

PROPOSER INFOR	MATION
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Proposer Name: Deloitte	e Consulting LLP			
Authorized Representati Address:	ve Name & Title:			I
Telephone:				
Email:				
Website: www.deloitte.	com			
Legal Status:   For-F	Profit Corp.   Nor	profit Corp.	Sole Proprietor	⊠Partnership
Date Incorporated: 1995				
How did you hear about	this RFP? Allegheny Co	ounty Solicitations	Website	
REQUIRED CONTACTS				
	Name	Phone	Em	ail
* <u>MPER</u> is DHS's provider and contract management system. Please list an administrative contract to update and manage this system for your agency.				
BOARD INFORMATION				
Provide a list of your boa	ard members as an atta	schment or in the si	pace below.	
Directors information	s a Limited Liability Par		ch we have not includ	ded Board of
_	s a Limited Liability Par	tnership and as suc	ch we have not includ	ded Board of
Directors information	s a Limited Liability Par	tnership and as suc		
Directors information  Board Chairperson Name	s a Limited Liability Par e & Title: Janet Foutty, ess: National Office, 30	tnership and as suc		



#### Client Management Information System

#### REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.

Please do not use employees of the Allegheny County Department of Human Services as references.

Reference #1:		
Name		
Affiliation		
Contact Information	Address:	
	Email:	
	Phone:	
Reference #2:		
Reference #2.		
Name		
Affiliation		
Contact Information		
	Email:	
	Phone:	
Reference #3:		
Hererenee #51		
Name		
Affiliation		
Contact Information	Address:	
	Email:	
	Phone:	

#### PROPOSAL INFORMATION

Date Submitted 4/18/2019

Amount Requested: See the Budget Narrative

Proposal Abstract:

Please provide a brief summary of your proposal that is at most 750 characters.

Deloitte Digital proposes , a licensed product that leverages the best-in-class Salesforce CRM platform was developed by Deloitte Digital



#### Client Management Information System

based on our experience with public sector human service organizations with similar needs for flexibility, configurability, and low total cost of ownership. To retain flexibility and value over time, we bring our proven , designed for a product environment. Based on our deep understanding of your people and systems, we believe is the best fit to deliver your business objectives, and we look forward to continuing our partnership with you.

#### **CERTIFICATION**

Please check the following before submitting your Proposal, as applicable:

☑ I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

⊠ By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

#### **ATTACHMENTS**

Please submit the following attachments with your Response Form. These can be found at http://www.alleghenycounty.us/dhs/solicitations.

- MWDBE documents
- Allegheny County Vendor Creation Form
- 3 years of audited financial reports
- W-9
- Screen shots or other visual aids as needed



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#### REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 140 points. Your response to this section should not exceed 35 pages. You may attach screen shots or other visual aids as needed. These will not count toward the page limit.

#### Qualifications and Experience (20 points)

 Describe how you have assisted other clients with assessing the best way to implement, measure, manage changes to, and achieve business objectives via the proposed Solution, especially human services agencies and/or other public sector clients.

We understand that Allegheny County DHS is primarily seeking a Client Management Information System (CMIS), which is comprehensive, flexible, and modular. Additionally, by implementing a CRM platform-based CMIS, DHS intends to establish a platform

that enables cost effective and rapid changes as business needs change, while reducing DHS' Total Cost of Ownership (TCO) of IT assets.

After detailed analysis of the RFP, careful consideration of DHS business objectives and the challenges faced with meeting DHS' provider needs, we are proposing as the best fit for DHS' CMIS requirements.

Our is a flexible, scalable, and integrated product that manages the complete case lifecycle from referral to discharge, and allows flexible configuration to change and scale the solution over time. Our available for

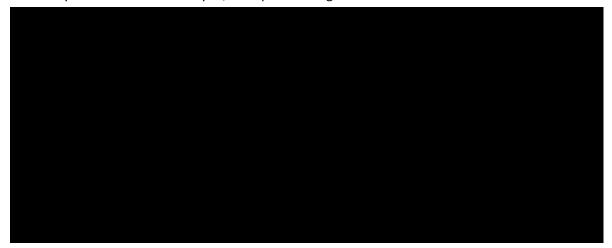


is a CRM platform based product,



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In this section, (in response to RFP Question 1), we describe how Deloitte Digital brings a depth of understanding of technology and human services delivery, which we use to assist clients with assessing the best way to achieve our business objectives through our solutions. To assist our clients to assess the best way to implement, measure, and manage changes to our solution to achieve business objectives, we consider the product capabilities, correctly capabilities, COTS platform (Salesforce) capabilities, client culture, best practices in Health and Human Services (HHS) delivery, and governance structures required to achieve sustainable long-term business outcomes. For DHS, we bring this broad and deep experience, as well as our unique understanding of your programs, systems, IT processes and stakeholders, and history of collaboration with you, as depicted in Figure 1.



# OUR PUBLIC SECTOR CRM EXPERIENCE

In implementing our product-based solutions, including , we leverage our abilities as a Salesforce global strategic alliance partner and our deep understanding of the Health and Human Services (HHS) domain to partner with our clients to achieve their HHS business objectives.

Salesforce Global Strategic Alliance
Partner - As Salesforce's top Global
Strategic Alliance Systems Integration
Partner, we have delivered over 1,000
successful Salesforce implementations
to clients worldwide. Independent
third-party analysts have recognized
Deloitte Digital as the leading



Figure 2. Our CRM Implementation Experience.



implementer of Salesforce. We were named a worldwide leader in Salesforce Implementation Services based on capability and strategy by IDC. Forrester named Deloitte Digital a global leader in Salesforce Implementation Services and Gartner named us the leader in customer experience and customer relationship management implementations. Figure 2 shows Gartner's Magic Quadrant for CRM and Customer Experience Implementation, Worldwide, as of January 2019.	
Public Sector Experience - Deloitte Digital has been committed to the Public Sector and Health and Human Services (HHS) for over 45 years. We have served a vast number of Health and Human Services clients that required the delivery of transformative CRM platforms. Deloitte Digital has implemented HHS systems in 47 states and the assess the best way to implement, measure, and manage changes based on best practices and innovations from previous experience.	



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# **CASE STUDIES**

	following three recent how we have helped clients achi	Health and Human Seeve outcomes through	ervices (HHS) case
Client: Project: Date Implemented:			



Cliente	
Client: Project: Date Implemented:	



Client Management Information System

Client:		
	_	
Project:		
Date Implemented:		

# **LOOKING AHEAD**

Our experience includes implementing solutions across the county and state health and human services spectrum, defining creative yet achievable implementation approaches, and complying with federal, state and local policies, and regulations. Our dedication and commitment to our clients enables us to bring a proven case management product, experienced and knowledgeable staff, thought leadership and continual innovation, and time-tested approaches and methodologies to DHS. In looking ahead to the future and innovation of our solution and services, we continuously work with you to evaluate and partner as new business needs arise and to provide the support necessary to meet your needs. Making this investment together into your business and technology enables the lowest cost of ownership for DHS, and greater returns that constantly meet the needs of DHS.



#### Client Management Information System

#### Functional Requirements (40 points)

2. Describe your capacity and capability to provide a Solution that flexibly supports the Core Features (Referral, Intake, etc.).

We understand your goal for the CMIS to provide a modern, flexible, capable, user-friendly product that supports the Core and Supporting feature requirements outlined in the RFP. The solution should eliminate dual data entry, flexibly support changes to business needs, and support sharing of information across organizations to enrich a DHS client's experience Section Highlights and DHS' service delivery capabilities, while reducing IT costs. We believe that our solution product meets the needs of DHS and establishes a platform for comes with prebuilt modules and the future. a framework using out-of-thebox features Deloitte Digital's product is a CRM platform-Proven modularity, scalability and based case management system built based on our 45 years of flexibility to meet the department experience working with Health and Human Services (HHS) clients requirements and our experience delivering CRM solutions. Highly configurable, facilitating been designed emphasizing the principles of configuration over reduced customization, speedy customization. It has a production proven track record of flexibility, delivery and reduced overall scalability to support complex business requirements for HHS costs supports human services caseworkers with actionable information and insights to drive better decisions and outcomes. also contains functionality to with innovative market-trending features to address changing needs of our clients nationally and globally. These new features are rolled out to our clients on periodic basis through release upgrades. Our comprehensive solution supports caseworker usability and mobility. It contains production-ready modules aligned with the outlined DHS core and supporting features and is designed with open standards to integrate with enterprise solutions. allows modularity, flexibility and configurability sought by DHS for the core functional features and for task and workflow management. Our can leverage, based on requirement fit for a program's needs, the application that provides users with the ability to manage their cases complimentary from the field on a mobile device with supporting features such as Based on our analysis of the requirements in this RFP, we can achieve DHS' core needs using the

- · High degree of flexibility delivered through configuration
- Out-of-the-box functionality to meet your core and support requirements through configuration

, providing the following through out-of-the-box configuration of the product:



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- Configuration allows support of multiple programs, driving down TCO and maintenance costs
- Extensible platform to meet future needs

The following figure depicts the overall architecture of the proposed CMIS solution, with a decomposition of the Core and Supporting features of DHS for the proposed CMIS solution.



The following figure provides how key features of benefit DHS:

Key Feature

Configuration over customization

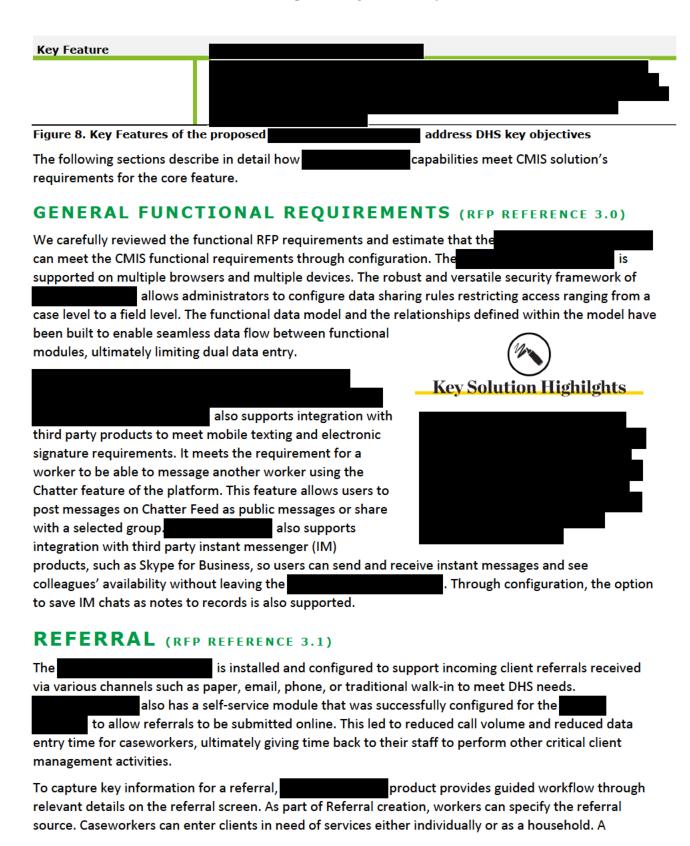
Scalable and Flexible solution

Pre-Built Functional Modules

Human-Centered Design

Mobile Field Worker Focused App

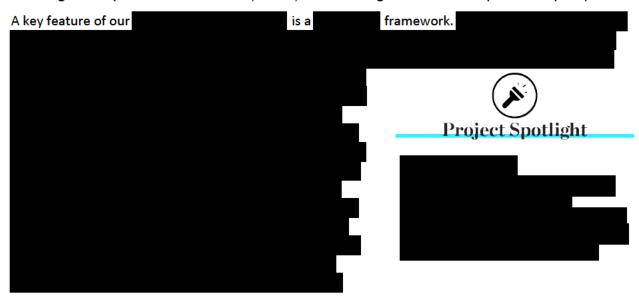




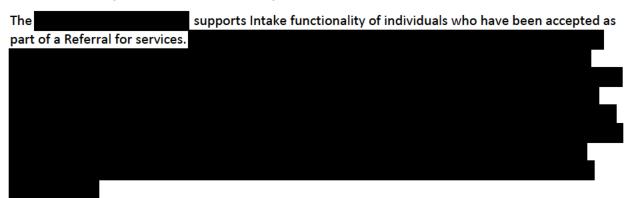


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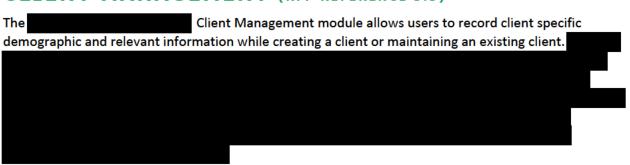
standard workflow will allow the Referral to be sent to the Supervisor for further dispositioning, including an acceptance to start services, denial, or wait-listing clients based on provider capacity.



# INTAKE (RFP REFERENCE 3.2)



### CLIENT MANAGEMENT (RFP REFERENCE 3.3)



can be configured to integrate with Microsoft Outlook to enable triggering emails and invites from within the solution.

printing letters in preconfigured formats



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which can be mailed manually. also supports integration with third party products to meet mobile texting requirements. ASSESSMENT (RFP REFERENCE 3.4) The SERVICE PLANNING (REP REFERENCE 3.5) The **SERVICES** (RFP REFERENCE 3.6) The Services module in In addition to recording direct worker/client interactions and other services related details,



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### **DISCHARGE** (RFP REFERENCE 3.7)



3. Describe your capacity and capability to provide a Solution that flexibly supports the Supporting Features (Provider/Facility Management, Forms & Reporting, etc.).

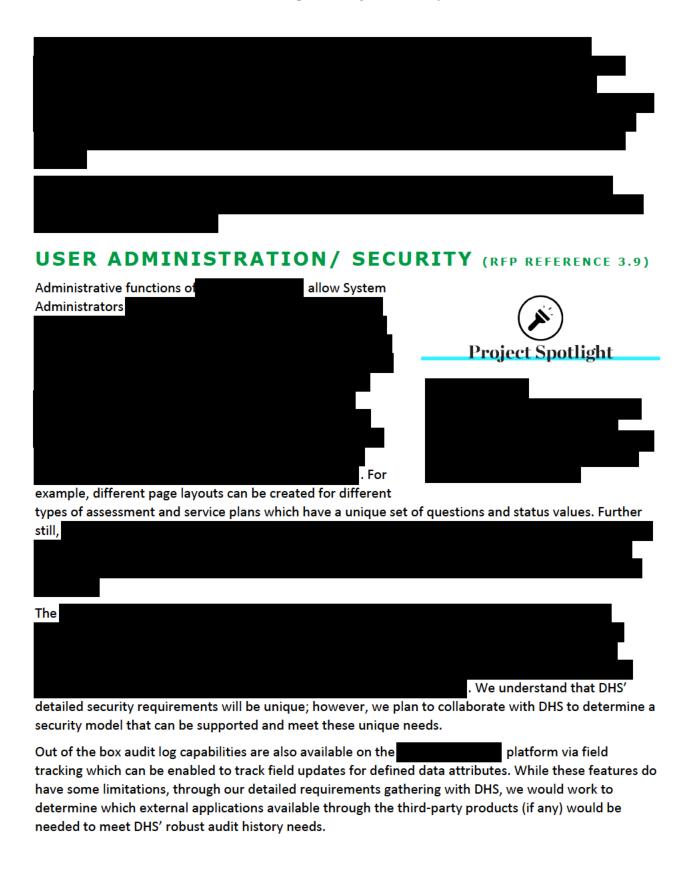
We understand the importance that supporting functions play in enabling the Core modules and processes inherent to the future state Client Management solution. These features are used at every stage of client service delivery and are critical to facilitate the work that can be completed in the solution by both DHS and Provider users.

It is not only capable of supporting the requirements outlined in the RFP for supporting modules, as depicted in Figure 7, but does so in an easily configurable manner.

# PROVIDER/ FACILITY MANAGEMENT (REP REFERENCE 3.8)









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# WORKFLOW MANAGEMENT (RFP REFERENCE 3.10)

We understand the important role that Workflow Management plays at DHS. Service delivery to constituent populations is a time sensitive process which demands that information and tasks be routed to the correct personnel empowered to make decisions. The Workflow Management capabilities native to the allow for easily configurable, drag and drop workflow definitions that meet the requirements outlined by DHS. Through Process Builder, a workflow management feature native to the Salesforce platform, administrators can define workflow assignment and transfer rules to facilitate an automated flow of information and cases from the onset to appropriate users. Not only does this encourage confidence that no client's case is getting overlooked, but the ability to trigger alerts based on task completion and due dates, may drastically reduce the administrative burden of DHS staff. This will grant more time to the more strategic facets of their work. Features such as time-based notifications can also be configured as additional guardrails for common processes to enforce worker action for time sensitive tasks which need to meet defined SLAs.
We understand that no two client service episodes are identical. The journey that any given client goes through in receiving services from DHS depends greatly on their unique situation. There can be many complex permutations of a client service episode, each interacting  . For example, some clients may qualify for programs offering immediate service delivery, and as such may move from referral straight to service delivery
FORMS AND REPORTING (RFP REFERENCE 3.11)
Many out of the box reporting capabilities native to the empowers both DHS and Provider users with the information they need to drive informed decision making and improve the quality of their service delivery.
Users can configure personal Ad-Hoc reports from the tool by dragging and dropping data fields, group by conditions, and filter criteria directly in the report wizard UI. Any new fields which are configured in the CMIS solution are also available for reporting. The shallow learning curve encourages programs and providers to own, manage and evaluate their own data and use it to make data-informed decisions about improving quality and approaches. Pre-configured reports can also be created in the



#### Client Management Information System

reports which are commonly used across the organization or by groups of users. The Report folders feature provides an organized structure which can be managed by DHS administrative users to house logical collections of reports. Access to report folders can then be shared with the necessary end users via a flexible and intuitive report security framework. For example, report folders can be created for specific DHS programs and access provisioned to only those Provider and DHS users belonging to them.

capabilities, giving users the ability to take report/form information with them while on the go and out into the field. Any report created in the CMIS solution can be downloaded to be stored locally as needed and provides the ability to extract forms stored in the application via our preconfigured document generation framework, which will allow users to take forms out into the field to be completed in person with their clients. Not only are forms available to be extracted as print versions, but mobile compatibility is



also available, giving DHS workers the flexibility to complete forms out in the field directly on their mobile device. Information collected is stored seamlessly in the application.

In addition to empowering users with information they need to complete their day-to-day work in the current state, our product's trend reporting capability on the platform offers insights to DHS stakeholders to understand the evolution of service delivery for their constituent population; and provide the data points necessary to drive decision making and process changes as programs expand and grow.

#### Non-Functional & Technical Considerations (35 points)

4. Describe your approach to the access to and integrity of data entered in to the proposed Solution (e.g., access to data, protecting data, documentation).

DHS is looking for a solution that values the access and integrity of the data captured in the Client Management Information System (CMIS). This solution should enable a high level of interoperability and must be able to integrate with the existing systems in DHS environment. The CMIS solution should possess the technical support capabilities to capture the relevant information to be able to audit the solution when required and must have high availability. In addition, DHS is looking for a partner who has demonstrated experience with user interface design, user experience design, usability and information architecture and be able to provide support to the field users.

Deloitte Digital is pleased to propose the industry leading 'Force.com' product that offers the best of commercial off the shelf (COTS)

We have identified a suite of components that integrate to provide the capabilities defined in your requirements.



#### Client Management Information System

We deliver work to HHS agencies in 47 states and the , and have recently helped clients in

Using our domain knowledge of the Human Services process and technical expertise delivering solutions using the Salesforce platform, we assessed an array of CRM/Case Management solutions to determine the best solution for delivering the capabilities required by DHS.

During our RFP assessment, we focused on the solution's fit, maintainability, scalability and security. During our analysis we discovered that many of the niche vendors would have difficulty addressing the multi-program needs of this project, the need for scalability, the need for potentially moving

resulted in the selection of Salesforce.com as the core platform and



Deloitte brings the right balance of experience in the following areas:

- Leader in implementing Salesforce solutions
- Delivered over a thousand successful Salesforce implementations

More than 4,000 Salesforce certified professionals

beyond Case Management in the future and the need to have a high level of security. Our analysis



#### Client Management Information System

The proposed comprises of the technical and functional features and components that align closely with the capabilities required in the CMIS. The features and functional components provide the building blocks to configure and implement programs such as Jail Re-Entry program requested by DHS. The detailed mapping of the functional features and components is described in the Functional Requirements section.

The technical components of the proposed solution allow us to implement the security controls and provide the necessary monitoring and support required to manage and maintain the solution. In the following section we have mapped the technical components of our proposed solution to the non-functional and technical considerations identified by DHS.

Our proposed solution provides the ability to control, monitor and protect the data that will be managed within CMIS. The following figure outlines our approach to data access, privacy and protection, hosting, documentation, data quality and support reporting capabilities.

Non-Functional and Technical Considerations	Technology/Module	Our Approach
Data Access: The Solution must provide the ability for DHS to access all underlying data as needed. Ownership of the data will be exclusive to DHS and its business associates and will not be extended to the Successful Proposer.		
<b>Data Privacy and Protection:</b> DHS is a HIPAA Covered Entity. Thus, any proposed Solution must provide proof of compliance with HIPAA's required data privacy safeguards and controls.		
Data Hosting: The Solution should		
be compatible with Microsoft Azure Cloud in anticipation of a future move to cloud hosting.	- <u></u>	



#### Client Management Information System

Non-Functional and Technical Considerations	Technology/Module	Our Approach
<b>Data Documentation:</b> The Solution should be accompanied by a comprehensive data dictionary and the underlying entity-relationship (ER) diagram/database (DB) schemas. This documentation should be kept up to date.		
<b>Data Quality Tools:</b> The Solution should provide tools to monitor data quality and support improving data quality.		
Support Reporting Capabilities: The Solution must provide reporting capability so that Client Management data can be analyzed and shared with other data reporting platforms. DHS is interested in learning how Proposers will provide support tools to provide these reporting capabilities when the CMIS is inherently flexible and configurable. In addition, users should be able to analyze the underlying data within the Solution to manage and monitor clients, programs, etc.		

Figure 10. Data Access, Privacy and Hosting.

5. Describe how the proposed Solution enables a high level of interoperability and integration.

Our solution supports Open API and these APIs support the integration of external systems making sure you get the most out of your current IT investments. Delivering a flexible integration model, DHS can reuse native connectors, middleware, pre-integrated apps (Salesforce AppExchange),



complexities from business logic and the actual data repositories, simplifying the communication process, without interfering with the overall system functionality.

Salesforce has a strong API foundation that supports JSON, XML and Custom data formats for both Synchronous and Asynchronous communications. The following figure shows the API and integration protocol options available for reference.



#### Client Management Information System

API Name	Protocol	Data Format	Communication
REST API	REST	JSON, XML	Synchronous
SOAP API	SOAP (WSDL)	XML	Synchronous
Chatter REST API	REST	JSON, XML	Synchronous (photos are processed asynchronously)
User Interface API	REST	JSON	Synchronous
Analytics REST API	REST	JSON, XML	Synchronous
Bulk API	REST	CSV, JSON, XML	Asynchronous
Metadata API	SOAP (WSDL)	XML	Asynchronous
Streaming API	Bayeux	JSON	Asynchronous (stream of data)
Apex REST API	REST	JSON, XML, Custom	Synchronous
Apex SOAP API	SOAP (WSDL)	XML	Synchronous
Tooling API	REST or SOAP (WSDL)	JSON, XML, Custom	Synchronous

Figure 11. Salesforce platform API support.

In addition to APIs, the Salesforce platform comes with a developer toolkit that can be used to develop integrations with an enterprise service bus if necessary. The following figure provides the various options available for integration.

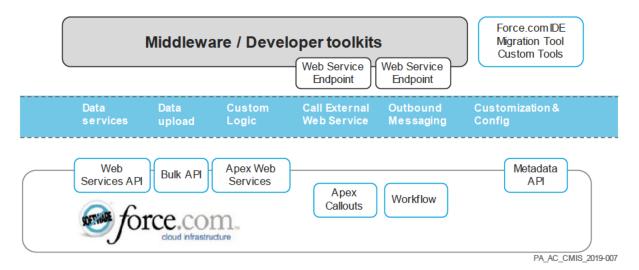
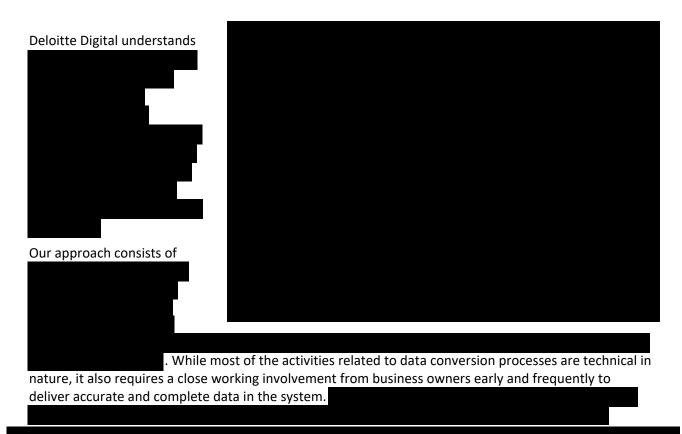


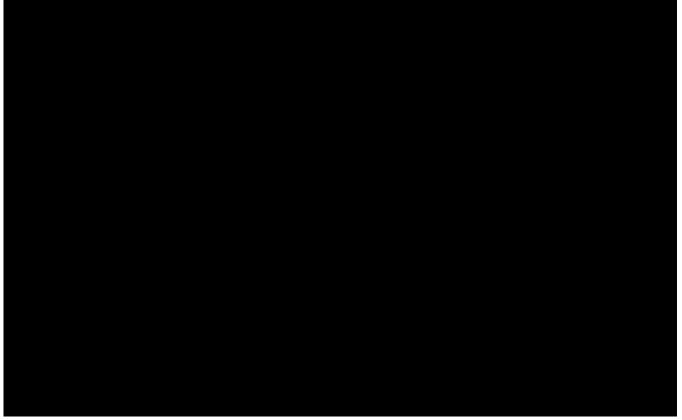
Figure 12. Salesforce Platform Integration Options.

### **DATA MIGRATION APPROACH**

In addition to integration capabilities with our solution, it is important that the solution has the capability to migrate data from multiple external systems. As with integration options, there are multiple methods that can be leveraged to bulk load data from external systems using the Bulk API.

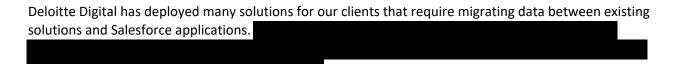








#### Client Management Information System



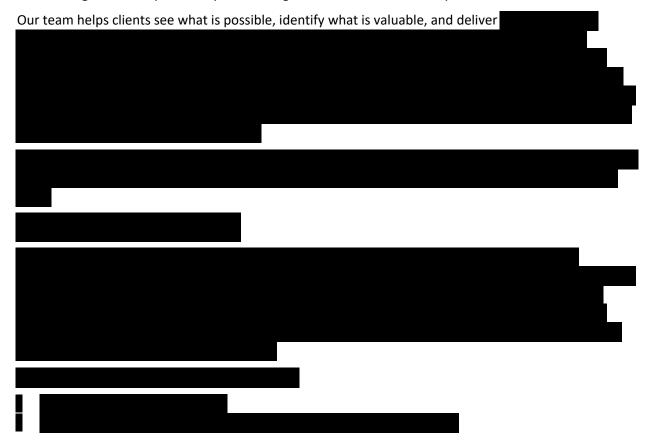
The Non-Functional and Technical Considerations and its mapping to our solution component/s and our high-level approach are represented in the following figure.

Non-Functional and Technical Considerations	Technology/Module	Our Approach	
Enable High Interoperability: The ability to easily integrate with other systems as needed, via industry standard approaches (XML, JSON, SOAP, REST APIs, etc.). Ability to integrate with DB platforms as well, such as Oracle and PostgreSQL.			

Figure 15. Non-functional and Technical Considerations.

6. Describe your experience in user interface design, user experience design, usability and information architecture and provide examples.

DHS is seeking a partner with experience configuring solutions that are user-friendly and highly intuitive to encourage ownership and adoption among DHS staff and contracted providers.



**Deloitte.** Digital

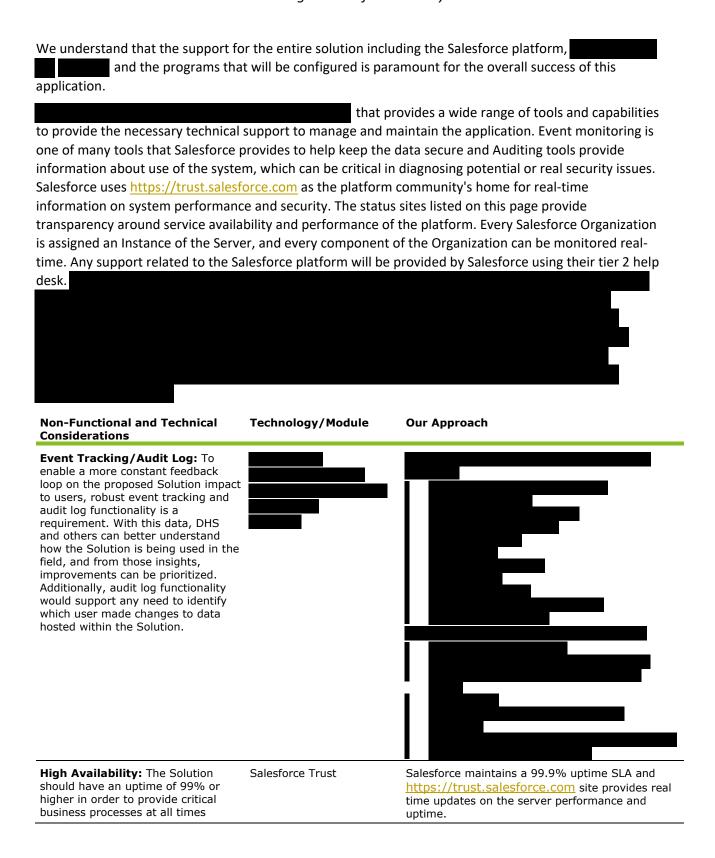


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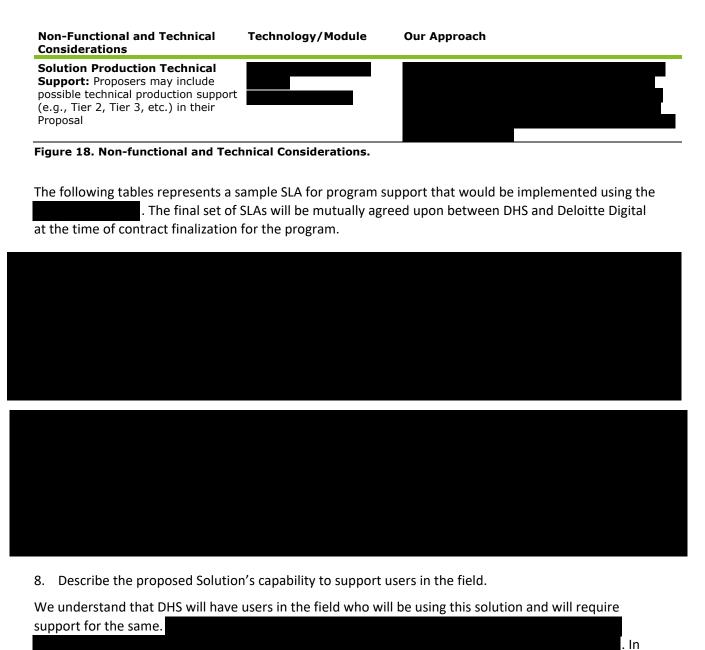
7. Describe the proposed Solution's technical support capabilities (e.g., event logging, audit capability, production support, high availability).







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The GoCase mobile application is primarily designed for case workers who perform field work. It has features that are unique to mobile devices such as GPS location tracking, Maps, ability to capture pictures and attach to a case and use text to speech to capture notes. Furthermore, the application includes safety features that allows case workers to make SOS calls if they feel unsafe or have an emergency situation.

When DHS defines the requirements for a program to be configured, we will analyze

given program.

addition, our

the requirements and



Client Management Information System

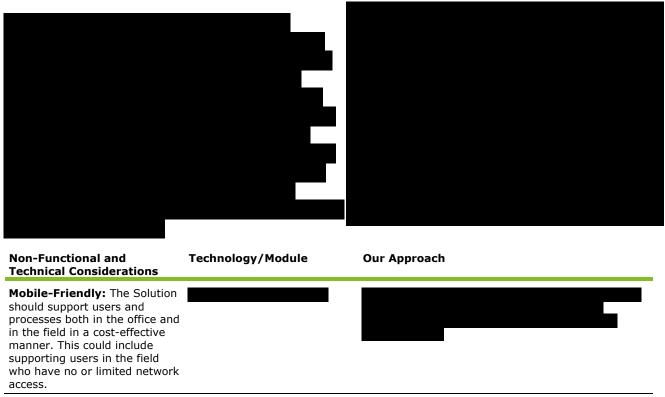


Figure 22. Non-functional and Technical Considerations.

#### IT Governance & Delivery Methodology (20 points)

9. Describe how you would assist DHS in governing how the proposed Solution will be managed across various use cases and stakeholders in a way that retains the Solution's value.

Deloitte Digital understands that tight governance and management of the solution in a collaborative and transparent manner is paramount to meeting DHS objectives. Delivering a solution within the confines of configuration and a set of agreed upon program standards allows for process changes at the speed of business and in turn ease of programmatic growth through legislation and policy changes, business canability peeds or other driving





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# **GOVERNANCE AND DELIVERY METHODOLOGY**







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# TAILORED GOVERNANCE APPROACH





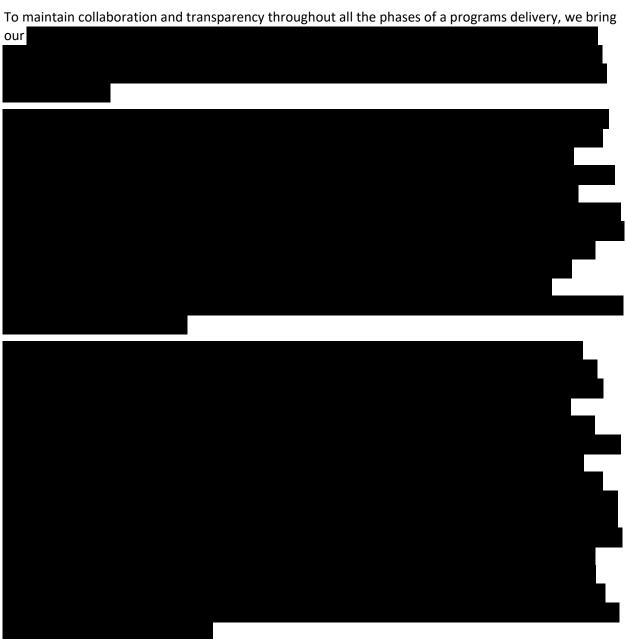


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10. Describe how you have used governance and delivery methodology to empower other clients to achieve transparency and flexibility in changes to the proposed Solution.

Having transparency and flexibility in the governance and delivery methodology will empower DHS to track outcomes and prioritize and direct the solution evolution over time.





### Client Management Information System

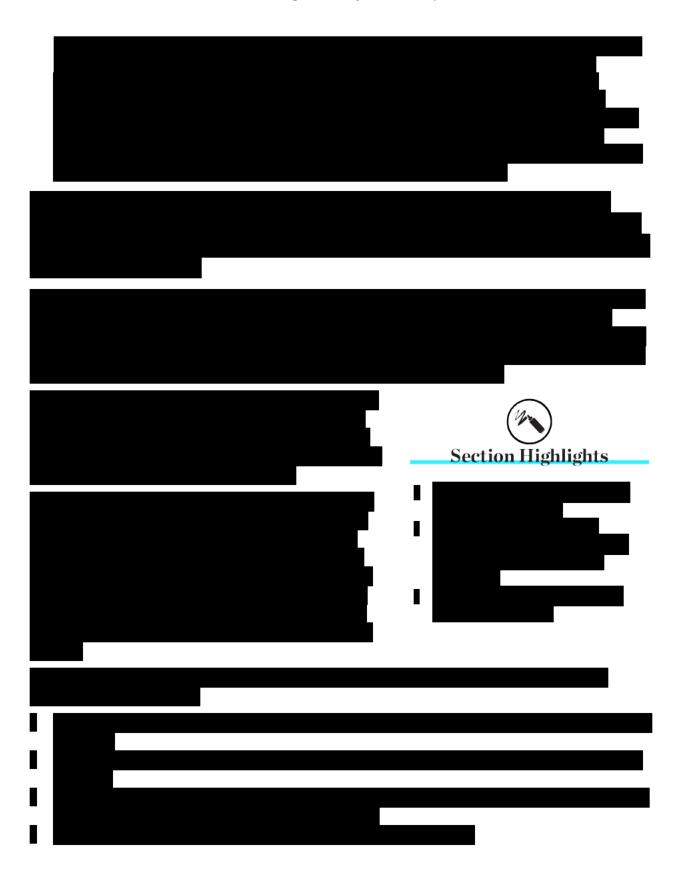
11. Describe your capability in supporting tight feedback loops between proposed Solution changes and positive impacts to end users.



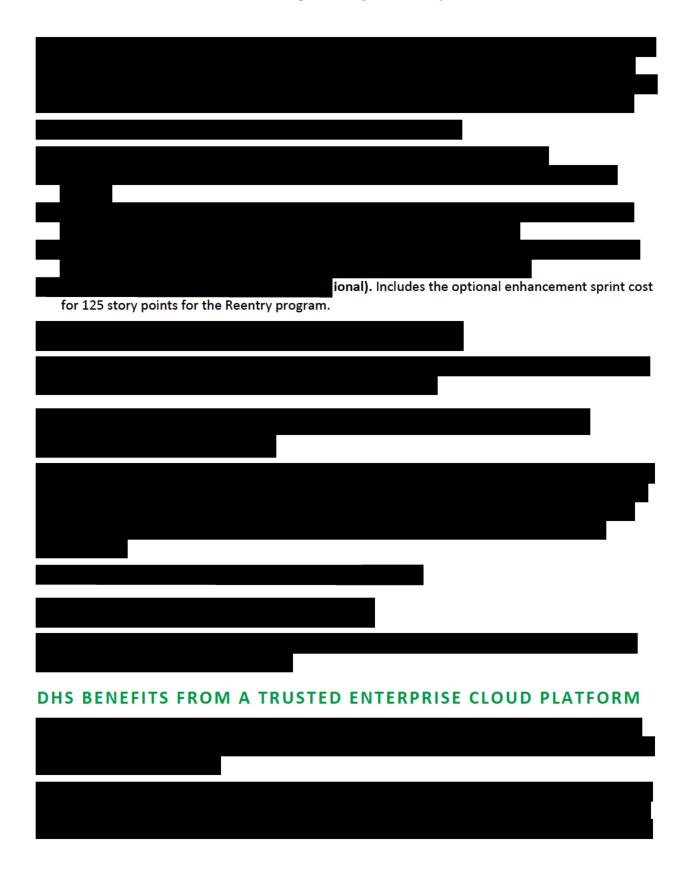
#### Financial Management and Budget (25 points)

12. Attach a detailed start-up budget and annualized budget that clearly outlines the costs associated with implementing and maintaining the Client Management Solution.







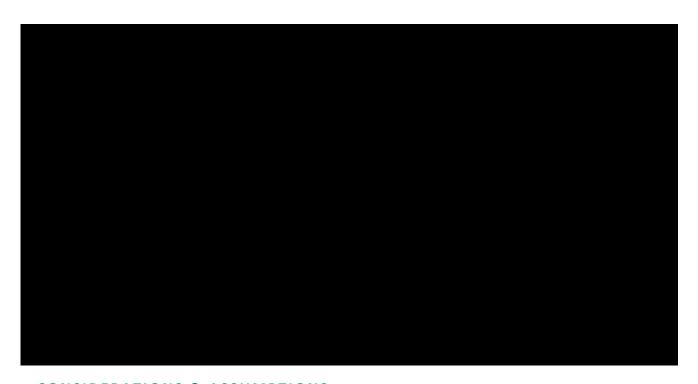








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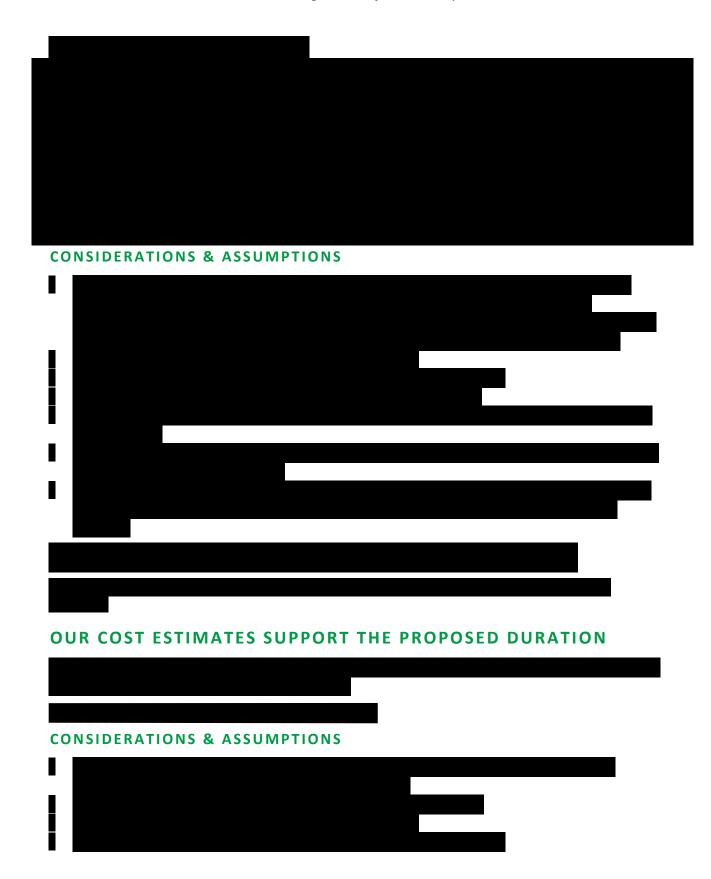
### **CONSIDERATIONS & ASSUMPTIONS**





JR COST ESTIMAT	ES FOR		











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# **GENERAL CONSIDERATIONS AND ASSUMPTIONS**



### **TERMS AND CONDITIONS**

