

Renaissance Tower, First Floor • 109 Capitol Street • Charleston, WV 25301

304.345.6800 local

800.348.5307 toll free

304.345.2009 fax

Ms. Roberta Wagner  
State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street, East  
Charleston WV 25305-0130

Dear Ms. Wagner:

Please accept the following proposal from beBetter Networks, Inc. in response to your request for quotation for Tobacco Cessation Quitline Services for The Department of Health and Human Resources for the Bureau for Public Health and the Bureau of Medical Services Medicaid Program. As the original developer and deliverer of these services for the State of West Virginia and as a West Virginia-based business, we are honored to have the opportunity to continue the outstanding efforts which we have provided to the state over the past seven years.

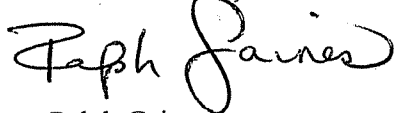
We are fortunate to be a part of an industry and a movement that focuses on helping people lead longer, healthier lives by being tobacco free. We are also privileged to be in the company of three other excellent organizations vying for this work, all of whom have made significant contributions to smoking cessation on a national level. However, we believe our unique value to the state and our key differentiator comes from focus on West Virginia and the unparalleled experience we have with every aspect of the cessation efforts taking place in the state. This focus has produced the following:

- An unprecedented penetration rate into the states smoking population of approximately 13%our
- An exceptional cumulative quit rate of 27% over the past four years
- A cumulative 98% participant satisfaction rating with our services

While the measure of effectiveness of a tobacco quitline is ultimately the number of individuals it helps to become tobacco free, we also believe that in a state such as ours, there are other considerations to make. For example, our work with other state based organizations such as West Virginia University (smokeless tobacco study, staff training and recruitment), the West Virginia Medical Association (provider training, advocacy), the Wellness Council of West Virginia (workplace polices and services) and the Coalition for a Tobacco Free West Virginia (advocacy, marketing and outreach), has produced many cross marketing opportunities and the ability to integrate and promote available cessation resources to citizens. This level of integration and cooperation is a unique qualification of our company.

In closing, we are committed to the on-going success of the West Virginia Tobacco Quitline, and we will provide every resource at our disposal to offer the most complete effective service available. If you have any questions on our proposal response or require additional information, please contact Brandy Iams, Director of Tobacco Cessation Services at (304) 345-6800 ext. 3362.

Yours in Health,



Ralph Gaines  
President and CEO



JOE MANCHIN III  
GOVERNOR

STATE OF WEST VIRGINIA  
**DEPARTMENT OF ADMINISTRATION**  
**PURCHASING DIVISION**  
2019 WASHINGTON STREET, EAST  
P.O. BOX 50130  
CHARLESTON, WEST VIRGINIA 25305-0130

ROBERT W. FERGUSON, JR.  
CABINET SECRETARY

DAVID TINCHER  
DIRECTOR

June 7, 2007

RE: Request for Proposal #HHR70058

To Whom It May Concern:

Please note that due to the size and volume of the Technical Proposals they will not be scanned at this time. If you desire to see the Technical Proposals of said bidders, do not hesitate to contact me to make arrangements for viewing of the Technical Proposals. You can reach me at phone: (304) 558-0067, fax: (304) 558-4115, or e-mail me at [rwagner@wvadmin.gov](mailto:rwagner@wvadmin.gov).

Our address is:

**2019 Washington Street, East  
Charleston, WV 25305**

Those submitting bids are listed as follows:

- 1) National Jewish Medical and Research Center
- 2) Free & Clear, Inc.
- 3) beBetter Networks, Inc.

Sincerely,

A handwritten signature in cursive script that reads "Roberta Wagner".

Roberta Wagner  
Senior Buyer

cc: Purchase Order File