

STATEWIDE TOBACCO QUITLINE SERVICES
RFP#09-07-07
Response to Questions

Page 26, Part III Criteria for Selection III-1, Mandatory Responsiveness Requirements has been revised to include "C. Offeror must demonstrate Financial Capability."

- 1. Q: Would it be possible to find out if there is an incumbent for this contract? If so, where could I find the current contract, or detailed information about it?**

A: Yes. The name of the incumbent of this contract is Free and Clear. The current contract is available at The Pennsylvania Treasury Department website (<http://contracts.patreaury.org/search.aspx>).

- 2. Q: During this conference call, will certified small and disadvantaged businesses like my firm have an opportunity to introduce to potential primes who will also be attending this call?**

A: Yes. Introductions were made at the beginning of this call.

- 3. Q: In an absence of a direct sign-in sheet, will a list of all attendees' names, companies, phone numbers and email addresses be requested from firms and subsequently posted as an addendum to this solicitation to help certified SDBs?**

A: Yes. A list of attendee's names, companies, phone numbers, and email addresses will be recorded and included as an addendum.

- 4. Q: What is your current annual budget for the Tobacco Quitline?**

A: Under the current contract for the state fiscal year 2010-2011, the annual budget amount is \$2,453,070.96.

- 5. Q: Is there a separate budget for NRT?**

A: No.

- 6. Q: Do you expect your budget to remain the same for the first year of this contract?**

A: The state budget has not passed.

- 7. Q: Do you have a marketing budget?**

A: No.

8. Q: On page 34. 1. d. you state that the first counseling call cannot be completed at the time of the Intake? Can you please explain why?

A: The contract for services requires unit pricing. A counseling call may be completed immediately following an intake call.

9. Q: If we immediately transfer the caller who wants counseling from a CSR to a Counselor is this acceptable?

A: Yes. See response given to question #8.

10. Q: In the table in Appendix B under "Units Billed" there is a \$ sign. Should this be a number and not a dollar amount?

A: The symbol should be "#", instead of "\$."

11. Q: Does the PA Quitline offer all 3 types of NRT?

A: No. The patch is the only form of NRT the PA Free Quitline offers.

12. Q: In the table in Appendix B one of the lines is "NRT Kits". If there is a different price for patches, gum and lozenges is it acceptable to add 2 lines?

A: No. As stated in the response to question #11, the patch is the only form of NRT provided through the PA Free Quitline

13. Q: Appendix F determines the Audit Requirements based on the amount of Federal or State assistance. Do you believe this will be an assistance contract and if so what is the anticipated split between Federal and State dollars?

A. The audit requirements that are applicable to this contract will be determined by the source(s) of the contract's funding, and also by the type of organization (for-profit, not-for-profit, governmental).

14. Q: What is the date you require services to begin?

A: Services are to begin on July 1, 2011.

15. Q: Page 8, Section I-15, Economy of Preparation, states that “Proposals must be limited to twenty-five pages.” Does this page limit apply to the Technical, Disadvantaged Business, and Cost Submittals each individually, or to all three submittals all together?

A: The twenty-five page limit applies to the Technical submittal which as stated in the opening paragraph of Part II-A, “the Technical Submittal, which shall be a response to RFP Part II, Sections II-1 through II-8 “.

16. Q: Page 17, Section II-6: This section refers to training for “agency personnel.” Who are “agency personnel” and what type of training would support the agency goals?”

A: Agency personnel is defined as Department staff. For the purposes of this RFP, no training is needed for Department staff.

17. Q: Page 17, Section II-5, 1, states, “All Quitline staff, intake and counselors, shall have a Bachelor’s degree in psychology, education, counseling, addiction studies, social work, public health or related discipline.” In the same section, in numbers 3 and 4, it refers to ‘Registration Intake Specialists’. Are these synonymous with intake staff?

A: Yes, intake staff and registration intake specialists are interchangeable.

18. Q: Please confirm that Registration Intake Specialists may have an education of High School degree or higher who also possess excellent customer service skills.

A: As stated in the RFP on page 17, Section II-5, 1, Registration Intake Specialists must have a Bachelor’s degree in psychology, education, counseling, addiction studies, social work, public health or related discipline.

19. Q: We would like to clarify the services and the flow the Department would like callers to receive when they call the Quitline. Please confirm our understanding that there will be a registration call (aka as intake call in budget documents), that lasts about 8 minutes long in which MDS information will be collected, and then a 5 call program, call 1 of which would be an assessment and planning call and then 4 ongoing coaching calls to support.

A: Page 33, Section IV-4-Tasks, Call-Related Tasks, 1, states “The Contractor shall provide during the initial call, referred to as an intake call, callers who identify as a tobacco user with 1) an assessment to determine their level of readiness to quit and 2) a registration process to enroll in Quitline services.” And page 34, Section IV-4-Tasks, Task Requirements, 3, Counseling Call states, “Up to five proactive counseling calls within six months of the established quit date shall be provided for all registered callers, excluding pregnant women which shall have up to 8 proactive counseling calls within six months of the established quit date.”

20. Q: Page 18, Section II-8, states, “The Offeror will identify which, if any, of the terms and conditions (contained in Appendix D) it would like to negotiate and what additional terms and conditions the Offeror would like to add to the standard contract terms and conditions.” It also states in the same paragraph, “All terms and conditions must appear in one integrated contract.” What is the preferred format for alternate/additional terms? If word format would be acceptable, would the Department be able to provide a word copy of Appendix D and E?

A: Word format is acceptable. Appendix D is the only stated Appendix in section II-8 that an offeror may identify what they would like to negotiate. Appendix D is a protected document and cannot be provided in an unlocked version.

21. Q: Page 35, 4, d, states, “The Contractor, with guidance from the Department, shall develop and use a customer satisfaction survey to collect data and reporting requirements.” Does the Department want this to be a stand alone survey, not part of the 7-month follow up survey noted earlier in the RFP? If the Department wants an additional customer survey, would this survey be conducted just at the 7-month follow up or at other times as well and if so, how often?

A: We are requesting a single follow-up survey. When the contract begins, this survey will be in progress. The selected Contractor will use the instrument currently in use to complete the 400 non-NRT interviews which are needed. Once this follow-up survey is completed, the Department will begin another follow-up, and the survey instrument and sampling plan may be altered at that time. The department wishes to use the NAQC standard survey instrument, which may require rewording and reordering the instrument currently in use.

22. Q: Page 35, 4, e, states, “The 7-month quit rate is the percentage of previous participants who have remained quit for at least 30 days prior to the evaluation call which is administered seven months after completing Quitline services.” In their Issue Paper titled *Measuring Quit Rates*, the North American Quitline Consortium (NAQC) recommends conducting follow-up surveys to measure quit rates 7 months following quitline enrollment (pages 7-8). Would the Department be amendable to following current NAQC recommendations and having the follow-up be conducting 7-months post registration (as opposed to 7-months post-completion of services)?

A: You are correct. This should have stated that the follow-up is conducted 7 months **post registration**. Please note that, while the original RFP did not request information on how the offeror achieves high response rates on this follow-up survey, the Department requests this information. Describe procedures for how your follow-up survey will be conducted to achieve high response rates, and what experience you have in achieving high response rates on follow-up.

23. Q: Page 35, 4, e, states, "...A total of 800 completed calls are to be collected between July 2011 and February 2012." This falls within one fiscal year, but the budget in Attachment C only allows for 400 follow-up evaluation calls. Please clarify the number of completed surveys needed for each fiscal year time period so we can accurately display in the annual budget worksheets.

A: The follow-up survey for 2010 and 2011 was designed to give 800 completes for intakes which happened between January 2010 and June of 2011. Of these 800, 400 completes are for the NRT initiative of January and February of 2010 and have been completed. The remaining 400 completes are for the remainder of the period of incoming calls, which is March 2010 through May 2011.

24. Q: Can the Department please clarify the sampling strategy for evaluation?

- On page 35, 4, b, it indicates "evaluation calls on at least 5% of registered callers".
- On page 35, 4, e, it indicates 800 completed calls.
- On page 40, 2, iii, it indicates "a 7-month assessment of all tobacco users"

NAQC recommends follow up of those completed at least one counseling call, not all those who have registered. Please confirm what would best meet the Department's needs.

A: The sampling strategy will be two-fold:

a. The design of the survey is expected to use the NAQC recommendation of interviewing those who registered for services and completed at least one counseling call. A sampling fraction is being used to select the randomly selected callers to achieve 400 non-NRT follow-up interviews.

b. The contractor will complete the remaining interviews to achieve 400 non-NRT completes by February of 2012. This survey also needs to remove as ineligible, Philadelphia callers who called during Philadelphia's NRT initiative which took place in December 2010 and January 2011.

c. During the remainder of the contract period, a similar follow-up survey will be conducted, also using two strata, which have not yet been defined. The sample will collect 800 interviews use a sampling fraction to randomly select callers to be called for the follow-up survey.

25. Q: Page 35, 5, a, states that "The Contractor shall facilitate the distribution of Nicotine Replacement Therapy (NRT) products using negotiated procedures with pharmaceutical companies." Please confirm that the NRT being referred to is 4 weeks of patches.

A: The NRT being offered is a 4 week supply of NRT patches.

26. Q: Page 35, 5, b, states that "The NRT kit fulfillment shall include the collection and distribution of NRT product(s); a quit guide; self-help materials; and other printed materials as directed by the Department." From our experience, all registered tobacco users can receive a

quit guide and only those who opt for medication and qualify under use exclusions will receive NRT. For this reason, would the state be amenable to the quit guide not being included in the 'NRT kit' as defined in the RFP, but being sent separately? If so, please provide a number of individuals who will receive the quit guide as a separate line item in the budget templates.

A: Quit guides should be sent to all registered callers. For those registered callers who qualify for NRT, they should receive their quit guide separately.

27. Q: Page 39, 2 (top of the page), states, "The Contractor shall submit aggregate results of evaluation follow-up calls to the Department twice per year or as directed by the Department." Does this include the annual report? Does the Department want quit rates included in the bi-annual deliverables and/or additional outcomes/data?

A: No. The submitted aggregate results of evaluation follow-up calls to the Department twice per year or as directed by the Department does not include the annual report.

28. Q: Page 39, 2a, states, "The Contractor shall provide all data and subject reports (one statewide and eight regional), as aggregate reports, as identified by the Department." Does the Department want the annual report to include all analyses/outcomes broken down by eight regions?

A: The contractor is NOT expected to provide 8 regional reports for the follow-up survey. The state-wide report will provide response rates, quit and satisfaction rates for the state and the two strata.

29. Q: On Appendix C, Cost Submittal, Counseling calls shows the estimated quantity to be "19,00." Please confirm whether this number should be 1,900 or 19,000.

A: This number should be 19,000.

30. Q: Appendix C, Cost Submittal: Please clarify in line item #3 Counseling Calls if the "counseling call" is 1 call or per registered person or 5 calls per person.

A: The counseling call is one call per registered person.

31. Q: I.12 requests 2 exact copies on CD-ROM in Microsoft Office or Microsoft Office Compatible. Is .PDF acceptable, or is WORD preferred?

A: PDF and Word are acceptable.

32. Q: Is a version of RFP sections I – IV available in Microsoft WORD?

A: No.

33. Q: II.8 states that all terms and conditions must appear in one integrated contract. So if we have changes we will need to type up the contract provided by PA inserting our changes within that document and then attach that as an appendix to our RFP response, is that correct?

A: Yes

34. Q: Is there a date expected for a contract award?

A: Refer to answer provided in Q14 which states that services will begin on July 1, 2011.

35. Q: Will Gail's contact information be provided today, or will it be provided upon release of the questions and answers on the website?

A: It will be provided with the response to this question when posted on DGS website.

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