



STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: PHYSICIAN'S TOOLKIT FOR BLOOD PRESSURE AND BLOOD CHOLESTEROL MANAGEMENT FOR AFRICAN-AMERICAN MEN

CONTRACT NUMBER: CSP906012

EFFECTIVE DATES: 3/29/12 TO 6/30/14

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP906012 that opened on February 10, 2012. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Ross Leider, CPPB
ross.leider@das.state.oh.us

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

RFP Title: Physician's ToolKit for Blood Pressure and Blood Cholesterol Management for African-American Men

CSP906012

UNSPSC CATEGORY CODE: 85121600

Premiums for all insurance products procured on behalf of the State shall be net of broker commissions.

OAKS ID: 21594

Description	Cost
<p>1. Research and Content Development for Toolkits Includes:</p> <ul style="list-style-type: none"> A. Secondary research review of our research report completed in July 2011 as well as additional publicly available research regarding HBP and HBC in the African-American community. B. Strategic Message Development including a thematic approach and set of key messages and identification of appropriate treatment and prevention guidelines. C. Deliverable Development includes draft content of all printed materials for review by ODH prior to testing, as well as refinement based on ODH feedback and preparation of materials for testing. D. Content Revisions and Completion – based on OSH input and results of physician and patient testing. 	\$ 15,000
<p>2. Design of Print-Ready Toolkits Includes:</p> <ul style="list-style-type: none"> A. Graphic Design for thematic approach and design drafts for all printed materials, including initial designs provided to ODH for review prior to testing with physicians and patients as well as refinements based on ODH feedback and preparation of materials for testing. B. Design Revisions and Completion – Based on ODH input and results of physician and patient testing. 	\$ 20,000
<p>3. Patient Focus Group testing Includes:</p> <ul style="list-style-type: none"> A. Drafting recruitment screener to identify representatives from the target populations in each of the two (2) markets (Columbus and Cleveland) and recruit for focus group testing. B. One (1) group per city with 18-29 year old African-American men who have been diagnosed with high blood pressure/high cholesterol (five (5) to six (6) respondents). C. One group per city with 30-49 year old African-American men who have been diagnosed with high blood pressure/high cholesterol (eight (8) to ten (10) respondents). D. One group per city with 50-75 year old African-American men who have been diagnosed high blood pressure/high cholesterol (eight (8) to ten (10) respondents). <p>Analyze results and prepare a written summary report of the findings. This total includes \$6,300 in out-of-pocket expenses for facility rental for six (6) sessions and incentives for participants.</p>	\$ 30,000

Description	Cost
<p>4. Physician Focus Group Testing Includes:</p> <p>Working with the Ohio Academy of Family Physicians and the ODH to recruit up to 12 Ohio physicians in each city with ten (10) percent of their patient population consisting of African-American men. Facilitating on-site practice meetings in each target city (Cleveland and Columbus), analyzing results and preparing a written summary report of the findings.</p> <p>This total includes \$2,400 in out-of-pocket expenses for incentives for participants.</p>	\$ 15,000
<p>5. Project Management and Recommendations Report Includes:</p> <p>Coordination with ODH, OQFP, ongoing progress reports, response to telephone and email inquiries from study participants and recommendations for implementing and evaluating the toolkit with physician practices in Cleveland and Columbus, OH (\$10,000 value)</p>	\$ No Charge
<p>6. Instructional DVD Includes:</p> <p>Research, Writing, design and production of an instructional DVD, including tips on discussing HBC and HBP with African-American male patients and their families; a discussion guide to drive conversations with patients; tips on identifying the appropriate situations to recommend low-dose aspirin therapy; tactics for involving patients family members; and sensitivity training for physicians and their staff.</p>	\$ 8,000
Not- to-Exceed Cost	\$ 88,000

All costs must be in U.S. Dollars.

The State will not be responsible for any costs not identified.

There will be no additional reimbursement for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

CONTRACT NO: CSP906012-1 (06/30/14)

159306
Fleishman-Hillard Inc.
200 N. Broadway
St. Louis, MO 63102

TERMS: Net 30 Days

Remit to Address:

Fleishman-Hillard, Inc.
P.O. Box 598
St. Louis, MO 63188

CONTRACTOR'S CONTACT: Mr. Greg Connel

Telephone (216) 928-3456
Fax (216) 928-3443
Email greg.connel@fleishman.com