



September 22, 2026

REQUEST FOR LETTERS OF INTENT

HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP) AND MEDICARE IMPROVEMENTS FOR PATIENTS AND PROVIDERS ACT (MIPPA) SERVICES

The County of Los Angeles Aging and Disabilities Department (AD), through its Area Agency on Aging (AAA), is seeking Letters of Intent from organizations that currently meet all qualifications necessary to provide HICAP and MIPPA services throughout Planning and Service Area 19 (PSA 19), which consists of Los Angeles County excluding the City of Los Angeles. For purposes of this notice, all subsequent references to “Los Angeles County” mean PSA 19 and exclude the City of Los Angeles.

HICAP provides free, unbiased, and confidential Medicare counseling, education, advocacy, and assistance to Medicare beneficiaries, individuals approaching Medicare eligibility, and their families or representatives. MIPPA services include outreach and assistance to eligible low-income Medicare beneficiaries.

The purpose of this notice is to assess the availability and interest of qualified organizations capable of providing these services. The information received will assist AD in determining the appropriate procurement approach in accordance with applicable requirements. This notice is not a Request for Proposals or an offer to contract. Letters of Intent will not be scored and will not result directly in a contract award. If AD proceeds with a competitive solicitation, it will be issued separately, and interested organizations will have an opportunity to respond.

The estimated funding for Fiscal Year 2027–28 is \$1,175,000, consisting of federal State Health Insurance Assistance Program (SHIP) grant funds and Medicare Improvements for Patients and Providers Act (MIPPA) grant funds administered by the federal Administration for Community Living, together with California State HICAP Fund monies and reimbursement funds from the California Department of Insurance. Funding for the initial term and any extension periods is subject to the continued availability of federal and State funds.

The anticipated initial contract period is July 1, 2027, through June 30, 2028, with three optional one-year extensions thereafter. The contractor ultimately selected must be prepared to begin providing services throughout Los Angeles County on July 1, 2027.

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Required Services

The contractor will provide free, unbiased, and confidential Medicare counseling and advocacy; assistance with Medicare coverage, claims, appeals, and related insurance; community education and outreach; assistance to eligible low-income Medicare beneficiaries; appropriate legal assistance or referrals; and required program administration, reporting, and compliance. Services must comply with all applicable HICAP, MIPPA, California Department of Aging, federal, State, and County requirements.

Mandatory Qualifications

At the time of submission, an organization must:

1. Have at least three (3) years of experience within the last seven years providing HICAP and MIPPA services or comparable services. Comparable experience must include Medicare counseling and advocacy, community outreach, assistance for low-income Medicare beneficiaries, and government program reporting.
2. Have at least one attorney on staff who is actively licensed and in good standing with the State Bar of California and has experience with Medicare law.
3. Have sufficient qualified counselors, staff, infrastructure, and service capacity to provide the required services throughout Los Angeles County.
4. Have and maintain a physical office located within Los Angeles County.

An organization that does not meet and document every mandatory qualification will not be considered qualified.

Required Letter of Intent

The Letter of Intent must be submitted on the organization's letterhead and signed by an authorized representative. It must include:

1. Organization Information

- Legal name and mailing address;
- Address of the organization's physical office located within Los Angeles County; and
- Primary contact's name, title, telephone number, and email address.

2. Relevant Experience

Identify at least one contract or program that demonstrates the required three years of experience. Provide:

- Agency and program name;
- Services provided;
- Contract or service dates; and
- Reference name, telephone number, and email address.

3. Staffing and Service Capacity

Provide:

- Number of qualified counselors currently available;
- Number of staff and counselors that would be assigned to the program;
- Name, title, and California State Bar number of the attorney currently employed by the organization who would support the program; and
- A brief description of the organization's current ability to provide services throughout Los Angeles County.

4. Certification

The Letter of Intent must be signed by an authorized representative and include the following statement:

"I certify that the information submitted is true and correct and that the organization meets all mandatory qualifications, can provide the required services throughout Los Angeles County within the available funding, and can begin services on July 1, 2027."

Submission Instructions

The Letter of Intent must not exceed three pages, excluding verification documents, and must be submitted as one PDF to aaarfp@ad.lacounty.gov.

The email subject line must state: HICAP/MIPPA Letter of Intent – [Organization Name]

Letters of Intent must be received by 5:00 p.m. Pacific Time on Friday, October 23, 2026. Late or incomplete submissions will not be considered.

Questions must be submitted to aaarfp@ad.lacounty.gov by 5:00 p.m. Pacific Time on Thursday, October 15, 2026.

AD may verify all submitted information, contact references, confirm licenses and experience, and request clarification. A request for clarification will not allow an organization to establish a qualification it did not possess by the submission deadline.

Notice

Submission of a Letter of Intent does not guarantee a contract or obligate AD to enter into an agreement. AD will not reimburse organizations for submission costs.