

REQUEST FOR PROPOSALS

ADDENDUM # 1

ISSUED: April 25, 2013

RFP NUMBER: CSP901115
INDEX NUMBER: DOH002

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Department of Health is requesting proposals for:

Ohio Tobacco Quitline

Reasons for Addendum: Change the wording on page 19 to read from Attachment Ten to Attachment Nine in paragraph 3 and 5a. Change page 57, Item 1, Estimated Annual Calls to read from 18,400 to 8,000.

PROPOSAL DUE DATE: May 14, 2014
OPENING LOCATION: Department of Administrative Services
General Services Bid Desk
4200 Surface Road
Columbus, Ohio 43228-1395

- iii) Ensure prompt distribution of nicotine replacement therapy to caller's home or place of business using up to two shipments of a four-week supply, provided caller is still active in counseling program after the first four weeks.

2. Protocol for the OTC Program:

- a. The successful Offeror will create Business Associate Contracts which include HIPAA compliance issues, and Ohio Tobacco Collaborative Service Agreements, with health plans and employers so that these entities can pay the cost of counseling and nicotine replacement therapy. The successful Offeror must be able to bill the OTC participating health plan or employer.
- b. The Ohio Tobacco Collaborative Service Agreements will include, but not be limited to verification of coverage, financial considerations, term and termination, and other items as determined by successful Offeror and DOH.
- c. The existing structure of the OTC program may be reconstructed as this program evolves. It is expected that the successful Offeror will be able to implement the new program as well.
- d. Contacts for membership in OTC program must include language stating contract will terminate if Contractor's contract with DOH terminates.

- * 3. Inquiry/Call Volume: Inquiries will be largely by telephone calls but will also include fax inquiries and may include e-referrals. Please refer to Attachment 9 for call volume and service estimates.

- 4. Call Length: Calls from tobacco users requesting information are expected to take approximately 10 minutes; calls for intake/enrollment are expected to take approximately 10 minutes, counseling calls are expected to take approximately 20 minutes.

5. Material Fulfillment:

- * a. The successful Offeror will package and ship Quit Line materials to callers. Please refer to Attachment 9 for volume estimates.
- b. The successful Offeror will purchase support materials, which addresses self-help tobacco quit techniques for both smoking and smokeless tobacco. The literature is to be culturally specific for African Americans, Appalachians, Spanish speaking and other Ohio racial/ethnic populations as appropriate.
- c. The literature must meet low literacy level needs which could be attained by using pictures and graphics extensively.
- d. DOH approval of all materials is required prior to use.

6. Hours of Operation

- a. The successful Offeror will assure a system to provide live response for at least 80 hours per week.
- b. Peak times for calls should be monitored, and hours of live staffing must be modified to meet peak volume times. Volume must be assessed during live hours of coverage, hours outside of live coverage, and as needed in collaboration with media events or other planned campaigns.
- c. Hours of operation are subject to approval by DOH.
- d. Operation is not required on the following holidays: Thanksgiving Day, Christmas Eve and Christmas Day.

E. Performance Expectations and Incentives

1. Performance Expectations

- a. It is anticipated that the Ohio Tobacco Quit Line will serve the number of enrollees and provide the number of services detailed in Attachment Nine. Proposals must be designed to accommodate this volume of service at a minimum. Offerors should provide an estimate of the number of proactive calls per month they expect to initiate and receive by call type (i.e., general inquiry, intakes, tobacco questionnaire, call 2, call 3, call 4, call Ad hoc calls to the quit line should be factored out separately. Ad hoc calls are defined as reactive calls from participants who are enrolled in the proactive, intensive counseling (5-call) program and call-in for support between scheduled calls, in response to an attempt letter, or call-in after completion of the program. Ad hoc calls provided to the quit line between scheduled calls should not be considered one of the five counseling sessions unless agreed upon by enrollee and counselor.
 - i. 95% of all warm transfers and direct calls from Ohio must be answered live within 30 seconds by a counselor during hours of "live" counseling.
 - ii. The abandonment rate shall be less than 5% for calls waiting greater than 30 seconds following the initial client queue message.

* Changed Attachment Ten to read Attachment Nine in paragraph 3 and 5a.

ATTACHMENT NINE
COST SUMMARY FORM

RFP Title: Ohio Tobacco Quitline

RFP Number: CSP901115

UNSPSC CATEGORY CODE: 80100000 AND 85100000

BUDGET RANGE: \$500,000 TO 600,000

OAKS ID Number: 16270

	CALLS	BASIC INTERVENTION SERVICES	ESTIMATED ANNUAL CALLS	COST PER CALL COMPLETED
*1.	REGISTRATION (5-CALL INTAKE CALLS)	Tobacco users who have registered to receive services in the Five-Call Program	*8,000	
5-CALL PROGRAM				
2.	Call 1	Participants who spoke with a Specialist and completed Call 1 (80%)	6,400	
3.	Call 2	Participants who spoke with a Specialist and completed Call 2 (60%)	4,800	
4.	Call 3	Participants who spoke with a Specialist and completed Call 3 (40%)	3,200	
5.	Call 4	Participants who spoke with a Specialist and completed Call 4 (30%)	2,400	
6.	Call 5	Participants who spoke with a Specialist and completed Call 5 (20%)	1,600	
OTHER CALLS				
7.	Ad hoc	Unscheduled reactive calls completed. Ad hoc calls are from participants enrolled in the 5-Call Program only.	3,000	
8.	Calls Evaluation Survey	Participants contacted to determine Quit Rate and satisfaction.	3,000	
9.	Calls General Information	Any caller that has questions about program or assisting someone in quitting.	4,000	
10.	Warm Transfer	Transfer of caller to other cessation service provider, through negotiated agreement	6,000	

* Changed Item 1, Estimated Annual Calls, to read from 18,400 to 8,000.