

June 19, 2012

Frank M. Whittaker  
Department of Administration  
Purchasing Division  
Building 15  
2019 Washington Street, East  
Charleston, West Virginia 25305-0130

**CREDENTIAL MANAGEMENT**

100 South 5<sup>th</sup> Street  
Suite 1725  
Minneapolis, MN 55402  
T: 888 754 3600  
F: 612 436 0706  
[www.pearsoncred.com](http://www.pearsoncred.com)

Dear Mr. Whittaker,

Pearson Credential Management is pleased to respond to the State of West Virginia Department of Administration Purchasing Division Request for Quotation for an E-Licensing Application with Disciplinary Management and Website Design on behalf of the West Virginia Board of Osteopathic Medicine. Please replace the previous proposal we submitted on June 12, 2012 with the proposal enclosed.

Credential Manager™ can revolutionize the way the Board of Osteopathic Medicine (hereinafter referred to as "Board") manages its entire licensing lifecycle. Credential Manager tools automate:

- Online candidate application and payment;
- Candidate communication;
- Exam result management;
- License notification and related fulfillment;
- Continuing education tracking; and
- Renewal processing.

Credential Manager *reporting* tools provide the real-time operational data that will help the Board analyze and assess their licensure program. When combined with Credential Manager's broad suite of automation features and candidate self-service tools, the Board will have the key pieces in place to operate and support your program without the need for additional staff. Ultimately, Credential Manager will help the Board control your licensing program costs while providing outstanding service to your constituents and the public.

As a hosted solution, Credential Manager manages all IT requirements and processes. This will allow the Board to focus on the strategic goals of the osteopathic medicine licensing program. Pearson Credential Management updates its software several times each year. As our client, the Board would gain access to all new Credential Management features and services as soon as they are released.

Pearson Credential Management will work in true partnership with the Board, learning your program and working with you to eliminate your challenges while opening new opportunities. When you partner with us, you have access to industry experts that help drive the success of

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WV PURCHASING  
DIVISION

your program. Becoming a Pearson client also means you become part of a community of leading organizations who work together and with the Credential Management team to enhance credential program services, create best practices, and exceed the needs of candidates and constituents. We are proud to develop a product that continually helps our clients turn their program goals into realities.

We have provided the Board with our standard government pricing. Many of our other regulatory clients use alternative pricing methodologies. Please let me know if you are interested in discussing these.

Pearson Credential Management appreciates the opportunity to be considered for your program, and we take our role in your organization's success very seriously. We value each and every one of our clients, and we will work hard to be your best partner.

Sincerely,



**Tina Montoya**

Pearson Credential Management  
Business Development Director  
Mobile: 720.238.7003  
Office: 386.693.4382  
tina.montoya@pearson.com  
www.PearsonCred.com



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# Request for Quotation

RFO NUMBER  
 OMB12001

PAGE  
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 FRANK WHITTAKER  
 304-558-2316

VENDOR

RFQ COPY  
 TYPE NAME/ADDRESS HERE  
 Pearson VUE, a business of NCS Pearson, Inc.  
 Three Bala Plaza West, Suite 300  
 Bala Cynwyd, Pennsylvania 19004

SHIP TO

BOARD OF OSTEOPATHIC MEDICINE  
 405 CAPITOL ST STE 402  
 CHARLESTON WV  
 25301 304-552-6095

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
05/17/2012				

BID OPENING DATE: 06/12/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		205-20-99-000		
<p>WEB BASED LICENSING SYSTEM.</p> <p>THE WEST VIRGINIA PURCHASING DIVISION, FOR THE AGENCY, THE WEST VIRGINIA BOARD OF OSTEOPATHIC MEDICINE, IS SOLICITING BIDS FOR A WEB BASED LICENSING SYSTEM PER THE ATTACHED SPECIFICATIONS.</p> <p>ALL TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO FRANK WHITTAKER IN THE WV PURCHASING DIVISION VIA EMAIL AT FRANK.M.WHITTAKER@WV.GOV OR VIA FAX AT 304-558-4115. DEADLINE FOR ALL TECHNICAL QUESTIONS IS 05/29/2012 AT 4:00 PM. ALL TECHNICAL QUESTIONS WILL BE ADDRESSED BY ADDENDUM AFTER THE DEADLINE.</p> <p>NOTICE TO PROCEED: THE SYSTEM IS TO BE FULLY IMPLEMENTED WITHIN 5 MONTHS AFTER THE NOTICE TO PROCEED IS RECEIVED. UNLESS OTHERWISE SPECIFIED, THE FULLY EXECUTED PURCHASE ORDER WILL BE CONSIDERED NOTICE TO PROCEED.</p> <p>THE FIRST YEAR SUPPORT AND WARRANTY WILL BE ESTABLISHED BY FORMAL CHANGE ORDER UPON ACCEPTANCE OF THE SYSTEM BY THE AGENCY AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT.</p> <p>THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Arta Valuta</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

## GENERAL TERMS & CONDITIONS PURCHASE ORDER/CONTRACT

1. **ACCEPTANCE:** Seller shall be bound by this order and its terms and conditions upon receipt of this order.
2. **APPLICABLE LAW:** The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
3. **NON-FUNDING:** All services performed or goods delivered under State Purchase Orders/Contracts are to be continued for the terms of the Purchase Order/Contract, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
4. **COMPLIANCE:** Seller shall comply with all federal, state and local laws, regulations and ordinances including, but not limited to, the prevailing wage rates of the WV Division of Labor.
5. **MODIFICATIONS:** This writing is the parties' final expression of intent. No modification of this order shall be binding unless agreed to in writing by the Buyer.
6. **ASSIGNMENT:** Neither this Order nor any monies due, or to become due hereunder may be assigned by the Seller without the Buyer's consent.
7. **WARRANTY:** The Seller expressly warrants that the goods and/or services covered by this order will:  
(a) conform to the specifications, drawings, samples or other description furnished or specified by the Buyer; (b) be merchantable and fit for the purpose intended; and/or (c) be free from defect in material and workmanship.
8. **CANCELLATION:** The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
9. **SHIPPING, BILLING & PRICES:** Prices are those stated in this order. No price increase will be accepted without written authority from the Buyer. All goods or services shall be shipped on or before the date specified in this Order.
10. **LATE PAYMENTS:** Payments may only be made after the delivery of goods or services. Interest may be paid on late payments in accordance with the *West Virginia Code*.
11. **TAXES:** The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
12. **RENEWAL:** Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at [www.state.wv.us/admin/purchase/vrc/hipaa.html](http://www.state.wv.us/admin/purchase/vrc/hipaa.html) and is hereby made part of the agreement provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
15. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
16. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agency or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
17. **ANTITRUST:** In accepting this purchase order or signing this contract with any agency for the State of West Virginia, the vendor agrees to convey, sell, assign, or transfer to the State of West Virginia all rights, title, and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to vendor. Vendor certifies that this purchase order or contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law. Vendor further certifies that this purchase order or contract is in all respects fair and without collusion or fraud.





State of West Virginia  
 Department of Administration  
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 2019 Washington Street East  
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 304-558-2316

RFQ COPY

VENDOR

TYPE NAME/ADDRESS HERE  
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 Three Bala Plaza West, Suite 300  
 Bala Cynwyd, Pennsylvania 19004

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05/17/2012				

BID OPENING DATE: 06/12/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UCP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT BY THE STATE OF WEST VIRGINIA, ITS AGENCIES, OR POLITICAL SUBDIVISIONS, THE TERMS, CONDITIONS, AND PRICING SET FORTH HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Arthur Valente</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
WITHOUT FURTHER ORDER.						
THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.						
REV. 01/17/2012						
NOTICE						
A SIGNED BID MUST BE SUBMITTED TO:						
DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130						
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:						
SEALED BID						
BUYER: 44						
RFQ. NO.: OMB12001						
BID OPENING DATE: 06/12/2012						
BID OPENING TIME: 1:30 PM-----						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

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BID OPENING DATE: 06/12/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- (610)-617-9301 ----- CONTACT PERSON (PLEASE PRINT CLEARLY): ----- Terri Dunbar -----  ***** THIS IS THE END OF RFQ OMB12001 ***** TOTAL: _____						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Artem Valentin</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

RFQ No. FLC12113

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owned is an amount greater than one thousand dollars in the aggregate

**DEFINITIONS:**

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, Limited Liability Company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

**EXCEPTION:** The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

**WITNESS THE FOLLOWING SIGNATURE**

Vendor's Name: Pearson VUE, a business of NCS Pearson, Inc.

Authorized Signature: *Arthur Valentin* Date: 6/19/2012

State of Pennsylvania

County of Montgomery, to-wit:

Taken, subscribed, and sworn to before me this 19 day of June, 2012.

My Commission expires 4/8/2015, 20  .

**AFFIX SEAL HERE**

**NOTARY PUBLIC** *Roberta L. Hughes*

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Roberta L. Hughes, Notary Public  
Lower Merion Twp., Montgomery County  
My Commission Expires April 8, 2015  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

**AGREEMENT ADDENDUM FOR SOFTWARE**

In the event of conflict between this addendum and the agreement, this addendum shall control:

1. **DISPUTES** - Any references in the agreement to arbitration or to the jurisdiction of any court are hereby deleted. Disputes arising out of the agreement shall be presented to the West Virginia Court of Claims.
2. **HOLD HARMLESS** - Any provision requiring the Agency to indemnify or hold harmless any party is hereby deleted in its entirety.
3. **GOVERNING LAW** - The agreement shall be governed by the laws of the State of West Virginia. This provision replaces any references to any other State's governing law.
4. **TAXES** - Provisions in the agreement requiring the Agency to pay taxes are deleted. As a State entity, the Agency is exempt from Federal, State, and local taxes and will not pay taxes for any Vendor including individuals, nor will the Agency file any tax returns or reports on behalf of Vendor or any other party.
5. **PAYMENT** - Any references to prepayment are deleted. *Fees for software licenses, subscriptions, or maintenance are payable annually in advance.* Payment for services will be in arrears.
6. **INTEREST** - Any provision for interest or charges on late payments is deleted. The Agency has no statutory authority to pay interest or late fees.
7. **NO WAIVER** - Any language in the agreement requiring the Agency to waive any rights, claims or defenses is hereby deleted.
8. **FISCAL YEAR FUNDING** - Service performed under the agreement may be continued in succeeding fiscal years for the term of the agreement, contingent upon funds being appropriated by the Legislature or otherwise being available for this service. In the event funds are not appropriated or otherwise available for this service, the agreement shall terminate without penalty on June 30. After that date, the agreement becomes of no effect and is null and void. However, the Agency agrees to use its best efforts to have the amounts contemplated under the agreement included in its budget. Non-appropriation or non-funding shall not be considered an event of default.
9. **STATUTE OF LIMITATION** - Any clauses limiting the time in which the Agency may bring suit against the Vendor, lessor, individual, or any other party are deleted.
10. **SIMILAR SERVICES** - Any provisions limiting the Agency's right to obtain similar services or equipment in the event of default or non-funding during the term of the agreement are hereby deleted.
11. **FEES OR COSTS** - The Agency recognizes an obligation to pay attorney's fees or costs only when assessed by a court of competent jurisdiction. Any other provision is invalid and considered null and void.
12. **ASSIGNMENT** - Notwithstanding any clause to the contrary, the Agency reserves the right to assign the agreement to another State of West Virginia agency, board or commission upon thirty (30) days written notice to the Vendor and Vendor shall obtain the written consent of Agency prior to assigning the agreement.
13. **LIMITATION OF LIABILITY** - The Agency, as a State entity, cannot agree to assume the potential liability of a Vendor. Accordingly, any provision limiting the Vendor's liability for direct damages to a certain dollar amount or to the amount of the agreement is hereby deleted. Limitations on special, incidental or consequential damages are acceptable. In addition, any limitation is null and void to the extent that it precludes any action for injury to persons or for damages to personal property.
14. **RIGHT TO TERMINATE** - Agency shall have the right to terminate the agreement upon thirty (30) days written notice to Vendor. Agency agrees to pay Vendor for services rendered or goods received prior to the effective date of termination. *In such event, Agency will not be entitled to a refund of any software license, subscription or maintenance fees paid.*
15. **TERMINATION CHARGES** - Any provision requiring the Agency to pay a fixed amount or liquidated damages upon termination of the agreement is hereby deleted. The Agency may only agree to reimburse a Vendor for actual costs incurred or losses sustained during the current fiscal year due to wrongful termination by the Agency prior to the end of any current agreement term.
16. **RENEWAL** - Any reference to automatic renewal is deleted. The agreement may be renewed only upon mutual written agreement of the parties.
17. **INSURANCE** - Any provision requiring the Agency to purchase insurance for Vendor's property is deleted. The State of West Virginia is insured through the Board of Risk and Insurance Management, and will provide a certificate of property insurance upon request.
18. **RIGHT TO NOTICE** - Any provision for repossession of equipment without notice is hereby deleted. However, the Agency does recognize a right of repossession with notice.
19. **ACCELERATION** - Any reference to acceleration of payments in the event of default or non-funding is hereby deleted.
20. **CONFIDENTIALITY** - Any provision regarding confidentiality of the terms and conditions of the agreement is hereby deleted. State contracts are public records under the West Virginia Freedom of Information Act.
21. **AMENDMENTS** - All amendments, modifications, alterations or changes to the agreement shall be in writing and signed by both parties. No amendment, modification, alteration or change may be made to this addendum without the express written approval of the Purchasing Division and the Attorney General.

ACCEPTED BY:

**STATE OF WEST VIRGINIA**

Spending Unit: \_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**VENDOR**

Company Name: Pearson VUE, a business of NCS Pearson, Inc.

Signed: 

Title: SVP, Professional Services

Date: 6/19/2012





State of West Virginia  
 Department of Administration  
 Purchasing Division  
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BOARD OF OSTEOPATHIC MEDICINE  
 405 CAPITOL ST STE 402

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06/06/2012				

BID OPENING DATE: 06/12/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
***** ADDENDUM NO. 1 ***** THIS ADDENDUM IS ISSUED TO ADD THE ATTACHED ADDITIONAL TERMS AND CONDITIONS TO THE BID DOCUMENTS. THE BID OPENING DATE AND TIME HAVE NOT CHANGED. ***** END ADDENDUM NO. 1 *****						
0001	1	LS		205-20-99-000		
WEB BASED LICENSING SYSTEM.						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Frank Whittaker</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

## GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at [www.state.wv.us/admin/purchase/vrc/hipaa.html](http://www.state.wv.us/admin/purchase/vrc/hipaa.html) and is hereby made part of the agreement provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or Fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

### INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).

OMB12001  
ADDENDUM NO. 1

**ADDITIONAL TERMS AND CONDITIONS**

Various Legislative acts passed in the 2012 session require inclusion of certain provisions in all state contracts. Accordingly, this addendum will add the three provisions listed below to the solicitation and resulting contract entered into between the State of West Virginia and the vendor. In the event that the solicitation is not for construction or architectural/engineering work, sections 2 and 3 below will not apply.

1. **BACKGROUND CHECK:** In accordance with W. Va. Code § 15-2D-3, the Director of the Division of Protective Services may require any service provider whose employees are regularly employed on the grounds or in the buildings of the Capitol complex or who have access to sensitive or critical information to submit to a fingerprint-based state and federal background inquiry through the state repository.

After the contract for such services has been approved, but before any such employees are permitted to be on the grounds or in the buildings of the Capitol complex or have access to sensitive or critical information, the service provider shall submit a list of all persons who will be physically present and working at the Capitol complex to the Director of the Division of Protective Services for purposes of verifying compliance with this provision.

The State reserves the right to prohibit a service provider's employees from accessing sensitive or critical information or to be present at the Capitol complex based upon results addressed from a criminal background check.

2. **SUBCONTRACTOR LIST SUBMISSION:** In accordance with W. Va. Code § 5-22-1, The apparent low bidder on a contract for the construction, alteration, decoration, painting or improvement of a new or existing building or structure valued at more than \$500,000.00 shall submit a list of all subcontractors who will perform more than \$25,000.00 of work on the project including labor and materials. This provision shall not apply to any other construction projects, such as highway, mine reclamation, water or sewer projects.

a. **Required Information.** The subcontractor list shall contain the following information:

- i. Bidder's name
- ii. Name of each subcontractor
- iii. License numbers as required by W. Va. Code § 21-11-1 et. seq.

iv. Notation that no subcontractors will be used if the bidder will perform the work

b. **Submission.** The completed subcontractor list shall be provided to the Purchasing Division within one business day of the opening of bids for review. Failure to submit the subcontractor list within one business day after the deadline for submitting bids shall result in disqualification of the bid.

c. **Substitution of Subcontractor.** Written approval must be obtained from the Purchasing Division before any subcontractor substitution is permitted. Substitutions are not permitted unless:

- i. The subcontractor listed in the original bid has filed for bankruptcy;
- ii. The subcontractor in the original bid has been debarred or suspended; or
- iii. The contractor certifies in writing that the subcontractor listed in the original bill fails, is unable, or refuses to perform his subcontract.

3. **GREEN BUILDINGS MINIMUM ENERGY STANDARDS:** In accordance with § 22-29-4, all new building construction projects of public agencies that have not entered the schematic design phase prior to July 1, 2012, or any building construction project receiving state grant funds and appropriations, including public schools, that have not entered the schematic design phase prior to July 1, 2012, shall be designed and constructed complying with the ICC International Energy Conservation Code, adopted by the State Fire Commission, and the ANSI/ASHRAE/IESNA Standard 90.1-2007: *Provided*, That if any construction project has a commitment of federal funds to pay for a portion of such project, this provision shall only apply to the extent such standards are consistent with the federal standards.



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

**Solicitation**

NUMBER
OMB12001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
FRANK WHITTAKER 304-558-2316

VENDOR

RFQ COPY  
 TYPE NAME/ADDRESS HERE  
 Pearson VUE, a business of NCS Pearson, Inc.  
 Three Bala Plaza West, Suite 300  
 Bala Cynwyd, Pennsylvania 19004

SHIP TO

BOARD OF OSTEOPATHIC MEDICINE  
 405 CAPITOL ST STE 402  
 CHARLESTON WV  
 25301 304-552-6095

DATE PRINTED
06/13/2012

BID OPENING DATE: 06/21/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
***** ADDENDUM NO. 3 *****						
ADDENDUM TO DISTRIBUTE THE ATTACHED INFORMANTION.						
***** END ADDENDUM NO. 3 *****						
0001	1	LS		205-20-99-000		
WEB BASED LICENSING SYSTEM.						
***** THIS IS THE END OF RFQ OMB12001 *****						TOTAL:

SIGNATURE <i>Stephen Valentin</i>	TELEPHONE 610-617-5004	DATE 6/19/2012
TITLE SVP, Professional Services	FEIN 41-0850527	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



---

**SOLICITATION NUMBER: OMB12001**  
**Addendum Number: 3**

---

The purpose of this addendum is to modify the solicitation identified as OMB12001 ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:** To Provide the attached Technical questions and answers.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

---

ATTACHMENT A

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: OMB12001**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

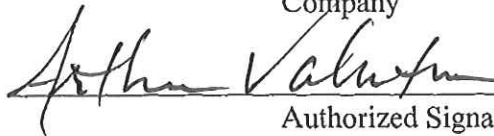
(Check the box next to each addendum received)

- |                                                    |                                          |
|----------------------------------------------------|------------------------------------------|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input checked="" type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Pearson VUE, a business of NCS Pearson, Inc.

Company



Authorized Signature

6/19/2012

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

## QUESTION LIST FOR RFQ OMB12001

- 1) Is the Board of Osteopathic Medicine requiring that the content management software be provided and supported by the same vendor as the licensing software? Answer: Yes
- 2) Is the WV Board of Osteopathic Medicine requiring that the website be designed by the licensing software vendor? Answer: Yes
- 3) Would it be beneficial to the board for analysis purposes to include hosting prices? Answer: Please include all hosting costs under the hosting field on the pricing page. The Board Office will not be hosting the software.
- 4) Has funding been secured for the duration of this project? If so, can the State disclose the budget allocated for this effort? Answer: Funds have been allocated through the Board's budget.
- 5) In order to meet the implementation timeline, is the Board open to changing its workflow and processes to adapt to the Vendor's best practices and use of existing protocols? Answer: No
- 6) Who investigates complaints against licensees? How many complaints are received per year? Of those investigators, what is the number of individuals that would be using this system? Answers: The Board Office Staff investigate complaints and report their findings to the Complaint Committee of the Board. Approximately 40 complaints/year are received. The Board Staff consists of three (3) members and they would be the only ones using the system.
- 7) What is a PLLC? Answer: Professional Limited Liability Company.
- 8) What is the lifecycle of a license? How often does it need to be renewed? Answer: A physician's license is renewed every two (2) years, a physician assistant's license is renewed every two (2) years, a corporation license is renewed every two (2) years and a PLLC is renewed annually.
- 9) Is Data Conversion expected to be performed as part of the initial implementation or can it be done after the solution has been deployed? Answer: Data conversion must be performed as part of the initial implementation. All data builds off of the initial data.
- 10) How large is the existing Access database? How many records? Answer: There are several different types of files within the database. We currently license just under 1200 osteopathic physicians, about 200 physician assistants, 50 Corporations and 80 PLLC's.
- 11) How many license types are currently managed by the system? Answer: Four (4) as listed above. Of course, there are different statuses for each license type (active, probationary, suspension, revocation, etc.)
- 12) What is the anticipated timeframe for vendor demonstrations and subsequent award of this project? Answer: We are hoping to have a signed contract by July 1 with implementation completed by January 2013.

- 13) Is there a preference towards a cloud-based solution or is the Board also open to a Client Hosted solution? Answer: It is the Board's intent to host the program on a vendor's servers unless it is in the best interest of the Board to have it hosted with the WV Office of Technology.
- 14) Is the Board open to sharing this solution with other Professional Licensing organizations in the State or will this strictly be a stand-alone system? We would be open to sharing the system as long as our data is stored on a secure platform which would not be accessible to other licensing boards.
- 15) Please clarify the expectation of training from the proposed vendor for this effort. Is it the desire to have the vendor support the State or to provide training directly? The vendor will provide the initial training to the three (3) Board Staff Members and ongoing support will be purchased through the vendor. This is not a state program, but a licensing board of the state of West Virginia.
- 16) The current website is using DotNetNuke as a content management system. Are you happy with the current system? Answer: No Please let us know how you feel about the current website so that we can decide which way to go in our quote. .Answer: The current website is managed by the WV State Treasurer's Office. We have no management control of the site which is something we want to change. The agency is looking for a new system which will be managed by the Osteopathic Medical Board. .
- 17) Since it is hard to estimate what the additional work is, is it okay to just supply an hourly rate with a maximum cost? No, all quotes must be broken down as the pricing page indicates.
- 18) The RFQ says we should complete the development within five (5) months. Do we have a starting date decided? Answer; Yes, July 1, 2012. The RFQ states the system should be "implemented" within five months after signing of contract.
- 19) Where will final website be hosted? Do you rent our server or do you host the web application at your office? Answer: There is a place on the pricing page to include hosting costs with your agency. : It is the Board's intent to host the program on a vendor's servers unless it is in the best interest of the Board to have it hosted with the WV Office of Technology.
- 20) Is it possible that we can take a look at your database with the existing applications for a better, more precise understanding of the total work load needed..can you at least let us know how many databases need to be transformed and how many tables there are in total? Answer: There are four (4) current databases all written in Microsoft Access. As listed in the RFQ, we have files for approximately 1200 physicians, 200 physician assistants, 80 PLLC's and 50 Corporations.



- 21) If you can help us picture what needs to be done with more detailed information, we will be able to come up with a more calculated bid. Answer: The Board will require all professional licensing functions, i.e., applications, renewals, disciplinary and regulatory to be included in the fully integrated system.
- 22) We have difficulty understanding Page 7,1.a. Is it just about user authentication and role-based permission authorization? Answer: This is a standard procedure for professional licensing boards. Because we are a State Licensing Board, we are required to provide public access to certain information about our licensees. Once information is updated within our database on a licensee, it must be made available on our website for public access. However, what information is shared must be defined by the licensing board and the software must be flexible to accommodate that.
- 23) What is current payment processing method? Pay-Pal, Authorize.net? Answer: The current payment process was set up by the West Virginia Treasurer's Office as all of our online licensing payments are sent directly to our account at the Treasurer's Office. The license renewal system will need to interface with the WV Treasurer's Office "E-Pay" system.
- 24) Record of correspondence is usually set up in database tables to record emails, phone, meeting summaries and letters. No integration with Outlook or your SharePoint server will be included in the proposal. And as for the email record, only the main content is recorded, that is, the email attachment is not stored. If you need those "advanced features." please let us know. We can definitely implement them. Answer: Not needed. Only need to be able to track what correspondence was received, by whom, when and for what licensee.
- 25) It appears there will be quite a few online forms for the users to submit and many online reporting also. Can we have a look at samples of all those forms and reports? If you are still working on them, can we at least know how many forms and reports there will be? Answer: They are general letters, applications and reports used in general office processes using Microsoft Access, Excel and Word. The largest form would be the application form which is about 15 pages. Most are 1-3 pages..
- 26) How much customization will be needed for forms and reports? Is it just an ad-hoc report where the web user picks a date range and a department and then generates a report? Is it more complicated by hiding/showing a column in a report dynamically? If the design (layout) of a report remains the same, and data is the only thing changed based on the query, it will cost less time to develop. Answer: Some reports will be constant – required regularly with only the data changing. Customized reports are requested all the time from third party agencies, physicians, and the State of West Virginia. We need the flexibility to design a report based on a query using any user field in the database.

- 27) Can you tell us more about task management and workflow modules? How do you handle task management now? Can we take a look at the paper forms or related document? Answer: That is the purpose of the site visit – to gain understanding of our processes and how your system can meet those needs. The Board Office is a staff of three (3)
- 28) Can we have the name of a contact person who is in charge of this project and communicate with us? More questions could come out and we need someone who can answer and clarify. Answer: All inquiries must go through the Board's Purchasing Agent, Frank M. Whittaker, WV Division of Purchasing, 219 Washington Street, East, Charleston, WV 25305, (304) 558-2316 or email: [Frank.M.Whittaker@wv.gov](mailto:Frank.M.Whittaker@wv.gov).

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## Pearson Credential Management Overview

Pearson Credential Management, formerly Integral7, was founded in 2001 by a team of leaders and experts from the credentialing and data management industries; including the former president of Prometric and Pearson VUE. The Pearson Credential Management team knows from experience that growing credentialing programs require effective, scalable systems to provide data management, program automation and candidate self-service. Credential Manager was designed from Day One to manage data feeds from multiple test service providers and other sources; to automate certification and licensing processes and candidate communication; and to put more control into the hands of stakeholders via the candidate portal, the customer service and administration tools, and the powerful reporting engine.

Since launching Credential Manager in 2002, Pearson Credential Management has continually expanded and improved the product. Many features have been added or improved based on client suggestions, with all features geared toward automating and improving licensure program management, improving productivity and accuracy, managing compliance and enforcement, ultimately reducing program costs, and helping to enhance consumer protection. Credential Manager currently handles over 200,000 candidate visitors per month and manages over 6,000,000 candidate records.

Pearson purchased Integral7 in November 2010. The company was rebranded 'Pearson Credential Management' in the summer of 2011.

## Credential Manager™ Overview

Credential Manager™ is a hosted solution that helps you increase operational efficiencies in every aspect of your program with a focus on automating daily licensure program tasks, offers self-service to your candidates and licensees, and provides the tools you need to automate and manage your program.

- The secure **Candidate Portal** offers a wide variety of tools and information to candidates and licensees. Licensees can view and track licensing progress, update personal information, complete application forms, communicate with customer service, publish verified credentials to employers, request duplicate certificates, and much more – all without help from Board staff.
- The **Administrator Portal** provides a broad range of tools for Board staff to manage program rules, event-based emails, ecommerce setup, customer service requests, and more. The portal also offers work queues to manage candidate requests and license approvals, as well as a form builder for designing custom applications and other forms.

- **Event-Based Emails (EBEs)** are the cornerstone of Credential Manager's automated candidate communication. As candidates progress through licensing steps, they receive automated emails informing them of next steps. Board can customize every event-based email with the EBE editor; adding variables for personalization, providing links to more information, and using graphics and HTML to reflect your brand. EBE messaging works in tandem with a customized Landing Page to guide candidates through every step of the process. For more information please see the attached Summary of Capabilities document.
- Credential Manager's **Forms and Online Payment** module allows you to design custom forms such as application, registration and renewal forms. Forms can have online payments attached, allowing you to require an application fee or to sell related study guides and practice tests. Forms also offer a broad array of other functionality, such as allowing candidates to upload work product samples for review and providing customizable visibility rules that let you determine which candidates can see any given form or forms.
- **Credential Manager Reporting** provides powerful, flexible access to reports on candidates, exams, licenses and all other data in the system. Reporting includes over 100 predefined reports and more than 30 report wizards that will help the Board monitor licensees, credentials, and compliance; track exam item performance; and watch for credential fraud;. Reporting also includes straightforward data export functionality, the ability to save and schedule reports, and other useful features.



Response to RFQ Detailed Specifications

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
<p>1) Customized design of a robust web online service that will efficiently and automatically allow for management of license applications and renewals for all license classes.</p>	<p>Credential Manager provides a robust web online service that gives candidates the requisite access to manage their information. Among the many functions candidates can easily perform through the secure portal are:</p> <ul style="list-style-type: none"> <li>• View and update demographic information</li> <li>• Register and pay for licenses and renewals</li> <li>• Log continuing education credits</li> <li>• Review initial licensing and renewal requirements</li> <li>• Review license history</li> <li>• Request duplicate certificates</li> <li>• Download logos and documents</li> <li>• Select email notification options</li> <li>• Publish verified credentials (licenses) to employers and other third parties</li> </ul> <p>With Credential Manager, candidates can learn the next steps required to complete their license, review their credential history, renew their license, update personal information, and perform many other tasks without contacting customer service. If a candidate must contact customer service, they can create a request that populates a work queue, allowing the customer service team to respond on their schedule. In addition to reducing customer service costs, the self-sufficiency enabled by Credential Manager enhances candidate satisfaction; in turn improving retention and increasing renewal rates.</p>
<p>a) Provide detailed real-time verification capabilities that include the ability to see public orders on disciplinary action.</p>	<p>Credential Manager offers a public registry that includes an online public search function that makes it easy for consumers and others to find and contact client-certified professionals. The development road map for Credential Manager includes the ability to see public orders on disciplinary actions through the public registry. Upon contract award, this feature will be made available as agreed to by both Board and Pearson Credential Management.</p>
<p>b) The application and renewal portion must be able to support name/address changes, payment processing, uploads of various documents and storage of those submitted documents</p>	<p>The secure <b>Candidate Portal</b> offers a wide variety of tools and information to candidates. Candidates can make name/address changes, view and track licensing</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
<p>In the associated database. It must also be able to place incoming data in the chronological sequence dictated by current office procedure.</p>	<p>progress, complete application forms, process payments, upload various documents and store those submitted documents in the database. It tracks incoming data in chronological sequence as dictated by the Board's current office procedure.</p>
<p>c) The application and renewal system must also have a status capability so that users can check to see the application or renewal status themselves from the web.</p>	<p>The candidate landing page is a home page for your candidates. It is client-configurable, with a variety of customizable widgets to display important information and Board messages. The landing page displays candidate progress, status and next steps, shows candidate-specific messages, and drives candidate behavior by publishing important data and messages directly to candidates when they log in.</p> <p>The landing page efficiently and effectively guides the licensee through the application or renewal process which means fewer phone calls to your staff and, ultimately, increasing rates of licensure by keeping candidates informed of next steps and upcoming due dates. The landing page ties in with event-based emails to reinforce application and renewal status, next steps, and other important information.</p>
<p>d) System must support inspection reporting.</p>	<p>The investigations feature of Pearson Credential Manager provides tools to manage investigation and inspection processes. The reporting tools provided with Credential Manager are powerful, flexible and easy-to-use data analysis for all data stored including inspection reporting.</p>
<p>2. The database must handle multiple license types and facilitate the following items:</p>	<p>Pearson Credential Manager supports multiple license types and facilitates the following items:</p>
<p>a) Document repository capability to store application, renewal and historical documents and images.</p>	<p>Credential Manager includes a document repository that helps manage application and renewal files as well as any documents uploaded through the Credential Manager application. The Board can use the document repository to upload and delete files and also link to external files or web pages. The repository offers flexible control over file visibility, including the ability to make files visible to everyone, to a specific candidate, or to users who meet your pre-defined criteria. Finally, the download center lets users see files grouped by category and sort and filter by a number of file properties to more quickly identify files for download.</p> <p>The Board can use the document repository to manage files and make them available to targeted audiences. For example, paper document storage might be replaced by scanned, uploaded documents. The repository can be used to provide links to study guides</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
	<p>or other training materials on your own web site. The Board can upload private newsletters and other relevant documents and make them available to anyone licensed in a certain program. One gigabyte of document repository storage is included in the standard Credential Manager license fee; additional storage can be purchased.</p>
<p>b) A reminder system that supports recurrence and notification to multiple parties.</p>	<p>Credential Manager automatically sends emails when specific events occur. Event-based emails (EBEs) keep candidates informed of their license status and next steps in the licensure process, reducing calls to customer service. With EBEs, the Board can inform candidates of application acceptance or denial, confirm a status change, or warn of impending license expiration. EBEs are also a powerful marketing tool that can help clients improve and expand their licensing programs. EBEs help License Boards strengthen their connections to the candidate community and ultimately improve candidate satisfaction.</p> <p>Example:</p> <ul style="list-style-type: none"> <li>• Candidates who have just registered for an exam may receive an EBE informing them of next steps.</li> <li>• Candidates who have recently failed an exam may receive an email with links to exam tips and a promotional offer to purchase study materials and schedule a retake exam.</li> <li>• Candidates whose license is due to expire may receive renewal notifications at 180, 90 45 and 15 days before their credential is due to expire, reminding them of renewal requirements and linking them to a renewal application form.</li> </ul> <p>These clear, timely reminders help to increase rates of renewal.</p> <p>Candidates can opt in and out of EBEs. If some candidates do not use email, Credential Manager can generate a report with a list of candidates to contact. Like the form builder, the EBE editor allows clients to insert graphics and links without needing to know HTML.</p>
<p>c) Transactional contact history must record multiple contact types including email, phone, in person meetings and letters.</p>	<p>Credential Manager tracks nearly every transaction that occurs in a candidate’s record. Candidates and staff have access to this history, and the level of history detail each group can see is client-configurable. The complete history helps candidates answer their own</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
	<p>questions while providing clients an audit trail of each candidate's application and renewal events and history.</p> <p>Additionally, staff can create an incident to track contact types including email, phone, in person meetings and letters.</p>
<p>d) Portal dashboard with permissions per staff person to see relevant job related snapshots. This must be configurable so staff can configure what is presented to each user level and what content each user has access based on security role.</p>	<p>Credential Manager provides for the definition of multiple user groups with varying levels of data access. Access can be enabled or restricted at every level of data and for every function in the application. This level of access control allows the Board to provide access to all stakeholders while maintaining complete control over data integrity, privacy, and security.</p> <p>For example, a client's executive staff might have access to dashboards and other high-level reports as well as read-only access to program information. Program administrators would have full access to reports, program structure, and candidate data, while psychometricians could access aggregate and item data for every candidate and exam.</p>
<p>e) Disciplinary case management and reporting. All modules must be configurable. As our needs change, so must the software.</p>	<p>The Pearson Credential Manager investigations feature supports disciplinary case management and reporting, providing tools to manage the formal investigation of disciplinary actions and results, essentially providing a workflow for review and appeal processes. The Board can open a case about an individual and track a review or investigation through a process of meetings, documentation, decisions, and appeals. Investigations can be used to review violations, track suspicious activity, or document whether candidates meet occupational standards. The Pearson Credential investigations feature is fully configurable to meet the Board's requirements.</p>
<p>f) Compliance management and reporting. System must be able to store documents, video and audio files with each case.</p>	<p>Through the investigations feature the Board can store documents, video and audio files with each case.</p>
<p>g) Work place impairment management and drug testing collection and reporting.</p>	<p>Forms can also be used to collect work place impairment management and drug testing.</p> <p>Credential Manager's form builder uses a simple interface that allows the Board to create complex forms, including graphics and links, without knowing HTML. The resulting forms are useful for registrations, renewals, collecting required information from candidates, and helping control the certification progress.</p> <p>The reporting tools provided with Credential Manager are powerful, flexible and easy-to-use for data analysis</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
	and reporting against all data collected and stored in Credential Manager.
h) CME and CEU collection, management and reporting.	<p>Credential Manager tracks continuing education requirements through the credential program rules. When a credential program is created or edited, clients define the continuing education requirements that must be met for licensure or renewal. Through the candidate portal, candidates can review requirements and then self-report continuing education CME and CEU credits on a tracking form that is attached to the candidate's record; administrators can also report continuing education in candidate records. Candidates can choose from a list of authorized continuing education providers and courses or enter an unlisted course. Completion of a continuing education requirement is an "event" that can trigger actions, such as granting of renewal, email notification of next steps, or provision of eligibility information to a test service provider.</p>
i) Quick printing capabilities for licenses, reports, letters and envelopes with mail merges.	<p>Pearson Credential Manager supports quick printing of licenses, reports, letters, and envelopes with mail merges.</p> <p>Credential Manager provides powerful, flexible, easy-to-use data analysis and reporting tools. Authorized client staff can create and modify sophisticated reports without help from Pearson Credential Management. The business intelligence tools built into Credential Manager work in concert with the Credential Management group's data warehouse to offer powerful, browser-based reporting and printing functionality.</p> <p>Credential Manager includes over 100 predefined reports and 30 reporting wizards. If special, highly customized reports are necessary, Pearson Credential Management staff can help clients define and create those reports. Finally, authorized client staff can easily export any dataset to Word for mail merges or another tool for further analysis.</p> <p>Credential Manager reporting is especially powerful due to the breadth and depth of data available.</p>
j) Staff user customizable forms and reports that are printed from the database without additional programming.	<p>Credential Manager's form builder uses a simple interface that allows the Board to create complex forms, including graphics and links, without knowing HTML and without additional programming. The resulting forms are useful for applications, renewals, collecting required information from candidates, and helping control the certification progress.</p> <p>Forms can also be used to collect application or renewal</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
	<p>fees and to sell certification-related materials. Forms can have customized visibility rules attached, such as "only candidates who are employees" or "only candidates already certified" or "only candidates who need to renew." These visibility rules determine when the forms are available to candidates, enabling simple, powerful candidate workflow. Forms can also be automatically approved, manually approved, or audited (in which case a client-defined percentage of completed forms are queued for review while the rest are automatically approved)</p> <p>Credential Manager includes over 100 predefined reports and 30 reporting wizards. In addition, authorized client staff can create and edit their own reports with a powerful query builder, and then print them. If special, highly customized reports are necessary, Pearson Credential Management staff can help clients define and create those reports. Finally, authorized client staff can easily export any dataset to Word for mail merges or another tool for further analysis.</p>
<p>k) All changes to data must be stored in a transactional record so historical audit reports can be created.</p>	<p>Pearson Credential Manager stores changes to data in a transactional record and supports historical audit reporting.</p>
<p>l) Staff user customizable exports. Staff requires the ability to pick fields from the database into a user accessible template for reusable exports.</p>	<p>Credential Manager supports customizable exports gives Board staff the ability to pick fields from the database into a user accessible template for reusable exports.</p>
<p>m) Staff user customizable searches. Staff requires the ability to be able to perform various data-mining searches and save the searches for later use.</p>	<p>Credential Manager supports user customizable searches. Board staff will have the ability to be able to perform various data-mining searches and save the searches for later use.</p>
<p>n) The database software must be able to store and relate employment, licensee and pharmacy data properly for management and reporting purposes.</p>	<p>The Credential Manager database software will be configured to store and relate employment, licensee and pharmacy data properly for management and reporting purposes.</p>
<p>o) System must store and report on the history of a record. All billing, demographic and licensing data must be stored by user id that changed the record and the date and time it was changed. Reports must be able to be customizable without additional programming.</p>	<p>Credential Manager supports storing and reporting on the history of a record. All billing, demographic and licensing data will be stored by the user id that changed the record and the date and time it was changed. Reports are able to be customized without additional programming.</p>
<p>p) The system must have functionality that allows staff to create and manage workflow for automatically or ad-hoc generated tasks. Task management, user assignment and workflow modules must be integrated without additional</p>	<p>Credential Manager has the functionality that allows staff to create and manage workflow for automatically or ad-hoc generated tasks. Task management, user assignment and workflow modules can be integrated</p>



NECESSARY COMPONENTS	Pearson Credential Manager Functionality
programming.	without additional programming.
<p>q) The system must handle revenue collections from the online applications, renewals and all other online services and be able to easily process manual payment in one convenient simple to use interface that automatically sends those payments to the West Virginia Treasurer's Office for posting to our revenue account.</p>	<p>Credential Manager ecommerce facilitates online payment of application, renewal, and other fees. Methods of payment accepted include credit card, check, money order, and wire transfer. Secure ecommerce services are provided through VeriSign® Pay Pro Flow and deposits fees directly into the Board's bank account.</p> <p>Credential Manager can automatically exchange data with other internal software systems and external services used by the Board, including the West Virginia Treasurer's Office for posting to your revenue account.</p>
3. Administrative Interface	3. Administrative Interface
<p>a) Ability to manage the website once is has been created. Staff requires the ability to be able to make timely edits to the website components. It must support internal staff to be able to create and manage all content on the website including:</p> <ul style="list-style-type: none"> <li>i. New Articles</li> <li>ii. Documents and other various resources such as forms, board minutes or instructions.</li> <li>iii. Photos, media and video</li> <li>iv. Calendars, schedules and newsletters</li> <li>v. Events management</li> <li>vi. Surveys</li> <li>vii. Notification system that is integrated into the database to pull and merge information.</li> </ul>	<p>a) Credential Manager supports the customization of the website once is has been created. Board staff will be able to make timely edits to the website components. Internal staff will be able to create and manage all content on the website including:</p> <ul style="list-style-type: none"> <li>i. New Articles</li> <li>ii. Documents and other various resources such as forms, board minutes or instructions.</li> <li>iii. Photos, media and video</li> <li>iv. Calendars, schedules and newsletters</li> <li>v. Events management</li> <li>vi. Surveys</li> <li>vii. Notification system that is integrated into the database to pull and merge information.</li> </ul>
4. Entire system must be fully integrated, meaning that it operates off of a single unified database.	Pearson Credential Manager is fully integrated, and operates off a single unified database.
5. The entire system must be an internet-based solution. Beyond the customization capabilities available in the administrative interface the proposal must also support the ability for the board to enhance the system per their unique future business needs.	<p>Credential Manage is an Internet-based solution that helps you increase operational efficiencies in every aspect of your program. PearsonVUE will support the ability to enhance the system for the Board per your unique future business needs.</p> <p>Credential Manager includes a flexible, powerful licensure configuration tool that allows your program managers to visually create rules and requirements for licensure and renewal programs. Program requirements might include one or more exams, other licenses, and prerequisites such as transcripts or work experience. Program requirements must be completed before a license or renewal is granted. The program rules</p>

NECESSARY COMPONENTS	Pearson Credential Manager Functionality
	<p>determine the steps required for licensure and renewal and drive event-based emails, exam eligibility, fulfillment and other licensure tasks.</p> <p>The licensure configuration tool saves time and money. Program managers can create rules for the new licenses without the assistance of technical staff. Program managers can easily update existing licensure program rules at any time, and can test new or updated programs prior to launch. And staff and candidates all see the same program rules in the same format, so program requirements are clear and candidates always know the next steps.</p>

## Pricing and Implementation Process

*The pricing and schedule in this proposal are valid through July 31, 2012.*

Credential Manager™ is priced with a one-time implementation fee and with an annual subscription license fee that includes upgrades, as well as defined technical support and data management services. This price structure and the cost benefits of a hosted solution result in reasonable setup costs and moderate, predictable yearly license fees.

Based on our understanding of the requirements in the RFQ, the initial (basic) implementation fee is \$118,400 plus a yearly license fee of \$66,000.

Upon contract award, Pearson VUE will work diligently with the State of West Virginia in good faith using reasonable efforts to negotiate a mutual and fair contract for services that will be at arm's length and beneficial to both Pearson VUE and the State. Pearson VUE will maintain its reputation as a respectful, honest vendor that partners with its customers to provide the best possible service.

Notwithstanding anything herein, no title to, or ownership of, Contractor software, hardware, other materials, processes, know-how and the like utilized by Contractor, or any part thereof, provided to State and/or otherwise used by either party in conjunction with the Services pursuant to this Contract is transferred to the State. Any changes or modifications to Contractor software suggested or required by State are hereby assigned by State to Contractor, and Contractor will own solely all rights, title, and interest, including copyrights, in such changes and modifications.

### Annual License – Credential Manager pricing information

The license fee for Credential Manager is based on various factors—including the number of data feeds to be integrated and program volume among other variables. The pricing below is based on our understanding of the Board's needs and could change if Board requirements change.

Pearson Credential Manager will assist Board with initial setup. Credential Manager provides the administrative tools Board needs to use additional features as necessary. Please see Appendix A, Summary of Credential Manager Capabilities, for complete feature information. An overview of the implementation process can be found in Appendix B.

The cost for this system is \$66,000 per year. These fees can be billed directly to the Board on an annual basis.

### Support Services

A number of program tasks are performed as part of the annual license fee. In broad terms these include diagnosis and correction of system malfunctions and a series of program management tasks that *must* be performed by the Credential Management group.

A block of ten (10) support hours per month is bundled with Credential Manager. This time is allocated to assist with data clean up, program set-up questions, vendor coordination, and other

program support items. The Board has the option to purchase additional monthly support services from the Credential Management group on a time-and-materials basis at \$160 per hour.

### **Implementation Fees**

The Credential Manager implementation is a consultative process. A Pearson Credential Management implementation project manager will work with Board staff to gather requirements and develop a project plan that determines the implementation timeline. The project manager and the Board point person work together throughout implementation, launch, and the final handoff to client services. This approach promotes a successful launch, and the Board point person becomes a trained Credential Manager administrator.

For the implementation, the Board is responsible for delivering data in a format defined by Pearson Credential Management, in accordance with our data import specifications. The Credential Management group has well-established data exchanges with many test service providers and works successfully with them to import exam results and candidate information into Credential Manager.

System integration work is billed on a time-and-materials basis. The estimated fee for the work described in this section is \$118,400. See Appendix B of this proposal for a complete outline of services. Any additional software customization or enhancement work beyond the tasks described below will be billed on a time-and-materials basis at \$160 per hour.

Implementation includes:

1. Project Management
  - a. Start-up and planning
  - b. Execution oversight
  - c. Project closing/transition to Client Services
2. Execution
  - a. Data import and setup
  - b. Conversion practice (conversion of existing/historical candidate and exam data)
  - c. Setup of program rules, event-based emails, and administrative options
  - d. Implementation of Board look and feel for candidate portal (skin)
  - e. Implementation of single sign-on
  - f. Final data conversion/go-live
  - g. Training for CSR and reporting (½ day WebEx)

Note: Most training is provided during the implementation process. The client project lead and other client stakeholders assist in every phase of the implementation and in doing so become well versed in using Credential Manager.

### Contracting and Implementation Schedule

Implementation of the system described above will take 120 to 180 days. This period begins after the contract is executed and is based on client participation and final system requirements. The Pearson Credential Management will work directly with Board to establish the schedule and timeline. Credential Management group project managers and technical resources will work with the individuals identified by Board to provide a smooth and timely implementation.

### Feature and System Customization

The features and functions of Credential Manager can be tailored to meet specific Board requirements as described above. Pearson Credential Management offers custom software development and enhancement services on a time-and-materials basis at \$160 per hour.

### Pricing Matrix

Quantity	Description	Cost	Extended Cost
3	User license with access for up to 1500 licensees	Incl	Incl
1	Website re-design	Incl	Incl
1	Data Conversion	Incl	Incl
1	Development, Training & Implementation	\$118,400	\$118,400
1	First year support/warranty and hosting	\$66,000	\$66,000
1	Second year support and hosting	\$66,000	\$66,000
1	Third year support and hosting	\$66,000	\$66,000
	Total Budget	\$316,400	\$316,400

### Conclusion

Pearson Credential Management believes it has the optimal solution for Board. By choosing Credential Manager, Board eliminates the IT expense and security concerns of an in-house software product and avoids the unknown challenges of a custom solution. Our hosted solution delivers proven performance, expert staff, and a well-established, highly regarded solution to effectively manage Board's credential program.

Pearson Credential Management understands the value of true partnership and is committed to the success and complete satisfaction of Board. No other organization has the scale, partnerships, strategic positioning or technology to deliver on this value proposition. The Credential Management group offers Board the most innovative and insightful approach in the industry and prides itself on providing unsurpassed service to our clients.

Pearson Credential Management is highly motivated to secure Board's business. If there are any questions, or if any aspect of this response appears out of alignment with your needs or requirements, please let us know. As we strive to be the best partner to Board, the Credential Management group is open and flexible in working with Board to meet your needs.



## Appendix A: Summary of Credential Manager Capabilities

Below is a comprehensive list of the features and functions of Credential Manager™.

- Customer service tools
- Candidate portal
- Online forms, form builder, and online payment
- Event-based emails
- Landing page
- Support for eligibility-based testing
- Continuing education tracking and reporting
- Provider management
- Credential program design and management
- Data analysis and reporting
- Credential verification services
- Public Registry
- Document repository
- Investigations
- Ecommerce services
- Fulfillment management
- Complete candidate history
- Data import
- Data export
- Data accuracy and security
- Automated candidate ID management
- Secure, web-based access
- User and group security
- System performance and reliability
- System security
- Business continuity and disaster recovery
- Globalization, localization, translation

The features detailed below are proven, operational 24x7, and currently supporting users worldwide. Credential Manager manages millions of candidates and hundreds of millions of test item responses; with hundreds of thousands of users accessing the system and system reports every day.

The Credential Management group typically releases significant product updates several times a year. The new functions and feature enhancements introduced with each release are available to our clients as part of their yearly license.

**Customer service tools**

Credential Manager offers customer service personnel rapid access to candidate information. Customer service representatives see the same information screens seen by candidates, simplifying requests. Credential Manager also provides queues to manage candidates, orders, fulfillment requests, and other tasks. These tools improve customer service while reducing service costs, and allow our clients to increase candidate volume without adding customer service staff. In addition, the unified tools and database of Credential Manager help to ensure data accuracy and consistency.

**Candidate portal**

Credential Manager provides a portal that gives candidates the requisite access to manage their information. Among the many functions candidates can easily perform through the secure portal are:

- View and update demographic information
- Register and pay for certifications and re-certifications
- Log continuing education credits
- Review licensure and renewal requirements
- Review licensure history
- Request duplicate certificates and licenses
- Download logos and documents
- Select email notification options
- Publish verified credentials to employers and other third parties

With Credential Manager, candidates can learn the next steps required to complete their license, review their license history, update personal information, and perform many other tasks without contacting customer service. If a candidate must contact customer service, they can create a request that populates a work queue, allowing the customer service team to respond on their schedule. In addition to reducing customer service costs, the self-sufficiency enabled by Credential Manager enhances candidate satisfaction; in turn improving retention and increasing repeat and referral business.

Credential Manager's ability to enable candidate self-sufficiency dramatically reduces customer service costs. For example, a candidate using Credential Manager can:

- Register and pay for an exam;
- Receive an eligibility notice;
- Register for and take the exam;
- Receive email notification of certification or licensure; and
- Receive certification fulfillment — all without any credential sponsor staff involvement.

Other certification and recertification processes can be similarly automated.

### **Online forms, form builder, and online payment**

Credential Manager's form builder uses a simple interface that allows Board to create complex forms, including graphics and links, without knowing HTML. The resulting forms are useful for registrations, renewals, collecting required information from candidates, and helping control the certification progress.

Forms can also be used to collect registration or renewal fees and to sell licensure-related materials. Forms can have customized visibility rules attached, such as "only candidates who are employees" or "only candidates already licensed" or "only candidates who need to renew." These visibility rules determine when the forms are available to candidates, enabling simple, powerful candidate workflow. Forms can also be automatically approved, manually approved, or audited (in which case a client-defined percentage of completed forms are queued for review while the rest are automatically approved).

### **Event-based emails**

Credential Manager automatically sends emails when specific events occur. Event-based emails (EBEs) keep candidates informed of their credential status and next steps in the credentialing process, reducing calls to customer service. With EBEs, clients can inform candidates of application acceptance or denial, confirm a status change, or warn of impending license expiration. EBEs are also a powerful marketing tool that can help clients improve and expand their licensure programs. EBEs help credential sponsors strengthen their connections to the candidate community and ultimately improve candidate satisfaction and retention.

Example:

- Candidates who have just registered for an exam may receive an EBE informing them of next steps.
- Candidates who have recently failed an exam may receive an email with links to exam tips and a promotional offer to purchase study materials and schedule a retake exam.

- Candidates whose certification is due to expire may receive recertification notifications at 180, 90 and 45 days before their credential is due to expire, reminding them of recertification requirements and linking them to a recertification application form.

These clear, timely reminders help to increase rates of renewal.

Candidates can opt in and out of EBEs. If some candidates do not use email, Credential Manager can generate a report with a list of candidates to contact. Like the form builder, the EBE editor allows you to insert graphics and links without needing to know HTML.

### **Landing page**

The candidate landing page is a home page for your candidates. It is client-configurable, with a variety of customizable widgets to display important information and marketing messages. The landing page can display candidate progress and next steps, offer targeted promotions to candidates, show candidate-specific messages, and drive candidate behavior by publishing important data and messages directly to candidates when they log in.

The landing page can increase revenue and rates of licensure by keeping candidates informed of next steps and upcoming due dates. Banners and conditional messages target special offers to appropriate groups of candidates. The landing page ties in with event-based emails to reinforce credential status, next steps, special offers and other important information.

### **Support for eligibility-based testing**

Credential Manager provides support for exam eligibility. Registration forms and other requirements can be part of an eligibility rule. When a candidate completes the registration form and any other requirements (e.g., transcript, letters of reference, payment, etc.) the candidate becomes "eligible to test." When eligibility has been confirmed an eligibility record is sent to the test service provider (TSP) and the candidate is informed of their next steps via an automatic email.

### **Continuing education tracking and self-reporting**

Credential Manager tracks continuing education requirements through the credential program rules. When a credential program is created or edited, clients define the continuing education requirements that must be met for certification or recertification. Through the candidate portal, candidates can review requirements and then self-report continuing education on a tracking form that is attached to the candidate's record; administrators can also report continuing education in candidate records. Candidates can choose from a list of authorized continuing education providers and courses or enter an unlisted course. Completion of a continuing education requirement is an "event" that can trigger actions, such as granting of recertification, email notification of next steps, or provision of eligibility information to a test service provider.

### **Provider management**

The provider manager is a suite of tools designed to manage a network of organizations authorized to deliver creditable continuing education activities. Provider manager includes tools for creating and approving providers, setting provider and course statuses, and auditing providers. The providers themselves can log in to complete course forms and other information forms, and to pay fees for courses and other services. In addition, candidates gain tools to find providers and courses, submit completed courses and other activities, find local events, and more.

### **Credential program design and management**

Credential Manager includes a flexible, powerful certification configuration tool that allows credential program managers to visually create rules and requirements for certification and recertification programs. Program requirements might include one or more exams, other certifications, and prerequisites such as transcripts or work experience. Program requirements must be completed before a certification or recertification is granted. The program rules determine the steps required for certification and drive event-based emails, exam eligibility, fulfillment and other certification tasks.

The certification configuration tool saves time and increases program value. Program managers can create rules for the new certifications without the assistance of technical staff. Program managers can easily update existing certification program rules at any time, and can test new or updated programs prior to launch. And staff and candidates all see the same program rules in the same format, so program requirements are clear and candidates always know the next steps.

### **Data analysis and reporting**

Credential Manager provides powerful, flexible, easy-to-use data analysis and reporting tools. Authorized client staff can create and modify sophisticated reports without help from Pearson Credential Management. The business intelligence tools built into Credential Manager work in concert with the Credential Management group's data warehouse to offer powerful, browser-based reporting functionality.

Credential Manager includes over 100 predefined reports and 30 reporting wizards. In addition, authorized client staff can create and edit their own reports with a powerful query builder. If special, highly customized reports are necessary, Pearson Credential Management staff can help clients define and create those reports. Finally, authorized client staff can easily export any dataset to Excel or another tool for further analysis.

Credential Manager reporting is especially powerful due to the breadth and depth of data available. In addition to complete candidate demographic and exam result data, Credential Manager tracks item detail data for every candidate and every exam. These data enable program management, psychometric reporting, and powerful, effective marketing reporting to drive program improvement and expansion.

For example, Credential Manager has predefined reports and executive dashboards for common requests such as number of candidates certified year-to-date, or monthly exam volume growth year-over-year. Managers can use reporting to track candidate progress and see where candidates may have trouble with the process; those candidates can then be sent emails detailing next steps while program rules are clarified. An exam manager might use psychometric and fraud reports to check exam validity and watch for exam fraud. A marketing executive could select candidate groups to use in direct marketing campaigns; for example, candidates who have logged enough continuing education credits to recertify but still need to complete and pay for their recertification application. Credential Manager's sophisticated reporting engine helps clients use their data to influence candidate behavior and expand their programs.

### **Public registry**

Credential Manager offers an online public search function that makes it easy for consumers and others to find and contact client-certified professionals.

### **Document repository**

Credential Manager includes a document repository that helps manage certification files and downloads through the Credential Manager application. Clients using the document repository can upload and delete files and also link to external files or web pages. The repository offers flexible control over file visibility, including the ability to make files visible to everyone, to a specific candidate, or to users who meet your pre-defined criteria. Finally, the download center lets users see files grouped by category and sort and filter by a number of file properties to more quickly identify files for download.

Clients use the document repository to manage files and make them available to targeted audiences. For example, paper document storage might be replaced by scanned, uploaded documents. The repository can be used to provide links to study guides or other training materials on your own web site. Clients can upload logos, private newsletters and other relevant documents and make them available to anyone certified in a certain program. One gigabyte of document repository storage is included in the standard Credential Manager license fee; additional storage can be purchased.

### **Investigations**

The investigations feature provides tools to manage a formal investigation, essentially providing a workflow for review and appeal processes. Clients can open a case about an individual and track a review or investigation through a process of meetings, documentation, decisions, and appeals. Investigations can be used to review violations, track suspicious activity, or document whether candidates meet occupational standards.



### **Fulfillment management**

Credential Manager offers automated fulfillment and fulfillment management tools. When a candidate completes an exam or credential, Credential Manager can automatically inform a fulfillment service to send the candidate a license, an e-license, or other items. Credential Manager can dramatically reduce expensive domestic and international fulfillment returns with the "fulfillment hold" feature that automatically sends address verification requests to candidates and waits for verification before shipping the fulfillment order. Fulfillment management tools include a customer service queue to track fulfillment problems and candidate fulfillment requests, and all fulfillment requests and incidents are tracked in the candidate's history. For internally managed fulfillment, Credential Manager provides internal notifications of fulfillment to be processed and issues to review.

### **Complete candidate history**

Credential Manager tracks nearly every transaction that occurs in a candidate's record. Candidates and staff have access to this history, and the level of history detail each group can see is client-configurable. The complete history helps candidates answer their own questions while providing clients an audit trail of each candidate's license events and history.

### **Data import**

Reliable, accurate data import is a hallmark of Credential Manager. Pearson Credential Management's sophisticated data import processes seamlessly manage data streams from one or more TSPs, learning management systems, and other sources. The import processes check data accuracy, transform data according to client rules, eliminate duplicate records, and store the resultant data. Problematic records that cannot be automatically resolved are flagged for review, and Credential Manager offers status information for every imported or in-process record. The accurate data provided by the Credential Management group reduces time spent managing erroneous or duplicate records and dramatically improves reporting accuracy.

Credential Manager imports data from TSPs including item detail information such as candidate answer, time to answer, and correct answer for each item. These data are available to clients for analysis and reporting to aid in exam management, candidate management, and marketing.

In addition to exchanging candidate and exam data with one or more TSPs, Credential Manager can be configured to exchange data with fulfillment vendors, accounting systems, and other third parties.

### **Data export**

Clients need easy access to credential data in order to make informed decisions. Credential Manager provides data export in multiple formats including Excel, CSV, HTML, and PDF. The flexible data export tools in Credential Manager maximize the utility of the data available in the system. For example, a client might use Credential Manager to export complete candidate, exam, and exam detail data for further psychometric or other analysis; to export data for accounting; or

to export data to Excel for other internal use. Using Credential Manager tools, clients can export their entire database at any time. And as mentioned above, Credential Manager can exchange data with other internal software systems and external services used by clients.

### **Data accuracy and security**

The sophisticated data import processes provided by Credential Manager result in a high level of data accuracy. Logs track each action by user for auditing and rollback procedures. Data are backed up daily and backups are stored in a secure location.

The data accuracy and security of Credential Manager, combined with the system security, performance, reliability and disaster recovery described below, offer Pearson Credential Management clients and their candidates critical dependability and peace of mind. By adopting an established, proven solution, clients avoid inevitable kinks in data import processes, as well as other delays and technical issues associated with building a custom credential data management solution.

### **Automated candidate ID management**

Credential Manager tracks the wide variety of IDs that a candidate may have. For example a member ID, multiple test service provider IDs, etc. These IDs are displayed in the candidate portal and are searchable by customer service staff, so candidates can be found and assisted no matter which ID they use.

### **Secure, web-based user access**

Authorized users access the system through commonly used web browsers. Access requires a valid username and password. All application pages are secured via SSL

Browser-based access offers tremendous advantages to Pearson Credential Management's clients. Authorized users can access the system from any browser, without downloading plug-ins or installing other special software on their computers. Clients can offer secure access to any staff member, candidate, sponsor, partner, or other constituent, while maintaining full control of which data each user or group can view, modify, and report on.

### **User and group security**

Credential Manager provides for the definition of multiple user groups with varying levels of data access. Access can be enabled or restricted at every level of data and for every function in the application. This level of access control allows clients to provide access to all stakeholders while maintaining complete control over data integrity, privacy, and security.

For example, a client's executive staff might have access to dashboards and other high-level reports as well as read-only access to program information. Program administrators would have full access to reports, program structure, and candidate data, while psychometricians could access aggregate and item data for every candidate and exam.

**System performance and reliability**

Pearson Credential Management systems are designed and managed for maximum performance and reliability. Our hardware and software systems follow industry best practices to ensure availability, resulting in over 99.5% uptime. Credential Manager imports thousands of records each day, and over 99% of those records are successfully processed within 24 hours of receipt. The Credential Management group continually monitors application response times and consistently provides exceptional service levels.

**System security**

Pearson Credential Management servers reside in a secure, Tier I data center "vault." Physical access is highly restricted. Servers and system logs are continually monitored for suspicious activity and are regularly tested by external attack simulations. The data center hosting Credential Manger software holds the SAS-70 Type II Compliance data center certification.

Note that the hosting services provided by Pearson Credential Management are a key differentiator for our solutions. Software installed at a client's site have only the security, power failure protection, and backup services offered by that client's IT department. Some other software solutions are hosted at the office of the software developer. In both cases, the primary focus of the organization is *not* data center services. These two models stand in sharp contrast to Pearson Credential Management. The Tier I data center that hosts our solutions is focused solely on reliable, secure, high-performance hosting and offers backup, failure recovery, and security services far superior to those provided by most other organizations.

**Business continuity and disaster recovery**

The secure, climate-controlled Tier I data center hosting Pearson Credential Management applications provides redundant servers, on-site spare parts, multiple network connections, and power protection including multiple power grid paths, battery backup, and an on-site generator. In the unlikely event of hosting facility failure, we can switch to internal backup servers to provide service continuity until the production hosting facility comes back online.

**Globalization, localization, translation, global access**

Credential Manager supports global certification programs with worldwide TSP integration and the ability to publish candidate-facing web pages in multiple languages.

## Appendix B: Implementation Overview

### Standard Project Timeline and Success Factors

Pearson Credential Management follows a standard implementation process with each new client. Implementation typically takes 120 to 180 days depending on the level of customization and integration required. The outline below defines implementation steps that are included in the implementation fee.

It is important to note these critical factors for implementation success:

- Dedicated client involvement
- Fully understood client business processes
- Thorough client review of data conversion practice runs
- Timely client response to implementation deadlines

### Implementation Process Outline

Dedicated client involvement is critical for successful implementation:

- Selection of client project lead
  - Responsible for implementation; point person for communication; coordinates client staff throughout entire project
- Subject matter experts
  - Responsible for feature knowledge and usage, e.g., program rule setup, security roles, customer service usage, etc.
- Definition of the Pearson Credential Management implementation team.
  - This team works with the client throughout the implementation process; the technical account manager (TAM) continues to work with the client post-implementation.
    - Project manager
    - Technical account manager
- Project kickoff and implementation schedule review
  - The client and the project management team meet to review implementation steps and schedule.
- Data conversion schedule, testing and completion
  - Pearson Credential Management has a sophisticated, well-established data conversion process. The client and the Credential Management group work together through several conversion tests; when all stakeholders are satisfied with conversion results, the final conversion is run.

- Client business process integration
  - The Pearson Credential Management implementation team works with client subject matter experts to translate client business processes into program rules and requirements.
    - Certification logic
    - Certificate numbers
    - Paper-based results
    - Recertification
    - Work elements and other supporting requirements
    - Trainers
    - Credential Verification
- Client skin preparation
  - Pearson Credential Management “skins” its software to match the site or user interface specification provided by the client. When candidates and customers log into Credential Manager from the client site, the client’s design and brand are carried through, providing a seamless user experience.
- TSP and fulfillment feed testing
  - Pearson Credential Management sets up and tests data feeds to and from test service providers and fulfillment vendors.
- Setup of certification logic
  - Pearson Credential Management works with client credential program personnel to translate program requirements and processes into credentialing rules.
- Training
  - Most training is provided on-the-job; the client project lead and other client stakeholders assist in every phase of the implementation process and in doing so become well-versed in using Credential Manager.
  - A half-day WebEx-based training session is provided near the end of implementation; this typically includes training on customer service functionality, system administration, and reporting.
- Final go-live checklists
- Project management after go-live
  - Pearson Credential Management continues the implementation process for two weeks after the go-live date. This ensures that the project manager, TAM, and other Credential Management group personnel are engaged and can quickly resolve any issues that arise upon the move to production.