

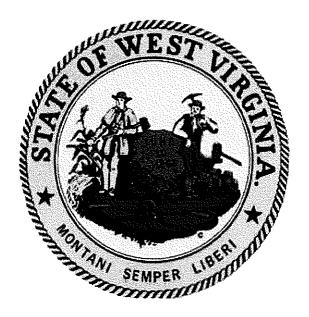
BUSINESS HEALTH SERVICES⁵⁵¹

Solutions for a Healthier Workplace^{ss}

RESPONSE TO RFQ EPH10067

for

The West Virginia Department of Health And Human Resources



POEWED

7:10 JAN 26 A 10: 22

TO ENGLISH DIVISION OF WV

BY

OFIGHAL

BUSINESS HEALTH SERVICES
711 WEST 40TH STREET, STE. 207
BALTIMORE, MD 21211
800-765-3277 FAX 410-889-7397
www.bhsonline.com

Submitted - January 28, 2010



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TOBACCO CESSATION QUITLINE SERVICES

for

The West Virginia Department of Health and Human Resources

and

The Division of Tobacco Prevention

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| | |

January 28, 2010

Ms. Roberta Wagner
State of West Virginia Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305

Dear Ms. Wagner,

On behalf of Business Health Services, I am pleased to provide this response to RFQ # EPH10067

Headquartered in Baltimore, Maryland, BHS is a certified M/W/DBE with 25 years of experience providing comprehensive Workplace Wellness, Employee Assistance and Work-Life Balance and Workforce Management solutions for State, federal and local government agencies. Our extensive experience in designing, implementing and managing workplace health and wellness programs combined with our commitment and enthusiasm for outstanding customer service confirms our belief that BHS is the right vendor to provide the Department with tobacco cessation telephonic counseling, supportive educational materials, and intake and evaluation services at this time.

BHS promises to deliver a confidential, professional and highly effective tobacco cessation quitline program designed to meet and exceed all requirements and specifications detailed in the Required Services section of the RFQ.

Thank you for the opportunity to participate in this solicitation. We look forward to your response. Should you have questions regarding our programs or services please do not hesitate to contact me directly.

Sincerely,

Larry Horwitz -Business Development Manager

Business Health Services Phone: 800-765-3277 X117



M. Salaran

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

Request for BEQNUMBER

EHP10067

ROBERTA WAGNER 804-558-0067

RFQ COPY TYPE NAME/ADDRESS HERE BUSINESS HEALTH SERVICES 711 WEST 40TH STREET BALTIMORE, MD 21211

HEALTH AND HUMAN RESOURCES BPH - EPIDEMIOLOGY AND HEALTH PROMOTION 350 CAPITOL STREET, ROOM 206 CHARLESTON, WV 25301-3715 304-558-9100

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

Request for

RFQ NUMBER EHP10067

ADDRESSIGERRESPONDENCE TO ATTENTION OF ROBERTA WAGNER

B04-558-0067

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

Request for Quotation

EHP10067

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ROBERTA WAGNER
804-558-0067

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TYPE NAME/ADDRESS HERE
BUSINESS HEALTH SERVICES
711 WEST 40TH STREET
BALTIMORE, MD ZIZII

HEALTH AND HUMAN RESOURCES
BPH - EPIDEMIOLOGY AND
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350 CAPITOL STREET, ROOM 206
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ALTIMORE, MD

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ADDRESS CORRESPONDENCE TO ATTENTION OF ROBERTA WAGNER 304-558-0067

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BUSINESS HEALTH SERVICES WEST 40TH STREET

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EXECUTIVE SUMMARY

Janus Associates Inc. d/b/a **Business Health Services** is pleased to present this response to the West Virginia Department of Health and Human Services and the Division of Tobacco Prevention RFQ to provide comprehensive tobacco cessation Quitline services to a targeted cohort of West Virginia citizens. Business Health Services has the organizational, financial and technological resources as well as the highly qualified personnel to effectively implement all of the management and technical requirements that will flow from this contract.

EXPERIENCE

Business Health Services is a 25 year-old, woman-owned provider of comprehensive Workplace Wellness, Employee Assistance and Work-Life Balance and Workforce Management programs and services. BHS provides these services to a wide range of State, federal and local government entities and private employer groups. Currently BHS provides these services to more then 300 client organizations nationwide including —

- Anne Arundel County Government
- The Bureau of Alcohol Tobacco, Firearms and Explosives (ATF)
- Montgomery County Government
- The United States Naval Academy
- The Injured Workers Insurance Fund
- Howard County Public Schools
- The City of Charlotte (North Carolina)

With BHS, the State of West Virginia and its citizens will benefit from our extensive knowledge and experience in providing customized workplace wellness solutions for complex public sector organizations.

CALL CENTER

The Quitline call center will be located at the BHS headquarters in Baltimore, Maryland. All West Virginia citizens will have access to Quitline services via a designated toll-free number. Calls will be answered "live" within 30 seconds from 8AM through 10PM Monday through Sunday by a team of wellness coaches (behavioral health specialists) with the required educational backgrounds and counseling experience. After 30 seconds calls will enter a "call back" queue and a behavioral health specialist will return the participant's call

within one (1) business <u>hour</u>. Wellness coaches are supported by a group of clinical supervisors and other senior management professionals who provide real-time, on-site management, supervision and clinical consultation. A TTY line is in place to assist those individuals with hearing impairments. BHS utilizes the AT&T Language Line which provides real-time translation services for 130 languages.

DESIGNATED PROJECT ADMINISTRATOR

Lindsay Frank, MSW will be responsible for the overall program implementation and program management process and is empowered to call upon a wide range of BHS internal resources and personnel when necessary. Ms. Frank will be the owner of day-to-day Quitline operations, logistics and administrative deliverables and will serve as the primary point of contact (POC) for the DTP Cessation Program Manager and for DHHR. Ms. Frank will maintain frequent and ongoing contact with both agencies through regularly scheduled face-to-face meetings, telephone calls and emails.

Ms Frank has a Masters degree from the University of Maryland School of Social Work. She has extensive healthcare industry experience and has worked as a claims analyst and business development manager for several physician practices where she was involved in both business development and marketing efforts. Ms. Frank has experience in contract negotiations, process improvement and strategic planning activities. Based on her prior industry experience and her "hands-on", customer-service oriented approach to account management, she has taken on increasing levels of responsibility at Business Health Services and now successfully manages several mid-to-large sized public sector health and wellness accounts.

CALL CENTER MANAGER

A licensed clinical social worker, Meghan Stokes graduated from Western Maryland College with a degree in psychology and later earned a Masters degree in Social Work at the University of Maryland School of Social Work with a specialization in Employee Assistance Program administration and management. As a tenured BHS Care Coordinator, Ms. Stokes has worked extensively with organizations similar to the State of West Virginia in size, scope and mission and is highly skilled at managing a fast-paced, high volume national call center serving 300 client organizations and 575,000 covered individuals.

Ms. Stokes will monitor the daily operations of the Quitline wellness coaches including scheduling, staffing, work allocation, problem solving and troubleshooting. She will be the first responder to answer complex questions from other Quitline team members and will train all new coaches on Quitline policies, protocols and contractual specifications. Ms. Stokes will work collaboratively with the Project Administrator and other BHS team members to ensure overall client satisfaction and effective, efficient and professional call center operations.

Ms. Stokes was selected for this important role based on her experience and enthusiasm for providing excellent customer service. She has a solid understanding of, and extensive experience with, call center operations, clinical supervision and data collection and reporting. She has developed a reputation among BHS client organizations as an extremely responsive, reliable and thorough professional.

SKILLED COACHING STAFF

BHS wellness coaches (behavioral specialists) have training and experience in behavioral health and include social workers, licensed clinical professional counselors and psychologists. Unlike many other health and wellness programs, our coaching is not primarily "medically oriented." Our focus is on an integrated approach to participant health and lasting lifestyle changes. BHS wellness coaches take the time to establish rapport with each participant. BHS coaches understand that for many individuals making lifestyle behavior changes is challenging and can be threatening or intimidating. Our participant-centered approach allows the coach to "listen and learn" before "educating and changing". BHS wellness coaches know that once the participant allows us in we will have a much better chance of helping them make meaningful and long-lasting lifestyle changes.

A <u>single dedicated</u> wellness coach follows each case from enrollment through case closing. Wellness coaches provide Quitline participants with personalized action plans, telephonic behavioral counseling, linkage to available health insurance benefits and community-based resources and education, encouragement and support. The BHS "single coach" model allows coaches and participants to develop a rapport that grows organically during the course of the counseling engagement. Participants become comfortable with disclosing personal information to a single professional and therefore are more likely to remain involved and compliant with the programs goals and objectives.

All BHS wellness coaches are trained to be sensitive to the age, gender, cultural and ethnic diversity present in every population. Supervision, continuing education workshops and case conferences frequently focus on developing and reinforcing cultural awareness.

BHS will provide initial and ongoing training to all Quitline program staff including but not limited to -

- DHHR and DTP history, background and philosophy regarding tobacco usage and the value of promoting and assisting in tobacco cessation
- all Tobacco Cessation Quitline contract specifications and requirements
- Ongoing clinical supervision and updates regarding core wellness coaching and lifestyle behavior change techniques.

EVALUATION AND SCREENING TECHNIQUES

BHS wellness coaches use state-of-the-art behavior change techniques including Motivational Interviewing and Prochaska's Stages of Change Model in order to teach participants how to make meaningful lifestyle changes. These techniques integrate behavioral and cognitive processes with each participant's stage of readiness to make behavioral changes. BHS coaches recognize that participants are at different stages of readiness at different phases of their lives. BHS coaches typically recommend that participants "get started" with achievable goals in areas where the *need* and the *stage of readiness* to change are greatest. Educational and other supportive materials and coaching messages are matched with the participant's stage of readiness for a lifestyle change. BHS coaches use their behavioral health training, clinical experience and motivational interviewing skills to explore ambivalence and resistance to change with every participant in order to fine-tune an approach that will result in the most successful outcomes.

EDUCATIONAL AND SUPPORTIVE MATERIALS

The Quitline's telephonic coaching and information and referral activities will be supported by a wide range of educational and supportive materials published by such well regarded third party sources as the National Institutes of Health, the Centers for Disease Control, the American Lung Association, and the National Cancer Institute. Books, pamphlets, posters, worksheets, articles and CDs will be promptly shipped to participants by US Mail. Educational and supportive materials including internet links to tobacco cessation information and other resources may be transmitted electronically via email depending upon each participant's preference and computer and internet accessibility.

DATA COLLECTION AND REPORTING

Program utilization statistics and call center metrics highlight the value of the Tobacco Cessation Quitline by describing the actual use of the program, how often the services are used, what specific types of services are used, and the demographics of program users. Utilization reports provide the data necessary for BHS and the Department to collaborate on strategic program revisions in response to identified trends within the targeted population and to accurately analyze the effectiveness of media campaigns, telephonic counseling, lifestyle behavior change interventions, and supportive educational and supportive materials.

Business Health Services' proprietary clinical information and client documentation system, *Insight* generates statistical reports of Quitline program utilization. BHS will provide the Department with monthly and quarterly management reports that will include detailed program utilization metrics, call center data and a narrative summary prepared by the dedicated Program Administrator.

CONFIDENTIALITY

BHS operates according to federal laws PL 91-616, Section 408 of PL 92-255, 21 CFR Part 1401, and the Privacy Act of 1974. All BHS staff members are trained in the appropriate handling of confidential clinical records as part of initial and ongoing employee training. BHS holds regular meetings to keep staff educated on privacy regulations as mandated by the Health Insurance Portability and Accountability Act (HIPAA). Further, all BHS staff members are required to read and sign an internal confidentiality agreement. In order to further ensure HIPAA compliance, BHS requires signed Business Associate Agreements from all vendors and Notice of Privacy Practices from all necessary parties. Further, a BHS Privacy Officer oversees HIPAA compliance as it pertains to BHS, its client organizations, partners and provider networks in order to proactively enforce compliance with all federal and state regulations and guidelines.

BHS maintains all case and personal health information within Insight, BHS' computerized client information and clinical documentation system. This secure, password-protected system also ensures that all case notes are accessible only to appropriate clinical staff. All systems are firewall protected. All participant records are kept in a locked file room, in fire-retardant locked filing cabinets, only accessible to BHS' clinical staff. To further guarantee privacy, BHS does not record the participant's name on any case file; rather, the file is labeled with a case number, which is automatically assigned when the case is opened in BHS' computerized client information system.

Business Health Services has the ability to exceed the Department's goals for Tobacco Cessation Quitline services through the effective use of a well established and effective call center; a team of highly skilled and experienced behavioral health specialists and structured data collection and data reporting capabilities.

BHS has carefully assessed the required services for this project and agrees to fulfill all requirements specified within RFQ # EHP10067.

Signature Lead Nel Date TANUARY 19, 2010

Title <u>Vice president</u> - Business Development

West Virginia Department of Health and Human Resources Bureau for Public Health Office of Community Health Systems and Health Promotion Division of Tobacco Prevention EHP10067

COST SHEET FOR EHP10067

| <u>m#</u> | Apprx. Annual | Description | <u>Unit Price</u> | <u>Total Cost</u> | |
|-----------|-------------------------------------|---|-------------------|------------------------------|-------|
| 1 | Usage 600 Per Enrolled Person | Enrollment Eligibility Verification Screening for Readiness to Quit Data and Reporting Call Data and Database Support and Educational Materials Media Campaigns Surveillance and Evaluation System Capability Hours of Operation Call Standards and Phone Center System Capacity, Expandability Staffing | | \$ 153,759.38 | (2 YE |
| 2 | 600 Per Call | Telephone Coaching 1 st Call up to 30 minutes | \$50.00 | \$ 153,759.38 \$30,000.00 | (|
| 3 | 600 Per Call | 2 nd Call up to 20 minutes | # 35.00 | 21,000.00 | |
| 4 | 600 Per Call | 3 RD Call 10-15 minutes | \$ 25.00 | \$ 000.00 | |
| 5 | 600 Per Call | 4 th Call 10-15 minutes | #25.00 | 8 | |

Award will be made to the vendor with the lowest overall cost who meets specifications

| 1 Designated Project Administrator | AY FRANK |
|---|---|
| 2 In written response to this RFQ, the vendor must specification By signing the bid, the vendor is agree | meet all requirements within the aing to meet these requirements. |
| Lesley Mille | Date 1/25/2010 |
| Signature of Authorized Representative | |

Rev 09/08

State of West Virginia

ENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with West Virginia Code, §5A-3-37 (Does not apply to construction contracts) West Virginia Code, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the West Virginia Code This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable

| 1. | Application is made for 2.5% resident vendor preference for the reason checked: Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or, |
|----|--|
| 2 | Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or, |
| 3 | Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or, |
| 4. | Application is made for 5% resident vendor preference for the reason checked: Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or, |
| 5 | Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or, |
| 6. | Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and |

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order

residents of West Virginia who have resided in the state continuously for the two immediately preceding years

continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately

| Bidder: JANUS ASSOCIATES, INC | Signed TOUL July | |
|-------------------------------|----------------------|-------------|
| Date: JANUARY 19 2010 | Title: VP - BUSINESS | DEVELOPMENT |
| | h | |

^{*}Check any combination of preference consideration(s) indicated above, which you are entitled to receive

REQNO EHP 10067

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 owed is an amount greater than one thousand dollars in the aggregate

DEFINITIONS:

WITNESS THE FOLLOWING SIGNATURE

"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



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

Request for Quotation

EHP10067

ROBERTA WAGNER B04-558-0067

HEALTH AND HUMAN RESOURCES BPH - EPIDEMIOLOGY AND HEALTH PROMOTION 350 CAPITOL STREET, ROOM 206 CHARLESTON, WV

25301-3715 304-558-9100

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Address correspondence to a bien to not ROBERTA WAGNER 304-558-0067

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