

Proposal to Offer

West Virginia Tobacco Cessation Quitline Services

Cost Proposal

Opportunity No.: EHP2400000001



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Cost Proposal

National Jewish Health is pleased to present a comprehensive tobacco cessation program to the West Virginia Division of Tobacco Prevention (DTP). Enclosed please find our **Cost Proposal** and **Appendix A – Cost Sheet**.

National Jewish Health will offer DTP a fully integrated toll-free Quitline, web-based cessation program with mobile access, text and email messaging, as well as nicotine replacement therapy (NRT) to eligible West Virginia residents. We will offer individual services including stand-alone online, text, email, print materials, and NRT. Phone services will be offered 24 hours per day, seven days per week to further accommodate the needs of West Virginia residents (with a few holiday exceptions noted in the Technical Proposal).

The Cost Proposal is based on a fixed fee-for-service model for all offerings, including calls, website, text, email, and optional services. This includes a per-call price structure with multiple interventions (intake and up to four (4) coaching calls for the standard West Virginia program), plus optional special protocols which may include additional coaching calls.

National Jewish Health has included a Sample Annual Budget using West Virginia Tobacco Quitline historical performance data, as provided in the RFP and CRFP 0506 EHP2400000001 Addendum 2. Based on this information, we have provided DTP a summary of a potential 12-month budget in addition to **Appendix A – Cost Sheet**.

National Jewish Health is excited to work with DTP to identify and pursue approaches that expand reach and engagement for West Virginia tobacco users and to ensure they have access to the cessation resources necessary to successfully quit and stay quit.

A summary of requested and optional services is listed below with respective pricing.

Administrative Costs

Account Management

- Account Manager and other key personnel, who work collectively, to support the DTP contract. The Account Manager serves as the primary point of contact with DTP and meets regularly with the DTP to share information, discuss issues and opportunities, address questions about enrollment, NRT shipments and data requests, monitor expenditures, and manage contract deliverables. Our Account Managers work closely with other National Jewish Health team members to assist with cross functional activities such as billing, reporting, new product development, requirement changes, contracting, and more.

Provider Fax, Web, and eReferral

- National Jewish Health will manage all provider fax, web, and live referrals (providers handing off a participant to an Agent).
- **eReferral** - Includes eReferral set-up and implementation per health system as designated by DTP. This includes testing, support, monitoring, and troubleshooting. ***We will offer one eReferral implementation in kind.***

Data Collection and Reporting

- Standard reporting package agreed upon by DTP and National Jewish Health with general modifications as needed.

- Collection and reporting on all data necessary for the state agency to evaluate the cessation services provided and prepare data for upload to the CDC's National Quitline Data Warehouse (NQDW), and for the North American Quitline Consortium (NAQC) annual survey.
- Ad hoc data analysis and reporting. This is dependent upon request. Usually there is no cost. If the request requires extensive development the cost is \$150 per hour.

Web and Text-based Cessation Support

- National Jewish Health will provide an integrated and standalone web-based program for self-guided cessation support with mobile access, including WV-branded website, integrated text messaging, enhanced keyword functionality (e.g. "CRAVE" and "MOOD"), email support, general inquiry chat (connecting interested individuals to live Quitline staff for general questions and answers), podcasts, video testimonials and material distribution through our website.
- **eCoaching Chat** - Real-time online coaching via chat with a Coach. Coaching content mirrors phone coaching sessions.
- **Online NRT** – Ability to offer NRT online for eligible participants to use during a self-guided quit attempt.

Technical Assistance and Provider Education

- Quitline staff that is trained and qualified to provide technical assistance and advice to health care professionals seeking information about the availability of Quitline services, including how to make a referral to the Quitline. Short video tutorials for providers on implementing a brief intervention including Quitline 101, brief intervention (2A+R), and how to talk to patients (role-play) hosted on the quitline website. The website also includes written information about referral types and FAQs.

NAQC Dues

- Yearly NAQC membership dues and individual memberships for the positions listed in the RFP.

Coaching / Reactive Calls

Intake / Eligibility Verification

- National Jewish Health will obtain member eligibility verification for all callers who report having Medicaid insurance and are otherwise eligible for WV Quitline services (e.g., are not commercially insured or members of an MCO ineligible for WV Quitline). We will complete the intake questions required in the NAQC minimal data set (MDS). All registered callers will receive a customized, WV-branded *Welcome Package* containing our *My Quit Journey*® interactive workbook and personalized educational materials.

Coaching Calls 1 - 4

- **The price per call is all inclusive.** The costs include hourly rates for personnel, supervision, training, and clinical consultation. ***There is no additional charge for changing intake questions.***
- Phone services are offered 24/7 to further accommodate the needs of West Virginia residents, with limited holiday exceptions. ***Our 24/7 service is offered in kind.***
- National Jewish Health will not charge for non-registered callers such as prank calls, hang-ups, wrong numbers, calls transferred to another state, or voicemail.

Reactive Calls 1 - 4

- We provide participants the opportunity for inbound (reactive) calls for support to maintain abstinence and prevent relapse.

Nicotine Replacement Therapy

- The NRT program can be modified throughout the contract period depending on budget and preferences. Pricing for different products is provided and does not differ by dose within a product type.
- NRT prices are based on manufacturers' prices. National Jewish Health will notify DTP prior to implementing price increases originating from our NRT subcontractor.
- We offer Haleon-branded (formerly GSK) NicoDerm patches, available in a shipment of 14 patches, Nicorette gum, available in a shipment of 100 pieces, and Nicorette lozenges, available in a shipment of 81 pieces. Haleon refers to these amounts as a two-week supply.
- We recommend all individuals use combination NRT with a daily nicotine patch and as needed nicotine gum or lozenge.
- NRT options, as directed by DTP, may include the following. **Price is per shipment.**
 - 2-week Gum: \$37.00
 - 2-week Patch: \$36.00
 - 2-week Lozenge: \$43.00
 - 4-week Patch: \$56.00
 - 4-week Gum: \$62.00
 - 4-week Lozenge: \$68.00
 - Combination 2-week Patch / 2-week Gum: \$72.00
 - Combination 2-week Patch / 2-week Lozenge: \$80.00
- Prescription medication (bupropion and varenicline) is offered through Ridgeway Pharmacy at market price. Administrative cost per order is \$6.

Additional In Kind Service Offerings

- **Pregnancy and Postpartum Program (PPP) (9-call program)**
PPP assists participants with quitting while pregnant and supports abstinence postpartum when relapse is common. Coaching is conducted by a specially trained, dedicated female coach. Includes supplemental email and text messages specific to pregnant and postpartum stages and online resources. Coaching calls 1 – 4 will be charged at the per call rate. ***PPP digital services and coaching calls 5 – 9 are offered in kind to support this unique population with our best-in-class services.***
- **My Life, My Quit (MLMQ) Youth Program (5-contact program)**
Participants can engage with a Coach via phone, live text, or chat. The program includes live text and chat coaching, youth specific website, educational materials, youth-tailored text library, dedicated text enrollment via short code, a toll-free phone number, provider web referral, promotional items, and other collateral. Each coaching engagement (phone, live text or chat) 1-4 is charged at the per call rate. ***MLMQ digital services, promotional materials and coaching session #5 are offered in kind to support this unique population with our best-in-class services.***

- **Chronic Disease Program**
Tailored text, email, print and electronic educational materials for participants with one or more chronic diseases including heart disease, chronic obstructive pulmonary disease (COPD), asthma, diabetes and/or high blood pressure. ***This service is offered in kind.***
- **Promotional Materials for Priority Populations**
A variety of promotional materials to assist with promoting Quitline services to priority populations and tailored to the following populations: youth, young adults, pregnancy and postpartum, American Indian, African American Hispanic/Latino, people living with a behavioral health condition, and LGBTQ+ people. DTP can access and use these materials upon request. We also provide ad hoc data to support evaluating campaigns when requested and all digital campaigns can be monitored using Google Analytics on our websites. ***These materials are offered in kind.***

Optional Services

Special Protocol Offerings

- **Pregnancy and Postpartum Program (PPP) Incentives**
We recommend DTP provide a \$10 incentive per pregnancy call and a \$20 incentive per postpartum call to increase engagement in this effective program. There is a \$3 processing fee for each incentive.
- **Young Adult Program (5-contact program)**
Participants can engage with a Coach via live text, or chat. Price includes a flat fee cost for live text and chat coaching, general inquiry text via short code, customized young adult text message library, promotional banners, and other collateral. Phone coaching is charged per call. Monthly fee is \$500.
- **Behavioral Health Protocol (7-call program)**
Provides more intensive support to people living with a behavioral health condition. Incremental cost per call is \$8.
- **American Indian Commercial Tobacco Program (AICTP) (10-call program)**
Culturally-tailored Quitline program for American Indian and Alaska Native (hereafter American Indian) callers. The program provides coaching calls with an American Indian Coach and respects the use of traditional tobacco in ceremony. Incremental cost per call is \$8.

Evaluation Services and Comprehensive Annual Outcomes Report

- Seven-month outcome surveys for West Virginia participants using NAQC-aligned evaluation practices. Surveys include a combination of phone and electronic survey data capture based on participant communication preferences. Includes a comprehensive Annual Outcomes Report. Costs range from \$42-\$85 per completed survey corresponding with the intensity of outreach and acceptable response rate. Outcomes Report costs vary based on depth of analysis. Standard report cost starts at \$5000 including bivariate comparisons for priority populations, demographics, tobacco use and quitline service use characteristics.

eReferral Set-up

- Includes eReferral set-up and implementation per health system as designated by DTP. This includes testing, support, monitoring, and troubleshooting. Per eReferral implementation fee is \$9,000. ***One eReferral set-up offered in kind.***

Online training for Health Care Providers

- National Jewish Health has developed a series of educational modules about delivering a brief intervention, intervening on vaping, special Quitline programs, and priority populations. These modules are available as QuitLogix® Education Online and can be CME-, CNE- and CPE-accredited for health care providers. All modules receive a three-year accreditation. States can license the accredited modules annually to promote to providers in their state. The current QuitLogix® Education Online program has two hours of accredited content. The one-time set up fee is \$10,000. (Note: Development of additional customized modules will be assessed and priced based on level of effort.) Annual fee: \$10,000-\$12,000 based on number of accreditations selected.

Enhanced Text Messaging and Text Short Code Enrollment

- Additional text services including adult text short code enrollment, “Text-Me-First” outreach protocol for provider referrals, Virtual Contact Card (vCard), and state-customizable text messaging content as described in the Technical Proposal. Per enrollment text fee: \$15.

NRT Ordering via Text

- Enables adult participants who have enrolled in text messaging to order quit medications by texting the keyword “NRT”. This triggers a live text message exchange between the Quitline participant and a Coach to complete the NRT ordering process, ensure medical screening requirements are met, provide tips on use of NRT, and offer enrollment into the phone program if applicable. Per NRT order interaction: \$20.

Lung Cancer Screening

- A lung cancer screening resource package for Quitlines to support increasing awareness and connecting eligible callers to information about lung cancer screening services. Price dependent on resource package selected by state.

Health Systems Change

- Health systems change (HSC) for commercial tobacco cessation are activities that improve the delivery of treatment for commercial use and dependence in clinical settings. The National Jewish Health program includes Prospecting, Technical Assistance and Maintenance Monitoring activities. We are happy to discuss pricing with DTP, if interested.

Patient Cessation Education

- National Jewish Health partners with Rescue Agency to offer patient cessation education campaigns. The campaigns contain a variety of media, including for social and digital media platforms. Cessation education packages are available for adults and for youth. The materials are available through an annual license and can be customized to include paid implementation using Rescue’s evidence-based audience segmentation to increase awareness of Quitline resources and encourage enrollment. We are happy to discuss pricing with DTP, if interested.

Program Enhancement

- National Jewish Health will work with DTP to define the scope of innovative projects and program enhancements, develop project plans, and launch projects, if interested. Each project is unique and will vary in price. National Jewish Health will work with DTP on each project to determine a price based on level of effort.

Sample Annual Budget

National Jewish Health has examined the information furnished by DTP and developed a sample 12-month budget for DTP's consideration. Leveraging information from the RFP, Addendum 2 and quitline utilization data from our clients, we have projected annual nicotine replacement therapy (NRT) and coaching call usage. Relying on this historical data, National Jewish Health is confident in our ability to deliver a high-caliber program to DTP that aligns with your goals and budget.

Service	Cost Per Unit	Estimated # of Units	Total Cost of Service
Administrative Costs			
Account Management			Included
Fax, online and eReferral <ul style="list-style-type: none"> 1 eReferral <i>offered in kind</i> 			Included
Data Collection and Reporting			Included
Web and Text-based Cessation Support <ul style="list-style-type: none"> WV-branded website Integrated text messaging Email support General inquiry chat eCoaching chat Education material 			Included
Technical Assistance			Included
NAQC Membership Dues			Included
Estimated Annual Cost			\$60,000.00
Coaching/Reactive Calls			
Intake / Eligibility Verification	\$32.00	5,813	\$186,016.00
Coaching Call 1	\$40.00	4,650	\$186,000.00
Coaching Call 2	\$36.00	2,325	\$83,707.00
Coaching Call 3	\$36.00	930	\$33,483.00
Coaching Call 4	\$36.00	279	\$10,045.00
Reactive Calls 1 - 4	\$36.00	100	\$3,600.00
Estimated Annual Cost			\$502,851.00
Nicotine Replacement Therapy (NRT)			
NRT			
2-weeks Patch	\$36.00	1,781	\$64,116.00
2-weeks Gum	\$37.00	171	\$6,327.00
2-weeks Lozenges	\$43.00	210	\$9,030.00
Estimated Annual Cost			\$79,473.00

Additional In Kind Service Offerings			
Pregnancy and Postpartum Program Coaching calls 5 – 9 and Digital Services	In kind	In kind	In kind
My Life, My Quit Youth Cessation Program (Engagement session #5 via phone, short code enrollment, live text, website and chat)	In kind	In kind	In kind
Chronic Disease Program	In kind	In kind	In kind
Promotional Materials	In kind	In kind	In kind
Program Enhancements			
Program Enhancements / Optional Services			As agreed upon by DTP and National Jewish Health
Estimated Total Annual Cost			\$642,324.00

Appendix A: Cost Sheet

Appendix: A					
Tobacco Cessation Outline Services					
Item	Description	Unit of Measure	*Estimated Volume	Pricing of Service	Total
	Service				
1	Administrative Costs	Yearly Fee	1 year	\$ 60,000.00	\$ 60,000.00
Coaching/Reactive Calls					
2	Intake/Eligibility Verification	Per enrolled person	5,000	\$ 32.00	\$ 160,000.00
3	Coaching Call #1	Per Call	5,000	\$ 40.00	\$ 200,000.00
4	Coaching Call #2	Per Call	4,750	\$ 36.00	\$ 171,000.00
5	Coaching Call #3	Per Call	4,500	\$ 36.00	\$ 162,000.00
6	Coaching Call #4	Per Call	4,000	\$ 36.00	\$ 144,000.00
7	Reactive Calls #1-4	Per Call	2,000	\$ 36.00	\$ 72,000.00
Nicotine Replacement Therapy (4 week supply)					
8	Nicotine Gum 4mg	Per Shipment	1,900	\$ 62.00	\$ 117,800.00
9	Nicotine Gum 2mg	Per Shipment	1,900	\$ 62.00	\$ 117,800.00
10	Nicotine Patch 21mg	Per Shipment	2,500	\$ 56.00	\$ 140,000.00
11	Nicotine Patch 14mg	Per Shipment	2,500	\$ 56.00	\$ 140,000.00
12	Nicotine Patch 7mg	Per Shipment	2,500	\$ 56.00	\$ 140,000.00
13	Nicotine Lozenge 4mg	Per Shipment	1,900	\$ 68.00	\$ 129,200.00
14	Nicotine Lozenge 2mg	Per Shipment	1,900	\$ 68.00	\$ 129,200.00
TOTAL COST					\$ 1,883,000.00

*The Pricing Pages contain a list of the Contract Items and estimated purchase volume. The estimated volumes are for bid purposes only. No future use of the Contract or any individual item is guaranteed or implied.