



GOBIERNO DE PUERTO RICO  
ADMINISTRACIÓN DE SEGUROS DE SALUD

**PUBLIC NOTICE**  
**REQUEST FOR PROPOSALS (RFP)**  
**RFP #2025-003 (EC)**  
**Enrollment Counselor Program for Plan Vital**

Pursuant to Law Number 72 of September 3, 1993, the Puerto Rico Health Insurance Administration (PRHIA or “ASES” for its Spanish acronym), invites interested companies to submit competitive proposals to provide Enrollment Counselor services for the Government Health Plan (GHP, “PSG” for its Spanish acronym, or “Plan Vital”). Pursuant to this statutory provision, ASES has established a managed care program for the medical assistance program under the GHP. As part of its responsibilities, ASES currently holds contracts with four (4) Managed Care Organizations (MCOs) to provide health services to individuals who are eligible for Medicaid and other enrollees, as established by applicable law, known as Plan Vital, serving approximately 1,054,054 beneficiaries.

Plan Vital enrollees have choice of MCOs, primary care physician (PCP), and primary medical groups (PMG). The Enrollment Counselor provides essential choice counseling functions to support current active enrollees in their decision process to select their MCO, PCP and/or PMG during their annual open enrollment and ongoing as new enrollees become eligible. Choice counseling is a required element of the federal beneficiary support system (federal requirements at 42 CFR 438.71(a)-(c)). As such, entities functioning as an Enrollment Counselor must perform the following minimum required functions:

- Provide choice counseling for all potential enrollees and enrollees, accessible in multiple ways including phone calls, internet, web chat, mobile app, and via auxiliary aids and services when requested.
- Provide assistance in understanding the managed care delivery system under the GHP.
- Assist in enrollment activities, which may include taking enrollments by phone, or through other electronic methods of communication.

ASES is the owner of “ASES Enrollment Counselor Technology Platform”, which is used by the Enrollment Counselor for conducting these services. Hence, another service requested under this RFP is the maintenance of said platform.

The Enrollment Counselor, as required under 42 CFR 438.810(a)-(b), shall be independent of any managed care organization (MCO) or health care provider in Puerto Rico. This means that the selected entity must not have any ongoing contracts with an MCO or health care provider in Puerto Rico, regardless of participation in federal health care programs. In sum, the selected entity must comply with independence and no conflict of interest requirements which include, among others, that the Enrollment Counselor and any subcontractor shall not be an MCO or a health care provider



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in Puerto Rico, shall not be owned or controlled by an MCO or a health care provider in Puerto Rico, and shall not own or control an MCO or health care provider in Puerto Rico. Note that the independence and conflict of interest requirements apply to any health care provider, regardless of participation in federal health care programs. The Offeror/Contractor and any Subcontractor(s) which may be engaged by the Offeror/Contractor(s) to perform any part of the Scope of Work (SOW) of the RFP shall be independent from the influence of any: (a) Contracted MCOs; (b) healthcare provider of the GHP; or (c) any other healthcare provider, regardless of participation in federal health care programs (42 CFR 438.810). The selected entity must have the necessary infrastructure and financial capacity to begin providing the contracted services as of **August 1, 2025**.

At the time of granting the award, the Offeror must be authorized to do business in Puerto Rico, have a current certification from the Puerto Rico General Services Administration (ASG) Single Registry of Professional Services Providers (RUP), be enrolled in the System for Award Management (SAM), and not be disqualified, suspended, proposed for disqualification, or declared ineligible for contract award by any federal and state department or agency.

From **January 31, 2025**, any entity interested in participating in the process may obtain an electronic copy of the RFP Document from the ASES's webpage (<https://www.ases.pr.gov/>) under the section titled "Contratación Gubernamental". The deadline to submit questions related to the RFP will be **February 14, 2025**. Proposals will be deposited in a secure document repository no later than **March 13, 2025, at or before 11:59 PM (AST)**.

Lymari Colón Rodríguez  
Interim Executive Director

ASES reserves the right to cancel or modify this RFP, reject any or all proposals, and award the contract under the conditions most favorable to the Government of Puerto Rico. ASES does not discriminate on the basis of age, race, color, sex, birth, veteran status, political or religious ideology, social origin or status, , disability, or physical or mental disability. ASES is an equal-opportunity employer and encourages vendors who will use subcontractors as part of their proposals to include and involve small, minority, and woman-owned businesses. Selected Offeror shall comply with all applicable state and federal labor laws and regulations including, without limitation, Fair Labor Laws, Equal Employment Opportunity Program requirements, unemployment tax, temporarily disabled tax, worker's compensation and social security taxes.