



RICK SCOTT
GOVERNOR

Better Health Care for all Floridians

ELIZABETH DUDEK
SECRETARY

October 23, 2013

Mr. Thad Fortune
Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, FL 32399-0950

RE: Business Participation Plan

Dear Mr. Fortune:

Enclosed please find the Agency's Business Participation Plan for Fiscal Year 2013-2014. This plan was developed in accordance with the September 27, 2013 instructions from Erin Rock. This year's plan details the Agency's intent to further its minority, service-disabled veteran, and women-owned business enterprise-contracting program. It also includes examples of proposed Agency outreach activities and educational endeavors designed to help such business owners interact with the Agency.

We look forward to continued efforts to increase our state's involvement with diverse businesses throughout Florida. Should you have any questions regarding this plan, please contact Jennifer Barrett, Chief of Support Services, at (850) 412-3887.

Sincerely,

Elizabeth Dudek
Secretary

ED/jb
Enclosures





**Business Participation Plan
FISCAL YEAR 2013-2014**

Elizabeth Dudek, Secretary

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Purpose

The purpose of this plan is to describe the Agency for Health Care Administration's (AHCA) strategy for ensuring diversity in its purchasing and contracting process. For ease of review, the plan is divided into eight (8) sections as follows:

I. Mission, Vision and Statement of Commitment

The mission of AHCA is better health care for all Floridians. This mission is accomplished by:

- ◆ Developing and carrying out policies related to the Florida Medicaid program.
- ◆ Licensure and regulation oversight of hospitals, health care facilities and health maintenance organizations.
- ◆ Investigating complaints against health care facilities.

AHCA has two (2) primary functions: The Florida Medicaid program and Health Quality Assurance. Florida Medicaid is the state and federal partnership that provides health coverage for selected categories of low-income individuals. Health Quality Assurance is responsible for the licensure, regulation oversight, and evaluation of Florida's health care facilities, as well as having regulatory authority over both commercial and Medicaid HMOs. Additionally, AHCA houses the Florida Center for Health Information and Policy Analysis, commonly referred to as the Florida Center, which is included in the Division of Health Quality Assurance. The Florida Center is a source for health care data and consumer information with a staff of researchers, analysts and writers who collect and disseminate patient data and provide technical assistance to interested parties. The Florida Center maintains multiple databases including hospital inpatient, emergency department and ambulatory outpatient.

AHCA will continue to enthusiastically support and encourage supplier diversity and will ensure AHCA procurements are managed in a manner that reflects the full diversity of Florida's vendor population.

II. Senior Official Responsible for Monitoring and Implementing Plan

AHCA's Chief of Support Services, Jennifer Barrett, is the senior official responsible for monitoring and implementing our plan. In the event strategies outlined in this plan should need adjustment, the bureau chief will make management aware and develop a plan for such adjustments.

III. Proposal to Establish Programs or Initiatives

AHCA will continue to encourage vendor diversity, including minority, women and service-disabled veteran owned businesses, in all of its contracting. Participation will be promoted through education and marketing, as well as direct assistance.

AHCA has developed education and marketing efforts directed both internally and to the vendor community. Educational efforts aimed at teaching small and minority business enterprises how to do business with AHCA will be continued and further developed.

These efforts include:

- ◆ Educating, training, and motivating AHCA procurement personnel and contract managers about the Small and Minority Owned Business Program, including:
 - Holding periodic trainings for AHCA staff; and
 - Providing updated information on AHCA small business spending levels.
- ◆ Conducting and/or participating in local seminars, workshops, and trade fairs for minority vendors.
- ◆ Ensuring that AHCA is represented at small business functions to network with small business owners.
- ◆ Ensuring that all upcoming procurements in excess of **\$35,000.00** are advertised on the Department of Management Services' Vendor Bid System (VBS).
- ◆ Establishing and maintaining a list of commodities and contractual services that can be provided by small and minority owned business enterprises.

Direct assistance will also be provided through educational efforts aimed at teaching small and minority businesses how to do business with AHCA. Methods to make it easier to do business with AHCA include:

- ◆ Providing assistance to potential vendors on the certification process.
- ◆ Providing assistance to small and minority businesses on bid preparation, when appropriate.
- ◆ Initiating follow-up contacts with vendors after attending matchmaker functions.
- ◆ Assisting vendors in locating bonding agents when bonding is required.
- ◆ Advising small and minority owned businesses of the assistance available, as provided by law.
- ◆ Creating strategic alliances between vendors, sub vendors, and AHCA.

IV. Proposed Outreach Activities

AHCA plans to continue its existing small and minority owned business enterprise outreach efforts. Current outreach activities include:

- ◆ Continuing to participate in monthly Office of Supplier Diversity (OSD) Workgroup meetings.
- ◆ Requesting assistance from OSD in identifying, recruiting, and certifying minority-owned businesses.
- ◆ Continuing to participate in one-on-one meetings and other regional matchmaker events throughout the state, as budget allows.
- ◆ Continuing to update and maintain AHCA's Procurement Opportunities website.

V. Planned Programs to Educate Business Owners

In addition to the activities outlined in Section III. of this plan, AHCA plans to:

- ◆ Publish this plan on both the AHCA and OSD websites.
- ◆ Continually update and maintain our "Doing Business with AHCA" brochure.
- ◆ Assist interested vendors with the OSD certification process.
- ◆ Assist vendors in locating prime contractors who may be interested in participating in the Florida Mentor-Protégé Program.

VI. Summary of Past Contracting Success

See below for a summary of Fiscal Year (FY) 2012-2013 expenditures.

VENDOR CODE	Total
"H" CERTIFIED AFRICAN AMERICAN BUSINESS	\$90,196.42
"I" CERTIFIED HISPANIC BUSINESS	\$200,395.39
"J" CERTIFIED ASIAN/HAWAIIAN BUSINESS	\$317,277.25
"K" CERTIFIED NATIVE AMERICAN BUSINESS	\$99,926.60
"M" CERTIFIED AMERICAN WOMAN OWNED BUSINESS	\$342,520.83
"W" CERTIFIED SERVICE DISABLED VETERAN OWNED BUSINESSES	\$48.69
GRAND TOTAL	\$1,050,365.18

AHCA will continue to seek diversity in the procurement of operational goods and services. We will strive to increase expenditures in FY 2013-2014.

VII. How Subcontractor Information Is Captured

AHCA utilizes FLAIR Report DTHRMV4-06 – AHCA Minority Vendor Activity by Type and Vendor in order to capture subcontractor information.

VIII. New Initiatives

- ◆ AHCA will work with OSD in an effort to recertify those vendors we currently use whose certification may have lapsed.
- ◆ Provide informational materials to vendors that detail how to do business with AHCA.
- ◆ Add information to our Agency specific MFMP terms and conditions that details how to become a certified minority, service-disabled veteran, and woman-owned business.