

DEPARTMENT OF HEALTH
PREVENTION AND HEALTH PROMOTION ADMINISTRATION

PRE-PROPOSAL MEETING
FOR
MAXWELL DATABASE SYSTEM

MDH-OPASS-23-00030

SEPTEMBER 8, 2022

via Google Meet

10:06 a.m. - 10:35 a.m.

PRESENT FROM DHMH:

AFUA TISDALE, Contract Officer
SAMANTHA RITTER, MDH-PHPA-OFCHS
LAURENCIA HUTTON-ROGERS, Manager, MIECHV Program
JANELLE ROBINSON, MBE Liaison

ALSO PRESENT:

JOHN KREINER, Advanced Metrics
SARA RUSSELL, Advanced Metrics
MAGGIE GERAGHTY, Advanced Metrics
STEVEN HERR, Advanced Metrics
ANNA ERB, Advanced Metrics
LARRY PITTS, Bithgroup Technologies
JITENDER SHARMA, Serigor, Inc.
ALEXANDER FAKERI, Mojo Web Solutions, LLC
ANAND THIAGARAJAN, KM Data Strategists
LLOYD RAMIREZ, DK Consulting
MATILDA SANDOU, Aditi, LLC
THARA NAIR, Aditi, LLC

REPORTED BY: KATHLEEN A. COYLE, Notary Public

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1 P R O C E E D I N G S

2 MS. TISDALE: Good morning, everyone. My name
3 is Afua Tisdale. I am the contract officer for the
4 Maxwell Database RFP. I am here representing on behalf
5 of Office of Contract Management and Procurement. Jim
6 Beauchamp is the procurement officer. I don't think he
7 is here with us today, but I will be representing any
8 questions on behalf of Jim. Okay.

9 I want to thank you all for attending the
10 pre-proposal conference. I appreciate you taking the
11 time out of your, I'm sure, busy schedule to come to
12 find out about the proposal. We have a lot of people
13 here. If anybody has any questions, I ask that you
14 raise your -- hit the raise hand button and I will call
15 on you.

16 I am here to explain the procurement process.
17 And I ask everyone who is joining us to put your name
18 and contact information in the chat so we'll be able to
19 contact you if needed. Also, please identify whether
20 you're a MBE or a VSBE. Because the RFP does contain
21 MBE and VSBE goals. Okay.

1 Again, I am here today to help you understand
2 the process of this procurement. If further
3 clarification is needed after this meeting, I can be
4 reached by email at
5 mdh.solicitationquestions@maryland.gov The email
6 address can also be found on the key information
7 summary sheet of the RFP.

8 This meeting is to review the Maxwell
9 Database system for the State of Maryland. The
10 Department intends to make a single award as a result
11 of this RFP.

12 There are no minimum qualifications for this
13 procurement.

14 I'm sorry. I'm going to retract a bit and go
15 back to the beginning. I know I introduced myself,
16 Afua Tisdale, but I forgot to introduce our MDH staff.
17 So we'll start with introductions of the MDH staff.
18 We'll start with Samantha Ritter.

19 MS. RITTER: Hi everyone. My name is
20 Samantha Ritter. I'm the director of the Office of
21 Family and Community Health Services. And I oversee

1 the Maternal Infant and Early Childhood Home Visiting
2 Program for which this RFP is designed.

3 MS. TISDALE: Next.

4 MS. ROBINSON: This is Janelle Robinson. I'm
5 the MBE liaison for the Department of Health.

6 MS. MULLEN: This Is Dona Mullen, the program
7 Coordinator for the MIECHV Program.

8 MS. HUTTON-RODGERS: Good morning. I'm
9 Laurencia Hutton-Rogers, and I'm the program manager
10 for the MIECHV Program.

11 MS. TISDALE: And is there any additional
12 program people on with us?

13 (No response.)

14 MS. TISDALE: Okay. Thank you. There are no
15 minimum qualifications for this procurement.

16 Section 2.1.1, contractor requirements. As
17 noted, Maryland Department of Health is issuing this
18 request for proposal to contractors for maintenance of
19 continuing development of the existing data management
20 system. This is currently being utilized by all funded
21 Maternal Infant and Childhood Home Visiting Programs to

1 allow for a single point of data entry. All subsequent
2 documentation regarding this solicitation will be
3 posted on eMaryland Marketplace Advantage, what we call
4 eMMA, and MDH website. Please remember that in order
5 to receive a contract award, you must be registered on
6 eMMA. Registration is free. For additional
7 information please review Subsection 4.2.

8 I would like to stress to anyone today that
9 any questions asked during the question and answer
10 portion of this meeting be submitted to the Department
11 in writing for clarity purposes. The questions and
12 answers, along with minutes and other documents will be
13 posted to eMMA and MDH website as quickly as possible.
14 Questions should be submitted to myself, Afua Tisdale,
15 or the procurement officer at
16 MDH.solicitationquestions@maryland.gov Questions
17 should be submitted no later than the date listed on
18 the key information summary sheet. The procurement
19 officer, based on the availability of time, the time to
20 research and communicate an answer, shall decide
21 whether an answer be given before the proposal due

1 date. Given that, please try to submit any questions
2 as soon as possible.

3 The contract resulting from this solicitation
4 will begin on or about May 1, 2023. It will be for
5 three years with two one-year renewal options.

6 The procurement method used for this
7 solicitation is competitive sealed proposals. There
8 are several steps involved in this method, so your
9 attention to the solicitation documentation is crucial
10 to the successful submission of your proposal.

11 Again, there are no minimum qualifications
12 that are to be met.

13 There is a MBE goal of four percent, and a
14 VSBE goal of one percent. And Janelle Robinson will go
15 over the MBE/VSBE requirements later.

16 Section 2.3 is the meat of the solicitation.
17 That will give you a clear understanding of what the
18 Department expects of the successful offeror and the
19 provision of services. Please note, someone
20 representing the program will give further emphasis on
21 the responsibilities and the task.

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1 Proposal format, 5.1. Offerors are required
2 to submit their response to the RFP in two parts. This
3 section clearly lists all submission requirements.
4 Offerors shall submit proposals in separate volumes.
5 Volume I, technical proposal, and Volume II, financial
6 proposal.

7 Subsection 5.25, offers shall provide their
8 proposals in two separate envelopes through eMMA,
9 following the quick reference guide labeled 5, eMMA,
10 quick reference guide, responding to solicitation RFP.
11 So double envelope submissions. Two part double
12 envelope submissions. Technical proposal shall consist
13 of technical proposal and all supporting materials in
14 Microsoft Word format, version 2007 or greater,
15 technical proposal in searchable Adobe PDF format, a
16 searchable Adobe copy of the technical proposal with
17 confidential and proprietary information redacted.
18 Financial proposal consisting with the pricing listed
19 in the Excel Spreadsheet provided in eMMA.

20 The evaluation and selection process are
21 outlined in Section 6. Your proposals will be

1 evaluated by a committee organized for that purpose,
2 and will be based on the criteria set forth in the RFP.
3 The technical criteria listed in descending order of
4 importance can be found in Subsection 6.2, with the
5 financial proposal criteria listed in Subsection 6.3.

6 Reciprocal preference information. Although
7 Maryland law does not authorize the current Agency to
8 favor resident offerors in awarding procurement
9 contracts, many other states do grant their resident
10 businesses preference over Maryland contractors. COMAR
11 21.05.01.04 permits for current Agency to apply a
12 reciprocal preference under certain confidential source
13 which is listed in this section, in the section of the
14 RFP. Please review Section 6.4.

15 The selection procedure is highlighted in
16 Subsection 6.5. As noted, the contract will be awarded
17 to the responsible offeror that submitted the proposal
18 determined to be the most advantageous to the State,
19 considering technical evaluation factors and price
20 factors as set forth in the RFP.

21 Other than composing your technical and

1 financial proposals, the most important matter is to
2 have your proposal submitted by the date, time and
3 location listed. Therefore, your proposals are due no
4 later than October 25, 2022, at 2:00 p.m. Proposals
5 must be submitted through eMMA. And no proposals will
6 be accepted after 2:00 p.m. You cannot submit your
7 proposals at 2:01 p.m. The system will not allow it,
8 and will rejected it if it does.

9 Please remember that this pre-proposal
10 conference respective offerors may have questions
11 answered that may help them understand the RFP. Please
12 keep in mind that the answers to your questions, if
13 they are significant in nature, shall be posted to eMMA
14 and MDH website. Therefore, please, again, allow
15 sufficient time.

16 We did get two questions. One requested the
17 budget, which we cannot give because this is a
18 competitive procurement, not only technically, but
19 financially.

20 And the -- Sam, who is the current vendor,
21 the incumbent?

1 MS. RITTER: The current vendor is AMS.

2 MS. TISDALE: Okay. Advanced Metric System,
3 right? Okay. They are the current vendor. The
4 answers to those questions were posted to eMaryland
5 Marketplace Advantage.

6 Any questions on the procurement process?

7 (No response.)

8 MS. TISDALE: Okay. Next you will hear from
9 Janelle Robinson. I ask that you pay close attention
10 because getting the MBE forms incorrect is unforgiving,
11 and your proposals will be rejected. Thank you.

12 Janelle, please.

13 MS. ROBINSON: Good morning, everyone.
14 Again, I'm Janelle Robinson. I'm the MBE liaison for
15 the Department. I'm just going to go over a couple of
16 bits of information about the MBE and the VSBE goals.
17 And if you have any questions you can let Afua know and
18 add them to the chat box.

19 The MDOT certified MBE utilization and fair
20 solicitation affidavit, Attachment D1, must be fully
21 and accurately completed and submitted in Tab O of the

1 technical proposal -- the technical section of your bid
2 or proposal, excuse me. Failure to do so will result
3 in your bid or proposal being deemed nonresponsive. On
4 the D1 form you must first acknowledge and express your
5 intention to meet the overall MBE goal percentage
6 established for this solicitation. As no subgoals have
7 been established for this solicitation, do not enter
8 any information regarding the percentages for African
9 American, Hispanic American, Asian American, or women-
10 owned businesses in Section 1.

11 The MBE participation schedule should include
12 the names of the minority business enterprises that you
13 intend to use to meet the required MBE goal, along with
14 their MDOT MBE certification number, as well as their
15 certification category and related NAICS codes. Only
16 MDOT MBE certification is acceptable. MBE
17 certification from another entity or jurisdiction will
18 not be accepted. Additionally, the percentage of the
19 total contract value to be provided by the particular
20 MBE should be entered, as well as the specific
21 description of the work that is to be performed by that

1 particular MBE.

2 MBEs must be fully certified at the time of
3 submission of your bid or proposal. MBE prime
4 contractors may count 50 percent towards the
5 established subcontracting goal.

6 Within 10 working days of receiving notice
7 that your firm is the apparent awardee, you must submit
8 your outreach effort compliance statement, Attachment
9 D2, and your subcontractor project participation
10 certification, Attachment D3. You may request a waiver
11 of the MBE goal. And within 10 working days of
12 receiving notice that your firm is the apparent
13 awardee, you must submit all required waiver
14 documentation in accordance with COMAR 21.11.03.10.

15 Please carefully review the liquidated
16 damages provisions in the solicitation regarding
17 compliance with the MBE goals and regulations.

18 The VSBE utilization affidavit and
19 subcontractor participation schedule, Attachment E1,
20 must also be fully and accurately completed and
21 submitted in Tab O with your bid or proposal. Failure

1 to do so will result in your bid or -- may result in
2 your bid or proposal being deemed nonresponsive. On
3 the E1 Form you must first acknowledge and express your
4 intention to meet the overall VSBE goal percentage
5 established for this solicitation. The VSBE
6 subcontractor participation schedule should include the
7 names of the veteran-owned business enterprises that
8 you intend to use to meet the required VSBE goal, along
9 with their DUNS number.

10 United States Department of Veterans Affairs
11 and Maryland Department of Veterans Affairs
12 certifications are acceptable. VSBE certifications
13 from other entities or jurisdictions will not be
14 accepted. Additionally, the percentage of the total
15 contract value to be provided by the particular VSBE
16 should be entered as well as a specific description of
17 work that is to be performed by that particular VSBE.

18 Within 10 working days of receiving notice
19 that your firm is the apparent awardee, you must submit
20 your subcontractor project participation statement,
21 Attachment E2. You may request a waiver of the VSBE

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1 goal. And within 10 working days of receiving notice
2 that your firm is the apparent awardee, you must submit
3 all required waiver documentation in accordance with
4 COMAR 21.11.13.07.

5 And that's it for me, Afua.

6 MS. TISDALE: Thank you, Janelle. Any
7 questions on the MBE or VSBE process?

8 (No response.)

9 MS. TISDALE: Okay. Again, please review
10 those documents carefully. We would hate to reject any
11 proposals. I know you guys put a lot of time in
12 writing them.

13 Samantha will be presenting the
14 responsibilities and tasks.

15 MS. RITTER: Thank you, Afua. Just getting
16 set up here. So I will share the scope of work and
17 some more information about our office.

18 So the Office of Family and Community Health
19 Services sits within the Prevention and Health
20 Promotion Administration, at the Maryland Department of
21 Health. The mission is to protect, promote and improve

1 the health and well-being of all Marylanders and their
2 families through the provision of public health
3 leadership and community-based public health efforts in
4 partnership with local health departments, providers,
5 community based organizations, and public and private
6 sector agencies, giving special attention to at-risk
7 and vulnerable populations.

8 Within -- so, again, PHPA, the Prevention and
9 Health Promotion Administration, it's within the Public
10 Health Services Division of the Maryland Department of
11 Health. Our office sits within the Maternal and Child
12 Health Bureau. And this refers specifically to
13 Maternal Infant and Early Childhood Health Visiting
14 Program.

15 This request for proposals is to identify a
16 vendor for the maintenance of and continuing
17 development of the existing data management system.
18 This is currently being utilized by all funded MIECHV
19 programs to allow for a single point of data entry.
20 And this existing program is known as Maxwell. So
21 you'll see Maxwell Database across the top of these

1 slides.

2 So I will provide an overview of this,
3 including the scope of work. Please note that all of
4 this has more detail within the lengthy RFP. We are
5 trying to summarize the highlights for you here today.

6 So overall, the purpose is to maintain and to
7 continue to develop a robust data collection system to
8 fulfill the federal mandate for collecting and
9 reporting on multiple data benchmarks; to fulfill the
10 Maryland Home Visiting Accountability Act of 2012,
11 which mandates that all home visiting programs funded
12 through state general funds report on standard measures
13 on five domains of maternal and child well-being; to
14 allow Maryland to assess the impact of statewide home
15 visiting efforts across models; to enable home visiting
16 programs to apply for and maintain accreditation of
17 their selected evidence-based model; and to be utilized
18 in the field by home visitors, home visiting
19 supervisors, and program managers to effectively reach
20 priority families.

21 As I mentioned, there are a number of

1 responsibilities and tasks within the scope of work.
2 So we'll go over them briefly here. The first is
3 system maintenance and improvement. The second,
4 improvement and testing deliverables over the course of
5 this contract. It might be necessary to incorporate
6 new deliverables. So those details are outlined in
7 that section. Reports. There are a number of existing
8 reports that are going to be maintained. And
9 additionally, new ones might be developed along the
10 way. Infrastructure to hold regular and ongoing
11 meetings with MDH and technical staff as necessary, to
12 ensure the maintenance and development of
13 infrastructure. Field support, which includes working
14 with home visitors and other stakeholders in order to
15 test the utilization of the database. Training,
16 ensuring that it's comprehensive and accessible. There
17 are details regarding what training, reports, and
18 materials need to be developed, how they're stored and
19 disseminated. Professional collaboration and
20 education, which would include working with other
21 stakeholders within the state, including, for example,

1 the home visiting consortium and, if necessary, sharing
2 information about the database through professional
3 conferences and other venues. Solution support, which
4 refers to kind of troubleshooting with standard
5 operating procedures and workflows, for how to deal
6 with those kinds of issues. Content development and
7 updates. There are sometimes requirements from our
8 federal funders over the programs themselves that
9 require updates for the different models that are
10 incorporated into the database. And hosting, it must
11 be a Tier IV HIPAA-compliant data center that is part
12 of a secured cloud. And just continuing on with that
13 section. More details are provided in the RFP
14 regarding, for example, the purchase of additional
15 storage as necessary. Sprint cycle, which is kind of
16 these rapid, two-weeks cycles that are expected at the
17 beginning of the project period and as necessary for
18 the duration of the contract. MDH requests sample
19 tools as how the project would be managed internally.
20 There are more details regarding (indiscernible)
21 ownership, employee identification, background checks,

1 information technology and liaising with Maryland
2 Department of Health IT. There must be a plan for
3 contingency and disaster recovery. So, for example, a
4 disruption of services. And an incident response
5 requirement, if there is a suspected breach of data or
6 some kind of ransomware attack, for example, details on
7 how to alert the Maryland Department of Health.

8 There is another Section of 2.4 on
9 deliverables that are also summarized here. So there
10 are some that are required quarterly. Those are system
11 improvement reports and training. There is one that's
12 required monthly. These are solution support reports.
13 So help desk, response time, other items there. As
14 needed, sprint cycle reports. As I mentioned, these
15 are, you know, at the beginning of the program and as
16 necessary. So it would only be required as sprint
17 cycles are requested. And then there is an existing
18 work group that's collaboration between the contractor
19 and home visiting sites to support Maxwell
20 implementation and updates. And that currently occurs
21 biweekly.

1 There's also another section on service level
2 agreement. So ensuring that, you know, how performance
3 is recorded, and what happens, you know, if there are
4 missed service requirements. So please read that in
5 detail as well. Additional contractor requirements
6 include a kickoff meeting within 10 business days of a
7 notice to proceed. That's a letter that is sent from
8 MDH. There is a transition at the end of the contract
9 where assistance would be provided for up to 60 days
10 prior to the contract end date on that transition
11 period. And then the return and maintenance of state
12 data, which has to be returned to the state in original
13 form or agreed upon, and it has to be maintained for 90
14 days after the end of the contract.

15 There's another section on invoicing. This
16 would all also be provided, you know, when the vendor
17 is selected in that notice to proceed, with further
18 details. And it's also included here.

19 And those are all of our points. And we will
20 accept any questions at this time.

21 MS. TISDALE: This is Afua Tisdale again.

1 Any questions regarding the responsibilities and the
2 tasks?

3 (No response.)

4 MS. TISDALE: Okay. If there's no further
5 questions, then we can end the pre-proposal conference.
6 But first I want to thank you guys again for taking the
7 time out and joining us. If you can think of any
8 questions later, please submit them to the
9 MDH.solicitationquestions as soon as you can. And
10 again, the proposals are due -- just let me get this
11 right -- October 25, 2022.

12 MS. ERB: I do have a question.

13 MS. TISDALE: Okay. Anna?

14 MS. ERB: Yes. Hi. I understand that there
15 are no offeror minimum qualifications for the
16 procurement. Is there a way that we should
17 specifically be documenting that in eMMA as part of our
18 submission? Or is it writing a sentence saying and
19 recapping your statement?

20 MS. TISDALE: That is fine. I'm not sure. I
21 don't see the vendor's side on submission. Is there

1 like something in there that states minimum
2 requirements?

3 MS. ERB: According to the -- what I was
4 reading in the RFP, there's different tabs, and we'll
5 be submitting information under each of those tabs.
6 And one of them is submitting about the minimum
7 qualifications.

8 MS. TISDALE: You can just put in that tab
9 there are no minimum qualifications.

10 MS. ERB: Okay. Thank you very much.

11 MS. TISDALE: You're welcome.

12 MS. ERB: And I also have another question.
13 I know that we need to submit a transmittal letter in
14 order to accompany the technical proposal. Is there
15 any chance that the State would be willing to provide
16 an example of that transmittal letter and what is
17 expected in it?

18 MS. TISDALE: I believe the RFP, it doesn't
19 state what should be in the transmittal letter?

20 MS. ERB: I found it a little vague. It left
21 it up to interpretation and what the vendor felt needed

1 to be put in it.

2 MS. TISDALE: Okay. I will see about if we
3 can provide a sample of a transmittal letter. I would
4 also like to add, if there are any exceptions to the
5 RFP, you must state those exceptions before you submit
6 your proposals, before the proposal due date. We will
7 not accept any exceptions once proposals are submitted.
8 So, please, if there are any exceptions to the terms or
9 conditions, or any items that's in the scope of work,
10 please submit them before the proposal due date.

11 We have a question for Alexander.

12 MR. FAKERI: Yes. Hello. Just a quick
13 question regarding 2.3.10 for hosting.

14 MS. TISDALE: Yes. Alexander, if you could
15 just state where you're from.

16 MR. FAKERI: Oh, I'm sorry. With Mojo Web
17 Solutions, based here, in Baltimore, Maryland.

18 MS. TISDALE: Okay. Thank you.

19 MR. FAKERI: Yes. The question I have is
20 regarding hosting. So there's an indication here
21 regarding the allotment for additional storage

1 database. But I was curious, are there any particular
2 information that could be released regarding current
3 resources needed, traffic storage requirements as of
4 right now, so what the system currently requires to be
5 maintained as far as band width, internet consumption
6 and disk space.

7 MS. TISDALE: Sam, are you able to provide a
8 answer?

9 MS. RITTER: Afua, I think that we would need
10 to look into that. I don't know if that information is
11 readily available. But we'll certainly follow up with
12 a response.

13 MR. FAKERI: Thank you.

14 MS. TISDALE: Okay. We will follow up.
15 That's maybe something that we need to submit to our IT
16 Department.

17 MS. RITTER: Yes.

18 MS. TISDALE: Any additional questions?

19 (No response.)

20 MS. TISDALE: Okay. Well, again, thank you
21 for joining us. And we just hope that you guys submit

1 proposals. We thank you for your expressed interest.
2 (Whereupon, at 10:35 a.m., the meeting
3 was adjourned.)

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I, Kathleen A. Coyle, Notary Public, before whom the foregoing testimony was taken, do hereby certify that the witness was duly sworn by me; that said testimony is a true record of the testimony given by said witness; that I am neither counsel for, related to, nor employed by any of the parties to this action, nor financially or otherwise interested in the outcome of the action; and that the testimony was reduced to typewriting by me or under my direction.

This certification is expressly withdrawn upon the disassembly or photocopying of the foregoing transcript, including exhibits, unless disassembly or photocopying is done under the auspices of Hunt Reporting Company, and the signature and original seal is attached thereto.

KATHLEEN A. COYLE
Notary Public in and for
the State of Maryland

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My Commission Expires: April 30, 2026

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