

**Puerto Rico Medicaid Program**  
*Health Information Exchange (HIE) Operations and Technical Services*

**Response to Fifth Important Update**

Solicitation Number: 2024-PRMP-MES-HIE-001

**3500 Square Team**

Attachment G – Fifth Important Update

April 2nd, 2024



**Submitted by:**

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April 2nd, 2024

Ms. Elizabeth Otero Martinez  
Puerto Rico Department of Health  
Puerto Rico Medicaid Program (PRMP)  
268 Luis Muñoz Rivera Ave.  
World Plaza – 5th Floor, Suite 501  
San Juan, Puerto Rico 00918

RE: PRMP 2024-PRMP-MES-HIE-001 - Fifth Important Update

Dear Ms. Otero Martinez,

3500 Square and J2 Interactive (Team 3500) are pleased to submit a response with the changes per the Fifth Important Update to the Puerto Rico Department of Health (PRDoH) Puerto Rico Medicaid Program (PRMP) Request for Proposals (RFP) for HIE Operations and Technical Services.

In this updated proposal, we are submitting the Business Operations Section, which has been enhanced to reflect the latest developments and requirements. Our proposal now includes detailed plans for Business Model and Operational Management, Compliance with Laws and PHI Protection, Participant Agreements and Patient Consent Management, Operational Systems for Staff and SOPs, a Secure Public Website, and further considerations on language and cultural inclusivity. These enhancements are aimed at elevating the overall proposal and ensuring a comprehensive solution that addresses all facets of HIE operations.

Furthermore, we have incorporated slight updates and additional details from a Medicaid Data Services Perspective, offering a more in-depth look at how our proposed solution aligns with Medicaid's data management and exchange needs. Additionally, an updated cost proposal is included, which has been meticulously revised to ensure full compliance with the RFP requirements while offering the best value and cost-effective options for evaluation.

On behalf of Team 3500, we extend our gratitude for the opportunity to participate in this RFP process. We are fully committed to supporting PRMP in achieving its objectives for the Puerto Rico Health Information Exchange (PRHIE) and are eager to discuss any aspects of our proposal in further detail.

Thank you for considering our submission. Should you have any questions or require additional information, please do not hesitate to contact us at your convenience.

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## Attachment G: Response to Statement of Work

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### 1. Approach to Business Operations

Team 3500 responses provide specific details and examples outlining our approach by covering the requested subcategories under separate subheadings.

#### 1.2 Business Operations

##### Business Model

Team 3500 will convene key stakeholders in year 1 to develop and implement a sustainable business model that incorporates both public and private revenue sources. The model will identify key HIE products that create participant value and can be supported through subscription-based services. Stakeholder engagement will be critical in developing a product and pricing model that is fair and equitable to the wide array of HIE participants.

Key HIE products are described in the technology solution section of this response which will create the HIE product portfolio available for subscription. Pricing for HIE products will be tailored to specific market segments and will reflect the value of the services provided. Market segments will include hospitals, ACOs, payers, non-hospital-based healthcare providers, EMS, public health,



and others. Consideration of the unique value proposition of HIE services for these various market segments will be critical in creating an equitable and sustainable business model that considers the different operating models of each market segment.

Examples of product-based subscription pricing may include per-member, per-month (PMPM) electronic notification services, user-based portal subscriptions, account-based secure messaging, volume-based data sender subscriptions, report-based fee schedules, and others. Team 3500 will convene key stakeholders to develop these products and pricing models to ensure broad community support.

Team 3500 will work with public sector stakeholders to further sustain the operations of the HIE. Nationally, HIEs rely heavily on strategic partnerships with Medicaid and public health agencies. There are numerous public sector HIE sustainability models that can be leveraged to support HIE infrastructure and an advanced health data utility. Team 3500 will work closely with public sector stakeholders to develop strategic relationships and implement sustainable public sector solutions.

A key component of public-sector financing will be ensuring eligibility for enhanced funding for MES certified HIE solutions. Team 3500 has extensive industry expertise with CMS funding and Medicaid requirements and can assist public agencies in pursuing various funding mechanisms. Team 3500's industry experts have effectively supported these activities in multiple states utilizing multiple methodologies that have received CMS approval.



### ***2.3 Medicaid Services and Medicaid Data Services***

The solution supports Medicaid services and enables HIEs to comply with CMS regulatory guidelines. Our approach focuses on interoperability, data management, and analytics, which are

key to meeting the CMS interoperability and patient access rules as described in the following sections.