State of West Virginia
Department of Administration
Purchasing Division

N O T I C E

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.

***

HEALTHWAYS

Proposal for

State of West Virginia

Tobacco Cessation Quitline Services
Request for Quotation #EHP11008

Positive change. Guaranteed. This is Healthways.

August 6, 2010

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PURCHASING DIVISION
STATE OF WV

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HEALTHWAYS

August 6, 2010

Thank you for the opportunity to provide the State of West Virginia, Department of Health and Human Resources, for the Bureau for Public Health, Division of Tobacco Prevention Program with a proposal for Tobacco Cessation Quitline Services in response to Request for Quotation #EHP11008. Please find enclosed our response.

For three decades, Healthways has specialized in implementing health and well-being solutions supported by rigorous research and innovative thinking. We have engaged nearly 35 million participants in our health improvement programs world-wide, including 1 million in our tobacco cessation online program. Healthways serves as a silent partner to employers, health plans, and government agencies, providing high quality programs to their constituents. Our clients rely on our extensive content expertise, knowledge of current and emerging research, and relentless commitment to excellence in the delivery of these vital services.

As described in our proposal, Healthways has the unique experience and expertise to effectively support your cessation services. Our proposed tobacco cessation solution will provide the State of West Virginia an innovative program designed to maximize reach rates, sustain engagement, and quit rates - all at an affordable cost. The program is founded on clinical best practices with application of key discoveries from current and emerging research, so Healthways offers industry-leading results. The solution is designed for rapid implementation to provide our clients with a telephone-based coaching program and fully branded website within a matter of weeks to meet your start date.

For every implementation, our greatest asset is our colleagues. Healthways' Implementation and Account team members are highly experienced professionals who will establish meaningful relationships with BPH and DTP staff and offer an unparalleled level of client service. Our team is truly excited about the opportunity to partner with the State of West Virginia and we look forward to hearing from you.

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 of his bid.

Sincerely,

Janna Lacatell
Sales Executive, Government Sector
Healthways, Inc.
86 Webster Street
West Newton, MA 02465
P: (617) 756-9221 / F: (617) 728-3535
janna.lacatell@healthways.com

701 Cool Springs Blvd. | Franklin, TN 37067 | 800.327.3822 | healthways.com

Cost per shipment of NRT to include mailing fees.

The award will be made to the vendor with the lowest overall cost who meets specifications.

1. Designated Project Administrator: Janna Lacatell

2. **In written response to this RFQ,** the vendor must meet all requirements within the specification. By signing the bid, the vendor is agreeing to meet these requirements.

Janna Lacatell — 8-6-10

Signature of Authorized Representative — Date

EHS11008 Revised Cost Proposal

Description of Service	Pricing of Service	Unit of Measure	Estimated Volume	Division of Tobacco Prevention
A. Division of Tobacco Prevention Services				
1. Eligibility Verification:	$66.54	Per enrolled person	4,000	$266,171.00
2. Extended Phone Coach Service: counseling services, educational materials, phone costs for up to 4 calls per DTP enrollee.				
First Telephone Call	$29.90	Per Call	4,000	$119,600.00
Second Telephone Call	$24.70	Per Call	3,800	$93,860.00
Third Telephone Call	$24.70	Per Call	3,600	$88,920.00
Fourth Telephone Call	$24.70	Per Call	3,000	$74,100.00
3. Nicotine Replacement Therapy (4 weeks supply)				
Nicotine Patch 21 mg	$48.00	Per Shipment*	2,000	$96,000.00
Nicotine Patch 7 mg & 14 mg	$48.00	Per Shipment*	2,000	$96,000.00
Nicotine Gum 2mg	$53.80	Per Shipment*	1,500	$80,700.00
Nicotine Gum 4mg	$53.80	Per Shipment*	1,500	$80,700.00
Nicotine Lozenge	$59.10	Per Shipment*	1,000	$59,100.00
4. Website Maintenance	$1,500.00	Per Month	12	$18,000.00
5. Evaluation: evaluation is to be conducted by an ***independent*** sub-vendor, at the vendor's cost. Special Project Research is to be conducted on an as needed basis for DTP when deemed appropriate.				
Evaluation	$885.00	Per Month	12	$10,620.00
Research	$3,500.00	Per Month	12	$42,000.00
[redacted]				
			Total for DTP	$1,125,771.00

*Per shipment defined as one four week supply of NRT delivered to enrollee after eligibility verified, and a second four week supply delivered only when requested by enrollee. Cost shall include shipment fees. This system has been used successfully in the past to decrease non-compliancy of enrollees.