



that addresses all requirements with a minimum of duplication, we have mapped our solution to the Exchange's requirements in three ways:

- *Section 5: Approach and Methodology* addresses all requirements in narrative form, including exhibits and graphics where appropriate
- In *Section 6.1: Appendix B – Requirements Traceability Matrix*, we confirm our willingness and ability to comply with all requirements, and map all RFP requirements to our proposal to facilitate a thorough and efficient compliance assessment

On the most basic level, our proposal is a complete fit with the Exchange's needs and expectations because there is no requirement that we have not accepted in the Traceability Matrix and addressed in the proposal narrative. We will deliver all required Exchange functionality and our narrative explains how we will do that.

But on a more meaningful consumer level, our solution fits the Exchange mission and turns its Guiding Principles into a unified call to action. We understand what the Exchange aspires to accomplish because, more than any other company, MAXIMUS has staked its reputation and future on exemplary service to consumers across the country who need subsidized or government-enabled health insurance.

Our corporate mission of "Helping Government Serve the People<sup>®</sup>" is a perfect fit for a new organization bursting with energy, confidence, and anticipation of the good it will accomplish on behalf of almost 400,000 uninsured people. Our mission and yours are two sides of the same coin.

## 6.1 Appendix B: Requirements Traceability Matrix

We present our completed version of Appendix B: Requirements Traceability Matrix on the following pages, which confirms our compliance with all detailed requirements and maps them to the sections in our proposal where we demonstrate our level of fit.