

NOTICE INVITING STATEMENTS OF PROPOSAL FOR EMERGENCY MEDICAL SERVICES REVENUE RECOVERY RESEARCH AND FEASIBILITY ANALYSIS FOR THE COUNCIL OF VIRGINIA BEACH VOLUNTEER RESCUE SQUADS, INC.

September 25, 2023

The Council of Virginia Beach Volunteer Rescue Squads, Inc. (Rescue Council) seeks proposal for a consultant to conduct an Emergency Medical Services Revenue Recovery (EMS Billing) Research Study and Feasibility Analysis. The Request for Proposal (RFP) defines the scope of services to be provided and outlines the requirements that must be met by service providers interested in this providing his service.

Qualified consultants are invited to submit five (5) paper copies and one (1) electronic copy of a Proposal as described in this Request for Proposals.

Remit questions and/or Statements of Proposal to:

Council of Virginia Beach Volunteer Rescue Squads
President Mike McCracken
REF: Request for Proposals
4160 Virginia Beach Blvd.
Virginia Beach, VA 23452
President@vbrescuecouncil.org

If you have questions not addressed in the RFP that follows, they must be received via e-mail no later than October 16, 2023. **All Proposals must be received no later than 4:00 p.m. on October 20, 2023.**

Thank you for your interest.

Michael McCracken
President
Council of Virginia Beach Volunteer Rescue Squads, Inc.
President@vbrescuecouncil.org

I. INTRODUCTION AND BACKGROUND

a. General Information

The Council of Virginia Beach Volunteer Rescue Squads, Inc. (Rescue Council) is a collaborative and democratic forum for representatives of the volunteer rescue squads of Virginia Beach to develop consensus positions. The Rescue Council also serves as an advisory body to the Chief of Emergency Medical Services (EMS), City Manager, and City Council, of the City of Virginia Beach. Participating agencies of the Rescue Council include:

- Ocean Park Volunteer Rescue Squad
- Davis Corner Volunteer Rescue Squad
- Chesapeake Beach Volunteer Rescue Squad
- Princess Anne Courthouse Volunteer Rescue Squad
- Creed Volunteer Rescue Squad
- Kempsville Volunteer Rescue Squad
- Blackwater Volunteer Rescue Squad
- Virginia Beach Volunteer Rescue Squad
- Plaza Volunteer Rescue Squad
- Sandbridge Volunteer Rescue Squad
- Marine Rescue Team

The Rescue Council holds monthly meetings, or others as needed, which also include attendance of representatives from the City of Virginia Beach Department of EMS Medical Services (DEMS) and the Virginia Beach Rescue Squad Foundation (VBRSF), and the Virginia Beach Fire Department.

Collectively, the Rescue Council participating agencies, the VBRSF, and VBEMS constitute the **VB Rescue system** (VB Rescue). Each of the member agencies of the Rescue Council are volunteers and maintain an individual Virginia Office of EMS (VaOEMS) agency license and govern their own corporate affairs. Each agency owns their own ambulances and assets, conducts their own fund-drives, has their own organizational identity and internal governance. Together, the volunteers of the VB Rescue system provide a value of \$9.5million in services each year.

Historically, the city and/or Rescue Council **has not**, and currently **does not**, conduct EMS billing or revenue recovery. Ambulance patients are not charged for ambulance transportation.

b. Emergency Medical Services

The City of Virginia Beach is the 36th largest city in the United States with approximately 450,000 residents, and millions of annual visitors. The city encompasses 307 miles: land 248 miles, 59 square miles of water and 38 miles of beaches.

The Department of EMS (VBEMS) is created in Article XIX of the City of Virginia Beach's Code of Ordinances. This department is responsible for the controlling and supervising the

provision of EMS and rescue services in the city to protect the health, welfare and safety of the general public.

VBEMS provides full-time administration and training services for the VB Rescue system, as well as full time career staffing to complement the efforts of the system's volunteer rescue squads. The city does not own any ambulances. VBEMS personnel staff the volunteer rescue squad ambulances as well as city owned "chase" (non-transport) vehicles to provide advanced life support personnel for basic life support staffed ambulances.

Medical direction is provided for the VB Rescue system through a centralized office of VBEMS. While each volunteer rescue squad maintains its own VaOEMS agency licensure, all patient care reporting is administered and submitted through the VBEMS agency licensure. This allows VBEMS to be a central repository of all ePCR related data; the city currently uses ImageTrend products. All patient care reports of the VB Rescue system are submitted and collected centrally by VBEMS.

VBEMS coordinates and administers the following, on behalf of the city and the participating agencies of the Rescue Council:

- Centralized new member application, processing, and onboarding.
- Centralized certified provider records management.
- Initial EMS academy (EMT) training and internship.
- Coordination of ALS internships and provision of BLS and ALS continuing education programs.
- Centralized patient care protocols.
- City provided fuel, insurance, occupational health, fleet management, risk management, and other related services for all participating agencies.
- Provision and coordination of select capital EMS equipment programs as well as oversight, through a regional EMS entity, of all pharmaceutical programs.
- Coordination and supervision of all EMS ambulance staffing and day-to-day operations.

The VB Rescue system responds to more than 53,000 calls-for-service annually, of which 37,000 result in ambulance transport.

II. RESEARCH AND FEASIBILITY ANALYSIS

a. Purpose

The Rescue Council is requesting this research study and feasibility analysis in order to assess, and be fully informed, regarding EMS billing and its potential option as a funding source. The Rescue Council, VBEMS and/or City have not yet fully evaluated, and/or considered for approval, the matter of EMS billing. The Rescue Council is conducting this research with the support of, and participation from, representatives of the City and VBEMS.

b. Scope

The research study and feasibility analysis findings should include any references, when applicable, to statutes and regulations. The scope will not include recommendations for whether the Rescue Council should, or should not, develop an EMS billing program. The research and analysis should address, and answer where applicable, the following components:

1. Authority and Framework

Address what, if any, is the legal framework needed and authority provided for one organization, such as the City of Virginia Beach or Rescue Council, to conduct EMS billing on behalf of the participating agencies of VB Rescue. Include relevant examples of other systems, preferably in Virginia, who have developed similar programs.

2. Compassionate Billing

Information regarding programs and options related to “compassionate billing”, or practices in EMS billing to eliminate, or minimize, out-of-pocket expenses for ambulance services. Include any options or considerations related to resident vs. nonresident regarding EMS billing.

3. Billing Practices and Cycle

Overview of standard prehospital billing process(es), cycle(s) and best-practices as they relate to this system.

4. EMS Billing Rates

Current Centers for Medicare & Medicaid allowable charge rates and a comparison of EMS billing rates being charged in the Hampton Roads area of Southeast Virginia.

5. Payor Mix and Collection Rate Projections

An analysis of the current payor mixes for the City of Virginia Beach. Include an analysis of projected collection rates with such payor mix.

6. Revenue Projection(s)

Utilizing call data provided by VBEMS, and anticipated payor mix, provide overview projections of anticipated billables and revenues. Breakdown revenue projections by payor type and identify any portion(s) that would be considered out-of-pocket expense projections for patients.

7. Debt Management

Options and best-practices recommended for EMS billing debt management; include accumulation, roll-over, and write-off considerations.

8. EMS Billing Distribution

Provide examples of EMS billing distribution strategies utilized by other systems where a municipality conducts EMS billing on behalf a system that includes volunteer EMS agencies.

9. Billing Infrastructure

For the purposes of this recommendation assume the use of a 3rd party EMS billing firm. Provide recommendation for departmental infrastructure considerations related to the development and administration of an EMS revenue recovery program for an organization with 53,000 calls-for-service annually.

10. Volunteerism Impact

The consultant should include pertinent references, research and information related to how EMS billing may, or may not, impact volunteer rescue squad member recruitment and retention.

11. Fundraising

Include any case study information, research and/or information that would indicate how a transition to EMS billing may have impacted volunteer rescue squad fund drives.

c. Deliverable

The final deliverable(s) will include both executive summary and detailed comprehensive reports that can be made available for distribution. In addition, the selected Contractor will present its findings to the Rescue Council and representatives from the City of Virginia Beach.

It is expected that the report and presentation will be completed **no later than 90 days** after an agreement for services is fully executed.

III. PROPOSAL

By submitting a proposal, the Contractor understands that the proposal will include the following sections and information:

a. Technical Proposal

Section 1 – Executive Summary

- Provide a brief history of the Contractor and length of time the company has been providing similar projects. Highlight any features or areas that differentiate the Contractors services and products from competitors.
- A brief overview of the key elements of the proposal that describe the Contractor’s understanding of the RFP and how the stated requirements will be met. Include any concerns regarding scheduling, concepts, or expectations.

- Include the specific abilities and expertise to provide the required professional services and qualifications related to the proposal scope.
- Identify key personnel proposed as project team members.

Section 2 – References

- Provide references for at least three (3) clients for which the Contractor has provided similar services. Please include current contact information for each reference.
- Provide public facing websites addresses and publicly available networking media (i.e., LinkedIn) links for the Contractor.

Section 3 – Approach

- Provide a description of the methodology that will be utilized by the Contractor.
- Include information regarding data that will need to be made available, anticipated time commitment(s) of VB Rescue system personnel and information regarding how frequent, and via what means, the Contractor will want to engage with project team members.
- Describe any other considerations that the Contractor can provide or address, and that are not covered in this RFP, which can assist the Rescue Council in enhancing its understanding of EMS revenue recovery and compassionate billing options.
- Provide project timeline.

Section 4 – Agreement

The proposal should include acknowledgement that the Contractor understands and agrees that successful contract award may include, and be contingent on, requirements to certify non-collusion, drug-free workplace, non-discrimination and applicable confidentiality of protected records and data.

b. Cost Proposal

The Contractor should provide the total proposed cost for this project and expected payment terms.

IV. EVALUATION AND SELECTION CRITERIA

The Rescue Council's selection of a Contractor shall be based on demonstrated competence and qualifications to accomplish the type of service requested. Experience with researching EMS billing and related analysis, as well as related experience in the Commonwealth of Virginia, will be considered. The total cost will be a consideration; however, it will not be the sole determinant. The VB Rescue Council reserves the ability to reject all proposals, or not proceed with the project prior to acceptance.

The award shall be based on but not limited to the following factors:

RFP Evaluation Criteria	Maximum Points
Qualifications of the Contractor including past performance, experience and service capabilities.	20
Provided required references and responses to all components of the scope.	20
Experience working with volunteer EMS agencies and in the Commonwealth of Virginia	20
Provides a description of the project methodology and as well as a total project schedule that meets, or exceeds, expectations.	20
Cost for Proposal – Provides the total cost for the project and payment terms.	20
TOTAL	100