

RFP #15598

New York State Department of Health
Division of Chronic Disease Prevention
Bureau of Tobacco Control

New York State Smokers' Quitline

QUESTIONS AND ANSWERS

7/15/15

All questions are stated as received in the Tobacco Control Program Bureau shared mailbox by the deadline. The Bureau of Tobacco Control (BTC) is not responsible for any errors or misinterpretation of any questions received.

The responses to questions included herein are the official responses by the Department to questions posted by potential applicants and are hereby incorporated into the RFP#15598 issued on June 17, 2015. In the event of any conflict between the RFP and these responses, the requirements or information contained in these responses will prevail.

RFP Section C.1.Scope of Work

Q1. Page 6, The RFP notes that currently, there are about 185,000 incoming calls to the Quitline per year with about 42% of calls or 78,000 callers per year enrolled in Quitline services, relapse prevention service offered to 14,000 former tobacco users each year and approximately 12,000 health care provider referrals annually. What services are offered to the remaining 93,000 callers?

Answer (Q1): See Amendment 3. Page 6, C. 1. Scope of Work has been edited.

The services for the remaining callers may include: current Quitline clients, who may call and speak with a coach as many times in a year as needed; friends and family of tobacco users who are provided brief advice on helping tobacco user quit and mailed informational materials; medical professional, New York State based employer, and health plan staff who may call to seek tobacco use cessation technical assistance; and providing brief assistance to other callers seeking information and/or referrals. The quantities listed are only estimates and based on historic numbers for one year. The numbers and percentage breakdown provided do not represent a commitment or guarantee by NYSDOH to utilize a specific quantity or type of service. Actual quantities utilized under the contract may be higher or lower.

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

RFP Section C.1.Scope of Work, Program Deliverable 1 – Statewide Tobacco Cessation Quitline

Q2a. Page 8, would you consider working with a contractor who has an established NRT fulfillment process if the pricing for the NRT product was comparable to your current pricing model?

Q2b. Page 8, It is stated in the fifth paragraph that NRT products will be purchased and provided to the Contractor by the Department. Would the Department entertain the option of the Contractor purchasing and distributing the NRT?

Answer (Q2a-b): No, Nicotine replacement therapy (NRT) products will be separately purchased and provided to the Contractor by the Department.

Q3. Page 10, “Monthly Report – “.....numbers enrolled in basic, enhanced, and relapse preventions services.....” Will you offer an enhanced service for specific participants? If so, please define the **enhanced** service and who this will be offered to. If a participant requests more than 3 calls, would you offer more? If so, where should this be included in the cost proposal?

Answer (Q3): No, an enhanced service for specific participants will not be offered (See Amendment #2).

Q4. Page 12, are the quit rates listed respondent or intent-to-treat quit rates?

Answer (Q4): The listed quit rates are respondent quit rates.

Q5. Page 12, what are the historical quit rates for New York State tobacco users who received coaching and materials only?

Answer (Q5): Historically, there has been a seven (7) day quit rate prevalence of about 20% for tobacco users who received coaching and materials only.

Q6. Page 12, what are the historical quit rates for New York State tobacco users who received coaching, materials and tobacco cessation medication?

Answer (Q6): Historically, there has been a seven (7) day quit rate prevalence of about 30% for tobacco users who received coaching, materials and tobacco cessation medication.

Q7. Page 9, please explain service provided for “DOC’s client with NRT”?

Answer (Q7): See RFP page 9, specifically, the second bullet which states: *For callers incarcerated in NYS Department of Corrections facilities, establish a*

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

dedicated collect call phone number for contacting the Quitline and provide basic Quitline services, including nicotine patches, as appropriate.

RFP Section C.1.Scope of Work, Program Deliverable 2 – New York State Smokers' Quitsite

Q8. What is the approximate number of inquiries from the Quitsite per month? Please share the # that are requests for a call to enroll in the Quitline telephone program versus the # that are requests for information versus the # for promotional materials to be sent.

Answer (Q8): The Quitsite receives about 10,000 visits per week and averages about 1,800 on-line NRT requests weekly that require enrollment in Quitline basic services. The numbers and breakdown provided do not represent a commitment or guarantee by NYSDOH to utilize a specific quantity or type of service.

The number of requests for information and promotional materials are not reported to the Department, therefore that data is not available.

Q9. Page 13, please clarify "a website clearinghouse"? Is this website separate from the Quitsite for participants?

Answer (Q9): For the purpose of this proposal, the website clearinghouse is a section of the website that provides the online tobacco cessation resources.

The clearinghouse website will have easy to locate and navigate sections with tobacco use cessation materials and resources for at least three (3) audiences: 1) tobacco users looking for help quitting, 2) health care professionals, and 3) health plans, employers, schools and universities. A link to the current website is provided for your information: <http://nysmokefree.com/>. There is only one (1) website. It is not separate from the Quitsite.

Q10. Would you accept a combined website for both promotional materials and the comprehensive site for NYS smokers, tobacco users, and health care professionals?

Answer (Q10): There is only one website.

Q11. Page 13, is it the Department's intention for the successful bidder to replace the current website?

Answer (Q11): No. The successful bidder will use the current URL nysmokefree.com and its contents.

New York State Smokers' Quitline

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

Q12. Page 14, with which of the New York State technology policies and standards listed will the Contractor be expected to comply?

Answer (Q12): The successful bidder will be expected to demonstrate compliance with all New York State technology policies and standards, which are applicable to the bidder's unique proposal and environment. This includes breach/incident reporting. New York State technology policies and standards available at: <http://its.ny.gov/tables/technologypolicyindex.htm>.

A link to NYS Office of Information Technology Services (ITS) customer relations is provided if needed: <http://its.ny.gov/form/contact-its>.

RFP Section C.1.Scope of Work, Program Deliverable 3 - Communications: Marketing/Promotion and Public Relations

Q13. Page 15, Can you share a list of preferred marketing/public relations partners to support your Quitline contractor? Is there a website to access to determine WBE/MBE status?

Answer (Q13): No. The Department does not have a list of preferred marketing/public relations partners to support the Quitline. Marketing and public relations partners can be proposed by bidder if needed.

The website to access the Minority and Women's Business Enterprise (MBWE) directory is provided in Attachment 5 – <http://www.esd.ny.gov/mwbe.html>

Q14a. Page 15, what is the annual budget for this deliverable, and how do you allocate budget within this deliverable?

Q14b. Will you share your current annual budget for marketing/promotion and public relations that is to be included in Deliverable 3? Do you expect this budget to change for the new contract period?

Answer (Q14a-b): No, we do not have a current annual budget and do not have a specific allocation for this deliverable. It is expected that the bidder will propose a successful plan and associated costs to meet the requirements of this RFP.

Q15. Page 15, what is the current marketing mix and associated spend for the marketing/PR strategy?

Answer (Q15): The current marketing mix and associated spending for the marketing/PR strategy is not applicable for this RFP. It is expected that the bidder will propose a successful marketing plan and public relations plan to meet the requirements of this RFP which is to be included in the bid price.

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

Q16. Page 15, what metrics do you use for evaluating success for this deliverable?

Answer (Q16): While there is no direct metric for this deliverable, it is expected that the successful bidder will provide summaries of progress and successes in the required monthly and quarterly reports

Q17. Page 15, what is your desired outcome over the five years from the marketing/PR strategy?

Answer (Q17): The current marketing/PR strategies are not applicable for this RFP. It is expected that the bidder will propose a successful marketing/PR strategy.

Q18. Page 15, what areas of improvement over current performance are you expecting from the marketing/PR strategy over the next five years?

Answer (Q18): The bidder's response should address the overall goals of the RFP and not concentrate on specific areas of improvement.

RFP Section C.1.Scope of Work, Program Deliverable 4 – Informational Material Development and Fulfillment Services

Q19a. Page 16, Are the "(1) glossy tri-fold brochure, and five (5) new, one (1) page fact sheets developed per year" for Quitline participant information/education or for promotion of the Quitline program?

Q19b. Are the "83,000 information material packets shipped annually" for program participants? Or does this # include those requesting promotional materials for the Quitline?

Q19c. Please provide a list of materials expected to be fulfilled through the clearinghouse, including annual counts fulfilled and weight of each piece. Please also share the average number of pieces sent in one mailing to a requester.

Q19d. "94% of information materials will be shipped with NRT and paid rates established in Deliverable 1." Is this 94% of 83,000 or ~78,020 of these packets will be mailed to participants?

Q19e. Are the 6% of informational materials (~4,980) sent to participants not receiving NRT and therefore paid for under Deliverable 4?

Answer (Q19a-e): The informational materials are for tobacco users ready to quit, tobacco users not ready to quit, tobacco users already quit, friends and family of tobacco users, clinicians and health care providers seeking to help patients quit using tobacco, and the media and community members interested in learning more about tobacco cessation. The informational materials may include those relevant to

New York State Smokers' Quitline

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

the specific audiences and topics, including, but not limited to: coping with nicotine withdrawal and smoking triggers, smoking relapse prevention, helping a smoker quit, secondhand smoke, smoking cessation medications (including Medicaid coverage), smoking and pregnancy, youth and smoking, and the electronic referral program.

Weight of each piece and average number of pieces in one mailing are not tracked by the Department and cannot be provided with this RFP.

For cost allocation purposes, it is expected approximately 78,020 (94%) of informational materials will be shipped with NRT to Quitline clients enrolled in basic services. The shipping costs for the approximately 78,020 are included within deliverable 1. The remaining approximately 4,980 packets of informational material will be shipped without NRT. The actual shipping costs for these shipments are not included in the bid and will be reimbursed based on actual cost with no markup as a pass through (see Attachment 7 Cost Proposal/Official Bid Form, Deliverable 4).

Q20. Page 16, deliverable 4 discusses shipping informational materials to individuals via first class mail within two (2) business days of Quitline call or Quitsite visit and combining educational materials with NRT in one shipment. Does the Department require that NRT is shipped within two (2) business days of Quitline call or Quitsite visit?

Answer (Q20): Yes, per the RFP page 12, #11. It states: ship cessation medication to approximately 78,280 individuals via first class mail within two (2) business days of Quitline call or Quitsite visit.

Q21. Page 16, is the Department willing to do a review of the current material shipped to confirm all materials are still relevant and needed?

Answer (Q21): It is the Departments intention that all items shipped will be relevant and applicable to the procurement.

Q22. Page 16, are the materials also available electronically? If the material is available electronically, is the Department open to electronic delivery of materials in the clearinghouse?

Answer (Q22): Yes, all materials are available electronically and are currently posted on the <http://nysmokefree.com/> website.

While the selected vendor may ship materials electronically if the client so desires, there will be no payment for electronically delivered materials.

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

RFP Section C.1.Scope of Work, Program Deliverable 5 – Research and Evaluation

Q23. Page 17, 2nd paragraph indicates that the contractor must conduct satisfaction surveys with samples of clients served by the Quitline and Quitsite. Where are the costs for this deliverable placed on the cost schedule (Attachment 7)?

Answer (Q23): All costs for Deliverable 5 are to be included in the hourly rates for Level 1 and Level 2 staff for conducting research and evaluation.

Q24. Page 17, Do you require your Quitline contractor to send all data necessary to the BTC independent evaluator, and they make the survey calls at 7 and 12 months and provide BTC with an outcomes report? Or do you require your Quitline contractor to make the 7 and 12 month calls and provide the survey data to your evaluator?

Answer (Q24): Yes, the Quitline contractor must send all data necessary to the BTC independent evaluator. The BTC independent evaluator will make the 7 and 12 month calls.

Q25. Page 17, Please clarify (2) “conduct research studies (through partnerships if necessary) to better understand telephonic and web-based cessation interventions.”

Answer (Q25): A significant aspect of the NYS Tobacco Control Program is contributing to the science of tobacco control and carefully evaluating program components. Frequent research projects led by a medical director or principal investigator are needed to better understand: 1. Quitline best clinical practices for proactive and reactive counseling; 2. how to achieve a better understanding of how Quitlines reach more tobacco users; 3. the effects of promotional activities; 4. the most cost-effective mix of providing NRT; and 5. other relevant studies, as appropriate. Partnerships may be with institutions of higher education, health organizations, governmental entities, etc.

Q26. Page 17, what is the historical budget for New York Quitline Research projects for the last four years?

Answer (26): There is no historical budget as this is a new service to this RFP.

Q27. Page 17, how is funding allocated for research projects requested by the New York Smokers' Quitline?

Answer (27): Research projects will be initiated at the discretion of the NYS Department of Health.

New York State Smokers' Quitline

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

Q28. Page, 17, what are the top three most impactful research projects that the New York Smokers' Quitline has participated in and how were they funded?

Answer (Q28): The New York State Department of Health is not requesting that bidders propose research projects.

Q29. Page 17, what real time data does the Department expect to send and/or receive? Does the Department have a specific approach to real-time or near real-time data exchange (such as web services, HL-7, etc.) that it expects the vendor to support?

Answer (Q29): See RFP Amendment 3. "Real time" data has been stricken from deliverable 3, Page 17.

RFP Section C.1.Scope of Work, 4. Location of Call Center

Q30. Page 18, is a physical location required for this bid, or is a remotely deployed coaching center seen as equally advantageous?

Answer (Q30): The Quitline call center will be physically located and operated within the continental United States, Hawaii, or Puerto Rico. The bidder should identify the actual or anticipated location, if known. See Page 18, Section C. Detailed Specifications, #4. Location of Call Center.

RFP Section D.2. Cost Proposal/Official Bid and Administrative Materials Requirements

Q31a. Page 55, [Attachment 7] the cost schedule for Deliverable 1 suggests a base of 185,000 incoming calls. Does this total refer to the number of calls presented and handled by a representative or does it refer to all incoming calls?

Q31b. Page 58, [Attachment 7] please define what types of calls are included in the 185,000 calls per year.

Answer (Q31a-b): Incoming calls are defined as any completed call that comes into the call center system (this does not include hang-ups, dropped calls, and calls for not applicable services). This would include calls handled by a coach, callers listening to recorded messages and tips for smoking cessation or leaving a voice message to request cessation materials sent to them.

Q32. Pages 55, [Attachment 7] is the 12,000 "outgoing Calls" the number of referrals reached and complete a registration (intake) based on outbound calls to reach the potential participant?

Answer (Q32): No, outgoing calls include staff calls to clients who are referred to the Quitline, who have requested NRT on-line, or who request a coaching call [on-line].

New York State Smokers' Quitline

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

This does not include outgoing calls under call back calls as defined under Basic Quitline enrollment service costs.

Q33. Page 58, [Attachment 7] adding the 35,880 + 3,120 + 1,560 + 3,400 + 10,600 under "Basic Quitline Service" and "Relapse Prevention" the total number of incoming callers receiving services is 54,560, and 37,440 who register through the Quitsite? On page 6 you state that 42% of calls (78,000 callers per year) enroll in Quitline services. Please explain why on the cost proposal page 54,560 are shown to enroll in Quitline services and not 78,000.

Answer (Q33): See Amendment 3. Page 6, C. 1. Scope of Work has been edited to read 22% of calls (40,560 callers per year) enrolled in Quitline services. The quantities listed are only estimates and based on historic numbers for one year. The numbers and percentage breakdown provided do not represent a commitment or guarantee by NYSDOH to utilize a specific quantity or type of service. Actual quantities utilized under the contract may be higher or lower.

Q34. Page 55, [Attachment 7] can you please confirm that 130,440 incoming callers (185,000 – 54,560) do not enroll in the coaching program, or are already enrolled and calling back for missed calls for NRT follow-up or quit date coaching, or are only general inquiries?

Answer (Q34): Yes, the additional incoming callers do not/are not enrolled in the coaching program and include call backs, inquiries, etc. The quantities listed are only estimates and based on historic numbers for one year. The numbers provided do not represent a commitment or guarantee by NYSDOH to utilize a specific quantity or type of service. Actual quantities utilized under the contract may be higher or lower.

Q35. Page 58, [Attachment 7] will you share the breakdown of these callers:

- (35,880 + 3,120+1,560) Callers who will complete registration in the telephone Quitline (intakes) for Basic Quitline Services (those ready to quit in 30 days)
- (3,400 + 10,600) Callers who will complete registration in the telephone Quitline (intakes) for Relapse Prevention Services
- _____ Callers for information only (send informational materials and refer to NYS Quitsite)
- _____ Callers with questions (send no information and refer to NYS Quitsite)
- _____ Proxy callers with questions for friends or family quitting (send informational materials and refer to NYS Quitsite)
- _____ Physicians calling about their patients
- _____ Other callers (media, complaints, requests for referrals etc.)

MODIFICATIONS, QUESTIONS AND ANSWERS

7/15/15

Answer (Q35): The types of calls and Quitline services provided in the RFP are only estimates and are based upon historic numbers for one (1) year. There is no guarantee of actual quantities. Within a recent three month period the Quitline client profile was as follows: 85.04% called for self - current smoker; 2.44% called for self-former smoker; 0.69% called as family/friend of a smoker; 0.32% called as a health professional; 0.19% called as a community organization/partner; and 11.33% were an undefined other category caller. The numbers and percentage breakdown provided do not represent a commitment or guarantee by NYSDOH to utilize a specific quantity or type of service. Actual quantities utilized under the contract may be higher or lower.

Q36. Page 58, [Attachment 7] If NRT is purchased by the Department, is the pricing per shipment on page 58 (Cost Proposals – Deliverable 1) only to include shipping and handling?

Answer (Q36): Cessation medication fulfillment costs should include the cost of appropriate storage and mailing of cessation medication.

RFP Section D.3. Method of Award

Q37. When is your expected award of contract date?

Answer (Q37): It is anticipated that all bidders will be notified of the outcome of the procurement process prior to the contract start date, which is January 1, 2016.