



ADMINISTRACIÓN DE
SEGUROS DE SALUD

ASES

GOBIERNO DE PUERTO RICO

August 6, 2025

**VIA EMAIL AND CERTIFIED
MAIL RETURN RECEIPT**

TO: TRUENORTH CORP.
Carlos Fernández Ferrer
President
B7 Calle Tabonuco Suite 1603
Guaynabo, PR 00968
carlos@truenorthcorporation.com

**NOTICE OF INTENT TO AWARD CONTRACT UNDER THE RFP #2025-003 (EC); REQUEST
FOR PROPOSALS FOR SERVICES UNDER THE ENROLLMENT COUNSELOR PROGRAM
FOR PLAN VITAL**

I. REQUEST FOR PROPOSAL

The Puerto Rico Health Insurance Administration (PRHIA), pursuant to its statutory authority and applicable federal regulations, has established a managed care program under the medical assistance program known as “Government Health Plan”, “GHP” or “Plan Vital”. As part of its responsibilities, PRHIA currently holds contracts with four (4) Managed Care Organizations (MCOs) to provide health services to individuals who are eligible for Medicaid and other enrollees. Under Plan Vital, enrollees can select an MCO that best meets their needs. Choice counseling functions are a key component of the GHP program and are aimed at ensuring that potential enrollees and active enrollees have the resources available to receive timely, unbiased, and appropriate information about their MCO options to make an informed decision about the selected MCO.

An Enrollment Counselor, as defined in 42 CFR sec. 438.810(a)-(b), is an entity independent of any MCO, PIHP (Prepaid Inpatient Health Plan, type of MCO that provides any inpatient hospital or institutional services for its enrollees), PAHP (Prepaid ambulatory health plan, type of MCO that provides certain benefits to enrollees), PCCM (Primary Care Case Manager, entity or other health care provider that furnishes a defined set of health care services in Puerto Rico), that is organized for the provision of choice counseling and enrollment activities. This entity provides choice counseling, which is a required element of the federal beneficiary support system. Thus, PRHIA initiated a Request for Proposals (RFP) process to select a vendor that would adequately provide Enrollment Counselor services for the GHP’s enrollees.

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II. PROCEDURAL BACKGROUND

On January 31, 2025, PRHIA issued RFP #2025-003 (EC) (RFP) for the selection of a qualified entity to provide Enrollment Counselor services. The Public Notice was posted on the Sole Bids Registry (Registro Único de Subastas) of the Government of Puerto Rico on February 3, 2025.

To foster open competition, PRHIA sent invitations to twenty (20) potential offerors¹ established in Puerto Rico as well as in the continental United States. The contact information for these potential offerors was obtained from PRHIA's records created for past competitive procedures and from the Sole Providers Registry (Registro Único de Proveedores) created by the Puerto Rico General Services Administration (Administración de Servicios Generales or "ASG" for its Spanish acronym) for all professional services providers to the Government of Puerto Rico. A broad internet search was also conducted to identify additional potential offerors.

In general, the Scope of Work required under this RFP for the Enrollment Counselor was as follows:

1. Choice counseling for all potential enrollees and enrollees, except the Platino, Foster Children and Domestic Abuse Victims and inmate populations, who disenroll from their current MCO. This includes choice counseling functions to support active enrollees during their annual open enrollment period and ongoing for newly eligible individuals.
2. Assistance in understanding the managed care delivery system under the GHP.
3. Assists in enrollment activities, which may include taking enrollments by phone, or through electronic methods of communication.
4. Provide maintenance and use PRHIA's "Enrollment Counselor Technology Platform" for conducting the mentioned services. This Platform includes, but is not limited to, the following components, modules and functionalities, except for certain exclusive components, services and/or functionalities that pertain to a contact center that are proprietary of a third party:
 - a) Web-Based Application for Choice Counselors (assisted service)
 - b) Web-Based Application for enrollees (self-service)

¹ The invited potential offerors were the following companies: (1) Linkactiv LLC; (2) RM Communications, Inc.; (3) Conduent Business Solutions of Puerto Rico, Inc.; (4) Telecontacto-Telecontact, Inc.; (5) Ikon Solutions, Inc.; (6) Insight Communications, Corp.; (7) Jaye, Inc.; (8) Intelvox, LLC; (9) Precelsus, LLC; (10) Duncan Solutions, LLC; (11) Capitol Bridge, LLC; (12) Sunrise Solar & Consulting, LLC; (13) Vagib Corp.; (14) Qinetix Group Management, LLC; (15) Trinexus, Inc.; (16) TAS United Puerto Rico, LLC; (17) Atento de PR, Inc.; (18) PR Health Exchange; (19) ISO Group PR; (20) Truenorth Corp.



- c) Provider Search Portal - <https://planvital.org/>
- d) Metrics and Reports
- e) Security and Configuration
- f) System Interfaces
- g) Centralized Database
- h) Virtual Appointment (does not include the call transfer service)
- i) “Vital Contigo”
- j) PRHIA Mobile Application, which is an additional channel and core component of the Platform
- k) Automated Emails

5. Operate a Contact Center in Puerto Rico (a toll-free telephone help line to provide phone-based Choice Counseling, as well as a chat functionality or interactions and mobile app messaging, collectively referred herein after as “communications”) equipped with state-of-the-art caller identification, real time monitoring tools to ensure quality standards, automatic call distribution equipment capable of handling expected call volume, and access to interpreter services for potential enrollees and enrollees whose primary language is Spanish or English.

6. Provide PRHIA and any other agency of the Government all necessary cooperation, assistance, and compliance with requirements in the development and implementation of any special project of PRHIA and any other agency of the Government of Puerto Rico or the Federal Government.

The deadline to submit proposals was set for March 13, 2025. On February 14, 2025, one of the invited potential offerors sent six (6) questions via email related to the RFP. However, this potential offeror did not submit a Notice of Intent to Participate nor a proposal with the required proposal bond. The Procurement Contact, PRHIA’s Principal Proposal Adjudicator, sent a reminder of the proposal submission deadline via email to all invited potential offerors on February 27, 2025. The Questions and Answers document was published by PRHIA on February 27, 2025, as per the schedule of events stated in the RFP.

On March 3 and 4, 2025, PRHIA’s Procurement Contact received two (2) Notices of Intent to Participate from interested potential offerors. On March 12, 2025, one of the interested offerors sent a notification via



email stating that they would withdraw from the bidding process. On March 13, 2025, a notification was received from another of the invited potential offerors, stating that they were declining to participate in the bidding process. The remaining interested proponent, Truenorth Corporation, submitted their proposal and proposal bond in compliance with the RFP requirements.

The designated Executive Evaluation Committee began the evaluation of the submitted proposal began on March 14, 2025, and concluded on May 23, 2025. As stated in Section 5.2 of the RFP, the evaluation consisted of the following stages: Mandatory Requirements (Pass or Fail); Technical Proposal (80% weighting); and Cost Proposal (20% weighting).

Upon reviewing the Mandatory Requirements of the Proposal, and after receiving and evaluating, additional information regarding whether Truenorth Corporation has had any litigations, judgments imposing damages, and any other significant sanctions, information regarding the Offeror's cybersecurity insurance policy coverage and relating to the subcontractor mentioned by the Offeror, that was deemed a Major Subcontractor, the Committee concluded that all Mandatory Requirements of the RFP were met and the Offeror was responsive. Therefore, a score of "PASS" was given, as per Section 5.2 of the RFP.

The Committee then proceeded to the Technical Evaluation, which represents 80% of the RFP scoring criteria. After carefully evaluating the answers to all the questions in the Technical Proposal, the Committee gave a total score of 199 points out of a maximum of 240, which equals 83%. Each Section of the Technical Proposal was scored as follows:

Technical RFP Section	RFP Section	Section % Weighting	Maximum total Points for Section	Total Points Scored
Readiness and Operational Capacity	7.1	10%	25	24
Staffing	7.2	17%	40	36
Contact Center Support	7.3	23%	55	45
Language Communication Requirements	7.4	6%	15	12
Training	7.5	13%	30	19
Information Technology/Information System	7.6	21%	50	42
Member Experience	7.7	10%	25	21
Total Technical Points		100%	240	199

After concluding the Technical Proposal Evaluation, the Committee examined Truenorth Corporation's Cost Proposal. The Committee requested the Offeror to submit a signed PDF Cost Proposal, as required

by the RFP. The Offeror complied with this request and submitted the document within the given deadline. The cost for three (3) contract years and two (2) optional extension years was for a total of **\$9,570,412.00**.

Upon revising the Cost Proposal in detail, the Committee determined to request Truenorth Corporation a Best and Final Offer (BAFO), as provided by Section 5.7 of the RFP.² The Offeror presented a BAFO and adjusted their Cost Proposal to **\$9,277,862.00**.

The total points given to the Offeror's Cost Proposal were 60 points, which is the maximum total amount permitted by the RFP and represents 20% of the total score. Therefore, Truenorth Corporation obtained a total score of 86%.

Considering all the above, the Executive Evaluation Committee considered that Truenorth Corporation's proposal was responsive and met all of PRHIA's requirements. Thus, the adjudication in favor of this Offeror was recommended.

III. CRITERIA TAKEN INTO CONSIDERATION FOR THE ADJUDICATION

Pursuant to Section 1.5 of the RFP, PRHIA's intent is to award a contract to an entity that demonstrates its ability to meet all the requirements of this RFP. Also, Section 5.8.4 of the RFP provides that, in case that only one Proposal is received or that only one Offeror is a responsive offeror, PRHIA reserves the right, in its best interest and in its sole discretion, to award the RFP to said Offeror with or without a prior negotiation or cancel the RFP.

As stated by the Executive Evaluation Committee, Truenorth Corporation was the only Offeror that participated in this RFP. On July 30, 2025, PRHIA's Board of Directors determined that this entity complied with the requirements of this RFP, presented a satisfactory Technical Proposal, and its Cost Proposal was complete and reasonable. Although the BAFO Cost Proposal presented has slightly higher rates in certain aspects than the currently contracted services, the Board of Directors deemed that the BAFO Cost Proposal was reasonable and within PRHIA's established budget. The evaluated Offeror has the capacity to carry out the Scope of Work described in RFP #2025-003 (EC) and deliver Enrollment Counselor services for the beneficiaries of Plan Vital. Truenorth Corporation has a clear understanding of PRHIA's needs and operations, has shown capability to perform all services under the Scope of Work, demonstrated financial capacity and stability to perform the required services, and showed that it has operational capacity to begin services as soon as the contract is executed.

² This Section, in its pertinent part, states: "5.7.1 Once the Cost Proposals have been scored, the Evaluation Committee will determine if a BAFO round will be opened. If so, the Offerors that moved to Cost Proposal Evaluation will be notified by the Procurement Contact of the term to submit their BAFO. [...] 5.7.3 ASES reserves the discretion to celebrate more than one round of BAFO's. Nonetheless, Offerors must submit with their initial Cost Proposal, their best cost estimate, therefore, their best offer".

Considering the critical nature of the Enrollment Counselor service for Plan Vital enrollees and that the service must be offered on a continuous basis, it is in PRHIA's best interest to award the contract to Truenorth Corporation.

IV. NOTICE OF FINAL DETERMINATION

Pursuant to Sections 2.3.6 and 5.8 of the RFP, the successful Offeror of the RFP #2025-003 (EC) is **Truenorth Corporation**.

Accordingly, you are hereby notified of said selection and PRHIA's intent to award a contract for an initial term of three (3) years, with two (2) options to renew for an additional contract year, subject to the availability of funds, for a total amount of **\$9,277,862.00**.

RECONSIDERATION AND JUDICIAL REVIEW

Any Offeror who understands that they have been affected by PRHIA's final determination regarding this RFP may submit a Petition for Reconsideration within ten (10) calendar days from the date of the mailing of this Notice. This deadline is jurisdictional and cannot be extended. Failure to timely present the petition will preclude PRHIA from considering the Petition for Reconsideration.

In compliance with Section 2.3.7.2 of the RFP, the Petition for Reconsideration must be addressed to the attention of PRHIA's Board of Directors and sent by postal mail and email to the following addresses:

**Urb. Caribe Sector El Cinco
1549 Calle Alda
San Juan, PR 00926-2712
asesprocurement@ases.pr.gov**

The Offeror seeking reconsideration of this decision must notify all other Offerors who participated in the RFP with a copy of the Petition of Reconsideration within the same ten (10) day term to file the Petition. This is a requirement of strict compliance. PRHIA's Board of Directors shall determine if it will consider the Petition for Reconsideration within ten (10) calendar days of the filing of the petition. If the Board does not make this determination within the ten (10) calendar days, the Petition shall be deemed rejected outright. If the Board determines to consider the Petition, the Offeror will be notified via email. The Board will have thirty (30) calendar days to issue its final determination on the Petition. PRHIA may extend said term only once, for an additional term of fifteen (15) calendar days.

If a ruling on the Petition is made, the twenty (20) calendar days for requesting judicial review will begin from the date on which a copy of the notification of the decision of the Board of Directors was deposited in the mail.

In the case that the Board of Directors does not consider the Petition within the initial ten (10) day period and the Petition for Reconsideration is deemed rejected outright, the twenty (20) calendar day's term to

request judicial review before the Court of Appeals will commence after the expiration of the initial ten (10) day period.

This Notice of Intent to Award is contingent upon the signature of the final contract. No work may begin until the contract is fully executed.

REGISTER AND NOTIFY.

A handwritten signature in blue ink, appearing to read 'Carlos A. Rosario', with a stylized flourish at the end.

Carlos A. Santiago Rosario, Esq., JD, L.L.M., MSHA, FACHE, CHC

NOTIFICATION

I CERTIFY that this Notice was registered and filed in the administrative file of this process and a true and exact copy was sent and notified by email and by certified mail to all parties in this process, as noted below:

TRUENORTH CORP.

Carlos Fernández Ferrer

President

B7 Calle Tabonuco Suite 1603

Guaynabo, PR 00968

carlos@truenorthcorporation.com

In San Juan, Puerto Rico, on August 6, 2025.



Leilani Valle Donato, Esq.

Principal Proposal Adjudicator

Puerto Rico Health Insurance Administration (PRHIA)