

Sources Sought Notice (SSN) 160517
Medicare Part C and D Model Marketing Material Translations

**THIS IS NOT A FORMAL REQUEST FOR PROPOSAL (RFP) AND DOES NOT
COMMIT THE CENTERS FOR MEDICARE & MEDICAID SERVICES (CMS)
TO AWARD A CONTRACT NOW OR IN THE FUTURE**

This is a SOURCES SOUGHT NOTICE to determine the availability of small businesses on the **GSA 00CORP - Professional Services Schedule (PSS) Language Services Categories** (e.g., 8(a), service-disabled veteran owned small business, HUBZone small business, small disadvantaged business, veteran-owned small business, and women-owned small business) that have the capability to support the Centers for Medicare & Medicare Services (CMS) in carrying out the workload associated with analytical and technical support of the Medicare Part C and D Model Marketing Material Translations.

General Background

Title I of the Medicare Modernization Act (MMA) established the Medicare prescription drug benefit under Part D of title XVIII of the Social Security Act (Act). Title II of the MMA modified Part C of the Act to rename the Medicare + Choice program to the Medicare Advantage (MA) program. These programs are administered by the Centers for Medicare & Medicaid Services (CMS). As of September 2015, more than 54 million beneficiaries were eligible to be enrolled in a Part C and/or Part D plan.

Medicare Part C Sponsors provide medical coverage through contractual arrangements with CMS, including Local Coordinated Care Plans which include Health Maintenance Organizations (HMOs), Local Preferred Provider Organizations (PPOs), Point of Sale (PSO) plans, Private fee-for-service plans (PFFS), Medicare Savings Accounts (MSAs), and Regional PPOs. Under Section 1876 and 1833(a)(1)(A) of the Act, an HMO participates in the Medicare program by receiving “reasonable cost” reimbursement for furnishing covered services to enrolled beneficiaries. 1833 Cost Plans (or Health Care Prepayment Plans) must either be union or employer sponsored or must not provide inpatient hospital services for its enrollees.

Part D Sponsors, through arrangements with CMS, provide the Medicare prescription drug benefit coverage through plans that offer drug-only coverage known as Prescription Drug Plans (PDPs), or through Medicare Advantage (MA) plans that offer integrated prescription drug and health care coverage (MA-PD plans).

Consistent with 42 C.F.R. §§ 422.111 and 423.128, Medicare Part C and D sponsors are required to meet certain standards for providing information to current and potential enrollees and contracted providers. Additionally, as required by 42 C.F.R. §§ 422.2264(e) and 423.2264(e), Part C and D sponsors must translate specific marketing materials if the primary language of 5% or more of the individuals in a plan's service area speak a particular non-English language less than very well. These beneficiaries are referred to as Limited English-proficient (LEP).

A. Required Knowledge and Experience

At a minimum, the following knowledge and experience are required to support this effort:

- Prior experience working with the receipt of time-sensitive materials, via E-mail, fax, or next-day delivery, for one to three day turnaround times including electronic data (in a file format such as Access, Adobe InDesign, Excel, QuarkXpress, PDF, Power Point, and Word);
- Prior experience in translating materials from English to Spanish, English to Chinese, and if necessary, in other languages, including but not limited to, Arabic, Armenian, Farsi/Persian, French, French Creole, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, Tagalog, and Vietnamese;
- Ability to translate, and provide graphic design and/or layout and typesetting for the translation of existing materials. Specifically, translation of the following model marketing material documents in 3.2(a)(2)(i)-(vii);
 - Enrollment forms
 - Annual Notice of Change/Evidence of Coverage (ANOC/EOC)
 - Formularies
 - Pharmacy Directory
 - Provider Directory
 - Transition Letter
 - Low-Income Subsidy (LIS) Rider
- Ability to provide the documents listed above in both an editable format and as a Section 508-compliant document. Information the Section 508 Standards for Electronic and Information Technology is available here: <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards>
- Prior experience with the inclusion of professional illustrations and logos using QuarkXpress 9 or higher, Microsoft Office 2007 (or higher), Microsoft Excel and Word 2007 (or higher), and Adobe InDesign CS4 or higher using personal computer (PC)/MAC platforms (e.g., final translated product must contain any graphics that are included in the English version);
- Prior Experience with quality control including editing services which must consist of proofreading, redesign or repagination, or updating existing materials, and expert personnel to assure that translations are accomplished in a timely, efficient, and effective manner;

- Ability to develop and create a custom-made glossary of technical terms and phrases for every assignment;
- Ability to provide back-translations in English to assure proper quality control (participation of translators, editors, and proofreading specialists);
- Knowledge of Section 508 provisions and ability to provide deliverables in a Section 508 compliant format;
- Prior experience in effective project management that includes a proven track record of keeping to a schedule and managing multiple tasks.

B. Capability Statement Requirements

CMS requests that the respondent specifically address the requirements listed below. Respondents should provide enough information for CMS to make an informed determination of their capability to perform the work identified below. Please remember that the potential offeror or prime contractor must be able to perform at least 50% of the labor associated with this effort. Please provide a list of contract numbers that your organization has had (if applicable) and your role on the contract (prime contractor or subcontractor). If you were a subcontractor on a particular contract, please clarify the work that you did on that contract.

Please describe your capabilities and detailed experience performing similar activities as those described below. Your response should demonstrate your understanding of the requirements to:

- Oversee project management and planning
- Conduct annually the Medicare Part C and Part D model marketing material translation data collection, preparation, and dissemination
- Develop and disseminate Medicare Part C and Part D model marketing material translated files and reports
- Provide technical assistance and support to stakeholders and translated model marketing materials users
- Educate stakeholders and others on the model marketing material translation findings and applications
- Conduct applied research to support CMS priorities
- Conduct Ad Hoc CMS policy/program analyses related to language translation

C. Instructions for Submitting Responses to CMS

The following specific information is requested: (a) company descriptive literature; (b) specific related corporate experience; (c) experience with the type of capability expectations mentioned above; (d) references, to include points of contact, email addresses, and phone numbers; and (e) business information outlined below.

- a. DUNS
- b. Company Name
- c. Company Address
- d. Validation of small business status under NAICS Code 541611 - Administrative Management and General Management Consulting Services (size standard of \$15 million)
- e. Current GSA Schedules appropriate to this sources sought notice

All capability statements must be submitted via E-mail to the point of contact listed below. Responses shall be limited to **5 pages**. Resumes of key people are limited to 2 pages and may be submitted as an attachment, which will not count towards the page limit.

All transmitted information marked proprietary shall be treated as such. Therefore, businesses should identify any proprietary information in their responses. Proprietary materials will neither be distributed, nor discussed with, any other organization. Information submitted in response to this will be used at the discretion of the Government. Further, the information submitted will remain confidential insofar as permitted by law, including the Freedom of Information and Privacy Acts.

Respondents should be aware that this SSN is for market research purposes only and any responses thereto, or lack thereof, will not constitute a commitment by CMS to treat any potential offeror more or less favorably in the anticipated forthcoming solicitation and/or ultimate award. Please be advised that CMS will not respond directly to organizations submitting information in response to this SSN.

All capability statements can be submitted via e-mail to Mohammed.Islam@cms.hhs.gov. Responses must be submitted no later than 2 p.m. EST **Thursday, February 18, 2016.**