

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
1	Please confirm that training needs to be conducted only in English and that the following does not refer to facilitating training in other languages when the Request for Offer (RFO) states, <i>"This experience includes conducting focus group testing in English, Spanish, and a variety of Asian languages."</i>	The primary language in which training will be conducted and facilitated in English. The focus group testing in English, Spanish and a variety of Asian languages specifically refers to a vendor's ability to perform readability and translations services (in culturally and linguistic appropriate manner) for other types of written program materials. Examples of program materials include, but are not limited to, outgoing program correspondence and notices, forms, brochures, tri-folds, tip cards, posters and website pages. Please refer to Section 3.4.1.G for more information about readability, focus group testing, and translation services.
2	Will the Exchange expect the vendor to use certain software to create the Computer Based Training?	The Exchange will be utilizing the Adobe Captivate program and format to author the Computer Based Training (CBT). The Exchange will be open to evaluating other CBT authoring programs if needed, so long as it meets the needs of the Exchange.
3	The vendor will be required to leverage the Assister Program and Information Technology Training Program materials provided by other vendors to create training materials for the Service Center. When will those training materials be available?	<p>The Information Technology draft training materials will be developed at a variety of different time periods throughout 2013 and 2014. Each time period will present new functionality that must be included in user training. It is the expectation of the Exchange that the selected vendor will work collaboratively with all Exchange Training vendors during the development of training materials. At a minimum, the Exchange is estimating the following dates for the delivery of final Information Technology training materials:</p> <ul style="list-style-type: none"> 1 - Late June 2013 2 - Early August 2013 3 - Early October 2013 4 - Late November 2013 5 - Late January 2014 <p>However, draft training materials produced by other vendors will be provided to the Contractor on a flow basis. The Contractor will not have to wait for the final training materials to be approved by the Exchange before they have access to such documents which are provided by other vendors.</p>

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
4	When are training materials for the California Healthcare Eligibility, Enrollment & Retention Systems (CalHEERS) and the Customer Relations Management (CRM) scheduled to be finished and available?	Please refer to the response to Question #3 for more details.
5	Will the other vendors be responsible for delivering training either in an Instructor-Led Training (ILT) or Computer-Based Training (CBT) format?	Vendors currently working with the Exchange under a separate contract will be delivering ILT and CBT for their specific training audiences which does include audiences identified in this Request for Offer (RFO). The Contractor who is awarded the RFO will be required to work collaboratively with these vendors to develop a strategy to ensure a comprehensive and seamless training program for all training audiences identified in this RFO.
6	Will the Contractor have access to the other vendor's subject matter experts (SMEs) and/or instructional designers if we need clarification?	Yes, the Exchange will ensure that all vendors contributing to any training materials have open communication with one another. Regular meetings with all training vendors will occur. The Vendor who is awarded this RFO will also have access to the Exchange's program SMEs as well.
7	Can it be assumed that each person will be in training for consecutive days? For example, if Service Center Staff will be in training for 6 weeks, can it be assumed that each person will be in training for 6 consecutive weeks?	The training delivery duration will be identified by the Contractor who is awarded the Request for Offer (RFO) at the conclusion of the training needs analysis. The duration of the training will vary by each user group identified in the RFO. The Contractor who is awarded the RFO will be required to work with the other training vendors and the Exchange staff to identify which training user groups will be trained for consecutive days.
8	Can Service Center training at the regional centers be leveraged to train other groups such as County Eligibility Workers (EWs) to save time/resources on the trainings?	The training content needs for each user group audience identified in the Request for Offer (RFO) will be identified by the Contractor who is awarded the RFO at the conclusion of the training needs analysis. It is the Exchanges' assumption that much of the content developed for the Service Center training can be leveraged to train other groups. However, there may be significant other content that must be developed specifically for each training user group identified in the RFO that are geared towards specific job functions, roles and responsibilities.
9	Will all training audiences be using CalHEERS?	Yes, all training audiences will need training on CalHEERS (e.g., Information Technology Training of the eligibility and enrollment system) based on each training audience's roles and responsibilities.
10	Will the Exchange have any training facilities available for use by the vendor?	Yes, the Exchange will provide training facilities for the vendor to utilize for training.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
11	Is the State's expectation for the optional service trainings for Headquarter Staff to be both Instructor-Led training (ITL) and Computer-Based Training (WBT)? Should an estimate for optional services be included in with this proposal?	Yes, the Exchange will expect a mixture of both CBT and ILT for Headquarter Staff. However, this is an optional service, as set forth in the Request for Offer. Vendors are not required to include the cost of this optional service in their Offer. In the event the Exchange determines that this optional service is needed, the Exchange will negotiate costs for this deliverable with the Contractor and a formal contract amendment will be executed.
12	Is the State's expectation that the refresher and on-boarding training of future Service Center Staff will only be delivered in a Computer-Based Training (CBT) format?	No. All Service Center Staff (including on-boarding staff to new hires) will receive ILT and CBT. The Contractor will be required to work with the Exchange training staff to identify the delivery method for refresher training. The Exchange expects that Refresher training will be available to be delivered through ILT and/or CBT.
13	Will training be provided to the vendor on the Learning Management System (LMS) which will be provided by another vendor?	Yes, although the LMS is procured through another separate agreement, LMS training will be provided to the Contractor who is awarded this Agreement. This is necessary since the LMS will be used to support, track and monitor the training of all training audiences. And, the services set forth in the Request for Offer require the Contractor to develop training materials which align and integrate into the LMS. Therefore, it is necessary that the Contractor understand and is trained on the LMS.
14	Will Section 508 testing / verification be conducted by the Contractor or in collaboration with the other vendors who are developing the materials?	The Section 508 standards of the Rehabilitation Act of 1973 (29 U.S.C. 794d) testing and verification will be conducted by the vendor in collaboration with other vendors and with guidance and direction provided by the Exchange.
15	Will Exchange staff provide program/project oversight and facilitate the coordination activities between different vendors to ensure that training materials are appropriate aligned and integrated?	The Contractor awarded this Request for Offer (RFO) will be required to perform Project Management Activities as described in this RFO. The Exchange will provide project management oversight to the training integration efforts and provide a number of different templates, policies, and procedures to ensure that all training vendors are developing training programs that are fully aligned and integrated. The Exchange will also provide opportunities for the Contractor awarded this RFO to meet regularly with other Training Vendors to ensure all training delivery is in alignment.
16	Will Adobe Captivate training be provided by the Exchange to vendor trainers?	No. The Contractor will need to bear the cost of training for Adobe Captivate.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
17	How many of the 850+ Service Center Staff will be trainers? Also, for County Eligibility Workers, Plan Enrollers, Healthy Kids Program, and other external partner groups, how many of those staff will be trainers?	<p>At this time, the Exchange anticipates hiring 8 staff as trainers. However, the number of staff may increase based on the Exchange's needs since the training audiences are dispersed throughout the state. These staff will be delivered the "Train-the-Trainer" curriculum which will be provided by the Contractor. The Exchange staff will be expected to facilitate and provide ongoing training support for the Exchange.</p> <p>At this time, it is unknown of the number of Eligibility Workers, Plan Enrollers, Healthy Kids Program and other external partners who will be delivered the "Train-the-Trainer" program. This is currently under review and analysis.</p>
18	Regarding Initial Training Evaluation Results, does this refer to a report of course evaluations/ reaction sheets or more advanced evaluation that would require time for performance results to be captured?	The Initial Training Evaluation Results does refer to a report of course evaluations/reactions sheet along with a summary of the evaluations. Performance results will be captured in the "Post-Training Evaluations" as described in the Request for Offer's (RFO) Section 3.4.1.E.1.c. The Post Training Evaluation Reports will be produced monthly and semi-annually.
19	Does the Contractor have flexibility in determining best solutions for types of evaluation methods?	The Exchange will identify and establish evaluation methods for all of the training services provided by the vendor. The Exchange will consider additional evaluations methodologies based on different training strategies. The vendor may provide recommendations and identify solutions for the evaluation methods which should be considered by the Exchange. However, the Exchange shall make the final decision on the types of training evaluation methods and solutions which best meets the needs of the training program.
20	The Request for Offer indicates that Instructor-Led Training (ILT) is requested for all training audiences. Will there be flexibility to substitute Computer-Based Training (CBT) in some scenarios?	The Exchange may consider the flexibility of delivering a CBT in certain types of scenarios if recommended by the Contractor. However, the Exchange will make the final decision and determine whether or not a CBT may be substitute ILT, which will be based on the type of curriculum and training audience. Service Center training will primarily require a large percentage of ILT delivery, due the complex nature of the work that will be performed by the Service Center Staff.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
21	Please provide expectations for the number of training sessions for each of the following groups, as noted below in Questions #22A - #22D.	At this time, the Exchange is determining how best to partner with each of the training audiences to provide and deliver the Train-the-Trainer Program. The precise number of individuals who will participate in the Train-the-Trainer program (e.g., Eligibility Workers, Health Plan Enrollers and Healthy Kids Program) are unknown at this time. This is under further review and analysis.
22A	Regarding County Eligibility Workers (EWs), will trainings need to be on-site at each county?	The delivery of the Train-the-Trainer Program for County Eligibility Workers County will be provided to representatives who are designated to attend the training on behalf of a county. Rather than providing on-site training at each county, the Exchange may consider providing the training at a regional level or multi-county level. For example, training will be delivered in a specific location where multiple representatives from different counties can participate in that training session. This is under current review and further analysis and will be coordinated with the Department of Health Care Services.
22B	Regarding Plan Enrollers, will training sessions need to be region-based, county-based, or held for each plan?	Please see comment above for Question #22A. The comment also applies to the Plan Enrollers Train-the-Trainer Program.
22C	Regarding the Healthy Kids Program Partners, where would these training be delivered and will they occur at a county-based level?	Please see comment above for Question #22A. The comment also applies to the Healthy Kids Program Partners Train-the-Trainer Program.
22D	Regarding other internal/external partners, where will the training be delivered?	This is unknown at this time. Internal and external partners have yet been identified by the Exchange.
23	Please confirm the assumption that Instructor-Led Training (ILT) for Train-the-Trainer Program will take place at each of the 3 regional Service Center locations.	Yes, ILT and CBT for each of the Exchange Service Center locations will be required. However, the Service Center which is operated under a contract with Contra Costa County will receive the ILT and CBT training through a Train-the-Trainer Program.
24	What is the development timeline of the LMS/LCMS deliverables? Who is the vendor providing these products?	The LMS/LCMS is currently in the process of being procured through another vendor which is under another contract. Once the LMS/LCMS procurement is complete, it will take approximately 2 weeks for the LMS/LCMS to be provided to the Exchange. Full LMS/LCMS functionality is expected to be completed within 4 weeks from the date of the procurement.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
25	Please define "other threshold Medi-Cal languages."	<p>Medi-Cal threshold languages include:</p> <ol style="list-style-type: none"> 1. English; 2. Arabic; 3. Armenian; 4. Farsi; 5. Cambodian; 6. Cantonese; 7. Mandarin; 8. Hmong; 9. Korean; 10. Russian; 11. Spanish; 12. Tagalog; and 13. Vietnamese.
26	Please define the Request for Offer's reference to various "Asian languages."	<p>Examples of the various "Asian languages" include the following:</p> <ol style="list-style-type: none"> 1. Cambodian; 2. Cantonese; 3. Mandarin; 4. Hmong; 5. Korean; 6. Tagalog; and 7. Vietnamese.
27	Will readability review be limited to Covered California and CalHEERS website only?	<p>Please refer to the Request for Offer's Section 3.4.1.G.1. Readability will need to be applied to various written program materials which may include both the Coveredca.com and CalHEERS websites. Other program materials also include, but are not limited to, outgoing program correspondence and notices, forms, brochures, tri-folds, tip cards, and posters.</p>
28	There is verbiage that references "amounts noted below;" however, there are no values provided. Please clarify.	<p>The statement in the Request for Offer, "... the Contractor shall be paid the following amount noted below in arrears," was intended to mean that the Contractor shall be paid in arrears based on negotiated deliverable costs identified in the fully executed Agreement under Exhibit B. For more details regarding the deliverables that will be provided under this Agreement, please refer to Attachment 2-D Cost Worksheet.</p>

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
29A	Regarding the needs assessment, there is a line item for a Needs Analysis Report, but the assessment has to be conducted first. Is a line item for conducting needs assessment missing?	In order to conduct and develop the Needs Analysis Report, the contractor will be required to perform an assessment and other analysis and research to produce the Needs Analysis Report.
29B	Also, dates for Training Delivery and Post Training Evaluation reporting overlap somewhat. Post Training Evaluation would need to take place after training occurs.	Training will be delivered on a continual basis with various modules of information. Multiple training classes will be needed and may be delivered on a phased schedule. Post Training Evaluation reporting will be done throughout the completion of the phases. For more details please refer to the response to Question #7.
30	In regards to California Learning Management System (LMS)/Learning Content Management System (LCMS) and references to the program training materials and other vendor developed training materials, does this task exclude project management and oversight of these tasks?	No, this does not exclude the Contractor's responsibility in performing project management oversight in which the Contractor is required to perform under this Agreement, in order to ensure that deliverables and expectations are met. The Contractor will be required to ensure that training materials and curriculum are properly aligned and integrated with the LMS/LCMS and accurately uploaded into the LMS/LCMS system.
31	Would the vendor also focus group test online materials? Is the usability review of the online application within scope?	Yes, the Contractor will be required to focus group on-line materials that are posted on the website. Please refer to the Request for Offer's Section 3.4.1.G for more details and examples of written program materials. The usability and focus group testing for the on-line and paper single streamline application is not within the scope of this Agreement. Rather, focus group testing of the on-line and paper application are being performed by another vendor under a separate contract. However, the information and analysis gathered from the other vendor's focus group testing may be leveraged when the Contractor performs readability and usability services under this Agreement.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
32	What is the frequency of the focus testing and readability studies? Would a vendor perform one session of focus group testing in each language, present a report with suggestions, work with another vendor to make the changes to English only, perform additional translations based on the changes, and then retest in another focus test forum?	<p>The Exchange is expecting vendors to identify in their response to the Request for Offer (RFO) their recommended approach and methodology to conduct focus group testing in the different languages, and any application re-tests within the aggressive timeline identified in Section 3.4.3 of the RFO. The Contractor will be required to produce reports for each targeted population. Refer to Attachment 2-D (Cost Worksheet) for the deliverable costs for focus group testing and reports.</p> <p>Please also refer to the RFO's Section 5.2.9., "Understanding and Description of the Tasks to be Performed (Work Plan)," which states that "the response must include any additional information that the Contract deems necessary to explain how the Contractor intends to meet the Exchange's requirements."</p>
33	The Request for Offer (RFO) indicates a total not to exceed the value of \$7 million. There is also reference to amounts not exceeding per fiscal year. Please clarify the maximum values per fiscal year. Or, is the the requirement not to exceed the value of \$7 million applicable across both fiscal years, where there is no maximum per fiscal year?	The contract term of this Agreement is estimated to be April 12, 2013 through June 30, 2014, in which services will be provided under one single fiscal year (2013/2014). Therefore, the maximum value for the fiscal year for the term of the Agreement is \$7 million. Please refer to the Attachment 2-D (Cost Worksheet) for more details regarding the maximum amount allocated towards each contract activity and the vendor's proposed cost for each deliverable.
34	Please define extended costs identified in Attachment 2-D (Cost Worksheet).	Extended costs were incorrectly identified in the Attachment 2-D (Cost Worksheet). There will be no payment under the category of extended costs. Rather, payments will be based on specific deliverables that are identified in Attachment 2-D.
35	Please provide guidance associated with the inclusion of travel costs. For example, should the travel cost be included in the overall cost per deliverable using the state rates?	Covered California will reimburse the Contractor at the rates in use by the State of California for its represented employees. Receipts will be required. Any travel deemed necessary for the project must be approved in advance by the Project Manager. The cost for any travel will be reimbursed separately under this Agreement. The deliverable costs and travel costs combined must not exceed the maximum value of the Agreement which is set forth as \$7 million.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
36	It is understood that the total contract value may not exceed \$7 million. There are four cost components identified in Attachment 2-D (Cost Worksheet). Each component has an independent value associated to it. For the amount identified for each component, are each of the components also a maximum amount not to exceed that particular component? Or, may funds be higher than the allocation as long as the total value does not exceed the \$7 million.	The maximum value of the contract is \$7 million. Please refer to the Attachment 2-D (Cost Worksheet) for more details regarding the maximum amount allocated towards each contract activity (e.g., component). The Service Center Training must not (and shall not) exceed \$6,050,000. However, the remaining \$950,000 allocated specifically for focus group testing and/or field testing of program materials, readability services for program materials, and written translation services (in culturally and linguistic appropriate manners) must not exceed a combined total of \$950,000. The vendor may recommend re-allocating the amount identified for these contract activities, so long as the vendor adequately justifies and explains why a re-allocation of dollars are needed and how the re-allocation of the monies will be in the best interest of the Exchange.
37	Given the short timeframe will the Exchange consider a second opportunity to submit a second round of questions?	The Exchange recognizes that the timeline is very aggressive. However, the Exchange will not consider having a second round of questions being submitted, since responses to the Request for Offer are due on March 29, 2013, close of business, by 5:00 p.m., as set forth in the RFO "Key Action Dates."
38	Will the Exchange consider an extension to the due date of the Request for Offer (RFO)?	No, the Exchange cannot extend the due date of the RFO. The due date will continue to be March 29, 2013, close of business, by 5:00 p.m., as set forth in the RFO "Key Action Dates."
39	Since companies with the capability to do training are typically separate and different from companies that can perform readability of documents, can we respond just to the readability and translation sections of this proposal, apart from vendors responding to the training sections?	No, this is a comprehensive Agreement and vendors cannot provide offers only for certain types of services. Vendors may consider establishing partnerships with other entities (e.g., subcontractors) that are experts and have experience in specialized areas.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
40	Does "readability" scope of work include the development of plain English written materials and the design of the 41 documents listed in the chart on page 23?	<p>The Exchange will provide draft written program materials (in English) to the Contractor, specifically for its outgoing correspondence, notices, letters, forms and other written program materials. The Contractor will be required to review the materials and provide feedback, recommendations and comments on how the written material can be further refined to ensure its readability, usability, and reduced reading grade level. The Contractor may make recommendations on the format of the written materials in order to ensure that the materials are consumer focused and consumer friendly (e.g., white space, margins, etc.).</p> <p>However, there may be instances in which the Exchange provides collateral materials (e.g., brochures, tri-folds, tip cards, posters, etc.) that have already been translated into other languages. In this case, it is the Contractor's responsibility to ensure that the translated materials are produced in culturally and linguistic appropriate manners with a reduced reading grade level. Focus group testing and/or field testing may be required for these materials.</p>
41	Can we provide hourly rates to budget for other documents mentioned on page 21 like brochures, education materials and other collateral?	The submission of the vendor's cost proposal must be consistent with the instructions contained in the Request for Offer's (RFO) Attachment 2-D (Cost Worksheet).
42	Does "readability" scope of work include focus group testing of the documents? Can other kinds of testing be suggested and priced (e.g., diagnostic one-on-one testing)?	<p>Focus group testing is considered to be a part of the readability scope of services. However, the vendor may propose recommendations on other types of testing processes that should be considered by the Exchange (e.g., one-on-one testing, field testing, etc.). If the vendor is recommending other types of testing methodologies besides focus group testing, the vendor will need to describe their approach and how the recommendations meets the needs of the Exchange.</p> <p>Please also refer to the RFO's Section 5.2.9., "Understanding and Description of the Tasks to be Performed (Work Plan)," which states that "the response must include any additional information that the Contract deems necessary to explain how the Contractor intends to meet the Exchange's requirements."</p>
43	Will the content for the documents listed in the readability section of the chart on page 23 be developed already when the documents are provided to the Contractor for rewriting into simpler/plain language? Or, will the Contractor have to originate the content through research, interviews, etc.	Please refer to the response on Question #40 for more details.

**Health Care Training Variety of
Audiences; Focus Group Testing of Program Materials;
Written Translations of Program Materials and Readability of Materials**
Final Response to Questions Received By 3/15/2013

Question Number:	Question:	Response:
44	Will there be a bidder's conference? If so, when?	No, the Exchange will not convene a Bidder's Conference. However, the Exchange will accept questions from vendors by the due date identified in the Request for Offer's "Key Action Dates." The Exchange will compile questions (from all vendors) and will respond to all inquiries. Responses will be available to all vendors, which will be posted on the Exchange's website at www.healthexchange.ca.gov , under the "Solicitations" tab.
45	In Section 2.1. Respondent's Minimum Qualifications, a vendor may meet all of the requirements in Item 2b., except for written translation services, specifically in the area of health care programs. Although a vendor has staff linguistically knowledgeable (read/write/speak) in Spanish, Arabic, and Turkish, the vendor does not have staff fluent in any Asian language. While the vendor may have conducted extensive health-related training in English, the vendor has not translated health-related training; although, they have translated safety, security, emergency preparedness, general management and leadership training into Spanish, Arabic and Turkish. In the event the vendor cannot find a subcontractor with this health-related translation knowledge, will the vendor be excluded from consideration even though they exceed all other minimum requirements of the RFO?	If a vendor believes they meet the minimum qualifications requirements (Request for Offer Section 2.1), the vendor is encouraged to submit an Offer by the due date. All proposals will be thoroughly reviewed. Top proposers who demonstrate their ability to effectively and successfully meet the requirements contained in the Request for Offer, in its entirety, will be considered for this contract.
46	This same issue applies to Item 2.C., although a vendor has conducted focus group testing in English and Spanish, the vendor may not have conducted focus group testing in any Asian Languages, and only in English in a health care program setting. If a vendor cannot find a subcontractor with this health-related alternative language focus-group knowledge, will the vendor be excluded from project consideration even though the vendor exceeds all other minimum requirements of the Request for Offer and have extensive linguistic knowledge of all languages noted above except Asian?	Please refer to the responses for Question #45.