



Bureau of Health Services Financing (BHSF)

Request for Information (RFI)

For

The Design, Development and Implementation of a Fully Functional Customer Service Contact Center (One Door, One Call) for the LDH

RFI due date/time: December 22, 2025 5:00 CST

NOTE: This Request for Information (RFI) is solely for information and planning purposes and does not constitute a solicitation. This information will be reviewed and discussed by the state agency and may result in the advertisement of a formal and competitive Request for Proposal for any or all of the services included in the RFI.

Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a response to this RFI identified as such must be clearly marked and will be handled in accordance with the Louisiana Public Records Act. R.S. 44:1-44 and applicable rules and regulations. Any response marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.

11/18/2025

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1. GENERAL INFORMATION

1.1 Background

The Louisiana Department of Health (LDH) is responsible for the administration of the Louisiana Medicaid program, serving over 1.6 million individuals across the state. Act 478 (HB 624) resulted in the transfer of the SNAP program from DCFS to LDH operations, effective October 1, 2025. As a result, LDH is in need of a fully functional, consolidated Call Center to provide the citizens of Louisiana customer service to meet the needs of the programs, inclusive of fluctuating call volumes and disaster response.

1.2 Purpose of RFI

The Louisiana Department of Health is issuing this RFI for the purpose of gathering information and cost estimates from qualified entities with demonstrated capacity and experience to administer and operate a consolidated Call Center. The information gathered will help inform LDH in developing a comprehensive Scope of Services for a potential future Request for Proposal (RFP).

1.3 Project Overview

Attachment I provides an overview of the project and outlines preliminary concepts and deliverables under consideration. LDH seeks information and recommendations from responders regarding the following:

- Organizational Experience
- Implementation Approach
- Staffing Model and Workforce Management
- Quality Assurance and Performance Monitoring
- Technology and Systems Integration
- Data Security and Compliance
- Multilingual and Culturally Competent Services
- Reporting and Analytics
- Business Continuity and Disaster Recovery
- Innovation and Value-Added Services

2. ADMINISTRATIVE INFORMATION

2.1 RFI Coordinator

Requests for copies of the RFI must be directed to the RFI coordinator listed below:

Louisiana Department of Health
Name: Stephanie Horvath
Bureau of Health Services Financing
628 North 4th Street
Baton Rouge, Louisiana 70802
Email: Stephanie.Horvath2@la.gov

This RFI has been posted to LaPAC and the LDH Website, which can be found at the following links:

LaPAC: <https://wwwcfprd.doa.louisiana.gov/osp/lapac/pubMain.cfm>

LDH Website: <https://ldh.la.gov/index.cfm/newsroom/category/46>

2.2 Schedule of Events

The LDH reserves the right to deviate from this Schedule of Events.

Activity/Event	Date
Public notice of RFI	11/19/2025
Deadline for receipt of Questions/Inquires	11/26/2025
Response to written inquiries	12/10/2025
Deadline for receipt of RFI Response	12/22/2025

2.3 Response Content

We ask that you include in your response the following:

- Respondents are encouraged to answer as many questions in Attachment II as applicable; however, complete responses to all questions are not required.
- Your recommended approach and methodology for accomplishing the RFI outcomes.
- Any innovative concepts for each of the areas that would improve customer satisfaction and cut costs to save time and money.
- Any considerations, issues or concerns in the scope of services as described may be essential and need to be considered.
 - Include with each of these responses, any alternative solutions and/or pertinent information that may be needed.

LDH is not seeking compliance declarations, but insight into capability, flexibility and approach.

2.3.4 Cost Estimate

Provide a general overview of your pricing model (e.g., subscription-based, per user, per transaction). While this is an RFI, a high-level understanding of potential costs is beneficial.

Please include any information regarding typical implementation and maintenance costs, as well as factors influencing them, with a focus on the cost-effectiveness of modifications and maintenance.

2.4 Response Instructions

2.4.1. Response Submittal

Responders interested in providing information requested by this RFI must submit responses containing the information specified no later than the deadline for response to RFI as stated in the Schedule of Events. Proposers should email responses to the RFI Coordinator.

It is solely the responsibility of each responder to ensure that their response is submitted before the deadline. Responses misdirected or otherwise received late may not be considered.

2.5 Additional Instructions and Notifications to Responders

2.5.1 RFI Addenda/Cancellation

The State reserves the right to revise any part of the RFI by issuing an addendum to the RFI at any time. Issuance of this RFI, or subsequent addendum, (if any) does not constitute a commitment by the State to issue an RFP or any other process resulting in award of a contract of any type or form. In addition, the State may cancel this informal process at any time, without penalty.

2.5.2 Ownership of Response

The materials submitted in response to this request shall become the property of the State.

2.5.3 Cost of Preparation

The State shall not be liable for any costs incurred by responders associated with developing the response, preparing for discussions (if any) or any other costs, incurred by the responder associated with this RFI.

ATTACHMENT I

Scope of Services

The Louisiana Department of Health (LDH) seeks to implement a unified Customer Service Call Center Operations model that provides responsive, accurate, and culturally competent service to residents across all LDH programs, including Medicaid, the Supplemental Nutrition Assistance Program (SNAP), Disaster SNAP (DSNAP), and other public assistance programs.

This initiative integrates and modernizes LDH's existing Medicaid and SNAP customer service functions with a centralized Customer Service Unit (CSU) to ensure consistent communication, streamlined eligibility and enrollment support, and efficient handling of inquiries through modern contact center infrastructure.

Primary objectives include:

- Improving accessibility and responsiveness to LDH customers statewide.
- Ensuring compliance with all federal and state laws governing health and human services.
- Leveraging technology, data, and trained staff to provide accurate, timely, and high-quality support.
- Enhancing LDH's operational flexibility during high-volume or emergency events.

The desired solution would establish and operate a comprehensive Customer Service Operation that includes artificial intelligence, telephonic, chat, and electronic support channels for all LDH offices and Medicaid programs.

Services should include, but are not limited to:

- Accepting Medicaid and SNAP applications and renewals via telephone and electronic channels.
- Processing returned mail and conducting outbound calls to maintain beneficiary contact.
- Responding to public inquiries related to Medicaid, SNAP, TANF, DSNAP, and other LDH initiatives.
- Managing an AI Interactive Voice Response (IVR) system to provide general and case-specific information.
- Providing multilingual, culturally competent customer assistance line to primarily accommodate English and Spanish speaking callers with a translation service to accommodate all other languages.
- Maintaining real-time monitoring, call routing, and workforce management capabilities to meet service level requirements.
- Field staff ability to make inbound/outbound calls using the Automated Call Distributor (ACD) software.

All services must be performed within the continental United States and in full compliance with HIPAA, FNS, and state security and privacy regulations.

The desired solution would implement and maintain performance metrics that demonstrate efficiency, accuracy, and service quality. The desired solution shall provide and maintain secure telephony and information technology infrastructure that supports LDH's operational, reporting, and privacy standards. Requirements include:

- Cloud-based IVR and Automated Call Distribution (ACD) systems with real-time reporting and monitoring dashboards.
- Integration with LDH's Enterprise Architecture (EA), including API-based data exchange with state systems.
- Secure File Transfer Protocols (SFTP/FTPS) with FIPS 140-3 encryption for all data transmissions.
- Compliance with the Health Insurance Portability and Accountability Act (HIPAA), HITECH Act, and the State's Information Security Policy.

- Implementation of administrative, physical, and technical safeguards for all Protected Health Information (PHI) and Personally Identifiable Information (PII).

The desired solution would maintain a formal Quality Assurance (QA) program, approved by LDH, to monitor and evaluate customer service performance, data accuracy, and compliance. QA activities shall include:

- Call recording and auditing of a representative sample of interactions.
- Routine scoring of Customer Service Representative (CSR) performance.
- Monthly quality reports summarizing results, trends, and improvement plans.
- Implementation of customer satisfaction surveys with standardized metrics.

The desired solution would:

- Create a seamless, unified customer service approach for Medicaid and SNAP customers
- Improve accessibility and efficiency for LDH customers statewide.
- Strengthen program integrity and compliance.
- Enable LDH to respond rapidly to emergencies, policy changes, and high-volume events; one desired solution would be the ability to create, upload and delete messages promptly to IVR.

Provide a consistent, data-driven approach to customer service across all LDH programs.

Attachment II – RFI Questions

1. Organizational Experience

Describe your organization's experience providing large-scale, multi-program customer service or contact center operations for public sector health and human services agencies. Include examples of projects comparable in size, scope, and complexity.

2. Implementation Approach

Explain your proposed approach to stand up a fully operational customer service unit, including project planning, recruitment, training, technology deployment, and transition timelines. What lessons learned from prior implementations would you apply to ensure a seamless launch?

3. Staffing Model and Workforce Management

Provide an overview of your staffing model, including workforce management tools, scheduling methodologies, and how you ensure adequate coverage during high-volume periods such as renewals, open enrollment, or disaster response events (e.g., DSNAP activations).

4. Quality Assurance and Performance Monitoring

Describe your quality assurance framework and how you monitor, measure, and report on service quality and agent performance. What specific metrics and tools do you use to ensure compliance with service-level standards?

- Service Level
- Average Hold Time
- Abandonment Rate
- Blocked Calls
- Customer Satisfaction
- First Contact Resolution (What steps are taken to modify behavior/retrain staff after event?)
- QA score cards

5. Technology and Systems Integration

Explain your AI, telephony, IVR, and customer relationship management (CRM) systems, and how they integrate with state enterprise architectures or legacy systems. Include details about data exchange capabilities (e.g., APIs, SFTP, or other secure interfaces).

6. Data Security and Compliance

Outline your organization's data security practices and compliance framework. How do you ensure compliance with HIPAA, HITECH, SNAP confidentiality requirements, and the State of Louisiana's Information Security Policy? Describe your incident response and breach notification process.

7. Multilingual and Culturally Competent Services

Describe your capabilities for providing culturally competent services and multilingual support. How do you recruit, train, and monitor bilingual staff to ensure effective communication with Louisiana's diverse population? What is the level of certification of staff or is there access to a 3rd party vendor for translation services?

8. Reporting and Analytics

Discuss your approach to performance reporting and analytics. What dashboards, real-time monitoring tools, and data visualizations do you provide to clients? Include examples of how reporting supports transparency and continuous improvement.

9. Business Continuity and Disaster Recovery

Provide a summary of your business continuity and disaster recovery plans. How do you ensure operational continuity within 48–72 hours following an event that disrupts call center operations? Describe your redundancy and backup protocols.

10. Innovation and Value-Added Services

Identify any innovative solutions, automation tools, or value-added services your organization could offer to improve customer experience, streamline eligibility and enrollment support, or enhance LDH's overall service delivery.