$1,866,073/\$1,866,073) \times 5 = 5 \end{array}$$

$$\begin{array}{l} \text{Mundo Editorial:} \\ (\$1,866,073/\$2,318,672) \times 5 = 4 \end{array}$$

The product of these formulas was then multiplied by the corresponding assigned weight of 2 to get the final score or value assigned to their cost proposals. Voces ended up with the maximum score or value of 10 points, while Mundo Editorial received a final cost score or value of 8 points.

In total, the maximum possible score or value for this request of proposal is 50 points.

The following table portrays the final scores given to each proposal:

Criteria	Weight	Voces		Mundo Ed	
		Score	Total	Score	Total
Vendor Qualifications/Experience	4	3	12	4	16
Project Proposal	4	3	12	5	20
Cost Proposal	2	5	10	4	8
Total			34		44

As shown in the table above, Mundo Editorial ended up with the highest score, even though its cost proposal ranked in second place. According to the Evaluation Committee, its oral presentation gave Mundo Editorial the opportunity to showcased and highlighted diverse strategies that, in the opinion of the committee, provide the greatest probabilities of meeting the goal to reach out to the most Medicaid beneficiaries. Voces failed to demonstrate that its proposed strategies would. Its strategy relies heavily in keeping presence on shopping centers, Plaza las Americas in particular, and did not clearly explain how its one-day activities would help to achieve the recertification goal, which in many cases require follow ups.

Among its ideas, Mundo Editorial will provide:

- GEO location ads campaigns, designed to connect potential beneficiaries with a call center.
- In-car mobile advertising through GPS by dynamically displaying nearby enrollment centers through navigation apps, for those beneficiaries while they are on the move.
- Retargeting campaigns for the re-engaging individuals who have previously interacted with initial ads.
- SMS ads with segmentation to send specific messages about incomplete documentation, etc.
- The creation of a portal for online apps equipped with a system for notifying/identifying missing documents or any additional information needed.
- Door to door campaigns in rural areas

Following, are some remarks from members of the Evaluation Committee:

#### Voces

##### Pros:

- *Extensive experience working with government agencies.*
- *On-site personalized assistance guide.*
- *Monitoring and evaluation plan with weekly progress reports.*

##### Cons:

- *No door-to-door activities.*
- *Does not define the audience to target.*
- *No clear strategies to specific population.*
- *Did not address the profile of the target audience.*
- *The plan does not include proper reach out.*
- *Big part of proposed costs goes to employee salaries.*

#### Mundo Editorial

##### Pros:

- *Presented specific strategies.*
- *Presented clear alternatives for hard-to-reach population.*
- *Provides continuous presence in predetermined public housing.*

##### Cons:

- *Did not include schools and universities.*
- *Relies too much on digital campaigns.*

According to their evaluation, it seems clear that in the opinion of the committee, Mundo Editorial presented a more comprehensive proposal and therefore provides the highest possibility of successfully assisting PRMP in the recertification process of Medicaid beneficiaries. Even though Mundo Editorial proposal comes with a higher price, it offers more strategies and activities particularly targeted to connect with hard-to-reach audiences. The RFP asked for "out of the box" and innovative ideas, and among the two proposals Mundo Editorial offered the most. Even though, it seems more expensive, Medicaid feels confident that it will provide more services with the purpose of accomplishing the targeted goal.

#### PRMP DETERMINATION

Hereby it is notified that the Puerto Rico Medicaid Program accepts the Evaluation Committee's recommendation to award the Buena Pro and subsequent contract to Mundo Editorial. PRMP coincides with the committee that Mundo Editorial's proposal is in the best interests for the program, for the Puerto Rico Department of Health and for the Commonwealth of Puerto Rico. As mentioned before, the contract must be filed with the Puerto Rico Office of the Comptroller before any services can be provided.

In accordance with section 3.19 of the Puerto Rico Administrative Procedures Act<sup>7</sup>, a copy of this Award Notification will be sent by certified **EMAIL** to all vendors to the addresses provided.

On October 19, 2023 in San Juan, Puerto Rico.



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Dinorah Collazo-Ortiz, ESQ  
Executive Director  
Puerto Rico Medicaid Program

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<sup>7</sup> 3 LPRA §9659.

## ADMINISTRATIVE REVISION/JUDICIAL REVIEW – TERMS

Any person or party adversely affected or aggrieved by this award may, according to 3 LPRA §9659, file a motion for reconsideration with the Puerto Rico Department of Health (PRDoH) within a term of **ten (10) days** from the date of the notification of the award. The PRDoH must consider the motion for reconsideration within **ten (10) business days** of being filed. If any determination is made in its consideration, the term to request the appeal for judicial review will begin from the date on which a copy of the notification of the decision of the PRDoH is filed on record, according to the case, resolving the motion for consideration. If the filing date of the copy of the notification of the decision is different from that of the deposit in the ordinary mail or the sending by electronic means of said notification, the term will be calculated from the date of the deposit in the ordinary mail or sending by electronic means, as appropriate. If the PRDoH fails to take any action in relation to the motion for reconsideration within **ten (10) days** of its filing, it shall be understood that the motion was denied outright, and the time to request judicial review shall start to run from said date.

If the PRDoH Accepts the reconsideration request within the term provided, it must issue the reconsideration decision or resolution within **thirty (30) days** following the filing of the motion for reconsideration. If the PRDoH accepts the motion for reconsideration but fails to take any action in relation to the motion within **thirty (30) days** of its filing, it will lose its jurisdiction and the term to request the judicial review will begin from the expiration of said term of **thirty (30) days**. The PRDoH may extend said term only once, for an additional period of **fifteen (15) days**.

Any person or party adversely affected by a final reconsideration or decision may file a petition for review with the Puerto Rico Court of Appeals within a term of **twenty (20) business days** of such final decision or determination being filed.<sup>8</sup>

The mere presentation of a motion for reconsideration does not have the effect of preventing the PRMP from continuing with the procurement process within this request for Proposal.



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<sup>8</sup> See 3 LPRA § 9672.

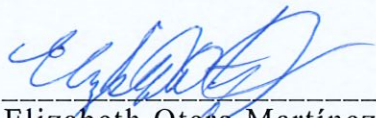


## CERTIFICATION

I hereby certify that on October 19, 2023, copy of this award Notification has been sent via certified mail to all vendors to the addresses provided for legal notices in the submitted proposals:

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