

# **Request for Proposal**

For:

**Medical Insurance Brokerage Services**

**Peninsula Fire Group Healthcare  
Committee**

The Peninsula Fire Group Healthcare Committee (hereafter referred to as “the Committee” or “Committee”) is initiating a Request for Proposal (RFP) from qualified firms for medical insurance brokerage services. This RFP is only open to those qualified firms who satisfy the requirements stated herein and who are licensed and available to do business in the state of Washington. The successful firm will assist the Committee in negotiating medical insurance.

## **I. Scope of Services**

The Committee is seeking a broker to perform the full range of services related to the design, implementation, maintenance, communication, and improvement of our insurance programs. Specific responsibilities include, but are not limited to:

- (a) Assist Committee, with administering insurance plans, responding to questions from and providing information to the Committee, and providing other consulting services during the course of the plan year.
- (b) Analyze factors driving Committee’s plan costs and recommend opportunities to better manage costs, access, and quality.
- (c) Conduct strategic planning sessions to review current performance of the Committee’s current employee benefits coverage and establish future objectives and strategies to manage the Committee’s employee benefit coverages to which this agreement applies.
- (d) Represent Committee in all negotiations with carriers on all issues including those related to premiums, benefit levels, plan design, and special terms and conditions.
- (e) Meet with and provide reports to the Committee as needed to continue discussing strategy and open items.
- (f) Assist Committee with the implementation and communication of new programs or changes to existing programs, which will include attending and presenting information at Open Enrollment meetings.
- (g) Research and advise Committee of any new developments in the law and employee benefit programs on an ongoing basis.
- (h) As requested by the Committee, prepare bid specifications and soliciting proposals for insurance markets. Evaluate bids and bidders, including administration, claim payment procedures, customer service, network, reserve establishment policies, financial soundness, and identifying the most cost-beneficial package from among the various bidders.
- (i) Interface with insurance carriers as needed to assist Committee in the resolution of problems associated with the benefit programs.
- (j) Provide market data and recommendations for implementation of benefits and programs as requested.
- (k) Attendance at various meetings as requested.
- (l) Establish comprehensive claims reports for identified coverages of medical and pharmacy detailing paid claims (and reimbursements if applicable), premium/funding, and enrollment summaries.

This is a request for insurance brokerage services only. This request does not give the right or responsibility to any of the proposers to approach any insurance market on our behalf.

## **II. Critical Timelines**

**Proposal Due Date: May 8, 2013**

Clarifying Questions: Date: **April 18, 2013**

Questions must be submitted via **email** at the address shown in Item V. These questions must be asked to clarify the RFP only, and not to introduce new items of measurement. A document of all questions and answers will be generated. Please email a contact in item V is you would like this document.

Contract Award: Date: **June 10, 2013**

All proposers who submit responses by the deadline above will be notified of their status by August 1, 2013. Do not contact any member of the Committee prior to that date in order to gain information on the award process.

## **III. Confidentiality**

By submitting a proposal, each firm agrees that the materials presented to the Committee will become the sole property of the Committee, and specifically agrees that the materials may be shared with any other party deemed appropriate by the Committee, at its sole discretion.

## **IV. Non-Collusion Statement**

It is the intent of the Committee to evaluate each proposal on the merits of the written document. It is imperative that no proposer attempt to influence, persuade, or collude with any member of the Committee in order to attain a more favorable position in the bid process. Knowledge of this activity may be grounds for disqualification.

If necessary, the Committee may call one or more of the proposers for a face to face interview. This will be done at the sole discretion of the Committee, and will be for the purpose of clarifying the responses.

## **V. Contact/Questions**

**Susan Cohen**  
**Bainbridge Island Fire Department**  
[Scohen@bifd.org](mailto:Scohen@bifd.org)  
**206-451-2036**

**Eileen McSherry**  
**Central Kitsap Fire Department**  
[Emcsherry@ckfr.org](mailto:Emcsherry@ckfr.org)  
**360-447-3592**

## **VI. Proposal Content**

All proposals must be prepared with brevity and clarity. Your response should not be greater than 25 pages total in length. In order to be considered a full response, each response packet must contain 3 bound copies and 1 unbound copy of your response.

Under no circumstances shall the Committee be responsible for the costs of preparing any of the firm's responses.

## **VII. Brokerage Fees/Commission**

The proposer shall estimate the full compensation, called "fees" in this proposal, for all services rendered.

## **VIII. Background Information**

Peninsula Fire Group Healthcare Committee consists of Bainbridge Island Fire Department, Central Kitsap Fire and Rescue, and Key Peninsula Fire Department, with a total of approximately 165 employees. The Committee's current medical provider is Premera. Periodically, the Committee may request proposals for insurance Broker/agent services regarding the Committee's health and dental insurance coverage.

Please note that this RFP is for Broker/Agent services only and does not solicit new or different insurance coverage at this time. The Committee's insurance policies are not yet due for renewal.

## **IX. Evaluation Questions**

- (a) Describe the history and ownership of your firm. If you are a branch office of a National firm, please design the majority of your responses describing your local office, and its structure.
- (b) Please provide a copy of the license for (1) the company, and (2) any team member who will be working on our account. Please explain how long each member has worked with governmental entities and in particular fire districts.
- (c) Please provide a bio of each team member, their responsibilities, and why this team is best suited to manage our plan. This bio should include years of experience, qualifications, and states the individual is licensed in, etc. Specifically comment on the physical location of each team member's office (where they work full-time).
- (d) How long have you been in business?
- (e) What are your operational strengths?

- (f) What sets you apart from the competition and how does this benefit us as fire districts?
- (g) Provide a list of insurance markets currently represented by your firm noting those that currently work with other local governments.
- (h) What legal proceedings are pending or have been settled and why?
- (i) Please provide your Errors and Omissions Certificate.
- (j) Explain the process you will employ to evaluate the insurance needs and objectives of the Committee, and how those needs fit best with specific insurance carriers in the marketplace.
- (k) Describe in detail your firm's level of expertise regarding compliance.
- (l) Detail your firm's experience in providing brokerage services for the Medical, Dental, Vision, and Prescription Benefit Plan.

**X. Pricing/Fees/Commission Structure**

- (a) Include a comprehensive, specific statement indicating the annual cost of your services and any services that would be included or excluded from that cost – including printed materials.
- (b) Include whether the prices are hourly, flat fee, or percentage rate, capped amount, or other fee structure. The Committee will consider fee arrangements that are clear and quantifiable. Any and all commissions and fees must be identified. Identify any contingent commission, split-commission or joint marketing arrangements with other brokers, agents, firms, or associations. All commissions and fees of any type received by broker shall be included in overall cost of contract. For comparison purposes, fees should be stated on a per employee per month basis, and an overall estimate based on 165 employees.
- (c) Identify fees you charge for services.
- (d) List types and the fees/rates for other services.
- (e) Include payment options and preferences.
- (f) Identify any regulatory or law enforcement agency in the United States, such as the Department of Insurance or State/District Attorney, that has contacted your firm in regard to contingent commission payments, or other such payments. Include the name of the agency, date of contact, nature of requested information, results of the contact including corrective actions or financial penalties levied,

whether the issues have been resolved, whether contact with other parties is continuing, and any other relevant information.

## **XI. Duration of Services**

The services shall be commenced upon award of the agent of record status and execution of an agreement outlining the services to be provided, the person or company will be asked to plan to continue to provide services for a period of one years, at which time the agreement between the parties will be reviewed and may at the Committee's option be renewed for an additional period of two years. At all times the Committee reserves the right to terminate the agreement with thirty (30) days notice to the insurance broker/agent.

## **XII. Evaluation and Selection Process**

The Committee will review all proposals submitted and select the top proposals. These top vendors may then be invited to make a presentation to the Committee in Silverdale, Washington, at no cost to the Committee. The Committee may request Best and Final offers. Based on the presentation and Best and Final offers, if requested, the panel will select the proposal which best fulfills the Committee's requirements. The Committee will negotiate with that vendor to determine final pricing and contract form. There will be no public opening and reading of bids. Overall responsiveness to the Request for Proposals is an important factor in the evaluation process.

Proposals will be evaluated on the following criteria:

- (a) Understanding and compliance with the information requested in RFP - quality and responsiveness of proposal.
- (b) Organization, size, and financial stability of firm, including clients, and demonstrated competence.
- (c) Experience of the firm, years of providing employee benefits, number of clients, experience with government agencies, fire districts, and unions.
- (d) Qualifications of staff to be assigned, including staff experienced in customer service, legal, and information technology.
- (e) Experience with implementing new programs and enhancing old ones.
- (f) Fees and costs for the services to be provided.