

Customer Satisfaction Survey



REQUEST FOR PROPOSALS (RFP)

Customer Satisfaction Survey

SOLICITATION #: 35

ISSUE DATE: 01/15/2021

BrightSpring Health Services
805 N. Whittington Parkway
Louisville, Kentucky 40222

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1.0 GENERAL INFORMATION

1.1 Company Background

Headquartered in Louisville, Kentucky, BrightSpring Health Services is the leading provider of complementary pharmacy and home and community-based health services for complex populations in need of specialized and/or chronic care. As the largest diversified home and community-based health and human services provider in the U.S., BrightSpring has over 40 years of experience caring for “must-serve” client and patient populations characterized by significant needs, multiple conditions, complexity, high costs, and enduring challenges that are rest-of-life in nature. Through the company's lines of business, including pharmacy, home health, hospice, neurorehabilitation, behavioral health, family and youth, and workforce development, we provide comprehensive and specialized care and clinical services in 49 states to over 60,000 customers, clients, and patients daily. Our mission is to help people live their best life. Since the company’s inception in 1974, it has been a forerunner in the movement to provide home and community-based services for people with disabilities and other significant impairments, many of whom would be institutionalized otherwise.

BrightSpring possesses a leading, diversified national network that provides a full spectrum of services to a variety of high need populations in settings that reduce costs to states and payers. The company’s client and patient base includes (i) individuals with intellectual and/or developmental disabilities (“I/DD”), (ii) individuals with behavioral challenges and disorders, (iii) aging individuals (seniors/elderly) or individuals with other disabilities (non-I/DD) who need assistance to continue living in their homes/communities, (iv) individuals with neuro-rehabilitation needs as a result of catastrophic injuries and illnesses (for example, acquired/traumatic brain injury and stroke), and (v) at-risk youth with either emotional, behavioral, and/or medical challenges and children with autism.

1.2 Contract Type

The Contract shall be an Indefinite Quantity Contract with Fixed Pricing, as described in each respective Task Order and Work Order to be issued under this Contract, as appropriate to the type of services being requested.

1.3 Contract Duration

The Contract shall start from the date of full contract execution by the parties (“Effective Date”). As of the Notice to Proceed Date, the Contractor shall perform all activities required by the Contract, including the requirements of this solicitation, and the offerings in its Technical Proposal, for the compensation described in its Financial Proposal. The Contract shall be for two (2) years from Contract Effective Date. ResCare, doing business as BrightSpring Health Services, at its sole option, may renew the term of the Contract through one (1) additional one (1) year renewal option for a total potential contract length of up to three (3) years.

1.4 Customer Satisfaction Survey Representative

The Customer Satisfaction Survey Representative will be the Single Point of Contact (SPOC) prior to the award of the contract.

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Trey Setser
Procurement Analyst
502-594-9310
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1.5 Pre-proposal Conference

A Pre-Proposal Conference will not be held. However, questions can be submitted. Written questions from prospective contractors may be submitted via email. Emails must contain the Solicitation Number in the subject line. Please have all questions submitted to the Customer Satisfaction Survey Representative no later than January 29, 2021 by 5:00pm EST.

1.6 Procurement Method

The Contract will be awarded in accordance with; the U.S. federal government's competitive procurement practices and BrightSpring Health Services streamlined procurement policy.

1.7 Proposal Closing Date

All proposals must be received by the Customer Satisfaction Survey Representative no later than March 22, 2021 by 5:00 pm EST. Requests for extension of this date or time shall not be granted. Contractors mailing Proposals should allow sufficient mail delivery time to ensure timely receipt by the SPOC. Multiple/alternative Proposals will not be accepted. Proposals received after the closing date and time will not be considered.

1.8 Preparation and Award

Proposals should be prepared simply and economically and provide a straightforward and concise description of the Contractor's Proposal to meet the requirements of this RFP. A Contract shall be awarded to the Contractor(s) submitting the Proposal that has been determined to be the most advantageous to BrightSpring Health Services considering price and evaluation factors set forth in this RFP for providing the products/services as specified within. BrightSpring reserves the right to award in full or part either portion of this RFP. Bidders should specify if they are participating in all aspects of the RFP or just a portion.

1.9 Duration of Proposal

Proposals submitted in response to this RFP are irrevocable for the latest of the following: 180 days following the closing date for submission of proposals, best and final offers (if requested), or the date any protest concerning this RFP is finally resolved. This period may be extended at the SPOC request only with the Contractor's written agreement.

1.10 RFP Revisions

If revisions to the RFP are necessary prior to the due date for Proposals, the SPOC shall provide addenda to all prospective Contractors that were sent this RFP, or which are otherwise known by the SPOC to have obtained this RFP. In addition, an Addenda to the RFP will be posted on the Company's procurement vehicle. It remains the responsibility of all prospective Contractors to

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check all applicable websites for any addenda issued prior to the submission of Proposals. Addenda made after the due date for Proposals will be sent only to those Contractors that submitted a timely Proposal and that remain under award consideration as of the issuance date of the addenda.

Acknowledgment of receipt of all addenda to this RFP issued before the Proposal due date shall be included in the Transmittal Letter accompanying the Contractor's Technical Proposal. The acknowledgement of the receipt of addenda to the RFP issued after the Proposal due date shall be in the manner specified in the addendum notice. Failure to acknowledge receipt of an addendum does not relieve the Contractor from complying with the terms, additions, deletions, or corrections set forth in the addendum, and may cause the Proposal to be deemed not susceptible for award.

1.11 Cancellations

BrightSpring Health Services reserves the right to cancel this RFP, accept or reject any and all Proposals, in whole or in part, received in response to this RFP, to waive or permit the cure of minor irregularities, and to conduct discussions with all qualified or potentially qualified Contractors in any manner necessary to serve the best interests of the BrightSpring Health Services. BrightSpring Health Services also reserves the right, in its sole discretion, to award a Contract based upon the written Proposals received without discussions or negotiations.

1.12 Expenses

BrightSpring Health Services will not be responsible for any costs incurred by any Contractor in preparing and submitting a Proposal, in making an oral presentation, in providing a demonstration, or in performing any other activities related to submitting a Proposal in response to this solicitation.

1.13 Protests/Disputes

Any protest or dispute related to this solicitation or the Contract shall be subject to binding, private arbitration.

1.14 Contractor Responsibilities

The successful Contractor shall be responsible for rendering products and services for which it has been selected as required by this RFP. All subcontractors shall be identified and a complete description of their role relative to the Proposal shall be included in the Contractor's Proposal.

If a Contractor that seeks to perform or provide the products/services required by this RFP is the subsidiary of another entity, all information submitted by the Contractor, such as but not limited to, references, financial reports, or experience and documentation (e.g. insurance policies, bonds, letters of credit) used to meet minimum qualifications, if any, shall pertain exclusively to the Contractor, unless the parent organization will guarantee the performance of the subsidiary. If applicable, the Contractor's Proposal shall contain an explicit statement that the parent organization will guarantee the performance of the subsidiary.

While experience and documentation of a Contractor's parent company may be used to satisfy minimum qualifications, a parental guarantee of the performance of the Contractor under this Section will not automatically result in crediting the Contractor with the experience and/or qualifications of the parent under any evaluation criteria pertaining to the actual Contractor's

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experience and qualifications. Instead, the Contractor will be evaluated on the extent to which BrightSpring Health Services determines that the experience and qualifications of the parent are transferred to and shared with the Contractor, any stated intent by the parent in its guarantee of performance for direct involvement in the performance of the Contract, and the value of the parent company's participation as determined by BrightSpring Health Services.

1.15 Mandatory Contractual Terms

By submitting a Proposal in response to this RFP, the Contractor, if selected for award, shall be deemed to have accepted the terms and conditions of this RFP and the Contract. The Contract shall reflect the requirements and provisions of the RFP. Any exceptions to this RFP shall be clearly identified as such in the Executive Summary of the Technical Proposal. The volume and severity of exceptions to the terms of the RFP, will be considered in the evaluation process, and may be grounds for finding a Contractor not reasonably susceptible for award.

1.16 Compliance

By submitting a Proposal in response to this RFP, the Contractor, if selected for award, agrees that it will comply with all federal, State, and local laws applicable to its activities and obligations under the finalized Contract. Indicate your intent to submit an RFP by January 22, 2021 to the SPOC.

1.17 Confidentiality

This RFP, plus any other documents released, information provided, discussions, etc., as part of the selection process, are strictly confidential and should not be divulged to anyone who is not directly involved in preparation of the response. Additionally, all information within this proposal or gained during the RFP or other processes will remain confidential by the vendor. No information or publicity will be allowed to any third party unless specific written authorization is obtained from BrightSpring Health Services.

It is a condition of this RFP that the information provided herein is for the purpose of allowing vendors to submit proposals to BrightSpring Health Services. It may not be used in any other context nor revealed to any other party not directly involved in the submission of a proposal in accordance with the terms of the specification.

2.0 TIMELINE

Below are the targets dates and milestones for this RFP.

01/15/2021	RFP Submission to Field
01/22/2021	Intent to Respond to RFP
01/29/2021	Questions Due
02/08/2021	BHS Responses to Questions Due
03/01/2021	Submission Deadline
03/22/2021	RFP Award

Dates outlined are subject to change.

3.0 CONTRACTOR QUALIFICATIONS

3.1 Past Performance

The successful proponent shall have relevant experience providing Customer Satisfaction Survey solutions to organizations of similar size and scope (50,000+ employees) with similar public sector and industry considerations.

4.0 SCOPE OF WORK

4.1 Objectives

The objective of this RFP is to identify a partner and develop a streamlined process to efficiently manage a preferred Customer Satisfaction Survey program. Though the intent is to identify one primary partner, BHS may extend to multiple partners, if warranted.

BrightSpring Health Services employs a dynamic workforce, which includes approximately 50,000 direct support staff/caregiver, working in multiple locations, roles and shifts. The successful partner will work with a group of key BrightSpring Health Services stakeholders committed to developing a quality program.

4.2 Requirements

The Partner shall meet the requirements detailed within this section at a minimum, including sample Service Level Agreement, invoice, and monthly reporting. In addition, contractor will commit to Quarterly Business Reviews.

4.2.1 General RFP Terms and Conditions

The successful proponent will be expected to work closely with the organization's stakeholders to:

- Assign a dedicated account manager or single point of contact for day to day management, invoicing, and escalations.
- Meet for monthly checkpoints to provide support, advise company representatives based on survey expertise, assess success, address any gaps or technical issues.
- Present results/reporting to key stakeholder and leadership groups as required.
- Provide industry benchmarks and trends as available
- Ensure capability of supplying product and services in sufficient quantity, as needed to meet demand.
- Bid Coverage Area: National
- Volumes:

Type	Sub-Type	Annual Volume
Community Living - Responsible Party	Family/SAS	18,289
Monthly HH and Hospice	CAHPS	3,332
Periodic Services	In-Home	17,615

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4.2.2 Program Requirements

- Ability for BrightSpring userbase to manipulate any of its data stored with the awarded company's database, and receive a data feed of raw data.

4.2.3 Program Overview

Company Information

1. Please provide a summary of your organization. Include an overview of your core service offerings and how your company is organized.
2. Describe healthcare-specific services that could benefit our organization.
3. What plans for service enhancements or expansions do you have for the next 12 months?
4. Provide a list of geographical regions serviced by your company.
5. Please list all major healthcare accounts for which you currently provide similar services.
6. Please provide evidence that your organization is an accepted vendor for CMS CAHPS programs

Services

1. Explain in detail your company's procedures for the following:
 - a. Assistance and guidance with designs of surveys for all lines of business
 - b. Trend reporting and raw data exportation
 - c. Delivery options for surveys
2. What is the average turnaround time to produce reporting for survey data?
3. What controls are in place to ensure that data entry for each survey is maintained in a secure fashion?

Program Design and Implementation

1. Describe your company's expertise and experience with multi-location implementation and transition projects.
2. Describe your implementation process. What tools and communications will be created to help our organization implement a customer satisfaction survey? What expert resources would be provided to help us?
3. Describe what is required of our organization in order to make this implementation a success.
4. Describe capacity of program to store client personnel and contact information that could be used in distribution of surveys.

Continuous Program Improvement

1. Describe how your company can help us to design efficient and cost-effective customer satisfaction surveys. Include relevant case studies.
2. How do your services help your customers to minimize the risks associated with information management?

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3. Explain in detail your company's commitment to new technology and to developing effective customer satisfaction survey programs, as well as informing client partners of changes and updating reporting accordingly.
4. Describe client training programs around tools and reporting provided within the scope of the survey program.

Customer and Account Support

1. Please describe your customer support structure and processes both locally and nationally.
2. Outline your company's national relationship management team assigned to support our current locations as well as new markets our organization may enter. Wherever possible, include names, titles, responsibilities, and years of experience, reporting relationships.
3. Provide an escalation process in the event we experience an emergency or do not receive satisfactory service.
4. Describe your company's customer service performance standards. Please indicate how these performance standards are monitored and measured.
5. Do your customer service representatives receive training related to the healthcare industry?

Service Personnel and Training

1. How do you ensure that your employees maintain the highest levels of security when servicing your clients? Please include employee screening requirements (including background checks and drug testing requirements).
2. Explain the training that you provide for your employees, including information security, HIPAA, safety and confidentiality.

Technology & Reporting

1. What tools are available to help our organization with management of this program? Are these tools available online?
2. Please describe the capabilities of your online program management/reporting system.
3. Describe tools that are available to manage survey data across all formats.
4. Describe your reporting capabilities. Please provide sample reports.
5. Is there a charge for access to your web-based portal? If so, please provide a description of charges.
6. What is your backup procedure to ensure that data is not lost or destroyed?

Security

1. Describe the structure of the security organization within your company. Provide relevant documentation.
2. Does your organization have an information security policy that includes general and healthcare specific (HIPAA and Red Flag) regulatory compliance aspects? If yes, please provide a copy of the policy.
3. Describe in detail the security protection in place for your facilities including standard process and procedures, access requirements, visitor policies and vulnerability assessment testing.

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4. Describe your procedures for notifying your customers of any event that will affect the safety or security of their information.

Subcontractors

1. Do you use subcontractors to support any of customer satisfaction survey services? If yes, describe what services and locations they support.

4.2.4 Relationship and Account Management

This section will include:

- The names, contact information and a brief outline of the principals who would be involved with the Customer Satisfaction Survey solution.
- The resources, time and effort that the proponent anticipates will be required by BrightSpring Health Services staff.
- Any conflicts of interest that may affect the ability to work with BSH in developing and executing a Customer Satisfaction Survey solution.

4.2.5 Pricing

Pricing quotes will remain in effect for 60 days, following full RFP submission. Agreed upon pricing will be firm for the duration of the contract. Should a price increase be warranted, the contracted company will provide an addendum to BrightSpring Health Services 30 days prior to the effective date, detailing justification for the increase.

Invoices should be consistently accurate and reflect true charges incurred by BrightSpring Health Services. Failure to provide accurate invoices will result in a written warning provided by BrightSpring Health Services and may ultimately result in termination of the contract.

5.0 PROPOSAL SUBMISSION DETAILS

5.1 Submission Instructions

The Contractor shall submit two electronic copies (pdf and an editable version) of the Customer Satisfaction Survey proposal to the SPOC listed in Section 1.4 on or before the Due Date noted in Section 1.7 of the RFP.

5.2 Volume 1 - Solutions Proposal

The Proposal shall include all items detailed below. In addition to the following instructions, responses in the Contractor's Proposal must be able to be directly mapped to the RFP.

The Solutions Proposal shall include the following documents and information in the order specified as follows.

- Title Page and Table of Contents
- Claim of Confidentiality
- Executive Summary
- Bid Proposal
 - Service Area Footprint

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- Proposal for Scope of Work as outlined in 4.0 Scope of Work
- Bid sheet
- Additional Financial Factors
- Three References – Preferably similar in size and scope to BHS

5.3 Volume 2 – Rated Criteria

Category	Subcategory	Weight
Pricing & Incentives		40%
Performance	Performance Servicing BrightSpring	30%
	Performance Servicing Similar Clients	
	References	
	Data & Reporting capabilities	
Technical Requirements	Payment Terms / Early Pay Discount	30%
	Pricing Change Mechanisms	
	Account Management	

6.0 PROPOSAL EVALUATION

As a Contractor to the Federal Government, BHS has adopted FAR 15.301 as guidance for Proposal evaluation. As per the FAR regulation, BHS will evaluate the proposals in alignment with the following:

“(a) Proposal evaluation is an assessment of the proposal and the Contractor’s ability to perform the prospective contract successfully. An agency shall evaluate competitive proposals and then assess their relative qualities solely on the factors and sub-factors specified in the solicitation. Evaluations may be conducted using any rating method or combination of methods, including color or adjectival ratings, numerical weights, and ordinal rankings. The relative strengths, deficiencies, significant weaknesses, and risks supporting proposal evaluation shall be documented in the contract file.

(1) Cost or price evaluation. Normally, competition establishes price reasonableness. Therefore, when contracting on a firm-fixed-price or fixed-price with economic price adjustment basis, comparison of the proposed prices will usually satisfy the requirement to perform a price analysis, and a cost analysis need not be performed. In limited situations, a cost analysis (see [15.403-1\(c\)\(1\)\(i\)\(B\)](#)) may be appropriate to establish reasonableness of the otherwise successful Contractor’s price. When contracting on a cost-reimbursement basis, evaluations shall include a cost realism analysis to determine what the Government should realistically expect to

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pay for the proposed effort, the Contractor's understanding of the work, and the Contractor's ability to perform the contract. (See [37.115](#) for uncompensated overtime evaluation.) The contracting officer shall document the cost or price evaluation.

(2) Past performance evaluation.

(i) Past performance information is one indicator of a Contractor's ability to perform the contract successfully. The currency and relevance of the information, source of the information, context of the data, and general trends in contractor's performance shall be considered. This comparative assessment of past performance information is separate from the responsibility determination required under [subpart 9.1](#).

(ii) The solicitation shall describe the approach for evaluating past performance, including evaluating Contractors with no relevant performance history, and shall provide Contractors an opportunity to identify past or current contracts (including Federal, State, and local government and private) for efforts similar to the Government requirement. The solicitation shall also authorize Contractors to provide information on problems encountered on the identified contracts and the Contractor's corrective actions. The Government shall consider this information, as well as information obtained from any other sources, when evaluating the Contractor's past performance. The source selection authority shall determine the relevance of similar past performance information.

(iii) The evaluation should consider past performance information regarding predecessor companies, key personnel who have relevant experience, or subcontractors that will perform major or critical aspects of the requirement when such information is relevant to the instant acquisition.

(iv) In the case of a Contractor without a record of relevant past performance or for whom information on past performance is not available, the Contractor may not be evaluated favorably or unfavorably on past performance.

(v) The evaluation should include the past performance of Contractors in complying with subcontracting plan goals for small disadvantaged business (SDB) concerns (see [subpart 19.7](#)).

(3) Technical evaluation. When tradeoffs are performed (see [15.101-1](#)), the source selection records shall include—

(i) An assessment of each Contractor's ability to accomplish the technical requirements; and

(ii) A summary, matrix, or quantitative ranking, along with appropriate supporting narrative, of each technical proposal using the evaluation factors.

(4) Cost information. Cost information may be provided to members of the technical evaluation team in accordance with agency procedures.

(5) Small business subcontracting evaluation. Solicitations must be structured to give offers from small business concerns the highest rating for the evaluation factors in [15.304\(c\)\(3\)\(ii\)](#) and (c)(4).

(b) The source selection authority may reject all proposals received in response to a solicitation, if doing so is in the best interest of the Government.

(c) For restrictions on the use of support contractor personnel in proposal evaluation, see [37.203\(d\)](#).

deficiencies, significant weaknesses, and risks supporting proposal evaluation shall be documented in the contract file.