Request for Information (RFI) for

Promote and Enable Consumer Engagement,
Empowerment, and Health Literacy Initiative

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SECTION 1.0   OPPORTUNITY OVERVIEW

1.1.   SUMMARY

1.1.1.   According to a recent Healthcare Consumer Study, a third of U.S healthcare consumers have had a medical bill go to collections.[1] Consumer frustration related to "surprise medical billing," confusing explanation of benefits (EOBs), and disjointed healthcare services continues to grow across our country. As other industries have modernized consumer engagement and data sharing platforms, healthcare consumers are demanding more transparency and clarity regarding their healthcare services and costs. Colorado leadership shares this frustration, and is committed to helping increase transparency in healthcare costs and empower individuals with improved data access, quality, and education to help consumers plan their healthcare needs and reduce surprise medical billing that too often leads to consumer debt and medical bankruptcy.

1.1.2.   The Office of eHealth Innovation (OeHI) and the eHealth Commission are seeking input on innovative solutions and services that could be used to align and advance the implementation of Colorado's Health IT Roadmap initiatives. The Colorado's Health IT Roadmap is a three-to-five year funded effort to enhance health IT infrastructure, governance, and innovation in Colorado's communities. OeHI and the eHealth Commission's Health IT Roadmap can be found at: https://www.colorado.gov/pacific/sites/default/files/atoms/files/Colorado%20Health%20IT%20Roadmap-19_Web%20%281%29.pdf

1.1.3.   A key initiative in the Colorado Health IT Roadmap is the "Promote and Enable Consumer Engagement, Empowerment, and Health Literacy Initiative," which will develop and implement tools to educate, engage, and empower consumers in their health and well-being. OeHI and the eHealth Commission collaborated with stakeholders across the State to initiate the consumer health engagement effort to better understand the existing consumer health engagement landscape, and identify top priorities for consumers. As a result, OeHI and the eHealth Commission are focusing their efforts on identifying and investing in consumer engagement strategies that will help consumers understand their benefits and reduce unanticipated medical billings and costs that too often surprise consumers, resulting in financial hardships, increased debt, and even medical bankruptcy.

1.1.4.   OeHI and the eHealth Commission are engaging vendors and organizations through this Request for Information (RFI) to collect innovative strategies, tools, and services to support the State objectives for improving consumer engagement through increased understanding of benefits and transparency in medical billings. This RFI is issued solely for information and planning purposes. This RFI will be used to support the OeHI and the eHealth Commission consumer engagement strategy. The purpose of this RFI is to survey the market for information requested herein and not to award a contract.

1.1.5.   While Health IT Roadmap initiatives are largely focused on Medicaid populations funded through the American Recovery and Reinvestment Health Information Technology Act (ARRA), the consumer engagement-specific work is currently funded

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[1] Cedar. *2019 Healthcare Consumer Study*. October 2019. PowerPoint Presentation.

entirely through State dollars, and will intend to provide solutions for all Coloradans. OeHI and the eHealth Commission currently have budgeted ~$1.2 million of State capital IT appropriations and additional operational funds to develop solutions and services to help support this effort. OeHI and the eHealth Commission are exploring additional funding opportunities through State budgets, public/private partnerships, foundation funding, and enhanced federal funding for this initiative.

1.1.6.   RFI Respondents may be invited to meet with OeHI, the eHealth Commission, and State leadership to share and expand on ideas that could help support OeHI and the eHealth Commission's goals for consumer engagement. OeHI and the eHealth Commission are also interested in conducting, in Summer 2020, a "prototype challenge" in collaboration with Prime Health Colorado to demonstrate innovations and solutions that may progress the priorities for consumer engagement. The prototype challenge may provide vendors with exposure to public and private healthcare organizations across the State by showcasing innovations and solutions to some of healthcare's biggest challenges.

1.1.7.   OeHI and the eHealth Commission welcome recommendations and insights from vendors, organizations, and community partners to inform and shape Colorado's vision to increase consumers' understanding of their benefits and transparency in healthcare costs and billing by empowering individuals with improved data access, quality, and education across the State.

1.2.   EXISTING CONSUMER HEALTH ENGAGEMENT INITIATIVES, TOOLS, AND SERVICES

1.2.1.   Colorado has a long and successful history of engagement and collaboration with its residents. The Colorado Health IT Roadmap has laid the foundation for health IT priorities within Colorado, including improving consumer engagement in healthcare. OeHI and the eHealth Commission have identified several complementary initiatives and services underway in the State that support consumer engagement priorities. OeHI and the eHealth Commission intend to align its consumer engagement strategy with existing initiatives, policies, and tools to the extent possible. Some of which include:

1.2.1.1.   **The Polis-Primavera Roadmap To Saving Coloradans Money On Health Care:** This includes thirteen action steps to lower the cost of health insurance and out-of-pocket costs. The detailed plan can be found at:

https://www.colorado.gov/governor/sites/default/files/inline-files/RoadMapDoc-3.pdf

1.2.1.2.   **Medicaid BlueButton and Consumer Engagement Priorities**: The Colorado Department of Health Care Policy and Financing (HCPF) develops and implements policy and financing for Medicaid and the Children's Health Insurance Program, called Child Health Plan Plus (CHP+) in Colorado, as well as a variety of other publicly funded health care programs for Colorado's low-income individuals, families, children, pregnant women, the elderly, and people with disabilities. HCPF has several initiatives focused on improving consumer engagement for its beneficiaries. This includes, but is not limited to:

1.2.1.2.1. **Medicaid BlueButton**: In accordance with the 21st Century Cures Act, HCPF is in the process of planning a Medicaid BlueButton that will provide Medicaid beneficiaries with access to their medial information through a FHIR (Fast Healthcare Interoperability Resources) application programming interface (API).

1.2.1.3. **MyColorado:** Is the State's official mobile app that provides Colorado residents with quick access to services including, but not limited to create a Colorado Digital ID, renew driver licenses, search for online State services, and more. More information on MyColorado can be found at: https://mycolorado.state.co.us

1.2.1.4. **Colorado PEAK:** Is an online portal for Coloradans to screen and apply for medical, food, cash, and early childhood assistance programs. Colorado PEAK interfaces with the State's integrated eligibility system, and other State and federal systems to provide Coloradans with a single platform to apply for and manage benefits. More information can be found at: https://coloradopeak.secure.force.com

1.2.1.5. **Colorado Health IT Roadmap Consent Management Initiative**: This initiative will develop and implement a statewide approach to consent management that aligns and harmonizes the consents required for health information sharing in Colorado. The goal is to provide a consumer driven solution to reduce the barriers and variance around consent management across Colorado, and streamline State-to-county, provider-to-provider, provider-to-non-clinical provider, provider-to-State consent sharing. The initiative is focused on several key uses cases including streamlining consent for advanced directives, joint-agency interoperability (JAI), and mental health for care coordination.

1.2.1.6. **The Center for Improving Value in Health Care (CIVHC):** Is a non-profit aimed to empower individuals, communities, and organizations through collaborative support services and health care information. CIVHC manages the Colorado All Payer Claims Database (CO APCD), the most comprehensive source of health care insurance claims information. For more information on this organization and data set, visit: https://www.civhc.org

1.2.1.7. **Connect for Health Colorado**: Is a public, non-profit entity tasked to create and operate the State-based health insurance marketplace for Colorado healthcare consumers to shop for, compare, and purchase health insurance. For more information on Connect for Health Colorado, visit: https://connectforhealthco.com

1.2.1.8. **9Health**: Is a non-profit organization that organizes community-wide 9Health Fairs across Colorado that provide preventative health education, comprehensive health screenings, and digital health tools across Colorado. For more information on the organization and 9Health Fairs, see: https://www.9healthfair.org

1.2.1.9. **Prime Health Colorado**: Is a non-profit organization intended to accelerate the adoption of emerging healthcare technologies that address community and safety net needs to improve outcomes and reduce costs across Colorado health systems, payors and providers. OeHI and the eHealth Commission are working with Prime Health to facilitate the 2020 Innovation Summit and intend to highlight innovations and strategies to support digital health for consumers. As a result of this RFI, OeHI and the eHealth Commission may provide Prime Health with recommendations to consider for the upcoming Innovation Summit. For more information on Prime Health and the Innovation Summit, visit: http://primehealthco.com/prime-health-innovation-summit/

1.2.2. In addition to State initiatives and tools, OeHI and the eHealth Commission recognize that there are several federal rules and regulations in process to improve hospital transparency and interoperability of health data across systems. OeHI and the eHealth Commission wish to align and integrate the consumer health engagement strategy with existing initiatives, to the extent possible, to maximize the impact of these efforts on consumers.

1.3. CONSUMER HEALTH ENGAGEMENT VISION

1.3.1. **Statement of Needs and Priorities**

1.3.1.1. The intent of this RFI is to engage vendors and organizations to identify innovative strategies, tools, and services to inform and advance the consumer health engagement planning effort. It's estimated that two-thirds of people filing for bankruptcy in this nation do so as a result of medical issues.[2] There are several drivers to this statistic, but a lack of understanding of and transparency in healthcare benefits and costs, and unanticipated medical billing that result in unaccounted for costs are large contributors. OeHI and the eHealth Commission are seeking information from vendors and organizations through this RFI to help progress State and federal initiatives aimed at improving transparency in benefits and healthcare billing by empowering individuals with improved data access, quality, and education to help consumers better plan their healthcare needs and costs.

1.3.1.2. OeHI and the eHealth Commission will also leverage this RFI process to help address the following questions and inform its final consumer health engagement strategy:

- **What combination of tools, technology, and services best support improving consumer health engagement?** OeHI and the eHealth Commission understand that there is no "one size fits all" solution that will address the identified consumer health engagement priorities. An objective of this RFI is to provide insight into the best combination of tools, services, and educational efforts to maximize consumer health engagement.

- **How can the future strategy provide consumers with a provider and payor agnostic view of their healthcare costs and billings?** OeHI understands that to meet its objectives for consumer health engagement, it will require integration across providers and payers to provide consumers with a true representation of their benefits and healthcare costs. The strategy will need to

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[2] Konish, Lorie. "This is the real reason most Americans file for bankruptcy." *CNBC*. February 11, 2019. https://www.cnbc.com/2019/02/11/this-is-the-real-reason-most-americans-file-for-bankruptcy.html

factor in consumer co-payments, deductible, and other benefits and streamline healthcare bills across an episode of care.

- **What are the recommended consumer populations and implementation approaches to best support adoption of consumer health engagement efforts?** OeHI and the eHealth Commission are focused on providing innovative solutions that will benefit all Coloradans. However, OeHI and the eHealth Commission understand that solutions may need to be phased in over time to maximize adoption rates among consumers. OeHI and the eHealth Commission also recognize that providers at the point of care tend to serve as the "front line" for consumers, and their involvement needs to be incorporated in consumer-related strategies. OeHI and the eHealth Commission are seeking information from vendors and organizations on recommended consumer populations and implementation approaches to best support adoption of consumer health engagement efforts. The goal is to align efforts with the Governor's priorities for health and focus populations included in Polis-Primavera Roadmap To Saving Coloradans Money On Health Care and tracked in: https://dashboard.state.co.us/bold4-health.htm

- **How can proposed solutions and services best support the Health IT Roadmap and leverage existing investments?** In addition to its own Initiative, OeHI, the eHealth Commission, and their stakeholders see consumer engagement as a required component of each Health IT Initiative outlined in the Colorado Health IT Roadmap. OeHI and the eHealth Commission are requesting assistance in this RFI to help identify strategies for consumer health engagement that will fulfill the needs of the Promote and Enable Consumer Engagement, Empowerment, and Health Literacy Initiative, while supporting other Health IT Roadmap efforts and existing investments across the State.

Specific RFI questions and information requests are included in attachments further described below.

1.3.2. Anticipated Roles and Responsibilities

1.3.2.1. Office of eHealth Innovation (OeHI)

1.3.2.1.1. Responsible for executing the Colorado Health IT Roadmap. This also includes coordinating and engaging the necessary stakeholders and governance structure to support statewide health information sharing and use.

1.3.2.1.2. The Department of Health Care Policy and Financing (HCPF) serves as the fiscal agent leveraging the State's procurement, contracting, and accounting to establish processes to manage solicitations, contracts, and payments to vendors and organizations on behalf of the eHealth Innovation Office.

1.3.2.1.3. OeHI will be primarily responsible for managing the consumer health engagement effort, including any future solicitations or contracts that may result from the planning effort.

1.3.2.2. eHealth Commission

1.3.2.2.1. The eHealth Commission was created to provide advice and guidance to the Office of eHealth Innovation on advancing Health Information Technology in Colorado. The eHealth Commission is made up of commissioners from the State, communities, private sector, and non-profit organizations.

1.3.2.2.2. The eHealth Commission will provide oversight and guidance on the consumer health engagement effort. OeHI will regularly report to the eHealth Commission on the status of consumer health engagement effort.

1.3.2.3. Health Care Policy and Financing (the Department)

1.3.2.3.1. The Department of Health Care Policy and Financing (Department) serves as the Medicaid Single State Agency. The Department develops and implements policy and financing for Medicaid and the Children's Health Insurance Program, called Child Health Plan Plus (CHP+) in Colorado, as well as a variety of other publicly funded health care programs for Colorado's low-income individuals, families, children, pregnant women, the elderly, and people with disabilities. For more information about the Department, visit www.Colorado.gov/HCPF

1.3.2.3.2. The Department is a Covered Entity under the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

1.3.2.3.3. OeHI will coordinate with the Department to align consumer health engagement planning efforts with Medicaid Enterprise priorities.

1.4. ANTICIPATED TIMELINE AND MILESTONES

1.4.1. OeHI and the eHealth Commission are in the early stages of its consumer health engagement planning, which was primarily initiated with the release of this RFI. The estimated timeline for the planning phase is provided below:
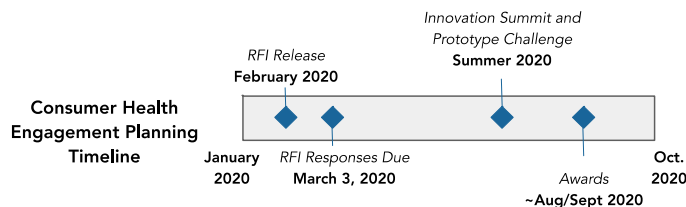

Figure-1 : Anticipated Consumer Health Engagement Planning Timeline

1.4.2. OeHI, the eHealth Commission, and their stakeholders will leverage the results of this RFI throughout March – April 2020 to refine and confirm strategy, and identify activities required to support this Project.

1.4.3. As discussed above, OeHI and the eHealth Commission are also interested in conducting, in Summer 2020, a "prototype challenge" in collaboration with Prime Health Colorado to demonstrate innovations and solutions that may progress the priorities for consumer engagement. The prototype challenge may provide vendors with exposure to public and private healthcare organizations across the State by showcasing innovations and solutions to some of healthcare's biggest challenges.

1.5. RFI SUBMISSION PROCESS

1.5.1. Opportunity Webinar

1.5.1.1. Parties interested in responding to the RFI are invited to attend an opportunity webinar hosted by OeHI after release of the RFI. The purpose of the webinar is to provide a platform for OeHI and the eHealth Commission to introduce the consumer engagement initiative, RFI, objectives, and intent for future funding, and give potential respondents an opportunity to ask questions. A previously recorded version of this webinar can be found at this link: https://drive.google.com/file/d/1TRZQa5-GUo1K2qjl19f-Nnnh5uFjUrxz/view. The next webinar will take place from 12:00 pm to 1:00 pm on Friday, March 6. Those interested in attending can use the following information to join the webinar:

Link to screenshare presentation: **https://zoom.us/j/4211536775**

Meeting ID: 4211536775#

1.5.2. Response Instructions

1.5.2.1. To provide flexibility to RFI respondents, interested parties can submit RFI responses in one of two ways:

1.5.2.1.1. Electronic RFI Form

1.5.2.1.1.1. RFI respondents may complete the following electronic RFI question set through the following survey link: **https://www.surveymonkey.com/r/OeHIRFI**

1.5.2.1.1.2. To maximize the information collected through this RFI, OeHI and the eHealth Commission have designed RFI questions around the following respondent types:

1.5.2.1.1.2.1. **Technology Vendors** that provide technology platforms, tools, systems, or applications that may support consumer health engagement efforts.

1.5.2.1.1.2.2. **Professional Service Vendors** that provide technical assistance, consulting, education, communications and marketing, and other professional services that may support consumer health engagement.

1.5.2.1.1.2.3. **Community & Consumer Advocates** with insight and recommended strategies on how to improve consumer engagement in their health, understanding of costs.

1.5.2.1.1.3. RFI respondents shall select the option in the electronic RFI form that best describes their organization. OeHI and the eHealth Commission request that RFI respondents complete all questions in the electronic RFI form, but understand if respondents select to opt-out of responding to specific questions that are not relevant to your organization or solution.

1.5.2.1.2. Written RFI Response

1.5.2.1.2.1. Respondents may select to submit a written RFI response to the questions provided in subsequent sections. The questions are the same as questions in the electronic RFI form. RFI Questionnaires have been tailored to the respondent type as outlined above and are included in:

1.5.2.1.2.1.1. **Section 2: Technology Vendors** for vendors that provide technology platforms, tools, systems, or applications that may support consumer health engagement efforts.

1.5.2.1.2.1.2. **Section 3: Professional Service Vendors** for vendors that provide technical assistance, consulting, education, communications and marketing, and other professional services that may support consumer health engagement.

1.5.2.1.2.1.3. **Section 4: Community & Consumer Advocates** for organizations or individuals with insight and recommended strategies on how to improve consumer engagement in their health, understanding of costs.

1.5.2.1.2.2. OeHI requests that RFI responses are complete, and address each requested response question.

1.5.2.1.2.3. Written RFI responses shall clearly identify the question the response is addressing.

1.5.2.1.2.4. Completed responses shall be delivered at any time during the RFI period to both email addresses: Brian.Yingling@state.co.us and RFPQuestions@state.co.us.

1.5.2.2. OeHI and the eHealth Commission request all RFI responses by 2:00 PM MST on March 13, 2020.

1.5.2.3. Whenever possible, respondents are asked to draw their responses from objective, empirical, and actionable evidence and to cite this evidence within their response.

1.5.3. **RFI Provisions**

1.5.3.1. This RFI is issued solely for information and planning purposes; it does not constitute a Request for Proposal, applications, proposal abstracts, or quotations. OeHI and the eHealth Commission will not evaluate responses to RFI questions but will consider the information when developing future opportunities. OeHI and the eHealth Commission are seeking specific information, as identified in the questions below, and asks that respondents avoid including marketing materials in their response.

1.5.3.2. This RFI does not commit OeHI and the eHealth Commission to contract for any supplies or services or make a grant or cooperative agreement award.

1.5.3.3. OeHI and the eHealth Commission will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense.

1.5.3.4. Not responding to this RFI does not preclude participation in any future procurement or program, if OeHI and the eHealth Commission release a solicitation.

1.5.3.5. It is the responsibility of the potential responders to monitor this RFI announcement for additional information pertaining to this request.

1.5.4. **Closing**

1.5.4.1. OeHI and the eHealth Commission thank you for your efforts in preparing a response. Responses to this RFI will inform the consumer health engagement strategy and funding decisions. OeHI and the eHealth Commission encourage vendors to register

on the Colorado Vendor Self Service Purchasing and Bid Information Website to receive updates. Vendors can register at:

https://codpa-vss.cloud.cgifederal.com/webapp/PRDVSS2X1/AltSelfService

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Technology Vendor Question Set

SECTION 2.0   TECHNOLOGY VENDOR RFI QUESTION SET

OeHI requests the following information from **Technology Vendors** that provide technology platforms, tools, systems, or applications that may support consumer health engagement efforts.

2.1.   COMPANY OVERVIEW

The following questions pertain to the vendor's organization and experience related to consumer health engagement.

> **VENDOR'S RESPONSE 1. Please describe what type of entity your organization is.**

2.2.   SOLUTION OVERVIEW AND ALIGNMENT WITH OBJECTIVES

The following questions request information on the solution and alignment with State and federal initiatives.

> **VENDOR'S RESPONSE 2. Provide a brief description of a solution framework, architecture, or use case that achieves alignment with State priorities and initiatives described in Section 1.2 of the RFI Overview, including:**
>
> - **The Colorado Health IT Roadmap**
> - **The Polis-Primavera Roadmap To Saving Coloradans Money On Health Care**
> - **Colorado's Health Care Affordability Roadmap**
> - **Federal initiatives to promote hospital transparency**

> **VENDOR'S RESPONSE 3. If applicable, describe how the solution intersects or would interact with other Health IT Roadmap initiatives, including but not limited to, Consent Management, Support Care Coordination in Communities Statewide, Uniquely Identify a Person Across Systems, etc.**

> **VENDOR'S RESPONSE 4. Please describe how the solution supports or would support the goal of improving consumers' understanding of their Explanation of Benefits (EOBs) and increasing transparency in healthcare costs and billing by empowering individuals with improved data access, quality, and education to help consumers plan for their healthcare needs and reduce "surprise medical billings" across the State.**

2.3. TECHNOLOGY AND INTEROPERABILITY

The following questions request information on the solution's supporting technology and level of interoperability between existing tools and systems.

VENDOR'S RESPONSE 5. **Provide a high-level description of the solution's technical architecture and core data components needed to support the solution.**

VENDOR'S RESPONSE 6. **Describe how the solution can leverage industry standards and open Application Programming Interfaces (APIs) to facilitate interoperability and streamline consumer data across multiple provider, payer, and other relevant health and social data sources to provide an aggregated view of consumer health benefits and costs across episodes of care.**

VENDOR'S RESPONSE 7. **As part of this strategy, OeHI does not wish to invest in a tool or system that could be seen as a barrier to existing applications or portals currently provided by health systems or payers. Please provide recommendations on how OeHI can work with payers and providers to complement existing consumer health engagement tools and services.**

VENDOR'S RESPONSE 8. **How would a solution integrate with payer and providers' benefit and cost data to provide consumers with an accurate representation of their health benefits and total health costs?**

How would co-payments, deductibles, and other benefits be factored into this representation?

VENDOR'S RESPONSE 9. **Do you have any recommendations on how to improve utilization of existing consumer engagement tools, such as the MyColorado or Colorado PEAK?**

What integration points with existing Colorado data sources, tools, and/or personal apps and devices may be required to support the solution?

VENDOR'S RESPONSE 10. **Describe the recommended approach to maintaining security and privacy of consumer data accessed by the solution, including how the solution**

obtains and manages consumers' consent to share data across disparate systems if and when needed.

    VENDOR'S RESPONSE 11.   **Have you seen or have thoughts on what is needed from a solution to be able to quickly scale and adopt to accommodate the rapidly changing healthcare industry?**

2.4. UTILIZATION AND ANTICIPATED OUTCOMES

The following questions pertain to the ability to drive consumer utilization of the solution and produce positive outcomes for consumers.

    VENDOR'S RESPONSE 12.   **Stakeholders have identified several patient populations that may value from improved consumer health engagement. Please provide recommendations on the consumer population OeHI and the eHealth Commission should first target in its rollout of this consumer engagement effort, and recommendations on how to align targeted populations with the Governor's priorities for health, as outlined in Section 1.2 of the Overview.**

    VENDOR'S RESPONSE 13.   **Are there consumer engagement solutions that would focus on Medicaid members and help connect members to additional social resources and services (such as SNAP, WIC, housing assistance, etc.) to support whole person care?**

    VENDOR'S RESPONSE 14.   **Please provide recommendations on designing an effective user experience that would help consumers both find and drive ongoing utilization of the solution. The description should also include recommendations on how the solution can build consumer trust in their healthcare and cost data.**

    If appropriate, please describe any recommended human-centered design concepts, educational tools, communication strategies, and self-service offerings for consumers that will make their healthcare information easier to understand.

    VENDOR'S RESPONSE 15.   **Describe the anticipated impact of the solution on consumers' understanding of their EOBs and the reduction of surprise medical billings. This should include evidence and statistics that demonstrate**

measurable impact and results that support the effectiveness of the solution.

2.5. GENERAL RECOMMENDATIONS

The following questions request recommendations and best practices based on your experience in this field.

VENDOR'S RESPONSE 16. **Have you identified any risks or policy, technical, or project dependencies the State should consider as it continues its consumer health engagement planning effort?**

VENDOR'S RESPONSE 17. **Do you have any other thoughts, best practices, or recommendations the State should consider in improving consumer understanding of their Explanation of Benefits (EOBs) and increasing transparency in healthcare costs and billing to reduce "surprise medical billings" across the State?**

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Professional Services Vendor Question Set

SECTION 3.0   PROFESSIONAL SERVICES RFI QUESTION SET

OeHI requests the following information from **Professional Service Vendors** that provide technical assistance, consulting, education, communications and marketing, and other professional services that may support consumer health engagement.

3.1.   COMPANY OVERVIEW

The following questions pertain to the vendor's organization and experience related to consumer health engagement.

>   **VENDOR'S RESPONSE 1. Please describe what type of entity your organization is.**

3.2.   SOLUTION OVERVIEW AND ALIGNMENT WITH OBJECTIVES

The following questions request information on the solution and alignment with State and federal initiatives.

>   **VENDOR'S RESPONSE 2. Provide a brief description of a solution, framework, architecture, or use case that achieves alignment with State priorities and initiatives described in Section 1.2 of the RFI Overview, including:**
>
>   - **The Colorado Health IT Roadmap**
>   - **The Polis-Primavera Roadmap To Saving Coloradans Money On Health Care**
>   - **Colorado's Health Care Affordability Roadmap**
>   - **Federal initiatives to promote hospital transparency**

>   **VENDOR'S RESPONSE 3. If applicable, describe how the solution intersects or would interact with other Health IT Roadmap initiatives, including but not limited to, Consent Management, Support Care Coordination in Communities Statewide, Uniquely Identify a Person Across Systems, etc.**

>   **VENDOR'S RESPONSE 4. Please describe how the solution supports or would support the goal of improving consumers' understanding of their Explanation of Benefits (EOBs) and increasing transparency in healthcare costs and billing by empowering individuals with improved data access, quality, and education to help consumers plan for their healthcare needs and reduce "surprise medical billings" across the State.**

VENDOR'S RESPONSE 5. **Do you have any recommendations on how to improve utilization of existing consumer engagement tools, such as the MyColorado or Colorado PEAK?**

What integration points with existing Colorado data sources, tools, and/or personal apps and devices may be required to support the solution?

VENDOR'S RESPONSE 6. **As part of this strategy, OeHI does not wish to invest in a tool or system that could be seen as a barrier to existing applications or portals currently provided by health systems or payers. Please provide recommendations on how OeHI can work with payers and providers to complement existing consumer health engagement tools and services.**

VENDOR'S RESPONSE 7. **How would the solution integrate with payer and providers benefit and cost data to be able to provide consumers with an accurate representation of their health benefits and total health costs?**

How would co-payments and deductibles be factored into this representation?

VENDOR'S RESPONSE 8. **Have you seen or have thoughts on what is needed from a solution to be able to quickly scale and adopt to accommodate the rapidly changing healthcare industry?**

3.3. UTILIZATION AND ANTICIPATED OUTCOMES

The following questions pertain to the ability to drive consumer utilization of the solution and produce positive outcomes for consumers.

VENDOR'S RESPONSE 9. **Stakeholders have identified several patient populations that may value from improved consumer health engagement. Please provide recommendations on the consumer population OeHI and the eHealth Commission should first target in its rollout of this consumer engagement effort, and recommendations on how to align targeted populations with the Governor's priorities for health, as outlined in Section 1.2 of the Overview.**

VENDOR'S RESPONSE 10. **Are there consumer engagement solutions that would target Medicaid members and help connect members to additional social resources and services**

(such as SNAP, WIC, housing assistance, etc.) to support whole person care?

VENDOR'S RESPONSE 11. **Please provide recommendations on designing an effective user experience that would help consumers both find and drive ongoing utilization of the solution. The description should also include recommendations on how the solution can build consumer trust in their healthcare and cost data.**

If appropriate, please describe any recommended human-centered design concepts, educational tools, communication strategies, and self-service offerings for consumers that will make their healthcare information easier to understand.

VENDOR'S RESPONSE 12. **Do you have any suggestions on how to better integrate providers with consumer engagement efforts so point-of-care providers are more empowered to assist consumers in navigating their healthcare needs?**

VENDOR'S RESPONSE 13. **Describe the anticipated impact of the solution on consumers' understanding of their EOBs and the reduction of surprise medical billings. This should include evidence and statistics that demonstrate measurable impact and results that support the effectiveness of the solution.**

3.4. GENERAL RECOMMENDATIONS

The following questions request recommendations and best practices based on your experience in this field.

VENDOR'S RESPONSE 14. **Have you identified any risks or policy, technical, or project dependencies the State should consider as it continues its consumer health engagement planning effort?**

VENDOR'S RESPONSE 15. **Do you have any other thoughts, best practices, or recommendations the State should consider in improving consumers' understanding of their Explanation of Benefits (EOBs) and increasing transparency in healthcare costs and billing to reduce "surprise medical billings" across the State?**

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Community & Consumer Advocate Question Set

SECTION 4.0   COMMUNITY & CONSUMER ADVOCATE RFI QUESTION SET

OeHI requests the following information from **Community & Consumer Advocates** with insight and recommended strategies on how to improve consumer engagement in their health, understanding of costs.

4.1.   ORGANIZATIONAL OVERVIEW

The following questions pertain to the respondent's organization and experience related to consumer health engagement.

VENDOR'S RESPONSE 1. Please describe what type of entity your organization is.

4.2.   RECOMMENDATIONS AND BEST PRACTICES

The following questions request recommendations and best practices based on your experience in this field.

VENDOR'S RESPONSE 2. Have you identified any innovative strategies, methods, or tools to support the goal of improving consumers' understanding of their Explanation of Benefits (EOBs) and increasing transparency in healthcare costs and billing by empowering individuals with improved data access, quality, and education to help consumers plan for their healthcare needs and reduce "surprise medical billings" across the State?

VENDOR'S RESPONSE 3. Stakeholders have identified several patient populations that may value from improved consumer health engagement. Please select from the following list the populations you feel OeHI and the eHealth Commission should first target in its rollout of this consumer engagement effort:

- **Consumers with a physical disability**
- **Consumers with a mental disability**
- **Patients with substance use disorders (SUDs)**
- **Veterans**
- **Medicaid recipients**
- **Elderly patients in end of life planning phase**
- **Underinsured or uninsured individuals**
- **Pregnant women**
- **Moms and babies**

- **Individuals experiencing homelessness or housing instability**
- **Individuals needing assistance with food security**
- **Inmates or individuals recently released from prison**
- **Other (please describe)**

VENDOR'S RESPONSE 4. **Have you identified certain skills or tools consumers need to improve consumers' understanding of benefits and increase transparency in healthcare billing and costs to avoid "surprise billing" and unanticipated medical costs?**

VENDOR'S RESPONSE 5. **Are there consumer engagement solutions that would target Medicaid members and help connect members to additional social resources and services (such as SNAP, WIC, housing assistance, etc.) to support whole person care?**

VENDOR'S RESPONSE 6. **Please provide any recommended collaborations with existing Colorado initiatives, stakeholders, vendors, or tools that, if leveraged, could help promote consumer understanding of their benefits and transparency in healthcare to avoid "surprise billing" and help consumers better understand and plan their healthcare costs.**

VENDOR'S RESPONSE 7. **Do you have any suggestions on how to better integrate providers with consumer engagement efforts so point-of-care providers are more empowered to assist consumers in navigating their healthcare needs?**

VENDOR'S RESPONSE 8. **Do you have any recommendations on how to improve utilization of existing consumer engagement tools, such as the MyColorado or Colorado PEAK?**

VENDOR'S RESPONSE 9. **Do you have recommendations on the "ideal" user experience a consumer would need to have across time to establish and continue to build trust?**

VENDOR'S RESPONSE 10. **Have you seen or have thoughts on what solutions are needed that can quickly scale and adopt to accommodate the rapidly changing healthcare industry?**

VENDOR'S RESPONSE 11.　　　**Have you identified any risks or policy, technical, or project dependencies the State should consider as it continues its consumer health engagement planning effort?**

VENDOR'S RESPONSE 12.　　　**Do you have any other thoughts, best practices or recommendations (e.g. potential "quick wins") the State should consider in improving consumers' understanding of their benefits and increasing transparency in healthcare costs and billing to reduce "surprise medical billings" across the State?**