



**Request for Information (RFI)  
State of New Jersey  
DATA MINING and ANALYSIS PROJECT**

**Released on:** \_\_\_\_\_

**Issued by:**

The New Jersey Division of Purchase and Property – Procurement Bureau  
For the New Jersey Office of Insurance Fraud Prosecutor  
On behalf of the Department of Law and Public Safety

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## **1.0 INFORMATION FOR BIDDERS**

### **OPEN PUBLIC RECORDS ACCESS RIDER**

Information provided in response to this Request for Information can be released to the public under the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1 et seq., (OPRA) or the common law right to know. All information submitted in response to this Request for Information is considered public information, notwithstanding any disclaimers to the contrary submitted by a bidder, except as may be exempted from public disclosure by OPRA and the common law.

Any proprietary and/or confidential information which you provide will be redacted by the State. A person responding to this Request for Information may designate specific information as not subject to disclosure pursuant to the exceptions to OPRA found at N.J.S.A. 47:1A-1.1, when such person has a good faith legal and or factual basis for such assertion. The State reserves the right to make the determination as to what is proprietary or confidential, and will advise the responding person accordingly. The location in the response to this Request for Information of any such designation should be clearly stated in a cover letter. The State will not honor any attempt by a respondent to designate all materials submitted in a response to this Request for Information as proprietary, confidential and/or to claim copyright protection for such materials. In the event of any challenge to an assertion of confidentiality with which the State does not concur, the person responding to this Request for Information shall be solely responsible for defending its designation. By submitting a response to this Request for Information, the responding person waives any claims of copyright protection set forth within any materials submitted in the response.

## **I. INTRODUCTION**

The State of New Jersey's, Office of Insurance Fraud Prosecutor (OIFP) is initiating a project to greatly augment internal capabilities to extract and evaluate data for potential evidentiary use in both case investigation and case prosecution.

### **a. Functional Scope**

The State of New Jersey Office of Insurance Fraud Prosecutor (OIFP) is seeking information regarding software technology and related data-hosting services to substantially increase its ability to conduct rapid, effective, efficient research and analysis of insurance claims and related data. The data and subsequent analysis must not compromise the accuracy or integrity of the information gathered.

Within the Office of Attorney General (OAG), the OIFP serves as the focal point for all criminal, civil, and administrative prosecutions of Medicaid and private-insurance fraud, and coordinate all insurance-related anti-fraud activities of State/Local Departments and Agencies (e.g., County Prosecutors).

The OIFP investigates and prosecutes fraud committed against private-sector property, casualty, and health insurers and against the state Medicaid program as follows:

- In support of its existing investigation and prosecution of cases referred to OIFP by various external industry and governmental sources; and
- In support of a potential expanded scope that will include detection of potential fraud, most notably by the State's Medicaid Fraud Control Unit, which resides within the OIFP.

**b. Purpose of Request for Information (RFI)**

Office of Insurance Fraud Prosecutor (OIFP) is seeking information regarding software technology and related data-hosting services that will facilitate the mining and analysis of insurance claims and related data.

To support this goal OIFP seeks to obtain detailed information and recommendations from the Vendor community regarding available or proposed technologies and solutions. Information requested in this RFI is intended for use in the development of a future Request for Proposal ("RFP").

This RFI contains preliminary information to serve as a platform for discussion with the Vendor community. The information in this RFI is neither final nor does it represent what may be contained in any future Request for Proposal (RFP) that may be advertised. The issuance of this RFI does not constitute a commitment to issue an RFP, award a contract, or pay any costs incurred in preparation of a response to this request. Furthermore, Department of Law and Public Safety (LPS) and Office of the Insurance Fraud Prosecutor (OIFP) require that all responding vendors abstain from providing any quotes or bids in response to this RFI.

**c. Office of the Insurance Fraud Prosecutor (OIFP)**

The Office of Insurance Fraud Prosecutor (OIFP) was established by law in 1998, as a division of the Office of Attorney General (OAG) within the State of New Jersey Department of Law and Public Safety (LPS).

The law enforcement mission of the OIFP is "to conduct full and fair investigations to ensure successful criminal prosecutions, civil adjudications, licensing sanctions or other appropriate dispositions and to serve as the focal point for the coordination of all anti-insurance fraud activities statewide," including multi-media campaigns designed to increase public awareness of the impact of insurance fraud and to exercise a deterrent effect on potential perpetrators.

The OIFP investigates and prosecutes fraud committed against private-sector property/casualty and health insurers and against the state Medicaid program. The OIFP is structured into three divisions:

- Intake and Evaluation Unit;
- Private Insurance Division; and
- Medicaid Fraud Control Unit.

Under its Director (the Insurance Fraud Prosecutor) and Chief of Staff and with administrative support, each of the three divisions is staffed by Deputy Attorneys General, Detectives, and Analysts who work at their direction in support of specific investigations and prosecutions.

Along with the private industry and Medicaid managed care organizations, for the purposes of this RFI, the OIFP is closely aligned with the following State Agencies:

- The Medicaid Fraud Division (MFD), a division of the Office of the Comptroller, provides the following services:
  - Detection of potential fraud against the program;
  - Data-mining and analysis, in part through, a team of dedicated analysts; and
  - Upon detection of potential fraud, the MFD refers any criminal matters to the OIFP.
- The Bureau of Fraud Deterrence (BFD), a division of the Department of Banking and Insurance, provides the following services:
  - Pursuing civil actions related to private-sector insurance fraud; and
  - Referring potential criminal matters to the OIFP for follow up and resolution.

## II. PURPOSE FOR THE REQUEST FOR INFORMATION (RFI)

In recent years, the strategic objectives of the OIFP has grown to establish and pursue greater return and greater deterrent impact through the identification and successful prosecution of increasingly large and more complex cases, including in the Medicaid arena. To facilitate this mission, the OIFP requires a close alliance with both private industry and managed care organizations that provide the principal source of OIFP's case referrals. The State intends to share such information with representatives of the Medicaid Fraud Division (MFD) of the State Comptroller's Office and the Bureau of Fraud Detection (BFD) of the State Department of Banking.

To address the broader scope and increasing complexity of these cases, OIFP focus has increased the demand for more sophisticated tools with which to perform mining and analysis of the related data, which will potentially:

- Accompany or be subpoenaed in relation to a referral; or
- In the case of Medicaid investigations, be accessed by OIFP staff from the State's Shared Data Warehouse.

The OIFP is interested in Vendor solutions that will increase the evidentiary utility of all the data collected and analyzed including an efficient, accurate management method for case-related paper documents. All case-related paper documents must be well-categorized and available in readily searchable electronic files required for case preparation and presentation.

To obtain full utility of the vendor solutions that facilitates any user-directed data-mining query, is an integrated element for the detection, lead-generation, and lead follow up of user specified data.

## III. GENERAL REQUIREMENTS

Following is a summary of the State's needs as it relates to Data-Mining and Analysis Solutions. The State is requesting that all respondents review each requirement and document their ability to deliver on the products and services identified. The structure of the RFI defines two (2) unique solutions

- Section IV – Data Mining and Analysis; and
- Section V – Paper to Electronic Document Conversion.

OIFP's preference is to work on this requirement with a single Vendor that can provide both services, as specified.

Information provided by all respondents to this RFI will be shared by OIFP with representatives of the Medicaid Fraud Division of the State Comptroller's Office and the Bureau of Fraud Detection of the State Department of Banking and Insurance. The following information is required by all Vendors responding to this RFI:

### a. General Vendor Information

- Organization Name and Location;
- Contact Personnel:
  - Technical Contact;
    - Address, office and cell number, and email address;
  - Support Contact;
    - Address, office and cell number, and email address;
  - Business Contact;
    - Address, office and cell number, and email address;
- Relevant Company Information (i.e. brochures/financials/product literature etc.);
- Company and Product References:
  - Information on implementations at State/Federal government Agencies; and
    - Within the Executive Branch; and
    - Within the Judicial Branch;
  - Information relevant to active government or commercial references.
    - Include Contact names and title;
    - Company/Agency Name, phone number, and email address.

**b. Data-Mining and Analysis Tools**

- Describe Data-Mining, Analysis Tools, and Services Offered;
- Describe degree of Insurance-Fraud Experience as related to the solutions fundamental functions;
- Provide relevant information regarding data refresh and data churn;
- Describe User-directed query and analysis capabilities;
- Describe tracking and documentation of query paths to given results;
- Describe Predictive/Descriptive modeling;
- Describe reporting, sharing, and exporting of results views (i.e. for evidentiary use, to case-tracking and management systems, etc.);
- Describe built-in automated detection/lead-generation functions;
- Detail number and type of detection Models, including Model comparison;
- Detail solutions capability to customize models and/or create new models;
- Describe ease of use by non-IT staff (i.e. analysts, investigators, prosecutors etc.);
- Define compatibility with external case-management systems;
- Describe facilities to load and integrate data from multiple and varied sources (e.g., insurance claims, financial records, public-record data);
- Describe approach to Data Flexibility:
  - Frequency of additions to data universe;
  - Regularly scheduled or on demand (based on OIFP case-referrals); and
- Provide general cost factors, licensing, and other variables related to Data-Mining and Analysis Tools Services.

**c. Data-Mining and Analysis using Client Hosted, Proprietary Data**

- Describe Data-Mining and Analysis Tools and Services available when accessing proprietary data and databases;
- Describe general system requirements (i.e. hardware, software, network, security etc.);
- Describe potential compatibility issues when accessing data across multiple state Agencies; and
- Provide general cost factors, licensing, and variables related to the accessing of Client Hosted, Proprietary Data for the purposes of Mining and Analysis.

**d. External Data-Hosting Services**

- Describe External Data-Hosting capabilities, including complementary Services Offered;
- Provide recommended capacity offerings as related application and usage;
- Prove overview of recommended physical and virtual storage alternatives (i.e. local, off-site, cloud etc.), network capacity and security requirements; and
- Provide general cost factors, licensing, and variables related to External Data-Hosting Services.

**e. Electronic Document Services**

- Detail available service offering(s) to convert paper documents to electronic documents;
  - Include Organizational overview of ability to convert, load and integrate electronic versions of original paper records;
- Provide an overview of services to load and integrate electronic versions of original paper records that have been converted by other 3<sup>rd</sup> party organizations; and
- Provide general cost factors, licensing, and variables related to Electronic Document Services.

**IV. SOLUTION: DATA-MINING AND ANALYSIS VENDORS**

The OIFP encourages all respondents to this RFI to provide complete responses to all of the requirements as detailed in **Section III, - General Requirements**. The OIFP invites information from vendors whose solutions will meet the following *Data-Mining and Analysis* criteria:

**a. Technical Architecture**

- Describe the value the State of New Jersey can expect when employing a Data Mining solution to address the requirements, as outlined in this RFI;
- Describe the value of a Data Mining solution that conforms to standard architectural framework by supporting open system standards;
- Describe how the use of open hardware and software standards supports portability of a Data Mining solution for the State's application;

- Detail any existing interfacing with State Agencies or 3<sup>rd</sup> party systems;
- Describe the Data Mining components that support open systems architecture (i.e. plug-ins, bolt-on etc.);
- Define and identify both the required and the recommended architectural components for a Data Mining solution, including diagrams of the following:
  - Software Architecture;
  - System Architecture;
  - Application Architecture; and
  - Database Platform.
- Provide a compatibility list (i.e. software manufacturer, version etc.) for the following desktop items:
  - Internet browser;
  - Operating System; and
  - Office Suite.
- Define the network bandwidth and storage requirement for a Data Mining solution;
- Define the recommended architectural components required to address the Storage needs of a Data Mining solution to facilitate the State's usage;
  - Compare the value of local storage, remote storage, and virtual storage as it relates to this application;
- Describe the recommended approach for specific users to have remote access of a Data Mining solution (e.g., field auditors, field investigators);
- Describe the mobile technologies that have been used as part of a successful deployment of a Data Mining Solution, including mobile hardware and applications (i.e. Blackberry, Android, iOS etc.);
- Describe any tablet, PCs, Laptop, or iPad type technology, in which a Data Mining solution has been successfully deployed, include a compatibility list of supported devices and services, with minimal device configurations;
- Describe the security methodology required to support a Data Mining solution;
- Describe the value of a Data Mining solution that provides support for a Geographic Information Systems (GIS); and
- Describe the value of both Lead Generation and Lead Follow Up integrated with a Data Mining solution.

**b. Implementation Approach and Plan**

- Provide a typical Production Implementation and Ongoing Support Plan for solution offered:
  - Process overview;
  - Client Side Requirements;
    - Personnel;
    - Hardware/Software/Network; and
    - Footprint/Cooling/Power.
  - Describe typical timeline for Integration and Interfacing efforts into a Client's Environment; Detail the benefits of this approach;
- Provide the typical Client training requirements and recommendations;
  - Describe the value of knowledge transfer versus typical product training;
  - Describe Consultative support services available, including typical response time;
    - Pre-Production; and
    - Production.
  - Describe Technical support services, including typical response time.
    - Pre-Production; and
    - Production.
- Discuss the Implementation approach that is best suited for this requirement;
- Supply an Implementation Plan Overview,
  - Supplement Overview with a proposed schedule, including milestones, to support the recommended Implementation Approach;
- Describe requirements for typical user environments (i.e. development, testing, production, etc.);
- Define the minimal skill sets and resources necessary on the Client side during implementation, post-implementation, and production phases.

**c. User Interface – Analytics**

- Describe User Interface (UI), detailing the configurable features of the UI and the utility offered the client;
- Provide overview of the analytics available to the State;
  - Describe value of production or “canned” analytics; and
  - Describe process to generate custom analytics;
  - Describe availability and compatibility of 3<sup>rd</sup> party analytics with proposed solution.
- Detail training required for typical user to retrieve usable data from proposed solution;
- Describe National and International Standards with which proposed solution is compliant;

**d. Reporting**

- Describe availability of production, canned, and on demand reporting;
- Describe availability and compatibility of 3<sup>rd</sup> party reporting tools;
- Describe available reporting functionality, detail features, and reporting included with Data Mining Application;
- Describe dashboard and other graphical reporting capabilities;
- Describe recommended reports from the operational database and from the data warehouse; and
- Describe level of training required for both users and administrators required to create custom reports, using either 3<sup>rd</sup> party tools or reporting tools incorporated with Data Mining Application.

**e. Data Hosting/Warehousing and Operational Database**

- Describe best approach to interfacing with an existing data warehouse;
- Describe the differences of hosted, warehouse data vs. the operational database system (i.e. type, format, capacity etc.);
- Describe analytical tools available for hosted data, warehoused data, and operational system data;
- Describe analytical tool to be used to identify trends and provide forecasts using either the hosted data or warehoused data; and
- Describe how the analysis of the mined data can identify trends and patterns to facilitate the detection of potential fraud.

**f. Web Capabilities**

- Describe Web capabilities integrated with Data Mining offering;
- Define Web browser compatibility (i.e. Firefox, Chrome, Internet Explorer etc.);
- Describe supported Web Services;
- Describe security of on-line web-based services; and
- Describe approach for interfacing with Agencies’ existing business portals.

**g. External Interfaces**

- Describe approach to interfacing with external technical components/services;
- Describe approach to interfacing with various platforms (e.g., mainframe, client server, web); and
- Describe approach to develop external interfaces with other State agencies.

**h. Maintenance and Upgradeability**

- Describe approach to software maintenance;
- Describe approach to hardware maintenance;
- Describe approach to customer support vs. end-user support;
- Describe the recommended vendor maintenance plan;
  - Type of Service;
  - Number of Years; and
  - Response Time.
- Describe the Service Level Agreements (SLAs) available to the State of New Jersey;
- Describe the process in place for the State to stay current with new releases of recommended Data Mining/Analysis Solutions:
  - Standard or Minimally Customized for OIFP application; or
  - Customized for OIFP application.

- Describe the process to implement or integrate a product upgrade or a new revision
- Describe product warranties;
- Describe processes in place to assure the accuracy and integrity of the data accessed; and
- Provide general cost factors, licensing, and variables related to Maintenance and Upgrade of Data Mining and Analysis Products and Services.

## V. SOLUTION: PAPER-TO-ELECTRONIC DOCUMENT CONVERSION VENDORS

The OIFP encourages all respondents to this RFI to provide complete responses to all of the requirements as detailed in **Section III, - General Requirements**. The OIFP invites information from vendors whose solutions will meet the following *Paper to Electronic Document Conversion* criteria:

- Provide overview of process from receipt of paper evidentiary documents for conversion to delivery of electronic documents (e.g., related to cases involving broad-scope search warrants);
- Describe organizational process that facilitates scanning and the initial categorization of evidentiary documents, implementing a "type" or "field" marking (i.e. receipt, correspondence, claim note, bank document, brokerage document etc.);
- Define the provisioning required for OIFP to access specific data sets (i.e. electronic images of all scanned items, together with associated Meta data including type and field markings, etc.);
- Define the viewing compatibility of industry standard e-discovery management tools. These tools should decrease the complexity of managing discovery, facilitate a team effort to search, review, organize, produce and share litigation documents, regardless the source (i.e. scanned paper, email etc.); and
- Provide general cost factors, licensing, and associated variables related to Document Conversion Services.

## VI. RFI PROCESS AND RESPONSE FORMAT

This RFI is being issued by Office of Insurance Fraud Prosecutor (OIFP) to seek initial vendor input through a written response.

**Written Responses shall be submitted to the Data Mining and Analysis Project RFI contact identified below:**

Name: Mr. Gregory E. Buddie  
email: [gregory.buddie@treas.nj.gov](mailto:gregory.buddie@treas.nj.gov)

**RFI Responses shall be submitted to the Data Mining and Analysis Project RFI contact via email.** RFI responses are due on **Wednesday, September 30, 2015 by 5:00 pm, Eastern Time**, and are to be sent to the RFI contact's email address as shown above. The Data Mining and Analysis Project RFI contact will not accept submissions after the stated date and exact time. The time of receipt will be local time as determined by Division of Purchase and Property, Department of Treasury email system time stamp. The formal responses to the RFI are to be submitted via email as a MS Word document and/or Adobe PDF files.

The subject line in the email submission shall state the following:

**"Data Mining and Analysis Project RFI Response"**

Vendors should give specific attention to the identification of those portions of its response which it considers confidential, proprietary, commercial information, or trade secrets. The Vendor shall provide justification why such materials, upon request, should not be disclosed. Vendors are advised that, upon request for this information from a third party, the Data Mining and Analysis Project RFI contact will be required to make an independent determination regarding whether the information may be disclosed.

The inside title of the RFI is to be marked:

**State of New Jersey  
Department of the Treasury  
Division of Purchase and Property  
Procurement Bureau  
Data Mining and Analysis Project  
Request for Information (RFI)**

Name of Respondent