

## COMPREHENSIVE BILLING, REIMBURSEMENT, COLLECTION AND ADMINISTRATIVE SERVICES

for

### EMERGENCY MEDICAL SERVICES (EMS)

The Town of Norfolk Fire Department is seeking proposals from qualified firms to provide the following services:

1. EMS billing, collections and reimbursement reporting services
2. EMS billing and collection consulting
3. EMS patient satisfaction data collection and reporting
4. EMS quality assurance and quality improvement review partnership
5. Cardiac Arrest data collection, database management and reporting
6. Hosted Electronic Patient Care Reporting (ePCR) including data hosting, storage transfer to hospitals including sufficient hardware for regular operations
7. Provide a data surveillance system that automatically detects specifically designated parameters for a range of public health concerns for emergency services when used in conjunction with proposers ePCR system.

The Town of Norfolk is seeking proposals from qualified firms to provide comprehensive EMS administrative services, including EMS clinical, operational, consulting, and billing services. The Town of Norfolk will review the proposals and expects to award contract for (3) year period. It is the intent of the Town of Norfolk to award a single contract for all services within the request for proposals and/or any other services submitted, to one vendor who can perform all outlined functions.

Due to the technical nature of the services required under the proposed contracts, the Town of Norfolk has determined that this procurement is best served by using the RFP process under Massachusetts General Laws, Chapter 30B, Section 6. Such a process will enable the Town of Norfolk to evaluate the combination of knowledge and experience of the contractor and their ability to carry out the contract requirements. Because the EMS billing and collection service and consultancy component is an important part of the Town of Norfolk overall financial health, it is important that the Town of Norfolk has the ability to select the most advantageous proposal on the basis of technical expertise, experience and cost. The Request for Proposal (RFP) process will enable the Town of Norfolk to assign higher ratings to vendors who can demonstrate knowledge, ability and prior experience in providing similar services.

Sincerely,



Erron Q. Kinney  
Chief of Department

# **NORFOLK FIRE & RESCUE**

## **Request for Proposal**

### **Ambulance Billing, Reimbursement, Collection, and Other Associated Administrative Services**

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## 1. INTRODUCTION

Norfolk, Massachusetts is a community with a population of approximately 11,277 residents. The Town covers 14.8 square miles of land. Norfolk is primarily a suburban residential community with limited commercial/retail space. Transportation routes include several miles of state highways and MBTA commuter rail lines that pass through the town. The governing body for the town is an elected three member Select-board that works in cooperation with an appointed full-time Town Administrator. Norfolk Fire is a full service all hazards mitigating fire department. The day to day operation of the Department is under the direction of the Fire Chief supported by 1 Administrative Assistant and 1 Operational Deputy Chief. To effectively carry out its mission, the Fire and Rescue Department is staffed 24/7 365 by a full time staff of 4 Lieutenants and 11 Firefighter/Paramedics divided into four shift work groups. To insure adequate response and resources the full time staff is supplemented by a paid on call staff of 1 Lieutenant and 6 Firefighters. Collectively the staff responds to approximately 2000 emergency calls for service each year with approximately 775 EMS transports. The Department also regularly provides mutual and automatic aid to the surrounding communities.

## 2. PROPOSAL TIMELINES

**Proposals are due no later than 4:00 pm on Thursday April 30, 2020 per submittal requirements to:**

Chief of Department Erron Q. Kinney, Norfolk Fire Department, 117 Main Street, Norfolk, MA 02056

Late proposals will not be accepted. Emailed or faxed proposals will not be accepted. Town of Norfolk Fire Department is an Equal Opportunity/Affirmative Action Employer and encourages MBE/WBE firms to submit proposals, and reserves the right to reject any or all proposals if deemed in the public's best interest to do so.

Request for proposal packages are available between 9:00 am and 6:00 pm, Monday through Thursday:  
Norfolk Town Hall, One Liberty Lane, Norfolk MA, 02056

Norfolk Fire Department  
117 Main Street  
Norfolk, MA 02056  
Phone: (508) 528-3207  
Fax: (508) 520-1519  
[ekinney@norfolk.ma.us](mailto:ekinney@norfolk.ma.us)

## 3. SCOPE OF SERVICES

The Town of Norfolk Fire Department provides emergency ambulance service to Norfolk and its surrounding communities and is currently operated at the Advanced Life Support Level. It is the intention of the Town of Norfolk Fire Department to identify efficiencies in billing, clinical care, and operations and to implement best management practices to gain efficiencies and improve care to the public we serve.

Town of Norfolk Fire Department shall review all proposals to determine which respondents can provide the highest quality services while working as seamlessly and successfully with the Town of Norfolk Fire Department. The Town of Norfolk will review proposals based on experience providing successful related EMS services to other agencies and jurisdictions, experience and ability to administratively support a municipal EMS system and make recommendations using a financial model that sustains the system's ability to advance.

A comprehensive system of EMS functions including, but not limited to, the items below shall be included in the proposal. The purpose of this unique request for EMS administrative services is to utilize national best practice techniques and improve clinical sophistication in order to provide the best EMS services available.

The scope of services as described outlines the minimum contract requirements for comprehensive EMS administrative services. The Town of Norfolk Fire Department is open to additional alternatives that may further enhance the overall performance and financial health of the system.

#### **A. Billing, Collection and Reporting**

1. Proposer shall receive patient care reports, face sheets, demographic information, and proper patient signatures from the Town of Norfolk Fire Department and process information on individual parties, insurance companies, Medicare and Medicaid.
2. The proposer shall verify demographic information prior to billing using available resources including subscription services, hospital verification or information obtained through "face sheet" demographics obtained by The Town of Norfolk Fire Department.
3. The process shall provide follow up billing to include using database searches with subscription services, hospital follow up or phone calls to locate patient information including insurance eligibility in a timely manner.
4. The proposer shall prepare monthly reports of all account activity presented in a uniform and easily understood format so that financial, billing and collection data can be benchmarked and financial goals can be reviewed.
5. An assigned project manager will be assigned to the Town of Norfolk and be able to provide the attention and specialized service necessary for the Norfolk Fire Department.
6. Proposer shall at all times maintain the highest billing compliance standards possible in partnership with the Town of Norfolk, including assurance that all Medicare, Medicaid guidelines are met at all times. Norfolk Fire Department will meet compliance standards and participate in improvement activities. All third party reimbursements shall be tracked individually and in aggregate with full reporting capability to measure billing and collection performance.

#### **B. EMS Billing and Collection Consulting**

Provide to the Town of Norfolk Fire Department quantitative analysis of current billing functions using industry accepted metrics for periodically measuring, analyzing and controlling the billing and collection functions. The consultancy shall fully explain any recommended changes to improve revenues, operations or systematic review methods, including reporting and review schedules. Consultancy shall be targeted to system changes and policies that are attainable, measureable, and longstanding. It will be expected that recommendations to improve financial strength shall be frontloaded during the initial contract cycle but additional changes for maintenance or to adapt to changing regulations and applicable laws may be required. All recommendations shall be specific to the Norfolk Fire Department.

Consultancy shall be directly related to the financial sustainability of the Town of Norfolk and efficiency of the billing and collection of EMS revenues. Consulting services shall include analysis of past practices and

recommendations for improvement strategies to improve overall financial health of the Town of Norfolk. Proposer shall be responsible to assist the Town of Norfolk in attaining the highest allowable revenue to sustain EMS services and improve overall health of the Town of Norfolk.

Proposer shall identify, explain, and propose an initial timeline for any recommended implementation strategies to the Norfolk Fire Department. It will be understood that a partnership between the Town of Norfolk and the successful proposer will be necessary to complete implementation of many strategies.

**C. EMS Patient Satisfaction Data Collection and Reporting**

Provide Patient Satisfaction survey and reporting enabling to the Norfolk Fire Department to quantify data associated with patient contact and patient perception regarding level of service provided. Survey data must be capable of being tied back to, or associated with the specific run number, allowing the capture of data on specific crew members. The patient satisfaction survey responses and data shall not be limited to general system-wide information but rather must be specific and accountable to specific run or call. The patient satisfaction survey system must have the capability to capture and report specific patient comments. The system for aggregating this data shall be capable of benchmarking the results for the Norfolk Fire Department against other EMS agencies and previous periods.

**D. Cardiac Arrest Data Collection, Database Management and Reporting**

Provide and manage a cardiac arrest database for the Norfolk Fire Department. This database will include all elements and reporting requirements of the Utstein style template and Cardiac Arrest Registry to Enhance Survival (CARES see [www.mycares.net](http://www.mycares.net)) to analyze out of hospital cardiac arrest data in the EMS system.

Provide clinical database of all data related to the cardiac arrests within the system. This data collection system shall be able to collect data, benchmark results and allow for comparison of local data to local, state and national results. Proposer shall be responsible for the data entry necessary to maintain high quality data for cardiac arrest outcomes.

**E. Hosted Electronic Patient Care Reporting (ePCR)**

**Hosting:** The proposer shall provide ePCR as a fully hosted solution which has all appropriate securities and safeguards. The hosted ePCR system shall be turn-key including all necessary hardware, software, support and training. The hosting provider must ensure secure data transmission from mobile units back to the server environment.

1. **Electronic Patient Care Reporting (ePCR):** ePCR shall be a stable commercially available, easy to use, comprehensive mobile reporting application for data entry, storage, manipulation and reporting of patient care information. Electronic data entry shall be easily completed and software shall be formatted in an intuitive format to simplify training requirements and implementation.
2. **ePCR NEMSIS Compliant:** The ePCR software shall be fully compliant with current EMS data standards including National Emergency Medical Services Information System (NEMSIS). Compliance shall be at the GOLD level as currently designated at <http://www.nemsis.org/compliantSoftware/GoldCompliant.html>.

3. **Reporting Requirements:** Massachusetts Ambulance Trip Record Information System (MATRIS) data must be uploaded on a regular interval, no greater than every seven days, or as required by the Massachusetts Office of Emergency Medical Services (OEMS).
4. **Hardware Requirements:** The ePCR application will be loaded onto ruggedized devices and deployed to the Norfolk Fire Department. The proposer shall include a system to effectively deal with hardware malfunctions by means of additional pre-configured spare devices in order to provide quick replacements for any malfunctioning units. Each "tablet" will allow for the entering of information into the PCR with easy touch-screen entry that can be done in the field. Once all required fields have been satisfied and the PCR has been completed, all PCR data must be transmitted in a timely manner to the receiving facility as deemed appropriate by the facility.
5. **Connectivity:** The hosted system shall be configured to connect to servers using both high speed cellular networks and secure 801.11a/b/g Wi-Fi, allowing for a maximum of wireless coverage. All service fees relating to the connectivity of the devices are paid for by the Town of Norfolk.
6. **Servers:** All servers shall be designed with high availability redundancies at every possible stage. Hosted servers are to be secured behind multiple layers of physical and data security. Connectivity to the hosted environment should be maintained by multiple high speed providers. A thorough review of these systems and facility shall be available to the Town of Norfolk.
7. **ePCR Training for Personnel:** Proposer shall provide training to Ambulance personnel on proper documentation of ambulance transports using ePCR. Training shall be provided with similar hardware as what is to be used after ePCR deployment has been completed. Training shall be in proper documentation techniques to maximize the ability for the Norfolk Fire Department managers and leadership to both bill and mine data effectively.
8. **Web PCR:** Proposer shall be able to provide a web based PCR review system which will facilitate the clinical and signature compliance follow-up for any run generated as a PCR. The system shall be and capable of adding appropriate system users outside the Norfolk Fire Department such as hospital staff, physicians, Hospital EMS Coordinators, etc. The system shall be fully capable of requesting specific feedback for tagged calls and accept feedback into the system in a secure environment. Web based system shall include a simplified search function which shall be fully integrated into CQI system, enabling full search criteria including fields within the database. The proposer shall perform QI/QA documentation review in conjunction with Norfolk Fire Department EMS management.

## **F. FirstWatch for Situational Awareness and Early Event Notification**

1. Provide FirstWatch data surveillance system and early warning software (or equivalent software) system that automatically detects specifically designated parameters in real-time for a range of public health and safety concerns for emergency services and hospitals when used in conjunction with proposers ePCR system. The FirstWatch system is used to increase situational awareness in the Communications Center and throughout our Organization. The system is configured to monitor the ePCR system and warn of emerging health threats or possible WMD/Bioterrorism activity by monitoring real-time data for statistically significant occurrences or trends. When a possible threat or other qualifying event is detected, the system alerts by sending messages, maps showing the distribution of suspicious events, and other details, via e-mail, pager, SMS or fax. The information is used to determine the nature and significance of the trend and, if necessary, take appropriate steps to protect the public. The software is also used to identify trends and events that are non-threatening and non-emergent in nature but of interest to those involved with community health initiatives.
2. The surveillance system shall be capable of providing data and alerts based upon the Norfolk Fire Department proposer hosted electronic patient care reporting system. Immediate notifications are sent via email to notify your supervisory staff of a possible trend or event occurring in the service area. This technology proves valuable in monitoring healthcare issues and trends such as opioid overdoses and stroke alerts in real-time, along with email triggers if desired.

## **4. PROPOSAL INSTRUCTIONS**

Interested firms should submit two original copies of the proposal to the address below no later than 4:00 pm on Thursday April 30, 2020. Late proposals will not be considered.

Chief of Department Erron Q. Kinney  
Town of Norfolk Fire Department  
117 Main Street  
Norfolk, MA 02056

The Town of Norfolk Fire Department intends to review cost/pricing proposals separately from the technical response. It is essential that all cost information be submitted in a separate and sealed envelope appropriately labeled "PRICE PROPOSAL"

Proposals must be submitted in a sealed outer envelope or box clearly marked on the outside: "COMPREHENSIVE EMS ADMINISTRATIVE SERVICES"

Inner envelopes must be clearly marked "Non-Price Technical Proposal" and "Price Proposal". Price proposals will be securely kept by the Town of Norfolk, and not disclosed to the selection panel until it has completed its evaluation of the proposed submittals.

## **5. PROPOSAL REQUIREMENTS**

All proposals shall include the following items. Please provide a table of contents in the format of the proposal that includes all required items. Please include additional information such as reports, accreditation certificates and licenses or other pertinent information as appendices in the back of the required information.

In addition to addressing each of the items in the specifications, the Proposer must submit, as part of his non-price proposal, the following minimum qualification criteria: Initial the appropriate response to each criterion, and include the required documentation in the Non-price (technical) proposal envelope.

- A. A letter of transmittal including the name, address and other pertinent information about the firm. The letter of transmittal shall include information regarding the business structure (corporation, sole proprietorship, partnership) and who is authorized to contractually bind the firm into an agreement. Additionally the letter should include tax identification number and some expression of the senior officers or project managers' commitment to the project.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- B. A list of Massachusetts municipalities or ambulance services for which the contractor has provided ambulance billing service. A minimum of five (5) is required. This list is to include a current name, address and phone number of references for the selection committee to access. Any negative information generated by reference check shall be cause sufficient to dismiss the proposal as unacceptable. Negative information that shall be considered grounds to render the proposal unacceptable shall be information that shows the service operated in a fashion that reflected negatively on the community served. Illegal or unethical methods of collection, repeated instances of inappropriate treatment of recipients of the service such as rudeness or any other behavior that generates complaints from the public shall be viewed as negative information.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- C. A dishonesty bond for a minimum amount of \$100,000.00 -and an errors and omissions (E&O) bond for a minimum amount of \$100,000.00 naming the Town of Norfolk Fire Department as additional insured's. Said bonds shall be provided by a bond company licensed to provide own surety in the State of Massachusetts. If the proposal is accepted these bonds must be kept in effect for the life of the contract.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- D. Descriptions of all qualifications of all personnel which will be assigned to the project including professional resumes of key project participants.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- E. A list of municipalities and/or private ambulance services or businesses for which the contractor has provided consulting, financial, administrative or billing services. This list shall have at least three (3) references, (municipalities, ambulance services or business associates). This list shall include a current name, address and phone number of references for the selection committee to access.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- F. The proposer must recognize that, in their dealings with the recipients of ambulance service, every effort towards a courteous handling of patients will be the rule.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- G. The proposer will have made every attempt to determine if primary and/or secondary insurance exists through inquiry to recipients of the service and computer screening, prior to bills being sent to individuals, and the primary and secondary insurance carriers billed where appropriate. All applications for abatement must be signed, filled out and returned to the proposer. The Proposer will record and save all requests for abatement to the Town of Norfolk. The service must show an understanding of this policy in its response to the request for proposal.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- H. The Proposer has submitted a complete list of any litigation, with the appropriate explanation, against your firm in the past ten years. If no litigation then a statement of attestation stating such.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- I. The proposer must have software and trained in-house staff to support transmission of a NEMSIS compliant EMS data file, when required by the Commonwealth of Massachusetts. NO EXCEPTIONS

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- J. The proposer has included signed certifications regarding tax payments, non-collusion and an additional statement that no conflict of interest exists.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- K. Proposer must be in compliance with the Office of the Inspector General's advisory regarding requirement to have an active compliance program in place and have an EMS attorney on retainer to support billing company and client questions and review carrier contracts as required. NO EXCEPTIONS

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- L. The Proposer shall submit its annual Statement on Auditing Standards, Service Organizations, report (SSAE16 SOC 1 Type II) with its proposal. The SSAE16 SOC 1 Type II must have been performed by a CPA firm in accordance with auditing standards developed by the American Institute of Certified Public Accountants (AICPA). The SSAE16 SOC 1 Type II must be performed annually for the duration of any contract with a copy provided to the Town of Norfolk annually. NO EXCEPTIONS

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- M. Statement of company insurances coverage including property and casualty, liability, and workers compensation insurance.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- N. The Proposer shall subscribe to an established health insurance verification service and actively use it as part of their pre-bill processes and procedures. NO EXCEPTIONS

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- O. The Proposer service must provide a secure site to drop the Town of Norfolk data files; otherwise known as a Secure FTP site. This is a requirement of HIPAA, NO EXCEPTIONS

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- P. In a separately sealed envelope, the cost proposal amount must also be stated as an annual fiscal year cost and total contract cost. Price proposals with structures using percentages or any variable cost structure shall be explained clearly.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

- Q. A complete and detailed response to the Scope of Services as outlines in the RFP under item #3.

COMPLY \_\_\_\_\_ DO NOT COMPLY \_\_\_\_\_

## 6. SELECTION PROCESS

Proposals will be evaluated on the responses prepared for above. Additionally the following criteria will be considered.

- Knowledge
- Past performance
- References of firm and key project managers
- Historical commitment to advancement of EMS clinical and operational improvements.

During the evaluation period the Town of Norfolk Fire Department may request additional information that may assist in demonstrating the proposer's ability to meet all of the contract requirements successfully. Once a short-list of proposers has been identified additional interviews, may or may not, be required to further collect additional information about the firm. References provided by the firm may be checked at any time.

## 7. EVALUATION CRITERIA

In accordance with MGL Chapter 30B, an evaluation rating system will be applied to each of the criteria listed below for comparative evaluation of those proposals deemed to meet the minimum qualifications above. In keeping with the state's standardized procurement process, each of the following criteria will be ranked by reviewers using one of these three standards: **Unacceptable, non-advantageous, advantageous and most advantageous**. Proposers will then be ranked by adding the consensus rankings for all the criteria and the committee will decide which proposers it will interview. The following criteria will be used by the town's Proposal Evaluator Committee in evaluating the proposals.

Note: The ratings of "**MOST ADVANTAGEOUS**", "**ADVANTAGEOUS**", "**NON ADVANTAGEOUS**" and "**UNACCEPTABLE**" will be used to evaluate the following features of each proposal.

- A. For comprehensive EMS billing and administration solution experience.

Proposer's ability to make recommendations and assist the Town of Norfolk Fire Department in *the improvement of financial strength* using "best practices" for EMS billing and collection.

1. **UNACCEPTABLE:** Proposer has no demonstrated knowledge or experience in making EMS billing or collection recommendations to improve EMS system financial health. Proposer simply collects revenue based on demographic or limited information provided by providers.
  2. **NOT ADVANTAGEOUS:** Proposer has demonstrated only limited knowledge or experience in implementing best practices for EMS billing.
  3. **ADVANTAGEOUS:** Provider has demonstrated some knowledge or experience which has been moderately demonstrated in proposal. Proposer has cited examples of EMS systems having improved their financial sustainability through recommendations from the proposer. There are billing metrics available to show financial improvement.
  4. **HIGHLY ADVANTAGEOUS:** Proposer has demonstrated knowledge and experience in fully implementing best practices for EMS billing. Proposer has successfully improved the financial standing of EMS system(s) and been successful in maintaining current understanding of all laws pertaining to billing and collection processes. Proposer has actively recommended changes to rates, operations and other EMS functions in order to improve system sustainability. Proposer has cited examples of EMS systems having improved their financial sustainability through recommendations from the proposer. There are billing metrics available to show financial improvement.
- B.** Patient satisfaction survey system: Proposer can demonstrate experience and knowledge in fully implementing EMS patient satisfaction survey system which has been capable of being reconciled with individual calls for service and therefore tied back to individual field providers.
1. **UNACCEPTABLE:** Proposer has no experience implementing or cannot demonstrate any significant knowledge of patient satisfaction surveys.
  2. **NOT ADVANTAGEOUS:** Proposer has some demonstrated knowledge of implementing a patient satisfaction survey program but cannot cite examples of any implementation.
  3. **ADVANTAGEOUS:** Proposer has demonstrated in their proposal that they have knowledge and understanding of patient satisfaction survey programs and have implemented, or partially implemented such programs in EMS system(s).
  4. **HIGHLY ADVANTAGEOUS:** Proposer has demonstrated in their proposal that they have knowledge and understanding of the value of implementing patient satisfaction improvement programs and have fully implemented such programs. Proposer has implemented a program sending patient satisfaction surveys to 100% of patients and able to reconcile feedback to individual run and field providers with the ability to benchmark survey results to a minimum of 15 other EMS agencies.
- C.** Collection measure: Collection of EMS revenue shall be with a comprehensive revenue collection approach. Collection measured in terms that most appropriately show success and performance, relating to financial strength specific to the Town of Norfolk Fire Department. Financial metrics shall be complete AND comprehensive and shall have clear and concise explanations, as well as examples of revenue reporting and collection performance metrics.
1. **UNACCEPTABLE:** Proposer cannot demonstrate in their proposal a strong understanding of developing comprehensive revenue improvement programs.

2. **NOT ADVANTAGEOUS:** Proposer can only marginally demonstrate their understanding of revenue collection programs to improve and monitor revenue collection expansion and performance.
3. **ADVANTAGEOUS:** Experience in implementing some financial and revenue collection methods including the regular review of rates, fees and compliance standards.
4. **HIGHLY ADVANTAGEOUS:** Proposer can clearly demonstrate knowledge and understanding of reimbursement process, improving ambulance revenues, and how to measure and monitor financial performance in comparison to call volume, Emergency Medical Dispatch (EMD), cancellation rates, deployment and EMS system cost structure. Proposer can demonstrate where such programs have been successful in other EMS systems and can outline comprehensive examples.

**D. Hosted Electronic Patient Care reporting (ePCR):**

1. **UNACCEPTABLE:** No commercially available electronic patient care reporting system.
2. **NOT ADVANTAGEOUS:** Proposer has no experience in deploying ePCR system and providing the hosted infrastructure, support, and training.
3. **ADVANTAGEOUS:** The proposer has some experience with agency deployment of an ePCR system and maintenance of required infrastructure but with fewer than four clients. Proposer has experience in providing the necessary support and training pertaining to successful deployment of hosted system for ePCR.
4. **HIGHLY ADVANTAGEOUS:** The proposer shall provide ePCR as a fully hosted solution which has all appropriate securities and safeguards with five or more clients. The hosted ePCR system shall be turn-key including all necessary hardware, software, support and training. The hosting provider must ensure secure data transmission from mobile units back to the server environment. Electronic Patient care reporting (ePCR) shall be a stable commercially available, easy to use, comprehensive mobile reporting application for data entry, storage, manipulation and reporting of patient care information.

**E. EMS event monitoring and surveillance system:** Proposer is able to provide event monitoring and surveillance system such as FirstWatch, capable of detecting emerging trends, patterns, and geographic clusters in real-time for a range of public health and safety concerns for emergency services, hospitals and homeland security.

1. **UNACCEPTABLE:** unable to provide surveillance system for detecting EMS trends, patterns or clusters.
2. **NOT ADVANTAGEOUS:** Able to provide some level of surveillance but may not be able to fully trend, track or cluster; or provide real time alerting.
3. **ADVANTAGEOUS:** Able to provide real time surveillance but not able to provide alerting by email trigger.
4. **HIGHLY ADVANTAGEOUS:** Able to demonstrate with current client a system capable of providing data and alerts based upon Town of Norfolk Fire Department hosted electronic patient

care reporting system in real time, with email triggers for instant evaluation of data including from mobile device. Town of Norfolk Fire Department is able to identify specific data points from the ePCR for specific public health crisis or other situations requiring monitoring in real time. These will be configured for automated emails which may include PCR information including narrative.

**F. CARES:** Cardiac Arrest Registry to Enhance Survival (CARES) data registry and reporting system capable of measuring, benchmarking and reporting results for Town of Norfolk Fire Department and comparing contrasting results to other EMS agencies and national averages for evidence based performance of Cardiac Arrest outcomes.

1. **UNACCEPTABLE:** unable to provide support in the area of Cardiac Arrest data collection, management and reporting; no system for benchmarking (CA) data.
2. **NOT ADVANTAGEOUS:** Able to provide some level of support to collect data for Cardiac arrest but cannot report or benchmark data.
3. **ADVANTAGEOUS:** Able to provide evidence that organization or agency has experience in collecting and reporting CA data.
4. **HIGHLY ADVANTAGEOUS:** Able to demonstrate with current client experience in collecting and reporting CA data System such as CARES. This database will include all elements and reporting requirements of the Utstein style template and Cardiac Arrest Registry to Enhance Survival (CARES) to analyze out of hospital cardiac arrest data specific to Town of Norfolk Fire Department. Experience collecting data and entering data into a system by which Town of Norfolk Fire Department is capable of measuring, benchmarking and reporting results and comparing/contrasting results to other EMS agencies and national averages for evidence based performance of Cardiac Arrest management and patient outcomes.

**G.** The Proposer will bill directly to insurance carriers as opposed to billing recipients of the service whenever possible.

1. **UNACCEPTABLE:** Process only Medicare and Medicaid claims, mail out others to client.
2. **NOT ADVANTAGEOUS:** Process only Medicare and Medicaid and major carriers (i.e. BC/BS).
3. **ADVANTAGEOUS:** Process Medicare/Medicaid, major carriers and secondary insurances.
4. **HIGHLY ADVANTAGEOUS:** Process claims to all insurance carriers, automobile insurance, workman's comp, homeowners insurance, etc.; provide pre-bill verification of patient information and follow-up billing including data base searches, hospital follow-up and phone calls. Insurance eligibility will be verified through multiple clearinghouses and data sources.

**H.** Number of clients your firm presently represents.

1. **UNACCEPTABLE:** four or fewer (0-4)
2. **NOT ADVANTAGEOUS:** five to nine ambulance services (5-9)
3. **ADVANTAGEOUS:** ten to fourteen ambulance services (10-14)
4. **HIGHLY ADVANTAGEOUS:** fifteen or more ambulance services (15+)

**I.** Outline your capabilities in dealing with clients that express hardship. Provide copies of your internal policy.

1. **UNACCEPTABLE:** No internal policy submitted.
2. **NOT ADVANTAGEOUS:** An internal policy that refers all clients back to the Town. Proposer is unable to show examples or provide evidence of such improvements.
3. **ADVANTAGEOUS:** A limited internal policy that addresses some client hardships while referring the remainder to the Town. Proposer can provide evidence of having provided such program enhancements to billing and collection policies for less than fifteen EMS agencies.
4. **HIGHLY ADVANTAGEOUS:** A comprehensive internal policy that addresses all areas of hardship with all forms prepared by the billing agency. Proposer will work to review and update as necessary all billing and collection policies for Town of Norfolk Fire Department. Proposer can provide evidence of having provided such program enhancements to billing and compliance programs for fifteen or more EMS agencies.

## 8. COST EVALUATION

**The price proposal is not to be included in the technical proposal, but shall be submitted in a separate sealed envelope.** For those responsive proposals that remain in contention after the technical evaluation, cost will be evaluated for the competitiveness of the cost proposal, and appropriateness of proposed cost to the proposed level of effort. The town will not necessarily award the contract to the lowest qualified bidder, and with appropriate justification and rationale may select a proposal with a higher cost. Between or among proposals rated technically equal, the town would select the lowest cost equally rated proposal. Town of Norfolk Fire Department shall look for proposers that can improve the EMS system clinically and financially with the best cost model, likely shown as greatest NET revenue for the EMS system.

## 9. MISCELLANEOUS INFORMATION

- A. **Clarification:** Questions/requests for clarification will be accepted until Thursday April 9, 2020. They shall be directed to Town of Norfolk Fire Department via phone (508)528-3207 or Fax (508) 520-1519. Answers to all substantive questions will be put in writing and supplied to all parties who have received a copy of the RFP, either by fax or email.
- B. **Revisions:** If Town of Norfolk Fire Department determines that it is necessary to change any part of this RFP or provide additional information or clarifications, an addendum will be issued and furnished to each prospective respondent who has received a copy of this RFP.
- C. **Withdrawal of Proposals:** Proposals may be withdrawn by written request up until the deadline for submission of proposals.
- D. **Late Proposals:** Late proposals will not be accepted.
- E. **Amendments to Proposals:** Proposals may be amended up until the deadline for submission of the proposals. Amendments must be submitted sealed and in writing, clearly stating the changes to the proposal.
- F. **Proposals are Firm Offers:** Proposals responding to this RFP are considered firm and may not be withdrawn after Thursday April 23, 2020. Proposed prices must be firm for 90 days from the date the proposal is due.
- G. **Expenses:** All expenses associated with preparing and submitting proposals, including any interviews shall be the responsibility of the proposer.
- H. **Laws/Regulations:** The successful proposer shall fully comply with all federal, state and local laws and regulations pertaining to the performance of the contract.

- I. **Return of Proposal Materials:** One copy of the proposal must be retained by the Town of Norfolk, however additional copies of the proposal may be retrieved by proposers not selected for project after contract award.
- J. **Contract Awards:** The responsive proposals will be reviewed by close of business Thursday June 4, 2020 with the intent being to award the contract by Thursday June 25, 2020.
- K. **Experience of Project Managers:** Proposer shall be able to, and are encouraged to, utilize experience of key personnel and project managers to add value to the proposer's knowledge and experience. If such personnel are listed as project managers then their knowledge and experience shall be considered part of the proposer's submittal and can be included.