

**NYS Tobacco Control Program  
NYS Smokers' Quitline  
RFP 0810070136**

**Note: Deliverables Update**

The following provides updates and clarification for the deliverables required by RFP 0810070136 New York State Smokers' Quitline:

- Deliverable 1: Call Center staff should handle 200,000 incoming calls per year.
- Deliverable 2: Quitline Basic Services should be provided to 140,000 tobacco users. Basic Services will be provided to all tobacco users regardless of insurance status. Enhanced Services (additional NRT and additional call backs) will not be provided. Relapse prevention services will be provided to 10,000 individuals.
- Deliverable 4: 50,000 individuals will register for the Quitsite intervention each year.

Bidders must use the revised Direct Cost Form (Attachment 3) that has been attached to the Q&A for submitting their proposals.

**Questions and Answers**

1. Q. We would like to request a list be available of agencies that have submitted a "letter of interest" for the three recently released Tobacco Control Program RFPs outlining all company contact information in order to provide opportunities for larger and smaller companies to seek potential strategic partnerships.

A. A list of all organizations that sent in a letter of interest will be provided on an "as requested" basis by sending a request to the NYS Tobacco Control Program mail log at: [tcp@health.state.ny.us](mailto:tcp@health.state.ny.us). Letters of intent were not required. Please reference the name of the RFP in your request.

2. Q. We are in possession of RFP No. 0810070136. It was shared with us by one of our vendors that was unable to satisfy all of the requirements stated within. We were asked to take on a lead contractor role rather than a subcontractor role in the response to the RFP in order to provide a comprehensive support plan. We are uniquely qualified to manage all facets of a project of this scope and complexity and we manage similar activities for other industry and government entities. Are we permitted to submit a bid for this RFP as a lead contractor?

A. Bidders must meet the eligibility criteria listed on page 22 of the RFP. If your organization meets the criteria, you are eligible to submit a proposal. The RFP requires the bidder to identify any subcontracting agencies in its proposal. All subcontractors must be approved by DOH.

3. Q. Is there a list of holidays during which the call center and Quitline will remain closed for inbound and outbound calls?

A. The Quitline is currently closed Christmas, Easter, Memorial Day, July 4<sup>th</sup>, Labor Day and Thanksgiving. The Quitline currently has reduced hours (until 5 pm) on Christmas Eve and New Years Eve. The bidder should propose anticipated days closed.

4. Q. The RFP states the total inbound call volume figures for the call center and Quitline program. Is there any historical call volume data available that could help determine the incoming call volume spread by day/hour for both programs?

A. Currently, the NY TCP does not have a contractor performing the call center service. In general, current Quitline call volume breaks down approximately as 3% of calls on Sunday; 20% Monday; 20% Tuesday; 20% Wednesday; 20% Thursday; 14% Friday; 4% Saturday. The NY TCP does not have data for call volume by hour of day.

5. Q. The RFP, page 22, states the “no tobacco” status is listed as Attachment 4, but it appears to be Attachment 5, is this correct?

A. Yes. The No Tobacco Status acknowledgement is Attachment 5.

6. Q. Page 23 states “proposals should be bound separately” – page 28 says “do not bind original” – should the original be fastened with a binder clip?

A. Proposals may be attached with a clip, rubber band or any easily removed attachment device that will enable the document to be easily and quickly separated.

7. Q. On page 45, do the additional items (attachments 1, 2, 3, 5, 6, 8 and 11; financial statements; Certificate of Incorporation) get attached to the Technical Proposal, the Financial Proposal, or both?

A. Attachment 1 should be the cover page for the technical proposal; attachment 5 (no tobacco status) should be included with the technical proposal. All other attachments belong with the financial proposal.

8. Q. Page 35, which lists the attachments, includes three (attachments 7, 9 and 10) that appear to be included for informational purposes only, and do not need to be included with the RFP response – is this correct?

A. Yes, attachments 7, 9 and 10 are not needed for the RFP response.

9. Q. Page 28 states it is our responsibility to ensure the RFP response has been delivered to Room 710 - will we have access to contact someone to verify that the material has been delivered to Room 710?

A. Bidders are welcome to call the tobacco control program at 518-474-1515 to confirm delivery. Bidders may consider sending bids that require a signature upon delivery.

10. Q. Program Deliverable 1 – New York State Tobacco Cessation Call Center (NY CC) (Performance Indicator #5, page 12): Please describe how a contractor’s budget will be modified if the number of calls received per year differs from the about 300,000 to be handled by the NY CC and/or the approximately 200,000 call per year subset to be handled as warm transfers to a Quitline coach.

A. As mentioned on page 25 of the RFP, the value of the contract will be adjusted according to call volume and type of call serviced by the contractor, and the number of registered users of the Quitsite. Costs per call and per Quitsite registrant must be provided by the bidder and will be used for invoicing upon contract award.

11. Q. Program Deliverable 2 – New York State Smokers Quitline (paragraph 3, page 15): The RFP indicates that Quitline services should be provided to “about 200,000 tobacco users”. However, the following sentences in the RFP provide a breakdown of the callers that does not equal 200,000 (i.e. 90,000 private insured + 90,000 public insured + 10,000 former tobacco users). Please clarify which categor(ies) the additional 10,000 people belong to.

A. The following provides updates and clarification of RFP deliverables. Quitline Basic Services should be provided to 140,000 tobacco users ready to quit. Basic Services should be provided to all tobacco users regardless of insurance status. Enhanced Services (additional NRT and additional call backs) will not be provided. Relapse prevention services will be provided to 10,000 individuals.

Bidders must use the revised Direct Cost Form (Attachment 3) that has been attached to the Q&A for submitting their proposals.

12. Q. Program Deliverable 3 – New York State Tobacco Cessation Website (pages 16-17): Two web addresses for the State Tobacco Cessation Website are mentioned in the RFP – [www.BeTobaccoFreeNY.com](http://www.BeTobaccoFreeNY.com) (pages 4, 11, and 16) and [www.BeSmokeFreeNY.com](http://www.BeSmokeFreeNY.com) (pages 12, 22, and 42). Please clarify the website name.

A. The actual URLs will be determined upon contract award and will utilize URLs owned by the DOH or the vendor. .

13. Q. Program Deliverable 6 – Materials Development and Fulfillment Services (Performance Indicator #5, page 19): The RFP requires “*NRT and informational materials are shipped within 48 hours of Quitline call or Website visit*”. However, delivery services such United Parcel Service (UPS) and Federal Express do not pick up on Saturdays and Sundays so Friday orders for NRT would go out on the following Monday (i.e. approximately 72 hours). Please clarify.

A. Informational materials and NRT should be shipped within 2 business days.

14. Q. Program Deliverable 9 – Quality Improvement Plan (pages 21-22): How many meetings in Albany will be required per year and what is the anticipated duration of these meetings? This information is needed for budgeting purposes.

- A. The bidder should plan on two (2) all day meetings in Albany per year.
- 15.Q. Appendix: May we submit Appendices on CDs or are hard copies of all Appendix materials required with the Technical Proposal?
- A. Appendices may be submitted on a CD; however, one hard copy original is required. Note that unsolicited materials submitted as appendices do not contribute to the proposal score.
- 16.Q. No Tobacco Status form (Attachment 5, page 46): Please clarify as to which proposal(s) should include this form.
- A. The Statement of No Tobacco Status should be included in the Technical Proposal.
- 17.Q. Vendor Responsibility Attestation (Attachment 6, page 47) and Vendor Responsibility Questionnaire (pages 30, 39, and 3): Please clarify as to which proposal(s) should include these forms.
- A. The Vendor Responsibility Attestation and/or Vendor Responsibility Questionnaire should be included in the Financial Proposal.
- 18.Q. Attachment 11 – N.Y.S. Taxation and Finance Contractor Certification Form (ST-220CA), page 59: This requirement is not applicable to our institution. How should this be handled in our Financial Proposal?
- A. Please indicate in the Financial Proposal why this form is not applicable.
- 19.Q. How should annual fixed costs be included in our budget?
- A. Fixed costs should be included in the Deliverable category for which the costs are incurred. For instance, software licensing costs associated with the website (Deliverable 3) should be included on the Direct Cost Form under Deliverable 3.
- 20.Q. What is the policy of NYS DOH regarding indirect costs?
- A. The Tobacco Control Program allows an indirect cost rate of 10 percent. The Direct Cost Form should be inclusive of all costs and indirect costs should be factored into the deliverable and cost per call categories on the Direct Cost Form.
- 21.Q. Page 8 Section: Public Health Communication/Paid Media, Paragraph Two  
Is the center given notice of the media campaign and schedule of events? If so how much notice is given? What is the increase in call volume generated from the media campaigns?
- A. The vendor will be provided with a media plan including a scheduled media flight that includes the anticipated gross ratings points for individual campaign components. The plan will be shared when finalized by the Department of Health. For purposes of

the RFP, bidders can assume the media plan will be provided in August of each year. Information regarding the impact of media campaigns on call volumes can be found in the 2007 report from the current Quitline vendor ([www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf](http://www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf)) and the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf).

22. Q. Page 11 Section: Program Deliverable 1 / NY CC Paragraph 1

Is the website BeTobaccoFreeNY.com a new website that the contractor will develop?

A. Yes, the vendor will develop, host and maintain the website.

23. Q. Page 13 Section: Program Deliverable 1 / Performance Indicators

Paragraph 3. Is there more information available about the Fax-to-Quit program?

A. Refer to the New York State Smokers Quitline website ([www.nysmokefree.com](http://www.nysmokefree.com)). Online and journal searches will reveal additional information about clinical fax referrals to telephone tobacco cessation services.

24. Q. Page 14 Section: Program Deliverable 2/NY CC Paragraph 4

How is eligibility determined for Enhanced Quitline services? Is there a required skill level for individuals who conduct follow up calls, as opposed to a counselor position?

A. Please note that the enhanced service is no longer required by the RFP. Call Center staff are expected to receive training to provide the inbound and outbound call services described in Deliverable 1. Quitline staff are expected to receive training in providing telephone tobacco cessation coaching and support. We do not anticipate that there would be a difference in skill level between the Quitline staff who would complete the Call 1 intake call and any Quitline follow up calls; however, bidders should propose the staffing structure believed to best meet the requirements of the RFP. The bidder should propose the skill levels and training programs for the individuals who will provide the Call Center service and Quitline coaching.

25. Page 18 Section: Program Deliverable 6/Materials Development and Fulfillment Services: Paragraph 2

Q. How often are new documents produced?

A. The extent to which new materials will need to be produced will largely depend upon the extent to which proposed or existing materials to be provided by the bidder meet program expectations. The vendor will be responsible for developing new informational materials based upon guidance from the NY TCP after review of existing or proposed materials. The vendor will be responsible for updating existing materials during the contract period based on results of the vendor's Quality Improvement Plan (Deliverable 9) and guidance from the TCP.

Q. Are there material specifications?

A. For the purposes of this RFP bidders should plan to produce 5 printed materials that are 4 color and up to 10 pages in length. Upon award of the contract, printed material development, storage and mailing will be negotiated.

Q. Is there a list of documents/items and will you provide a copy in advance bidders list?

A. A sample of current informational materials can be found at the New York State Smokers Quitline website ([www.nysmokefree.com](http://www.nysmokefree.com)).

Q. Can we receive a sample of each document/item?

A. A sample of current informational materials can be found at the New York State Smokers Quitline website ([www.nysmokefree.com](http://www.nysmokefree.com)).

Q. How far in advance of contract start date would materials be shipped to the new vendor?

A. NRT will be shipped to the vendor upon contract approval. The vendor is responsible for developing, storing and shipping the informational materials required by Deliverable 6; information materials will not be shipped to the vendor by the NY TCP.

Q. Is there a transition period (suspended shipping) while materials are in transit?

A. The vendor is responsible for developing, storing and shipping the informational materials required by Deliverable 6. As a result, there will be no need to suspend shipping while the vendor waits for informational materials to be received from the NY TCP. The bidder is expected to store approximately 20,000 NRT starter kits that will be provided at the start of the contract period. The bidder will place monthly orders to the DOH NRT distributor in order to replenish NRT that was shipped during prior months. The vendor is expected to closely monitor the supply of NRT to ensure that there are no suspended shipping periods during the course of the contract. The NY TCP will monitor the vendor's NRT distribution reports and work with the vendor to establish an NRT ordering plan that ensures the Quitline has an adequate store of NRT to meet the RFP deliverables.

Q. Is postage reimbursed at a cost? Is there any information available for previous postage costs? Is there a specific postage carrier that must be used?

A. Postage will be reimbursed at cost. Previous shipping costs cannot be provided, but bidders should refer to answer #37 for estimating shipping costs for printed materials and answer #70 for estimating shipping costs for NRT starter kits. A specific postage carrier is not required.

26. Q. What is the current budget for the following services listed under Program Deliverables on pages 11 – 22:  
The NYS Call Center  
Quitline

Cessation Website  
Smokers' Quitsite  
Collaborative Marketing and Outreach

A. The 2009-2010 draft budget for the NY TCP was publically presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. That draft budget is posted for your reference. Since that proposed budget, the 2009-2010 enacted budget includes \$68 million for the Tobacco Control Program. Updated allocations are not yet available. As with other procurements, these dollar amounts are estimates and are subject to change. Pricing must be competitive and consistent with the services to be performed. Bidders should propose budget for all deliverables as required by RFP.

27. Q. Page 4 A. Introduction 3) [www.nyquits.com](http://www.nyquits.com) provides live coaching. Is this a link to the Quitline vendor to place an outbound call similar to a fax referral? What is annual volume estimated for this program?

A. The Quitsite is expected to be a web-based tobacco cessation intervention. Live coaching through the Quitsite would require opportunities for online chats or similar processes allowing tobacco users to receive tobacco cessation support from a cessation specialist. The vendor may propose a role for the Quitline, but this is not required by the RFP. The Quitsite should have sufficient capacity to handle 50,000 registrations per year.

Q. Will the Quitline vendor be responsible for all management (updating new content and services) and hosting of the 2 NY websites [www.BeTobaccoFreeNY.com](http://www.BeTobaccoFreeNY.com) and [www.nyquits.com](http://www.nyquits.com)? Are these costs to be included in the budget for this RFP?

A. The vendor will develop, host and maintain the website ([BeTobaccoFreeNY.com](http://BeTobaccoFreeNY.com)). The vendor will provide Quitsite services through a subcontract for an existing service or by developing a service. The vendor is responsible for hosting and maintenance of the Quitsite. Costs for website management and hosting should be included under the appropriate deliverable categories on the Detailed Cost Form.

28. Q. Page 11: Are calls from a New York area code to 1-800-QUIT-NOW answered at the NY CC in addition to the NYS Smokers' Quitline number (1-866-NY QUITTS)? Are these included in the annual estimate of 300,000 calls for 09-10?

A. Yes, the 1-800-Quit-Now calls will be answered by the Call Center. Yes, these calls are included in the estimated calls to be handled by the vendor.

29. Q. Page 12: Do you have an estimate of the number of inquiries from [www.BeSmokeFreeNY.com](http://www.BeSmokeFreeNY.com)? How will these inquiries be sent to the Quitline vendor?

A. For purposes of the RFP, bidders should anticipate 100 inquiries per month to the website that will require an outbound call from the call center. The vendor will develop, host and maintain the website and should propose how inquiries to the website are sent to the Quitline staff, the NY TCP, or others as appropriate.

30.Q. Page 16: Does the NYS Department of Health (NYS DOH) or the current vendor for the NYS Quitline own the current websites (www.BeTobaccoFreeNY.com and www.nyquits.com)? If not owned by the NYS DOH, would the new Quitline vendor be responsible for developing new websites? How are modifications to these websites currently managed?

A. The DOH owns the following urls: www.betobaccofreeny.com and www.nyquits.net. The vendor will develop, host and maintain the website required by Deliverable 3. The current Quitline contractor manages modifications and maintenance of the current Quitline website (www.nysmokefree.com).

31.Q. New York State Tobacco Users and Quitline Callers, page 11  
What was the total Quitline budget for last fiscal year?  
What was the budget amount spent last fiscal year for the following:  
- Program Deliverable 1: NY CC  
- Program Deliverable 2: Quitline Coaching Services  
- Of Coaching Services, what amount was spent on Basic vs Enhanced Services

A. The 2008-2009 budget and 2009-2010 draft budget for the NY TCP were publically presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. Those budgets are posted for your reference. The draft budget is an estimate and subject to change. The NY TCP does not currently have a contractor performing call center services and cannot provide past budget amounts for Program Deliverable 1. The 2008-2009 budget for existing Quitline services is indicated on the budget attachment. The existing Quitline budget cannot be separated out for basic vs. enhanced services.

32. Q. Program Deliverable 2, page 14, first bullet  
Based on previous experience, within the Basic Quitline offer, what percent complete the call back within seven days of their quit date? Based on previous experience, within the Basic Quitline offer, what percent of tobacco users complete the confirmation of NRT delivery call?

A. The most recent data available indicate that approximately 50% of Quitline clients complete a basic service follow up call for additional support around the quit date and approximately 50% complete a call to confirm NRT delivery.

33.Q. Program Deliverable 2, page 14, second bullet  
In previous experience, what percent of those offered enhanced services accept the additional 3 call backs?

A. Please note that the enhanced service is no longer required by the RFP

34.Q. Program Deliverable 2, page 14, third bullet  
Services are clearly outlined for those with private insurance with coverage of tobacco cessation services. Are those with private insurance with no cessation coverage only eligible for Basic Quitline services or, are they eligible for Enhanced Quitline services?

A. Please note that enhanced service is no longer required by the RFP. All tobacco users will receive Basic Quitline services regardless of insurance status.

35.Q. Program Deliverable 2, page 15, Performance Indicators, 11.  
Are quit rates quoted responder or intent to treat?

A. The target quit rates are based on responder analyses; maintaining a high follow up survey response rate will be a priority for the NY TCP's independent evaluation contractor.

36.Q. Program Deliverable 3, page 16  
RFP indicates that the BeTobaccoFreeNY website should support NRT eligibility screening and ordering capability. Does this mean that tobacco users who go to this site can order NRT without enrolling in telephone Quitline coaching services?

A. Yes. However, those who wish to receive NRT and do not enroll in Quitline coaching must enroll in the Quitsite smoking cessation intervention to receive free NRT.

37.Q. Program Deliverable 3, page 16  
Will [www.BeTobaccoFreeNY.com](http://www.BeTobaccoFreeNY.com) replace the existing website [www.nysmokefree.com](http://www.nysmokefree.com)?

A. Yes, the website required by Deliverable 3 will be the primary tobacco cessation website for the New York State Smokers Quitline, the New York State Smokers Quitsite, and the associated web-based services required by the RFP.

Q. Program Deliverable 3, page 16, Performance Indicators, 1.  
The vendor is responsible for maintaining an Internet based clearinghouse of tobacco use cessation resources. Will the vendor be required to mail printed material or will all materials be available electronically for download? If materials need to be mailed, please provide estimates on how many different types of materials may need to be mailed and quantities of each that will need to be stored.

A. All materials should be available for download with printed materials mailed only when online materials cannot be downloaded. For the purposes of this RFP bidders should plan on fulfilling a total of 25,000 mailings per year of 5 printed materials that are 4 color and up to 10 pages in length. Upon award of the contract printed material development, storage and mailing will be negotiated.

38.Q. Program Deliverable 4, Page 17  
Is it desired that the New York State Smokers Quitsite ([www.nyquits.com](http://www.nyquits.com)) have functionality to support NRT eligibility screening and ordering capability or only on BeTobaccoFreeNY?

A. Yes, it is desired that the Quitsite has the ability to support NRT eligibility screening and ordering capability. Bidders should include the full scope of functions that they propose as part of the Quitsite intervention.

39.Q. Program Deliverable 5, page 17

Is there a maximum budget amount NY TCP will allocate towards Collaborative Marketing and Outreach Plan? If so, what is that maximum budget? If not, what percent of the total budget would be reasonable given NY TCP marketing goals?

A. There is no maximum budget for Collaborative Marketing and Outreach. Currently, approximately 3% of the Quitline budget is dedicated to a Collaborative Marketing and Outreach Plan. The NY TCP supports marketing of the Quitline and Quitsite services through its health communications budget and the vendor's marketing activities are limited to those described in the RFP.

40.Q. RFP Section B – page 5 – paragraph 2

How is the annual funding of \$80+ million dollars generally appropriated? Does the \$80+ million cover all agency fees, OOP and Media Budgets, or is it only for the components in the RFP?

A. During state fiscal year 2008-2009, the Tobacco Control Program's total state appropriation was approximately \$80.4 million. The 2008-2009 budget and 2009-2010 draft budget for the NY TCP were publically presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. Those budgets are posted for your reference. The draft budget is an estimate and subject to change. The 2009-2010 Executive Budget for the Tobacco Control Program is \$68 million.

### **RFP Section C – page 11 – Deliverable 1 – Cessation Call Center**

41.Q. What languages, other than English and Spanish, need to be supported at the call center?

A. For the purposes of this RFP bidders should plan for staff to provide services in English and Spanish only. Bidders should include in their bid a plan to work with a translation service for other languages on an as-needed basis.

42.Q. How do you measure the success of the call center?

A. Required metrics to be used for measuring success of the call center are identified under deliverable 7. Deliverable 9 requires the bidder to outline a Quality Improvement Plan. The Quality Improvement Plan should describe how the vendor will measure performance and ensure that high quality services are provided for all deliverables.

43.Q. How do you measure the success of the Quit Coach?

A. The TCP independent evaluator will evaluate the effectiveness of the Quitline, Quitsite and associated services through overall utilization rates and service outcomes. The vendor will supervise and measure the performance of individual staff, including the Quitline coaches. The Quality Improvement Plan should describe how the vendor will measure performance and ensure that high quality services are provided for all deliverables.

44.Q. What are your service level requirements?

A. 200,000 calls per year handled by the Call Center. 140,000 individuals per year to receive Basic Quitline services. 10,000 individuals per year to receive Quitline relapse prevention services. 50,000 individuals per year to register for the Quitsite intervention. NRT and materials development and shipping as required by the RFP and Q&A responses.

45. Q. Is there an incumbent agency currently providing the requested services?

A. Roswell Park Cancer Institute currently provides services for the New York State Smokers' Quitline.

Q. Can you provide sample reports and historic service levels?

A. Page 11 of the RFP provides Quitline service levels for June 2007 to May 2008. For additional information, bidders may refer to the 2007 report from the existing Quitline vendor ([www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf](http://www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf)) and the 2007 report from the NY TCP independent evaluator ([www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf))

46.Q. Can you provide copies of the Fax-to-Quit and fax back acknowledgement?

A. These can be found at the New York State Smokers' Quitline website ([www.nysmokefree.com](http://www.nysmokefree.com)).

47.Q. RFP Section C – page 13 – Deliverable 2 – Cessation Center - Do you require the Quitline Agents and/or Quit Coach to possess any healthcare related licenses?

A. No.

### **RFP Section C – page 16 – Deliverable 3 – Tobacco Cessation Website**

48.Q. How many pages of content are foreseen (even an estimate is helpful)?

A. For the purposes of this RFP bidders should propose a tobacco cessation website that consists of 50 pages of content. Upon award of the contract the scope of the website will be negotiated with the vendor.

49.Q. Technology limitations/requirements that impact estimation

a. Review process (how many, with whom, etc).

A. Bidders should anticipate 100,000 hits to the website (Deliverable 3) each month.

50. Q. Are we providing a five-year plan that includes scheduled updates, maintenance, etc., or just an initial proposal?

A. The cost proposal should include updates and maintenance and all related costs over

the five year period of the project. Bidders are instructed to make copies of the Direct Cost Form (Attachment 3) so deliverable costs can be provided for each year of the project. The Direct Cost Form must be inclusive of all costs associated with the project.

51.Q. May we see brand standards prior to submitting the proposal?

A. Brand standards are not currently established.

52.Q. Is there any existing technology or application with which our work must interface?

A. The website is not required to interface with any existing applications. The website should include links to the services required by the RFP.

53.Q. What, if any, reporting and analytics package is preferred? (e.g. WebTrends, Google Analytics, Visual Sciences, etc.)

A. The NY TCP has not identified a preferred reporting and analytics package. Bidders should propose the analytics package to be used.

54.Q. Is it correct to assume that there is no profile management or login capabilities with this site?

A. The NY TCP does not require profile management or login capabilities for the website (Deliverable 3).

55.Q. How is the fulfillment of CME credits reported back to the physician? Is it a printable PDF with a certificate of completion, or must it interact with another system? How many CME modules are required?

A. Currently, the CME unit at Roswell Park Cancer Institute reviews completed modules and awards CME credits through its institutional procedures. The bidder should propose at least one CME module.

56.Q. On "Request a Call" functionality, how is the request currently being managed?

A. The current Quitline vendor manages the interactions of the website and Quitline, including requests for additional information, electronically.

57.Q. Will the site be hosted on NY TCP's servers or a third party?

A. The vendor will develop, host and maintain the website.

58.Q. Is there a preferred technology stack (operating system, programming language, database system) of NY TCP?

A. The NY TCP has not identified a preferred technology stack. Bidders should propose the technology used for the website.

59. Q. Is there a repository of content (whitepapers, images, and articles) that we can use, or is new content development required on a regular basis?

A. Specific content regarding NY TCP community partners, programs, initiatives, media activities, and reports will be provided by the NY TCP. General tobacco cessation content exists from a wide variety of sources. The bidder should plan on new content being developed that describes the services provided by the vendor, helps motivate tobacco users to utilize those services, and provides information about services available to health care professionals and employers. The successful bidder should plan to develop new content on a routine basis and propose the extent to which it will develop unique content for the website.

60. Q. Have other States implemented similar website programs that you admire or consider the gold standard?

A. The Indiana Tobacco Quitline website (<http://www.indianatobaccoquitline.net/>) provides a good example of using graphics for identifying website sections for tobacco uses, healthcare providers and employers as required by the RFP. The websites for the Arizona Smokers' Helpline (<http://www.ashline.org>) and California Smokers' Helpline (<http://www.californiasmokershelpline.org>) provide examples of clean layouts, graphics and text. Bidders can review profiles of existing state quitline programs, including links to state quitline websites through the North American Quitline Consortium website: <http://www.naquitline.org>.

61. Q. Has private enterprise implemented similar programs for different disease states that you admire?

A. The TCP has not identified any existing websites for other chronic disease programs that can be recommended.

62. Q. Would work with a commercially available smoking cessation product (e.g. Nicotinell/Thrive) be considered a conflict with this assignment?

A. The vendor will ship nicotine replacement medications that are provided through a separate contract between the Department of Health and a distributor. A bidder's prior or current utilization of smoking cessation products not provided by the DOH distributor does not represent a conflict.

63. Q. Do you have an existing relationship with a hosting provider?

A. No. The vendor will develop, host and maintain the website.

**RFP Section C – page 17 – Deliverable 4 – Smokers Quitsite:**

64. Q. How many pages of content are foreseen or currently managed (even an estimate is helpful)?

A. Bidders should recognize that the scope of Deliverable 4 (Smokers Quitsite) is distinct from the scope for Deliverable 3 (Tobacco Cessation Website). For purposes of the RFP,

bidders should review the two web-based smoking cessation interventions identified in the RFP (BecomeAnEx.org and Quitnet.com) for a clearer understanding of the content anticipated for Deliverable 4 (Smokers Quitsite).

65.Q. Is monitoring of chats required in this proposal, or is that done by NY TCP?

A. The vendor is responsible for monitoring chats and providing live coaching opportunities. NY TCP staff will not have a direct role in providing the intervention.

66.Q. What is “personal management of quit attempt”? Is this a section of the site in which a user can track their progress toward their goal of being tobacco-free?

A. Yes, personal management of quit attempt refers to features that allow individual monitoring of progress.

67.Q. Are we staffing the “quit coach communication forums,” or is that done by NY TCP?”

A. The vendor is responsible for staffing the Quitsite forums and chats. NY TCP staff will not have a direct role in providing the intervention.

### **RFP Section C – page 17-18 – Deliverable 5 – Cessation Call Center**

68.Q. Can you provide current dimensions, weight and size on the current NRT kit?

A. The NRT starter kits currently include patches, gum and lozenge. Approximately 82% of starter kits are patches; 8% are gum and 8% are lozenge. The dimensions and weights for the individual units are as follows:

Patches 21mg, 14mg, 7mg/14 count – 6-1/4 x 1-1/4 x 5-1/4  
Lozenges 2mg, 4mg/72 count – 3-1/4 x 2-3/8 x 4-1/2  
Gum 2mg, 4mg/110 count – 2-3/4 x 3-3/8 x 5-3/8  
21mg/14ct patches - 3.6 oz  
14mg/14ct patches - 3.0 oz  
7mg/14ct patches - 2.6 oz  
72ct lozenges - 5.3 oz  
110ct gum - 6.7 oz

69.Q. While the NRT and information materials must be shipped within 48 hours, is there a requirement on the receipt date by the client — i.e. do we need to plan for priority mailing versus standard?

A. Bidders should propose a shipping service that will ensure the clients receive NRT within 7 days of program enrollment and completion of NRT eligibility screening.

70.Q. For other direct mail communication, what is the current mailing class or is there a set time frame for receipt of material by the requester?

A. Bidders should propose a shipping service that will ensure Quitline/Quitsite clients

receive necessary supporting materials within 7 days of program enrollment. All materials should be available for download with printed materials mailed only when online materials cannot be downloaded.

71.Q. Are there age restrictions for using the NRT starter kit?

A. Yes, all NRT recipients must report that they are at least 18 years old.

72.Q. What is the shelf life of the NRT starter kit?

A. In general, the NRT product has an expiration date of at least one year when shipped from the DOH distributor to the Quitline.

73.Q. Can you provide more detail for the storage & security requirements for the NRT starter kit?

A. In general, NRT products should be stored in a secured, locked facility with temperatures between 10-25 degrees Celsius. For purposes of the RFP, the bidder is expected to store approximately 20,000 NRT starter kits at the start of the contract period. The bidder will place monthly orders to the DOH NRT distributor in order to replenish NRT that was shipped during prior months.

### **RFP Section C – page 18 – Deliverable 6 – Materials Development and Fulfillment Services**

74.Q. It is stated that the contractor will develop the information materials. Can you provide some guidance for expectations on the development process? What is your typical timeframe for new concepts and approval process?

A. Bidders should plan on submitting concepts for proposed new materials to the TCP three months prior to scheduled production. The TCP will provide feedback on the initial concepts within two weeks. Bidders should plan on submitting a first and then a final draft for TCP review. The TCP will provide feedback within 2-3 weeks of receipt of draft materials.

75.Q. Does NYS DOH expect creative concepts for Informational Materials to be presented with the proposal?

A. No, additional information may be included, but is not required.

76.Q. Are the current informational pieces personalized to the requestor (other than informational segmentation)?

A. No.

77. Q. What has been the performance of those informational materials?

A. Performance measures are unavailable for existing informational materials.

78.Q. To manage inventory needs of NRT and informational materials, can you provide a calendar of outbound marketing activities and/or a media plan for review? Have you seen a correlation between marketing activity, spikes in inbound call volume, and information and NRT distribution?

A. The flight plan for 2008-2009 has been attached for your review. Yes, marketing activity is correlated with inbound calls and NRT distribution. For additional information, bidders may refer to the 2007 report from the existing Quitline vendor ([www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf](http://www.nysmokefree.com/newweb/eletters/NYSQuitLineReport2007.pdf)) and the 2007 report from the NY TCP independent evaluator ([www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf))

79.Q. RFP Section C – page 19 - Deliverable 7- Data and Reports - Is there a desire to have a report that ties marketing activity to metrics at the Call Center as well as the Website?

A. Bidders must adhere to the specifications detailed in the RFP. Additional information may be included, but is not required.

80.Q RFP Section D – Subsection 3 – page 26 – Does all the work need to be handled by NY agencies/subcontractors, or can affiliate offices outside of NY also work on NY DOH?

A. Work is not limited to NY-based agencies and subcontractors.