



November 5, 2013

Roberta Wagner
WV Purchasing Division
2019 Washington St. E.
PO Box 50130
Charleston, WV 25305-0130

Re: RFQ EHP14005

Dear Ms. Wagner,

Enclosed is beBetter Health's response to RFQ EHP14005 for the West Virginia Tobacco Quitline. In the following quote we have provided all requested information, as well as an outline of our capabilities and experience generated by over fifteen years of providing tobacco quitline services to West Virginia.

Included with our RFQ response, on the thumb drive enclosed, is an electronic copy of all documents relating to the RFQ.

In closing, we thank you for the opportunity to submit this quote and for the potential to be of service to the state of West Virginia once again. We look forward to an opportunity to discuss our ideas, experiences, and processes in more detail as appropriate.

Best regards,

A handwritten signature in black ink that reads "Heather Dickerson". The signature is written in a cursive, flowing style.

Heather Dickerson
Program Director
Tobacco Cessation Services

11/05/13 10:47:43 AM
West Virginia Purchasing Division



Proposal
Response to
Request for Quotation
EHP14005

November 5, 2013



eatBetter moveBetter breatheBetter





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Company Background

beBetter Health, Inc. is a West Virginia based business who is a leading provider of tobacco cessation products and programs that help organizations reduce health care costs, boost employee productivity and ultimately save lives. For 26 years, we have delivered proven results to thousands of organizations across the country through onsite health screenings, health risk assessments, health coaching, healthy lifestyle programs, and quit-smoking solutions.

Our scientifically based, clinically validated methodologies can help organizations achieve a solid return on investment, while also engaging participants with programs that promote a culture of wellness and productivity.

Executive Summary

The West Virginia Department of Health and Human Resources, Bureau for Public Health and Division of Tobacco Prevention is requesting bids for professional Quitline providers to provide West Virginians with a convenient telephone based tobacco cessation helpline at no cost to the caller.

Specific residents to be covered by services include those who are uninsured, as well as targeted special populations such as tobacco users who are pregnant, immediate household members of those who are pregnant and use tobacco, active and reserve military personnel and their immediate family members who use tobacco, youth under age 24, seniors over age 65, etc.

Specific services to be provided to callers as a part of a convenient, telephone-based tobacco cessation helpline include screening, assessment of readiness to quit, four proactive counseling calls, reactive counseling calls, support materials to be mailed upon successful enrollment, referrals to community based or other available cessation programs as well as nicotine replacement therapy. In keeping up with growing communication trends it is also necessary to have online access to Quitline services including community referral databases, enrollment and coaching options for residents of West Virginia. The newly launched "BreatheBetter" web based program can help meet this need for expanded modes of communication and delivery.

Services such as these are essential in our State of West Virginia since we continue to be among the highest prevalence of tobacco use in the country. Being a West Virginia based company and having provided tobacco cessation services to the State for over 15 years, beBetter Health understands the demographics and needs of our West Virginia residents allowing our staff to provide very specific and personal support to callers. beBetter Health has been a partner with the State for many special research projects giving us a very clear picture of account management needs such as data collection, reporting and the need to be plugged into coalition activity throughout the State. beBetter Health looks forward to the possibility of continuing our partnership with the State of West Virginia.



The following sections are a response to the Request for Quotation provided by WV Department of Health and Human Resources for Quitline Services, EHP14005.

Section 1. Qualifications:

3.1 The successful vendor shall have at least fifteen years experience in providing Quitline services.

beBetter Health through their wholly owned subsidiaries Partners in Corporate Health, LLC and Smoke Stoppers LLC have been providing telephonic quitline services for over 15 years. We first began providing these services in West Virginia for the Ohio Valley Medical Center in 1998 and expanded those services to The West Virginia Public Employees Insurance Agency in 2000. This program was later expanded to include the WV Bureau for Public Health to create the present day West Virginia Tobacco Quitline.

3.2 Quitline coaches must have a bachelor's Degree in social, behavioral or related health field with a minimum of two years counseling experience.

Call Center and Coaching Staff Credentials:

All beBetter Health's tobacco cessation coaches have, at a minimum, a Bachelor's Degree in a health-related field or have an unrestricted license as a Registered Nurse. In addition, they have over two years counseling experience. Many of our coaches have Master's Degrees in behavioral sciences and hold nationally recognized licenses and certifications. beBetter Health maintains a staff of wellness coaches that have experience in all phases of behavior and lifestyle change from addictions, as it relates to tobacco cessation, to health and nutrition as it relates to general wellness. Below is a representative sample of our current coaching staff:

Name: Rebecca Raber

Education: Masters of Social Work and Masters of Public Administration, WVU, 2003

Credentials: Licensed Social Worker in state of WV

Relevant Experience: 11 years as a coach

Name: Sarah Mattimoe

Education: Bachelor of Science in Health Sciences with a concentration in Health and Wellness

Credentials: Certified Health Education Specialist

Relevant Experience: 4 years as a coach



Name: Jennifer May

Education: Master of Science, Applied Health Science and Master of Science, Kinesiology.

Relevant Experience: 10 years as a coach and consultant

Lead Call Center Staff

Name: Mindy Schmitt

Education: Marshal University - Marketing

Relevant Experience: 9 years with beBetter Health in Customer Service and Processing

Name: Chel Bolin

Education: Associates Degree in Graphic Arts and Visual Communications

Relevant Experience: 2 years with beBetter Health in Customer Service

3.3 The successful vendor shall have a full time clinical and or medical director available to provide technical assistance and oversight of the WV Tobacco Cessation Quitline services. This/these positions must have medical and/or clinical license for West Virginia, as the State of West Virginia agencies requiring WV Tobacco Cessation Quitline services will draw upon the knowledge and expertise of the successful vendor's physician/clinician to provide clinically proven approach to tobacco cessation.

beBetter Health's Medical Director is Dr. Norman Montalto, D.O. (West Virginia Medical License #1481). A copy of Dr. Montalto's resume is included in the attachments section of this proposal. Dr. Montalto has been involved in the medical management and consultation of the Quitline from 2000 through 2009 and again from 2012 to the present. He is widely published in the field of tobacco cessation and represents a unique set of experiences and competencies in regard to this service. He will be available as needed to address any and all questions from a technical/medical oversight perspective related to our services.

Section 2. Mandatory Requirements:

4.1 FOR THE DIVISION OF TOBACCO PREVENTION

4.1.1 The vendor shall implement at no-charge to the caller a convenient telephone-based tobacco use cessation Quitline to assist West Virginians with quitting, smoking and/or using other tobacco products (i.e. snuff, chew, snus). As appropriate to each individual's readiness to quit, the Quitline shall provide screening assessment,



proactive coaching, support materials and referral to community based cessation programs when and if community programs are available.

beBetter Health (the current Quitline vendor) who originated the Quitline in 2000 will continue to provide/maintain a convenient, comprehensive tobacco cessation Quitline that is proactive and offered statewide with toll free access to telephonic coaching. beBetter has built and adapted an enrollment and verification process throughout our history with the West Virginia Tobacco Quitline which closely utilizes the NAQC MDS and formats this process based on the demographic served allowing for an in depth yet on-time invasive process which captures necessary and requested data without hindering the enrollment experience for our callers. Callers are screened using the Fagerstrom Scale. beBetter currently provides and will continue to provide proactive coaching, educational materials and referrals to community based programs when needed and if available. The enrollment process is outlined in Attachment C.

4.1.2 The Vendor shall provide for registration eligibility authentication addressing DPT verification and benefit limits.

beBetter Health will provide for member and registration eligibility authentication addressing DTP verification and benefit limits. This will be performed through the enrollment form developed by beBetter Health which is included as Attachment C. We have provided registration and eligibility authentication for over 50,000 West Virginia residents since the program's inception.

4.1.3 The Vendor shall provide a simple no-cost point of access to services to assist tobacco users in quitting by providing screening and assessment of readiness to quit, counseling and advice, support materials, information on the U.S. Public Health Service recommendations on the use of pharmacological cessation aids and referral to community-based services as appropriate.

beBetter Health will provide these services to callers. beBetter currently uses a screening system that assesses the enrollees readiness to quit, offers 4 proactive coaching calls and unlimited reactive coaching calls. beBetter provides support materials to all enrollees to the Quitline and information on the use of pharmacological cessation aids and referrals to community-based services as needed and available.

4.1.4 The Vendor shall provide screening of applicant's readiness to quit. The Quitline shall assist the caller to develop a personalized quit plan, provide comprehensive proactive phone based behavioral counseling to interested enrollees, linkage with available health plan coverage for tobacco dependence treatment, and/or referral to community based services, if desired and available. For those not ready to quit, vendor shall assure provision of appropriate motivational



materials, which include brochures specific to smoking, smokeless tobacco and pregnancy.

beBetter Health will provide screening of a participant's readiness to quit as a component of our enrollment process outlined under Attachment C. Our trained and qualified staff will assist the caller to develop a personalized quit plan as a means for guiding their quit attempt. Our comprehensive, proactive phone-based behavioral counseling process is provided by our own highly-trained and experienced staff of cessation coaches. Service also includes linking participants to available health plan coverage for treatment as well as referral linkage through the community-based service database which will maintain a listing of current services available to accommodate participant needs. A Motivational Packet will be sent to those callers who were identified as not ready to quit via our enrollment process.

4.1.5 The Vendor through established protocols for Division of Tobacco Prevention enrollees shall obtain stock, (nicotine replacement therapies-patches, gum, and lozenges), and deliver non-prescription nicotine replacement therapy (NRT) through mail or other delivery services. Non-prescription nicotine replacement therapy (NRT) shall be in the form of gum, lozenges, and patches.

All orders for NRT products shall be shipped within 2 business days of receipt of such order by beBetter provided these orders are received by 3pm M-F. Orders received after 3pm shall be deemed received the following business day. All NRT products will be shipped via the U.S. Postal Service priority mail or other equivalent service. All NRT and information about NRT will be administered according to DTP's NRT policies and protocols. beBetter's Medical Director is experienced in working with Quitline staff and enrollees to resolve any issues involving NRT. Since 2000 beBetter has been one of the largest suppliers of NRT to state based Quitlines in the country.

4.2 FOR THE DIVISION OF TOBACCO PREVENTION AND FOR MEDICAID

4.2.1 The Vendor shall have a computerized tracking system to document Quitline activity. The computerized tracking system will be able to accurately tabulate discrete individuals, services provided, caller demographics and other characteristics including all referrals into and out of the system.

beBetter Health uses a proprietary database system (Remedy) that has been developed throughout our history with the West Virginia Tobacco Quitline. This system allows for the collection of data points such as services provided, demographics, referral types, special populations and can be adjusted to compensate for special projects that may arise. As mentioned, additional data collection can easily be added and thus the tabulation and reporting of any additional data collection will likewise be produced.



4.2.2 The vendor shall collect data that measures the performance of the vendor in terms of waiting time for callers, volume of calls received during times when a live answer is not available, and abandonment.

Our phone system (Avaya) has the ability to track and report on performance standards such as waiting time for callers, call volumes, live answer and abandonment rates. A sample of the call report is included as part of Attachment F.

4.2.3 The vendor shall assure a ratio of at least one supervisor to every ten to fifteen coaches, and provide adequate orientation and ongoing training for all staff.

beBetter will ensure that there is a ratio of at least one supervisor to every ten to fifteen coaches. beBetter currently provides a several week intensive orientation/training for new employees and monthly trainings for call center staff.

Attachment E outlines our coach training schedule for the past year. In addition to internally provided trainings, we routinely participate in training held by such organizations as Tobacco Free Kids, NAQC, the CDC, Legacy and others. This year beBetter Health provided a national training webinar on workplace tobacco use policies that was attended by over 100 participants from across the country.

4.2.4 The Vendor shall assure that all Quitline staff and phone coaches are to receive on-going training in order to maintain maximum understanding and comprehension of accepted industry standards. Training activities shall include both internal and external training and educational resources. All phone center staff shall be training quarterly on contract specifications and changes, customer service, tobacco cessation, and core coaching competencies, including Motivational Interviewing techniques.

Specific training and workshops may be utilized or developed and implemented to accommodate any DTP/BPH special research projects where staff may need additional education to meet and exceed the DTP/BPH expectations. Attachment E outlines training call center staff receive. beBetter will provide quarterly training on contract specifications and changes, customer service, tobacco cessation, and core coaching competencies including Motivational Interviewing techniques.

4.2.5 The Vendor shall be required to become a member of the North American Quitline Consortium (NAQC), pay yearly membership dues and include DTP and Medicaid under Associate Member Status, and must attend its meetings and technical assistance updates.

beBetter Health is a "Charter Member of the North American Quitline Consortium. We will maintain membership with the NAQC; paying yearly membership dues and including DTP and Medicaid under Associate Member Status and will also attend its meetings and address technical assistance updates. beBetter currently, and will



continue to, participate in NAQC's annual quitline surveys and other inquiries NAQC may make with the West Virginia Tobacco Quitline.

4.2.6 The successful vendor must establish a liason office in West Virginia within a two hour response time, referring to any problems/issues that may occur during a regular business day, including, but not limited to questions about enrollment, NRT shipments or other situations, for the duration of the contract term.

beBetter Health is a West Virginia based company and currently maintains and will continue to maintain an office in West Virginia as well as the call center and distribution center. beBetter will respond within 2 hours to any problems/issues that may occur during a regular business day, including, but not limited to questions about enrollment, NRT shipments or any other situations.

4.2.7 The Vendor must have a medical director with established roles in working with Quitline staff and identified enrollees to resolve any complex issues involving NRT therapy.

beBetter Health staffs a Medical Director (Dr. Norman Montalto) who provides consultation whenever complex issues or questions arise along with training programs for our coaches. Dr. Montalto has been involved with the Quitline for over 9 years. A more in depth description of the Medical Director's roles and responsibilities are outlined in Attachment D.

4.2.8 A staffing plan shall be in place that provides a live call response for a minimum of 78 hours per week, (minimum 8:00am-8:00pm Monday through Friday, 8:00am-5:00 pm Saturday and Sunday), and provide trained behavioral health specialists for assistance/coaching.

beBetter will staff the Quitline for at least 78 hours per week. The majority of the staff beBetter employs for coaching are trained behavioral health specialists, have degrees in social or behavioral health fields and have greater than 2 years of counseling experience.

4.2.9 The Vendor must agree to the provisions set forth by the HIPAA Act of 1996. See Exhibit C.

beBetter Health agrees to follow, and currently follows the provisions of the HIPAA Act of 1996. beBetter also provides annual HIPAA training to all call center employees. We recently (July of 2013) updated all of our HIPAA related policies and procedures to be compliant with **The Federal Health Insurance Portability & Accountability Act of 2013, HIPAA Omnibus Rule, (formally HIPAA 1996 & HI TECH of 2004)**. Our privacy policy is available upon request or can be accessed via our company website at www.bebetterhealth.com.



4.3 FOR THE DIVISION OF TOBACCO PREVENTION AND FOR MEDICAID

- 4.3.1** Tobacco user calls the Quitline and Quitline vendor must obtain enrollment demographics including name, address, date of birth, and other MDS data points.

beBetter Health has built and adapted an enrollment process through our over fifteen year history with the West Virginia Tobacco Quitline which closely utilizes the NAQC MDS data points including name, address, and date of birth.

- 4.3.2** Enrollee must be evaluated by trained coaches using a tool such as the Fagerstorm Scale, (see Exhibit D), to determine motivation and willingness to quit.

beBetter coaches currently use and will continue to use the Fagerstorm Scale to determine motivation and willingness to quit. beBetter coaches assess this during each enrollment.

- 4.3.3** Quitline coach shall contact the enrollee every two weeks for a total of 4 calls.

beBetter has established a 4 call model over an 8 week time period through its history with the West Virginia Tobacco Quitline. beBetter coaches will continue to contact enrollees every 2 weeks.

- 4.3.4** Quitline must provide at least four reactive coaching (enrollee calls into the Quitline) calls.

beBetter Health currently provides unlimited reactive coaching to all Quitline enrollees and will continue this availability for the coming contract. No participants will be turned away for help and support even if they have exceeded four billable calls.

- 4.3.5** Tobacco history and current use must be recorded.

beBetter Health will record tobacco history and current use. beBetter currently records this information during each enrollment. See Attachment C for details of the Quitline enrollment.

- 4.3.6** Member's previous attempts to quit must be recorded.

beBetter Health utilizes a database that records previous quit attempts and enrollments. Call Center staff is able to access this information each time a participant calls in or before a new enrollment is created.



4.3.7 Upon completion of four coaching calls to the enrollee, or if an enrollee becomes hard to reach, the case must be resolved. Resolved means the case will be notated on the client's case that they were hard to reach, (did not answer the phone when the coach attempted to call at least four attempts).

beBetter Coaches currently and will continue to resolve cases if the enrollee is not reachable or after four completed coaching calls. beBetter call center staff sends each enrollee that is considered hard to reach a letter stating this and requesting the enrollee to call his/her coach.

4.4 ENROLLMENT AND ELIGIBILITY PROTOCOL FOR MEDICAID

4.4.1 The Quitline vendor must obtain enrollment demographics including name, address, date of birth, and other MDS data points.

beBetter Health has built and adapted an enrollment process through our over fifteen year history with the West Virginia Tobacco Quitline and Medicaid which closely utilizes the NAQC MDS data points including name, address, and date of birth.

4.4.2 Quitline vendor must call Molina Automated Voice Response System to obtain member eligibility verification information. If member is not eligible, they will not be covered for Quitline services.

Through our history with the West Virginia Tobacco Quitline and Medicaid, beBetter Health has established a system that requires call center staff to call Molina Automated Voice Response System to obtain member eligibility verification information. Call center staff verify eligibility during each enrollment and every month after enrollment. If a member is not eligible, they are alerted that they will not be covered for Quitline services through Medicaid. Below is the part of the enrollment process that requires the participant's member ID to be obtained and verified through Molina Automated Voice Response System.

4.4.3 Quitline must record insurance specifics and verifies pregnancy status.



beBetter utilizes a database (Remedy) that records insurance specifics for each enrollee. Please see Attachment C for detailed enrollment information. beBetter staff verifies pregnancy status for enrollees and records this information in the database as well.

4.4.4 Medicaid MCO members must contact MCO for tobacco cessation coverage.

beBetter call center staff currently and will continue to check member eligibility through Molina Automated Voice Response. Any members that are determined to have MCO coverage are referred to their MCO provider.

4.4.5 Member must be evaluated by trained coaches using a tool such as the Fagerstrom Scale, (see Exhibit D) for motivation and willingness to quit.

beBetter coaches currently use and will continue to use the Fagerstrom Scale to determine motivation and willingness to quit. beBetter coaches assess this during each enrollment.

4.4.6 Member's tobacco history and current use must be recorded.

beBetter Health will record tobacco history and current use. beBetter currently records this information during each enrollment. See Attachment C for details of the entire Quitline enrollment. Below is the part of the enrollment that asks about the member's tobacco history and current use.

General Info	Insurance Information	Sponsoring Agency	Stratics
How often do you use tobacco? <input type="text" value="Everyday"/>			
How soon after you wake up do you use tobacco? <input type="text" value="within five minutes"/>			
How old were you when you first started regularly using tobacco? <input type="text" value="20"/>		Total years used <input type="text" value="20"/>	

What type of tobacco do you use? (Check all that apply)

Cigarettes Chewing Tobacco Snuff Cigar (Cigars, Little Cigars, or Cigarillos) Pipe Snus Other tobacco products (e.g. Bidis)

Cigarettes (number per day)
(1 pack equals 20 cigarettes)



- 4.4.7** Member must be directed to visit primary care provider to obtain prescription for NRT.

Through our work with Medicaid, beBetter Health has established a process that requires coaches to thoroughly explain to Medicaid enrollees the process to have NRT authorized through Medicaid, including instructing members to visit their primary care provider to obtain a prescription for NRT. beBetter will continue to follow this process and make changes as deemed necessary by Medicaid.

- 4.4.8** Quitline vendor must contact Rational Drug Therapy (Medicaid Pharmacy) to authorize prescription for NRT.

Through our history with Medicaid and RDT beBetter has established a fax system to obtain authorization for NRT by RDT. beBetter coaches fax member prescription and information to RDT and RDT faxes either approval or denial back to beBetter within 24 hours. beBetter currently obtains authorization for several hundred NRT prescriptions per month for Medicaid members through this process. beBetter will continue this process and make changes as deemed necessary by Medicaid.

- 4.4.9** Quitline coach must contact the member every two weeks for a total of 4 calls.

beBetter has established a 4 call model over an 8 week time period through its history with the West Virginia Tobacco Quitline. beBetter coaches will continue to contact enrollees every 2 weeks.

- 4.4.10** Quitline must provide four reactive coaching (Medicaid member calls into the Quitline) calls.

beBetter Health currently provides unlimited reactive coaching to all Quitline enrollees. No participants will be turned away for help and support even if they have exceeded four billable calls.

- 4.4.11** Upon completion of four coaching calls to the member, or if a member becomes hard to reach, the case must be resolved. Resolved means the case will be closed and it will be notated on the client's case that they were hard to reach, (did not answer the phone when the coach attempted to call at least four attempts).

beBetter Coaches currently and will continue to resolve cases if the enrollee is not reachable or after four completed coaching calls. beBetter call center staff sends each enrollee that is considered hard to reach a letter stating this and requesting the enrollee to call his/her coach.

- 4.4.12** Medicaid member shall be limited to one 12 week treatment period per calendar year.



beBetter utilizes a database that records each enrollment and sponsoring agency information. This system prevents Medicaid members from enrolling any sooner than once per calendar year except in pregnant enrollees.

- 4.4.13** Pregnant females shall be eligible for additional course(s) of treatment for every pregnancy.

beBetter currently provides and will continue to provide additional courses of treatment for pregnant enrollees for each pregnancy. Pregnant enrollees are allowed to enroll regardless of when their last enrollment took place.

4.5 HOURS OF OPERATION

- 4.5.1** The vendor shall assure a system infrastructure to provide live response for a minimum of 78 hours per week. Recorded information and callback capacity shall be required for the remaining 90 hours of the week.

beBetter Health will provide live response for Quitline participants for a minimum of 78 hours per week. During the remaining 92 hours of the week, recorded information and callback capacity will be provided. beBetter has a greater than 95% live answer rate and an average answer speed of less than 10 seconds. A call report showing this information is provided in Attachment F.

- 4.5.2** The vendor shall at a minimum, offer live hours of operation from Monday through Friday from 8:00am to 8:00pm and Saturday and Sunday from 8:00am to 5:00pm, Eastern Standard Time.

beBetter health will provide live hours of operation from Monday through Friday from 8:00am to 8:00pm and Saturday and Sunday from 8:00am to 5:00pm Eastern Standard Time. Recorded information and callback capacity is provided during times outside of these hours.

- 4.5.3** The vendor shall continuously monitor peak times for calls, and hours of live staff shall be available to answer calls.

beBetter uses a scalable technology (CMS) that allows assignment of calls to be adjusted immediately based on surges in call volumes. Staff schedule is adjusted based on notifications from DTP/BPH with regard to media events or other events that may trigger a surge in call volume.

- 4.5.4** Operation of the Quitline will not be required for Easter, Independence Day, Thanksgiving Day, and Christmas Day. The Quitline must have coverage on New Year's Day. The Quitline must have coverage until at least 12PM on Christmas Eve and until at least 5PM on New Year's Eve.



beBetter Health acknowledges that the Quitline is not required to operate on Easter, Independence Day, Thanksgiving Day and Christmas Day. However, we understand the importance of making ourselves available on all other holidays permitting an early closure at 12PM on Christmas Eve, and 5PM on New Year's Eve.

4.6 RESEARCH FOR DTP ONLY

The Vendor shall participate in the production of a minimum three and a maximum of four special research projects by providing specialized data. The projects may encompass several years of data and the vendor shall provide quantitative/qualitative data analysis. (Example: FDA Smokeless study, Smokeless tobacco study, pregnant smokers, dual tobacco users).

Having worked closely with DTP previously, beBetter Health will continue to work with DTP on a minimum of three, a maximum of four special projects being flexible of the needs for data collection and reporting as well as the timelines and guidelines that accompany each of these projects. In the past few years, beBetter has worked with DTP and the CDC on a special 18-34 year old project, as well as with DTP on establishing a dual NRT protocol. beBetter Health looks forward to maintaining and growing our partnership to assist the state in paving the way in terms of research projects, data capture and data reporting.

4.7 DATA AND REPORTING SERVICES FOR DTP AND MEDICAID

- 4.7.1** The system shall produce reports on the types and amounts of services provided per caller, call patterns by time of day, day of week and month.

beBetter's database produces reports such as enrollments by age, referral types, special populations, case status and task details, as well as call patterns by time of day, day of week and month. beBetter's database is able to produce reports from any enrollment information request by DTP/Medicaid. An electronic sample of this report is included as part of Enclosure 1. Please note this sample titled Enrollment report. All fields is a report of all data captured at enrollment. Specialized enrollment reports can be easily produced at the request of DTP. See attachment F for a sample call report.

- 4.7.2** The Vendor shall send a monthly report attached to the monthly invoice(s). The report shall be delivered no later than fifteen (15) days after the end of the previous month. Quarterly reports and an Annual Summary of standardized reports that provide aggregate data by county shall also be submitted in the same manner.



beBetter Health will send a monthly report attached to the monthly invoice to the DTP staff. This will occur as requested no later than fifteen days after the end of the previous month. A sample of beBetter Health's monthly report is included as part of Enclosure 2 . Quarterly and Annual reports outlining the same data will also be produced no later than fifteen days after the end of the previous quarter or year. Sample of the Annual Report and Addendum to the Annual Report are included as Attachments I & J.

4.7.3 The Vendor shall be required to use the NAQC minimal data set (MDS) recommended elements included in current month and year-to-date reporting.

beBetter Health utilizes the NAQC MDS exceeding data collection by combining the MDS with specific needs of participants. beBetter will continue to evolve this process accordingly. Attachment C outlines our current enrollment process.

4.7.4 Vendor shall provide transparent access to ALL Quitline data- meaning the vendor shall provide an easily accessible, easily searchable, user friendly, portal to the vendor database for inquiry.

beBetter Health provides access to Quitline data via a DTP secure portal. beBetter will continue to provide this access going forward and will modify as deemed necessary by DTP. Below is one of the main pages of the portal, Crystal Reports, provided to DTP for access to Quitline data and used by beBetter Health for the same purpose.

Enrollment - All Data										
<input type="checkbox"/> Show only instances owned by me <input type="checkbox"/> Filter Instances By Time										
Pause	Resume	Delete	Instance Time	Title	Run By	Parameters	Format	Status	Reschedule	Show all instances
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10/18/2013 3:30 PM	Enrollment - All Data	heather dickerson	Date(2013.01.01); Date(2013.06.30)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10/10/2013 4:08 PM	Enrollment - All Data	heather dickerson	Date(2013.04.01); Date(2013.06.30)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10/4/2013 9:45 AM	Enrollment - All Data	heather dickerson	Date(2013.02.01); Date(2013.07.31)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10/2/2013 12:37 PM	Enrollment - All Data	heather dickerson	Date(2013.09.01); Date(2013.09.30)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9/30/2013 10:45 AM	Enrollment - All Data	heather dickerson	Date(2013.02.01); Date(2013.07.31)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9/13/2013 12:48 PM	Enrollment - All Data	heather dickerson	Date(2013.03.29); Date(2013.06.30)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8/2/2013 11:32 PM	Enrollment - All Data	heather dickerson	Date(2013.08.01); Date(2013.08.31)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8/21/2013 3:15 PM	Enrollment - All Data	heather dickerson	Date(2012.07.01); Date(2013.06.30)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8/21/2013 11:00 AM	Enrollment - All Data	heather dickerson	Date(2012.01.01); Date(2012.12.31)	Microsoft Excel	Success	Reschedule	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8/21/2013 9:59 AM	Enrollment - All Data	heather dickerson	Date(2013.01.01); Date(2013.08.20)	Microsoft Excel	Success	Reschedule	

4.7.5 The Vendor shall work closely with the Independent Quitline Evaluator to supply data for reporting purposes.

beBetter Health currently contracts and works closely with a sub-vendor for reporting and evaluation who has 30 years experience in providing these services for West Virginia. Our current evaluator is able to assist with any reports, including special



reports requested by DTP/Medicaid. beBetter maintains this relationship at our own expense.

4.8 SUPPORT AND EDUCATIONAL MATERIALS

4.8.1 DTP will provide the vendor support and educational materials to distribute as part of the intake/eligibility verification, tobacco cessation and educational materials including self-help book, brochures, and specialized materials for special populations such as snus users, smokeless tobacco users and pregnant smokers.

beBetter Health currently receives educational materials from DTP to distribute to enrollees. beBetter will continue to distribute educational materials for enrollees in the form of our Educational Packet mailings. Educational Packets are mailed to the individuals address upon completion of the enrollment process. beBetter maintains separate, specialized materials for snus users, smokeless users and pregnant tobacco users. They are processed and mailed within one day after enrollment into the program. beBetter also sends educational packets to participants who feel they are not currently ready to quit but would like more information on tobacco cessation.

4.9 QUITLINE MEDIA CAMPAIGNS

4.9.1 Upon the event of a mass media campaign DHHR will advise the successful vendor with a minimum of two weeks' written notice so that the successful vendor is adequately staffed for such an event.

Upon notice from DTP and/or the DHHR, beBetter Health will adjust staffing as necessary to provide adequate intake personnel as well as coaches to serve Quitline callers. beBetter Health was able to adjust staff schedules due to the heavily advertised TIPS campaign, and experienced no increase in wait times or abandoned calls.

4.10 NICOTINE REPLACEMENT THERAPY (NRT)

4.10.1.1 Vendor shall describe documented, minimum smoking and a smokeless tobacco product protocols for the Nicotine Replacement Therapy (NRT).

beBetter Health's protocols for NRT are outlined in Attachment H, NRT Dosing Chart.

4.10.1.2 Vendor shall provide NRT via the quitline services to all enrollees identified by established protocol.



NRT is provided to all enrollees identified by established protocol. The eight weeks of NRT, is distributed in two 4 week shipments. Enrollees must participate in coaching to be able to receive NRT shipments under DTP protocol. beBetter will follow this protocol and make changes as determined necessary by DTP.

4.10.1.3 Vendor shall provide protocols for how callers shall receive information on pharmacological cessation therapies, how NRT shall be identified, approved and initiated for each client, and how it shall be provided via the quitline.

As a part of the enrollment process, once the participants ‘Sponsoring Agency’ is defined, our database prompts the call center with a list of services the participant is eligible for. At the end of the enrollment process, the participant is asked a number of questions to determine which NRT type, dose and whether or not physician consent is appropriate via the contraindication form. This process is outlined as the contraindication tab in Attachment C.

4.10.1.4 Vendor must establish a protocol for determining the participants’ receipt of information on pharmacological cessation therapies, including delivery to each participant’s home in two separate shipments, (each shipment shall contain a four week supply of NRT).

Upon enrollment, beBetter coaches provide information on pharmacological cessation therapies to enrollees, and help them to choose NRT type based on past use, preferences and contraindication questions. NRT is delivered via the USPS to participants in two 4 week shipments via established protocols with DTP. beBetter delivers between 700 and 1000 pieces of NRT to Quitline enrollees each month in a timely manner. NRT is shipped from our West Virginia distribution center within 2 days of receiving the order. Orders are able to be tracked through USPS in the event that there is an issue with delivery. Listed below is the tracking information stored in beBetter’s database, Remedy, and the actual tracking of this package through USPS.



Tracking Number: 420257019405511899560554702139



Scheduled Delivery Day: October 18, 2013

Product & Tracking Information			Available Options
Postal Product: Priority Mail 1-Day™	Features: \$50 insurance included	USPS Tracking™	Email Updates
DATE & TIME	STATUS OF ITEM	LOCATION	
October 21, 2013 , 4:34 pm	Delivered <i>i</i>	HUNTINGTON, WV 25701	
October 18, 2013 , 2:47 pm	Notice Left	HUNTINGTON, WV 25701	
October 18, 2013 , 8:57 am	Out for Delivery	HUNTINGTON, WV 25704	
October 18, 2013 , 8:47 am	Sorting Complete	HUNTINGTON, WV 25704	
October 18, 2013 , 4:49 am	Arrival at Post Office	HUNTINGTON, WV 25704	
October 18, 2013	Depart USPS Sort Facility	CHARLESTON, WV 25350	
October 17, 2013 , 10:11 pm	Processed through USPS Sort Facility	CHARLESTON, WV 25350	
October 17, 2013	Depart USPS Sort Facility	CHARLESTON, WV 25350	
October 17, 2013 , 2:00 pm	Acceptance	NITRO, WV 25143	

4.10.1.5 NRT to be provided by vendor to treat tobacco dependence to include the following:

- Nicotine Gum- 2 mg or 4 mg- 24 pieces per day
- Nicotine Patch- 7 mg or 14, 21, or 28 mg- 1 patch per day
- Nicotine Lozenges- 2 mg or 4 mg- 20 lozenges per day

Note: Dosage based on the 2008 AHRQ clinical recommendations

beBetter will follow the NRT dosage based on the 2008 AHRQ clinical recommendations and protocol set by DTP. beBetter will provide Nicotine Gum- 2 mg or 4 mg- 24 pieces per day, Nicotine Patch- 7 mg 14 mg, or 21 mg, -1 patch per day, Nicotine Lozenges- 2mg or 4 mg-20 lozenges per day.



4.10.1.6 NRT Smokeless/Heavily Addicted Dual Therapy: Will receive dual therapy, provided by the vendor, (patches and gum; patches and lozenges) on a case by case basis as determined by Quitline Medical Director.

beBetter Health through our work with DTP has established a smokeless/heavily addicted dual therapy protocol and provides dual therapy on a case by case basis as determined by the Quitline Medical Director. beBetter will continue to do this, and implement changes as required by DTP. The smokeless protocol established through beBetter's work with DTP is provided as Attachment G.

4.10.1.7 NRT will not be made available to Quitline enrollees less than eighteen (18) years of age.

beBetter Health will follow all rules, guidelines, and protocols set by DTP including not providing NRT to enrollees less than eighteen (18) years of age.

4.10.2 PROTOCOL FOR MEDICAID

4.10.2.1 The vendor shall contact Rational Drug Therapy (Medicaid's Fee for Service Pharmacy Contractor) to determine eligibility and provide authorization of Medicaid member to receive approved drugs to treat tobacco cessation. Drugs to treat tobacco dependence are limited to member who register with Medicaid's Quitline Program. Drug products require prior authorization and are limited to a maximum of:

- Nicotine Gum- 24 pieces per day
- Nicotine Patches- 1 patch per day
- Nicotine Lozenges- 20 lozenges per day
- Nicotine Inhalers- 168 inhalers per 30 days
- Nicotine Nasal Spray- 4 spray bottles per 30 days (this therapy is reserved for those who have failed other forms of nicotine replacement therapy)
- Bupropion- 300 mg daily

See the BMS website at www.dhhr@wv.gov/bms for additional information and details. Please see Chapter 518- Covered Services, Limitations, and Exclusions for Pharmacy Service, Exhibit B of this Request for Quotation.

beBetter Health currently and will continue to contact Rational Drug Therapy to determine eligibility and provide authorization of Medicaid member to receive approved drugs to treat tobacco cessation. This is currently done through a fax between beBetter Health and Rational Drug Therapy that has been established through our long standing history with Medicaid and Rational Drug Therapy. beBetter currently obtains authorization for several hundred NRT prescriptions through this process. beBetter will continue to follow this process and make changes as determined necessary by Medicaid and Rational Drug Therapy.



4.11 ADMINISTRATIVE REQUIREMENT

4.11.1 The vendor shall designate a project administrator. The vendor's project administrator shall report to DTP/Medicaid regarding all matters related to Quitline services.

beBetter Health currently has and will continue to provide a West Virginia based designated project administrator who works closely with and will report to DTP/Medicaid regarding all matters related to Quitline services. beBetter Health's project administrator is Heather Dickerson who has been with beBetter for 4 years and in the position of Project Administrator for the past 2 years. She is also a Certified Tobacco Treatment Specialist.

SECTION 3 General Terms & Conditions, Requirements 5-10

beBetter Health agrees to comply with all requirements and guidelines set forth in Sections 5-10

11. MISCELLANEOUS

11.1 Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contact manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: Heather Dickerson, BA, CTTS
Telephone number: 304-755-6020 extension 3341
Fax Number: 304-755-0043
Email Address: heather.dickerson@bebetter.net



EHP14005

Exhibit A: EHP14005 Pricing Pages

Description of Service	Pricing of Service	Unit of Measure	Estimated Volume	Total
A. Division of Tobacco Prevention Services – Description of Service				
1. Eligibility Verification: Section 4.3.1-4.3.2	\$48.78	Per enrolled person	7,000	\$341,460.00
2. Coaching Call #1 Section 4.3.3	\$25.05	Per Call	7,000	\$175,350.00
Coaching Call #2 Section 4.3.3	\$23.50	Per Call	6,650	\$156,275.00
Coaching Call #3 Section 4.3.3	\$23.50	Per Call	6,300	\$148,050.00
Coaching Call #4 Section 4.3.3	\$23.50	Per Call	5,250	\$123,375.00
3. Reactive Calls #1-4 Section 4.3.4	\$4.00	Per Call	3,000	\$12,000.00
				\$956,510.00
4. Nicotine Replacement Therapy (4 weeks supply)				
Nicotine Patch 21mg Section 4.10.1.5	\$41.72	Per Shipment	3,500	\$146,020.00
Nicotine Patch 7mg & 14mg Section 4.10.1.5	\$41.72	Per Shipment	3,500	\$146,020.00
Nicotine Gum 2mg Section 4.10.1.5	\$48.11	Per Shipment	2,600	\$125,086.00
Nicotine Gum 4mg Section 4.10.1.5	\$48.11	Per Shipment	2,600	\$125,086.00
Nicotine Lozenge Section 4.10.1.5	\$96.89	Per Shipment	1,300	\$125,957.00
5. Smokeless /Heavily Addicted – Dual therapy Section 4.10.1.6	\$100.00	Per Shipment	100	\$10,000.00
6.0 Research Section 4.6	\$2,500.00	Per Project	3	\$7,500.00
				\$685,669.00
				Sub-total DTP \$1,642,179.00

*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 the enrollee. ***NRT cost shall include shipment fees.*** This system has been used successfully in the past to decrease non-compliance of enrollees.



Description of Service	Pricing of Service	Unit of Measure	Estimated Volume	Total
+B. Medicaid – Description of Service				
1. Eligibility Verification: Section 4.3.1-4.3.2	\$48.78	Per enrolled person	4,000	\$195,120.00
2. Coaching Call #1 Section 4.3.3	\$25.50	Per Call	2,500	\$63,750.00
Coaching Call #2 Section 4.3.3	\$23.50	Per Call	2,500	\$58,750.00
Coaching Call #3 Section 4.3.3	\$23.50	Per Call	2,000	\$47,000.00
Coaching Call #4 Section 4.3.3	\$23.50	Per Call	2,000	\$47,000.00
3. Reactive Calls #1-4 Section 4.3.4	\$4.00	Per Call	1,500	\$6,000.00
				\$417,620.00



*Per shipment defined as one four week supply of NRT delivered to enrollee after eligibility verified and 1st coaching call completed. A second four week supply delivered only when requested by the enrollee. Cost shall include shipment fees.

**Quantities are for bid evaluation purposes only.

***Smokeless/Heavily Addicted Dual Therapy: Will receive dual therapy (patches & gum; patches & lozenges) on a case by case basis as determined by Quitline Medical Director.

Sub-total DTP (Section A)	\$ 1,642,179. ⁰⁰
Sub-total Medicaid (Section B)	\$ 417,620. ⁰⁰
GRAND TOTAL (Section A+B)	\$ 2,059,799. ⁰⁰

Vendor Name beBetter Health, Inc.

Vendor Representative Ralph Gaines

Vendor Signature Ralph Gaines

Vendor Address #6 Craddock way, Poca, WV 25159

Vendor Phone 304.755.6020

Vendor Fax 304.755.0043

Vendor E-mail ralph.gaines@bebetter.net



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

Solicitation

NUMBER
EHP14005

PAGE
1

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

VENDOR

*112163122 304-755-6020
 BEBETTER HEALTH INC
 6 CRADDOCK WAY
 POCA WV 25159-9502

SHIP TO

HEALTH AND HUMAN RESOURCES
 BPH - EPIDEMIOLOGY AND
 HEALTH PROMOTION
 VARIOUS LOCALES AS INDICATED

DATE PRINTED
09/24/2013

BID OPENING DATE: 11/05/2013 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	YR		948-42		
THE WEST VIRGINIA PURCHASING DIVISION IS SOLICITING BIDS ON BEHALF OF THE WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES (DHHR), BUREAU FOR PUBLIC HEALTH, DIVISION OF TOBACCO PREVENTION AND THE BUREAU FOR MEDICAL SERVICES, (MEDICAID) AS A JOINT PARTY TO ESTABLISH A CONTRACT FOR PROFESSIONAL SERVICES TO PROVIDE A NO CHARGE TO THE CALLER, CONVENIENT TELEPHONE BASED TOBACCO USE CESSATION QUITLINE TO ASSIST WEST VIRGINIANS WITH QUITTING SMOKING AND/OR USING OTHER TOBACCO PRODUCTS PER THE ATTACHED SPECIFICATIONS AND INSTRUCTIONS TO BIDDERS.						
***** THIS IS THE END OF RFQ EHP14005 ***** TOTAL:						

SIGNATURE <i>Robb Janner</i>	TELEPHONE 304.755.6020	DATE November 1, 2013
TITLE President + CEO	FEIN 58-2498463	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

Solicitation

NUMBER
EHP14005

PAGE
1

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

VENDOR

*112163122 304-755-6020

BeBetter Health, Inc.
 Attn Heather Dickerson
 6 Craddock Way
 Poca, WV 25159

SHIP TO

HEALTH AND HUMAN RESOURCES
 EPH - EPIDEMIOLOGY AND
 HEALTH PROMOTION
 VARIOUS LOCALES AS INDICATED



DATE PRINTED
10/25/2013

BID OPENING DATE: 11/05/2013

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 1		
				ADDENDUM IS ISSUED:		
				1. TO PROVIDE A COPY OF THE PRE-BID MEETING SIGN-IN SHEET FOR THE ABOVE SOLICITATION.		
				2. TO PROVIDE RESPONSES TO VENDORS' QUESTIONS REGARDING THE ABOVE SOLICITATION, ALSO TO PROVIDE SAMPLES OF EDUCATIONAL MATERIALS REQUESTED DURING THE QUESTION AND ANSWER PERIOD. QUESTION AND ANSWER PAGES ARE ATTACHED. SAMPLES OF EDUCATIONAL MATERIALS ARE ATTACHED.		
				3. TO PROVIDE ADDENDUM ACKNOWLEDGEMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT IN THE DISQUALIFICATION OF YOUR BID.		
				***** END OF ADDENDUM NO. 1 *****		

SIGNATURE <i>Rebekh Janner</i>	TELEPHONE 304.755.6020	DATE November 1, 2013
TITLE President + CEO	FEIN 58-2498463	ADDRESS CHANGES TO BE NOTED ABOVE

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

VENDOR 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 continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with *West Virginia Code* §5A-3-59 and *West Virginia Code of State Rules*.**
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

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.

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: beBetter Health, Inc. Signed: [Signature]
 Date: November 1, 2013 Title: Controller

CERTIFICATION AND SIGNATURE PAGE

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

be Better Health, Inc.

(Company)

Ralph Gaines

(Authorized Signature)

Ralph Gaines, President + CEO

(Representative Name, Title)

304.755.6020 304.755.0043

(Phone Number)

(Fax Number)

November 1, 2013

(Date)

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. 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.

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.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"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 exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: beBetter Health, Inc.

Authorized Signature: Mindy Schmitt, Controller Date: 11/1/2013

State of West Virginia

County of Kanawha, to-wit:

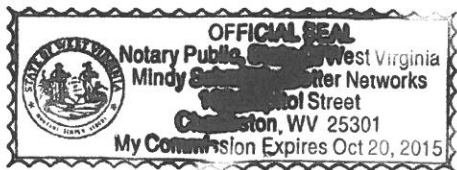
Taken, subscribed, and sworn to before me this 1st day of November, 2013.

My Commission expires October 20, 2015.

AFFIX SEAL HERE

NOTARY PUBLIC Mindy Schmitt

Purchasing Affidavit (Revised 07/01/2012)



ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: EHP14005

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 type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input 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 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.

beBetter Health, Inc.

Company

Robb Jamin

Authorized Signature

November 1, 2013

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.



Attachments
**Response to
Request for Quotation
EHP14005**

November 5, 2013

Presented to

beBetter[®]
HEALTH

eatBetter moveBetter breatheBetter

West Virginia
**TOBACCO
QUITLINE**
1-800-QUIT-NOW | 1-877-966-8784

West Virginia **Bureau for
P ublic
H ealth**



Table of Contents

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Attachment D: Coaching Staff and Medical Director	10
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Attachment I: West Virginia Tobacco Quitline Annual Report 2011 (cover page and part of table of contents)	20
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Attachment K: Summary	24
Enclosure 1: Enrollment Report	
Enclosure 2: Monthly Report	



Attachment A

Company Background

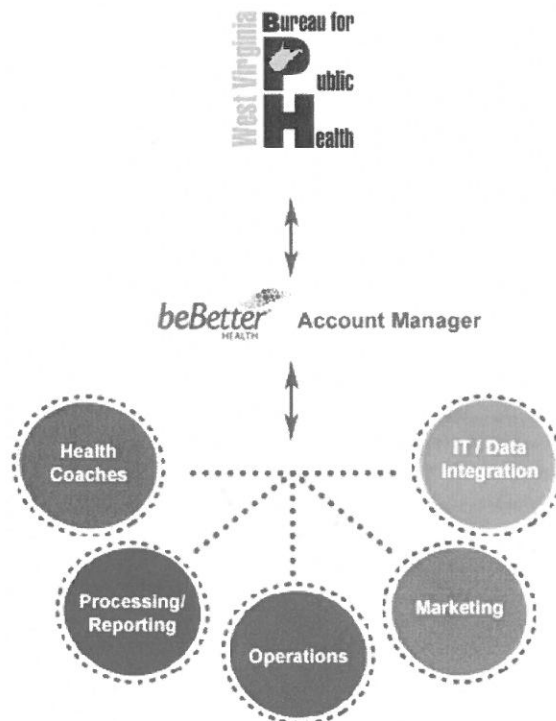
beBetter Health, Inc. is a West Virginia based business who is a leading provider of tobacco cessation products and programs that help organizations reduce health care costs, boost employee productivity and ultimately save lives. For 26 years, we have delivered proven results to thousands of organizations across the country through onsite health screenings, health risk assessments, health coaching, healthy lifestyle programs, and quit-smoking solutions.

Our scientifically based, clinically validated methodologies can help organizations achieve a solid return on investment, while also engaging participants with programs that promote a culture of wellness and productivity.

Attachment B

Account Management

beBetter will use a single point of contact for all interaction and engagement with the WV Tobacco Quitline. You will be assigned an Account Manager who will work internally to coordinate all beBetter operations. This structure will facilitate service delivery and program oversight, as shown in the following chart:



Attachment C

Enrollment Process

The following screen shots are a depiction of beBetter Health's enrollment process. This process utilizes a proprietary system which has been developed and shaped based on the specific needs of our clients over the course of ten years.

BBH Remedy User [BeBetter-IncomingCall2.0 (Search)]

File Edit View Tools Actions Window Help

Call Type Phone Line of Business WV Tobacco Quit Line Type of Call Enrollment

First Name John Last Name Smith LookUp Customer ID
Phone Number Date of Birth 5/5/84 Do you have an email address? Yes No
Email Address john.smith@bebetter.net

Possible Previous Enrollments

Enrollment ID	Enrollment Date	Enrollment Type	Enrollment Status

Look-Up / Refresh New Enrollment

NOTE: All buttons in GREEN will close this form and perform the action it refers to. Please make sure all fields are completed before using an action. Close/Cancel

VMTracker

Ready tobacco1 remedy-dev-srv

Screen 1 – Upon reaching our call center this screen is used to capture some quick specifics about the caller which expedites how the call is handled.



BeBetter: Tobacco Enrollment (remedy-dev-serv)

beBetter Tobacco Enrollment

Last Name+ Smith Search by Last Name SSN 123456789 Number only, 9 digits required Use 0's as filler for non-SSNs Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info Insurance Information

Mailing Address

Street 109 capitol street

Street (2)

City+ charleston State West Zip Code 25301

Is Shipping address same as Mailing? Yes No

Shipping Address

Street 109 capitol street

Street(2)

City+ charleston State West Zip Code 25301

What is your phone number? Select only one Primary phone number

Home 304-345-6800 Primary

Alternate Primary

Mobile/Cell Primary

Do you have an E-Mail address? Yes No

Email Address: john.smith@bebetter.net

Referral Type

How did you hear about the Quit Line, or who referred you to the Quit Line? (Do not read, check all that apply)

Media Other Advertising, PR & Communications Referral

Newspaper Mail/Letter Other/Special Promotion or Campaign Bus, Billboard, Newspaper, Sticker, Special Media Program, etc.

TV Postcard Pharmacist Employer WVU School of Dentistry

Radio Newsletter Dentist Co-worker

Internet Brochure/Flyer Dental Hygienist Family/Friend

Social Networking (Only Space, Facebook, Twitter, etc.) Fax Referral Insurance Provider

Community Organization

Audit Trail Submit Enrollment Cancel Enrollment

Screen 2 – Participant information is recorded here in detail. Referral Types are recorded based on the question “How did you hear about the Quitline or who referred you to the Quitline?” Referral Type choices may be revised based on the needs of DTP/BPH.

BeBetter: Tobacco Enrollment (remedy-dev-serv)

beBetter Tobacco Enrollment

Last Name+ Smith Search by Last Name SSN 123456789 Number only, 9 digits required Use 0's as filler for non-SSNs Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info Insurance Information Sponsoring Agency

I need to verify, are you male or female? Female Are you pregnant? Yes No Due date

Are you nursing? Yes No

Do you live with someone who is pregnant? Yes

Participant is a resident of WV? Yes No Proof of residence: WV Drivers License

Are you insured by Medicaid or UniCare Health Plan of WV? Yes No Medicaid ID.# 12345678910 Eligible? Yes No Verification by:

Medicaid UniCare Medicaid/UniCare Type: Basic - Adult Ineligible HMD

Do you have medical insurance? Yes Insurance Carrier Relationship to insured:

Please ask the participant if they belong to any of these special groups or fall into any of these categories:

Active/Reserve/Retired Military & Immediate Family Diabetic / Family Medicaid QMB

Freedom From Smoking Clinic Asthma Medicare

Morgantown Area Health Initiative COPD/Emphysema College Employee

Tobacco-Free Hospital Employee Fort McClary, WV College Students

Cancer, Osteoporosis, Cardiovascular Disease Wellness Council Legacy

Check only if mentioned by participant. Do not specifically ask these questions:

Lesbian/Gay/Bi-Sexual/Transgender

Wise Woman

Partnership of African American Churches

Kaiser Permanente Workshop

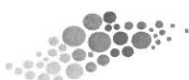
Autopopulated - Do not ask:

Adults (55 and older) Pregnant or Nursing Women Dentist Retired BPH Exception Medicaid Basic

Living With Pregnant Women Adults 18-34 Youth (24 years or younger) No Insurance UniCare Basic

Audit Trail Submit Enrollment Cancel Enrollment

Screen 3 – Specifics pertaining to the participant’s insurance type are recorded here. In additional ‘Special Groups’ the individual may be affiliated with are noted here. In the case of special projects ‘Special Groups’ may be revised to accommodate project needs.



BeBetter: Tobacco Enrollment (remedy dev serv)

beBetter Tobacco Enrollment Enrollment ID

Last Name+ Smith Search by Last Name SSN 123456789 Member ID: 9 digit required Use 0's as filler for non-SSNs Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info Insurance Information Sponsoring Agency Stratics

Sponsoring Agency BPH 18-34 Eligible for

Group BPH

Site Kanawha, WV

Program NRT Solution-Free

Previous Enrollment Count 0

No Previous Enrollment History (New Participant)
Continue Enrollment

Please Wait

Audit Trail Submit Enrollment Cancel Enrollment

Screen 4 – Sponsoring Agency such as BPH or BPH 18-34 is automatically populated here based on the participant’s response to Insurance Information on Screen 3. Based on the Sponsoring Agency notes, services for which the individual is eligible appear here so those can be relayed to the participant.

BeBetter: Tobacco Enrollment (remedy dev serv)

beBetter Tobacco Enrollment Enrollment ID

Last Name+ Smith Search by Last Name SSN 123456789 Member ID: 9 digit required Use 0's as filler for non-SSNs Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info Insurance Information Sponsoring Agency Stratics Usage

What is the highest education level you have completed? College or University degree

Which of these groups would you say best describes you? (READ) White

Primary language spoken? English

What type of tobacco do you use? (Check all that apply)

Cigarettes Chewing Tobacco Snuff Cigar (Cigars, Little Cigars, or Cigarillos) Pipe Snus Other tobacco products (e.g. Bids)

Cigarettes (number per day) 40
(1 pack equals 20 cigarettes)

On a scale of 1 - 10, what is your desire to quit? 9

On a scale of 1 - 10, what is your willingness or motivation to quit? 8

Do you intend to quit in the next 30 days? Yes

When do you see yourself quitting? Within 1 Month Quit Date 7/15/2010

Are you willing to make a lifestyle change and commit to the program including developing and following a plan for quitting? Yes No

Willingness and Motivation to Quit Scale

1	2	3	4	5	6	7	8	9	10
Precontemplation	Contemplation	Preparation	ACTION (Enrollment)						

Verify Eligibility Based on Motivation

Audit Trail Submit Enrollment Cancel Enrollment

Screen 5 – Here background information for the participant is recorded as well as an assessment of the individuals Willingness and Motivation to Quit.



BeBetter: Tobacco Enrollment (remedy dev serv)

beBetter Tobacco Enrollment Enrollment ID

Last Name: Smith Search by Last Name SSN: 123456789 Members only, 9 digit required. Use 0 as filler for non-SSNs. Line of Business: WV Tobacco Qu

First Name: John Search by First Name Date of Birth: 5/5/1984 Age: 26

General Info | Insurance Information | Sponsoring Agency | Stratics | Usage | History | Interest

How often do you smoke cigarettes? Everyday

How soon after you wake up do you smoke? within five minutes

How old were you when you first started regularly using tobacco? 10 Total years used 16

Do you have children? Yes No Are they regularly exposed to second hand smoke? Yes No How many children are in your home? 1

What is the age category of your children (check all that apply)? Infant 0-2 yrs Toddler 3-5 yrs Adolescent 6-12 yrs Teen 13-18 yrs Adult 18 or older

Do you expose other children to second hand smoke? Yes No Do you expose other adults to second hand smoke? Yes No

Do you live with other tobacco users? Yes No

Do you have a tobacco use policy in your home? Yes No Not Allowed Smoke Outside Not Around Children Windows Open Other

Do you socialize with other tobacco users? Yes No Do you work with other tobacco users? Yes No Do you take tobacco breaks with your co-workers? Yes No

Audit Trail Submit Enrollment Cancel Enrollment

Screen 6 – Information about the participant’s current use of nicotine as well as daily habits, use policy and interactions with other users is assessed in order to give their Coach insight as to potential challenges. Based on their response to the question “What type of tobacco do you use?” on Screen 5, the first question of Screen 6 is automatically populated to read accordingly.

BeBetter: Tobacco Enrollment (remedy dev serv)

beBetter Tobacco Enrollment Enrollment ID

Last Name: Smith Search by Last Name SSN: 123456789 Members only, 9 digit required. Use 0 as filler for non-SSNs. Line of Business: WV Tobacco Qu

First Name: John Search by First Name Date of Birth: 5/5/1984 Age: 26

General Info | Insurance Information | Sponsoring Agency | Stratics | Usage | History | Interest | Contraindications

Are you interested in using NRT to help you quit? Yes No Have you previously tried using NRT to help you quit? Yes No

NRT Tried: Patch Gum Spray Inhaler Lozenges

Have you ever tried to quit (smoking, spit tobacco, etc) before? Yes No Refused

How many times have you seriously tried to quit? 1 I don't know Refused

How long ago was your last attempt to quit? 8 Months

How long did you maintain your last attempt to quit? 4 Weeks

What method(s) did you use in your last attempt to quit CTT (check all that apply)?

Nicotine replacement: Patch Group program YNOTQUIT (Quit Line Services) Cold Turkey

Nicotine replacement: Gum Hospitalizations Zyban Other, Specified

Nicotine replacement: Spray Acupuncture Wellbutrin

Nicotine replacement: Inhaler Cut back Chantix

Nicotine replacement: Lozenges Hypnosis Self-Help

Why do you think you were not successful in your last attempt to quit?

Stress/Nerves Nicotine addiction Too many smokers socialize

Wasn't motivated enough No will power I don't know

Wasn't really ready Cost of pharmaceutical aids Needed more help

Enjoyed it too much Boredom Other, Specified

Weight management issue No longer pregnant

Audit Trail Submit Enrollment Cancel Enrollment

Screen 7 – This screen asks for information pertaining to previous quit attempts, methods for those attempts and what obstacles stood in the way of a successful quit attempt in the past.



BeBetter: Tobacco Enrollment (remedy dev serv)

bebetter Tobacco Enrollment Enrollment ID

Last Name+ Smith Search by Last Name SSN 123456789 Needs to only, 9 digit required. Use 0's as filler for 100-SSNs. Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info | Insurance Information | Sponsoring Agency | Stratics | Usage | History | Interest | Contraindications

Why are you currently interested in quitting?

Personal health related reasons Personal goal It's a bad habit
 Family/Friend support Reduce premiums/premium benefit Death of loved one
 Family/Friend pressure Pregnant Not currently interested in quitting
 Physician pressure For the children Other, Specified
 Financial reasons Tired of it

Have you already taken action to quit? If so what action have you taken? Yes No

Cold Turkey Zyban/Wellbutrin Other, Specified
 Nicotine replacement: Patch Chantix
 Nicotine replacement: Gum I have cut down on use
 Nicotine replacement: Spray Self-Help
 Nicotine replacement: Inhaler Group program
 Nicotine replacement: Lozenges

Do you have a person or group to support you through your quit attempt? Other Family Member

Have you spoken to your physician about your quit attempt? Yes No Refused

When is the best time for a phone coach to reach you? Evening

Availability Notes:

Audit Trail Submit Enrollment Cancel Enrollment

Screen 8 – Here information is gathered to gain insight into what is motivating the participant to quit and what they are currently doing to quit. The participant is also asked if they have a support network outside the Quitline and when their coach can reach them for counseling.

BeBetter: Tobacco Enrollment (remedy dev serv)

bebetter Tobacco Enrollment Enrollment ID

Last Name+ Smith Search by Last Name SSN 123456789 Needs to only, 9 digit required. Use 0's as filler for 100-SSNs. Line of Business WV Tobacco Qu

First Name+ John Search by First Name Date of Birth 5/5/1984 Age 26

General Info | Insurance Information | Sponsoring Agency | Stratics | Usage | History | Interest | Contraindications

NRT Type Gum

Do you have any of the following medical conditions?

Are you pregnant or nursing? Yes No Waiting Response
Heart Disease Yes No Waiting Response
Recent Heart Attack? (Last 2 months) Yes No Waiting Response
Irregular Heartbeat? Yes No Waiting Response

Severe reaction to nicotine patches? Yes No Waiting Response
High Blood Pressure NOT controlled by Medication? Yes No Waiting Response
Take Medication for Depression? Yes No Waiting Response
Take Medication for asthma? Yes No Waiting Response
Insulin dependent diabetes? Yes No Waiting Response
Have you ever had major dental work? Yes No Waiting Response
(bridge work, crowns, etc.)

Have you ever been diagnosed with TMJ? Yes No Waiting Response
Do you suffer from migraine headaches? Yes No Waiting Response
Do you suffer from acid reflux or GERD? Yes No Waiting Response

If answered YES to any of the questions, physician consent is required. We will fax a letter of consent to the physician to sign and fax back to us. If physician does not approve the NRT, inform the enrollee they can still receive phone coaching services and literature.

Doctor Name Phone Fax

Verification

Age Verification Received No Address Verification Received No
Participant Signature Received No Witness Signature No
Date of Signature

Water / Nicotine

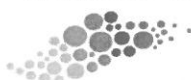
Number of Cigarettes per day Chewing tobacco pouches per week
Cigars per week Snuff tins per week
Pipe bowls per week Snus tins per week
Other tobacco per week

Doctor Faxed Date Faxed by Signature Received Status

Comments

Audit Trail Submit Enrollment Cancel Enrollment

Screen 9 – This screen lists Contraindication questions. The participant is asked these questions to ensure they have no medical restrictions that could interfere with the NRT they will use for their quit attempt. Based on the outcome of this form a specific type of NRT may also be recommended to the individual. If the participant answers “Yes” to any of these questions, our staff coordinate the individuals consent by a physician. That information is then recorded under ‘Verification’ on this screen.



BBTE:TransferCallPop (remedy-dev-serv)

We would like to give you a call 7 months after this enrollment. The purpose of this survey is to see how you are doing in your quit attempt and to obtain feedback on what worked well for you in the program, what obstacles you encountered, and what you believe would make the program better. Are you willing to take part in the post-program survey?

Yes No

Transfer this call to a coach for the first coaching call? Yes No

OK

Screen 20 – This is a pop-up that appears upon completion of Screen 9. Our staff asks the individual for permission to conduct a post survey call at the end of their program. The participant then has the option to be transferred right away to a coach to get started, or if they don't have time the participant's case is assigned to a coach. The coach then calls them back based on the 'best time to reach' information provided by the participant on Screen 8.



Coaching Staff and Medical Director

beBetter Health's tobacco cessation coaches have, at a minimum, a Bachelor's Degree in a health-related field or have an unrestricted license as a Registered Nurse. Many of our coaches have Master's Degrees in behavioral sciences and hold nationally recognized licenses and certifications. beBetter Health maintains a staff of wellness coaches that have experience in all phases of behavior and lifestyle change from addictions, as it relates to tobacco cessation, to health and nutrition as it relates to general wellness. On average our staff has over 100 years of combined experience in health promotion and health coaching. Our coaching staff turnover rate over the past two years has been less than 10%. As part of beBetter Health's overall approach to health and wellness, we staff a Medical Director for to oversee best practices and the clinical aspects of our service delivery.

The following are resumes of 'key coaching staff' that will be working on the West Virginia Tobacco Quitline. Information about other 'non-key staff' working on the West Virginia Tobacco Quitline including coaches and customer service/intake staff may be provided at the request of DTP.

Name: Rebecca Snyder

Education: Masters of Social Work and Masters of Public Administration, WVU, 2003

Credentials: Licensed Social Worker in state of WV

Relevant Experience: 8 years as a coach

Name: Megan Milam

Education: BA in Psychology and English (WVU May 2006), MPH, WVU, 2011

Relevant Experience: 4 years as a coach

Name: Kecia Cropper

Education: Masters of Public Health, concentration in health promotion and education, University of Cincinnati, 2010

Credentials: Certified Tobacco Treatment Specialist

Relevant Experience: 3 years as a coach



beBetter Medical Director – Dr. Norman Montalto:
NORMAN J. MONTALTO, D.O., FAAFP

1721 Sierra Road
Charleston, WV 25314
Cell: 304.549.3898
drnmontalto@live.com

Humana Inc.
Work: 304.345.9093
Cell: 304.546.6039
Fax: 502.405.5126

CURRENT POSITIONS

Medical Director, Medicare Clinical Review
MEDICARE CLINICAL REVIEW
HUMANA INC., Louisville, KY
Present
Supervisor: Dr. Marc Gregory

6/2010 –

FAMILY CARE, Charleston, WV
Staff Physician

4/2009 – Present

TELEPHONE TOBACCO CESSATION COACHING SERVICE,
Charleston, West Virginia

2000 – Present
Medical Director, West Virginia Tobacco Quit Line beBetter Health,

ACADEMIC RANK

- **Professor**, Department of Family Medicine, West Virginia University, Charleston, West Virginia, 2004 – Retired Nov. 2006
- **Associate Professor**, Department of Family Medicine, West Virginia University, Charleston, West Virginia, 1995 – 2004

PREVIOUS EMPLOYMENT

WELLS FARGO, Third Party Administrators
Medical Director, Charleston, WV

CIGNA,
Medical Director,
Wells Fargo Third Party Administrators Charleston, WV

2006 – 2010

GREAT-WEST LIFE MEDICAL OUTREACH, Denver, CO



Acordia National 2006 – 2008
Associate Medical Director Specialty Markets, Charleston, WV

FAMILY HEALTH ASSOCIATES, South Charleston, WV 2007 – 2009

NORMAN J. MONTALTO, D.O., FAAFP PAGE TWO

CHARLESTON AREA MEDICAL CENTER, Charleston, WV 1995 – 2009
Director, Freedom from Tobacco Program

WEST VIRGINIA SCHOOL OF OSTEOPATHIC MEDICINE, 1996 – 2006
Charleston, West Virginia
Clinical Associate Professor, Department of Family Medicine

MARSHALL UNIVERSITY, Huntington, WV 1996 – 2006
Clinical Associate Professor, Department of Family Medicine

WEST VIRGINIA UNIVERSITY, Charleston Division, Charleston, WV 1995 – 2006
Professor, Clinical Emphasis Track, Department of Family Medicine

WVSOM / Charleston Area Medical Center, Charleston, WV 2004 – 2005
Osteopathic Family Practice Residency Director

SISSONVILLE FAMILY MEDICINE CENTER, Sissonville, WV 1999 – 2004
Field Professor

CLENDENIN FAMILY MEDICINE CENTER, Clendenin, WV 1999 – 2001
Field Professor

CABIN CREEK HEALTH CENTER, Dawes, WV 1995 – 1999
Field Professor

DOCTORS HOSPITAL, Columbus, OH 1994 – 1995
Staff Physician, Family Medical Center VIII, Inc.

RIVERSIDE METHODIST HOSPITAL, Columbus, OH 1994 – 1995
Staff Physician, part time Riverside Physician Centers

URGENT MEDICAL CARE, Columbus, OH 1994 – 1995
Staff Physician, part time



CITY OF COLUMBUS, Occupational Medicine Clinic, Columbus, OH Public Health Physician, part time	1993 – 1995
FAMILY PRACTICE OUTREACH / APPLE HEALTH, Columbus, OH Group Practice	1993 – 1994
THE OHIO STATE UNIVERSITY, Columbus, OH Attending Physician / Clinical Assistant Professor Prompt Care / Department of Emergency Medicine Staff Physician, Group Practice, Department of Family Medicine	1989 – 1993
<u>NORMAN J. MONTALTO, D.O., FAAFP</u>	<u>PAGETHREE</u>
CRESTLINE EMERGENCY PHYSICIANS, Crestline, OH Staff Physician	1989
THE OHIO STATE UNIVERSITY HOSPITALS, Columbus, OH MedOhio Physician Care Center- Staff Physician	1987 – 1989

PREVIOUS ACADEMIC EXPERIENCE

- Clinical Preceptor, Grant Family Medicine Residency Program, Grove City / Grant-Livingston, Columbus, OH, 1993 – 1995
- Clinical Instructor, Riverside Family Medicine Residency, Riverside Methodist Hospital, Columbus, OH, 1993 – 1994
- Assistant Professor, Clinical Family Medicine / Regular Clinical Tract, The Ohio State University, Department of Family Medicine, Columbus, OH, 1989 – 1993
- Clinical Assistant Professor, Department of Family Medicine / Preventive Medicine, The Ohio State University, Columbus, OH, 1989-1993

LICENSURE

- West Virginia #1481, exp. 6/30/12
- Kentucky #03309, exp. 3/1/13

BOARD CERTIFICATIONS

- American Board of Family Practice, 1989 – 1996, Recertified 2003 – 2010
- American Osteopathic Board of Family Physicians, 1993
- American Academy of Physicians Assistants, 1980 – 1985

EDUCATIONAL BACKGROUND



- **Residency Program**, The Ohio State University Family Medicine, The Ohio State University, Columbus, OH, 1986 – 1989
- **Rotating Internship**, Doctors Hospital, Columbus, OH, 1985 – 1986
- **Doctor of Osteopathy**, University of Osteopathic Medicine and Health Sciences, Des Moines, IA, 1981 – 1985
- **Bachelors of Medical Science**, Physicians Assistant Program, Emory University, Atlanta, GA, 1979
- **BA**, Sociology, The Ohio State University, Columbus, OH, 1976

An outline of our Medical Director's background, duties and responsibilities are as follows:

Primary Responsibilities as beBetter's Medical Director:

- Approve and sign off on health screen polices practices and/or protocols including, but not limited to: venipuncture blood draws, Cholestech blood testing, setting flag reference limits on tests provided (Currently using the American College of Pathology Standards), use of universal precautions
- Approve, sign off on, and serve as the contact physician for Standing Orders allowing beBetter Health to provide health screen services including biometric testing, flu shots, pneumonia shots, and occupational vaccines (Tetanus, etc.).
- Serve as Medical Director and as a consultant and/or trainer to staff on issues related to the provision of health screen services and/or health and wellness coaching including tobacco cessation.

Other Responsibilities:

- Serve as a compliance consultant to beBetter Health in terms of meeting state and/or provincial requirements for service delivery.
- Serve as a subject matter expert support to the sales and marketing team in instances or circumstances where distinct knowledge is needed in responding to or in anticipation of responding to a client need.
- Serve as a subject matter expert in the development of new products and services including, but not necessarily limited to, alternate Nicotine Replacement and other pharmacotherapies.
- Serve as a subject matter expert in terms of keeping beBetter Health current with applicable industry medical standards and best practices as they relate to the provision of health and wellness services, including tobacco cessation services, to employer groups and their employee populations.
- Serve as a subject matter aspect in terms of beBetter Health's ongoing Quality Assurance process for medical facts or issues related to beBetter's provision of health and wellness services, including tobacco cessation services.



Attachment E

Training

All new beBetter staff are required to attend a orientation that includes, but is not limited to HIPAA training, OSHA training, job specific topics such as service contracts and Standards of Care, diversity training, and best practices for customer service. Further, beBetter's wellness coaches are required to participate in ongoing training and certification programs. Licensed beBetter wellness coaches attend continuing educational programs needed for licensure as well as for personal and professional development. A sample of training for beBetter's customer service professionals and health and tobacco coaches is shown below:

Training schedule for 2013- Coaches

Date	Facilitator	Topic
March 13, 2013	Lisa Lineberg	Emotional intelligence and how it relates to behavior change (background, skill sets, application)
April 17 2013	Coaching staff	Case Presentation: Jennifer May, Megan Milam
May 15, 2013	Lisa Lineberg	Motivational Interviewing (concepts, stages of change, practical principles)- Part 1
June 19, 2013	Coaching staff	Case Presentation: Ashley Kirk, Kecia Cropper
July 24, 2013	Lisa Lineberg	Motivational Interviewing (concepts, stages of change, practical principles)- Part 2
August 14, 2013	Coaching staff	Case Presentation: Peggi McKay, Becky Raber
September 11, 2013	Dr. Normal Montalto	Smokeless tobacco use
October 16, 2013	Lisa Lineberg	Fitness prescription for wellness clients (types, methods, settings, overcoming barriers)
November 13, 2013	Coaching staff	Case Presentation: Sarah Mattimoe
December 11, 2013	Jennifer May	The basics of blood sugar control (nutrition based)

In addition to our standard training programs, all of our beBetter coaches are required to participate in the "Case Presentation Model" where they have to present problematic or difficult cases to their peers for review. The exercise allows our coaches to explore best practices and new clinical guidelines in a peer setting.



BeBetter has found that the Case Presentation Model is a very effective training reinforcement tool.

The outline of the Case Presentation Model is as follows:

Case Presentation Model

Coach: _____

Date:

Type of Coaching Case: Tobacco Wellness Weight Management Other:

Gender of Participant: M F Age: _____

What type of guidance are you looking for?:

Clinical Informational Procedural Administrative Ethical Other:

What stage of Change do you feel that the participant is in?:

Pre Contemplation Contemplation Preparation Action
Maintenance

What is the situation you want to present?: (Include both subjective and objective)

Questions for clarification from team:

PLAN:

The Coach will:

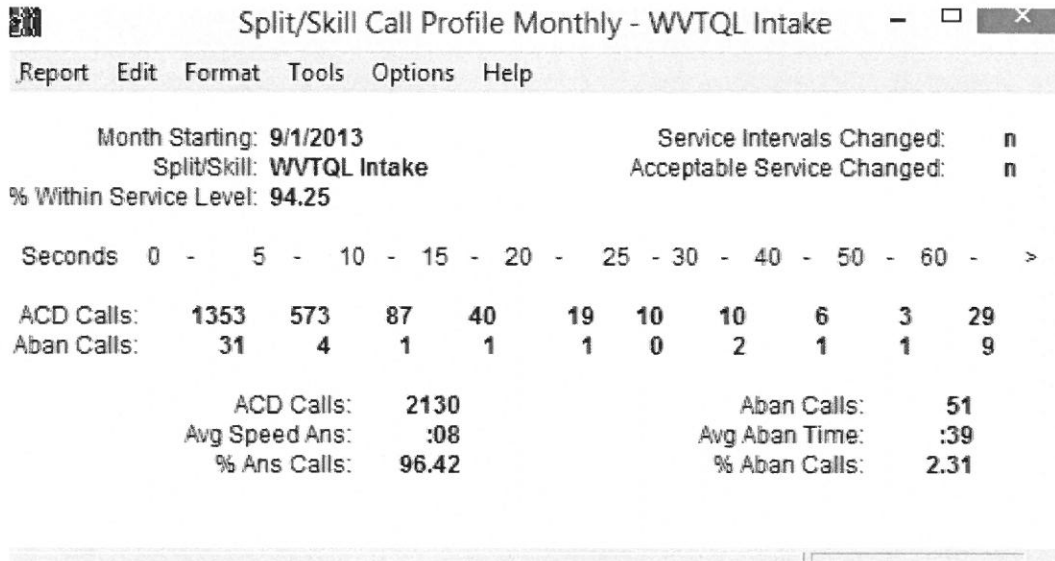
The Participant will:



Attachment F

Call Report

Below is a sample of the call report that can be pulled from our phone system, Avaya, to monitor number of calls, average speed answered, % of answered calls, abandoned calls, average abandoned time, and % of abandoned calls



Attachment G

Smokeless/Heavily Addicted Dual Therapy Protocol

Dual NRT Recommendations per Dr. Normal Montalto, Medical Director of West Virginia Tobacco Quitline

Smokeless Users who are using 3 or more cans per day, use one of the following:

- 21 mg patch along with 4 mg gum based on withdrawal symptoms
- 21 mg patch along with 4 mg lozenge based on withdrawal symptoms

Smokeless Users who are using 2-3 cans per day, use one of the following:

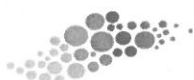
- 21 mg patch along with 10-15 pieces of 4 mg gum per day
- 21 mg patch along with 5-10 4 mg lozenges per day

Smokeless Users who are using 1-2 cans per day, use one of the following:

- 21 mg patch along with 10-15 pieces of 4 mg gum per day
- 21 mg patch along with 5-10 4 mg lozenges per day

Smokeless Users who are using 1 can or less per day, use one of the following:

- 21 mg patch along with 1-10 pieces of 4 mg gum per day
- 21 mg patch along with 1-10 4 mg lozenges per day based on withdrawal symptoms



NRT Dosing Chart

BBN-CSP-200-001
Revision 00

Nicotine Replacement Therapy Selection & Distribution Guide

NRT Recommended Initial Strength Chart

Cigarette Usage
20+ cigarettes/day
11-20 cigarettes/day
6-10 cigarettes/day
1-5 cigarettes/day

Patch	Gum	Lozenge
21mg	4mg	4mg
21mg	2mg	2mg
14mg	2mg	2mg
Seek Director's Approval		

Smokeless Tobacco Usage
3 or more cans or pouches per week
2-3 cans or pouches per week
1-2 cans or pouches per week
Less than 1 can or pouch per week

Patch	Gum	Lozenge
21mg	4mg	4mg
21mg	4mg	2mg
14mg	2mg	2mg
Seek Director's Approval		

Notes:

- If participant uses tobacco within 30 minutes of waking up then they shall automatically start with 4mg lozenges if lozenge is the chosen NRT.

* 1 Cigar or 1 Pipe = 5 Cigarettes

Unit Count Guideline

Patches:
21mg/14ct Habitrol
14mg/14ct Habitrol
7mg/14ct Habitrol
21mg/28ct Habitrol
Habitrol Complete Therapy
Lozenges:
4mg/72ct Lozenges
2mg/72ct Lozenges
Gum:
4mg/110ct Gum
2mg/110ct Gum

# Units	# Days	# Weeks	Dosage
1	14	2	1/day
1	14	2	1/day
1	14	2	1/day
1	28	4	1/day
1	56	8	1/day
1	7	1	1 / 1-2 hours
1	7	1	1 / 1-2 hours
1	14	2	1 / 1-2 hours
1	14	2	1 / 1-2 hours

Notes:

- Habitrol Complete Therapy includes 21mg/28ct (4wks), 14mg/14ct (2wks), & 7mg/14ct (2 wks) for a total of 8 weeks of NRT.

- Lozenges are 72 pcs per week

- Gum is 110 pcs per 2 weeks (55 pcs/wk)



Attachment I

West Virginia
**TOBACCO
QUITLINE**
1-800-QUIT-NOW 1-877-966-8784

The West Virginia Tobacco Quitline Program

2011 Annual Report



Submitted by: **SEMLOH CONSULTING**
For:

beBetter
SMALL BUSINESS

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Attachment J



The West Virginia Tobacco Quitline Program
2011 Annual Report Addendum
6 & 12 Month Outcomes



Submitted by: **SEMLOH CONSULTING**

For: 

**WV Tobacco Quitline
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Summary

As the original vendor of the West Virginia Tobacco Quitline and a local health and wellness service provider for over 26 years, beBetter Health has an unrivaled understanding of the challenges and needs of West Virginians trying to quit tobacco. We have worked closely with all organizations and individuals in the state dedicated to ending tobacco addiction and are committed to doing even more in the future to assure our joint success.

In a small state such as West Virginia, with unique culture and resources, the requirements for success go beyond technical competence and capability to include intangible qualities such as local environmental knowledge and empathy for socio-economic challenges that can greatly influence individual outcomes. Thankfully, beBetter Health has both the technical wherewithal and human resources available to meet these requirements.

We are proud of the work we have done for the citizens of West Virginia and hope to have the opportunity to expand on this success in the future. We have never been better equipped or committed to the task of operating a successful tobacco quitline for West Virginia.

The beBetter Health Inc. Team





Enclosure 1
Enrollment Report

**Response to
Request for Quotation
EHP14005**

November 5, 2013
Presented to

beBetter
HEALTH

eatBetter moveBetter breatheBetter

West Virginia
**TOBACCO
QUITLINE**
1-800-QUIT-NOW | 1-877-966-8784

West Virginia **Bureau for
Public
Health**

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Enrollment	Date of Birth	Bus	County	How soon	Region	Current Year	Ethnicity	Gender	HiLevel	Month	Insurance	Level of Ed	Live with	(Motivation)	(Cocoon)	(elemental)	Rx	Auth	Shipments	Precont	N															
24	15	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	GED	Yes	10	2	0.00	0	0	0	0	0	No	N															
31	17	Kanawha	V 6 to 30 Min	G	1	White	Male	September	BPH	High School	No	10	2	0.00	0	0	0	0	0	No	N															
51	17	Hancock	V Within 5 Mi	A	1	White	Female	September	BPH	Grade 9 to	Yes	9	0	0.00	0	0	0	0	0	No	N															
36	16	Cabell	VV Within 5 Mi	I	1	White	Female	September	BPH	Grade 9 to	No	10	0	0.00	0	0	0	0	0	No	N															
23	18	Kanawha	V 6 to 30 Min	G	1	White	Female	September	BPH	Grade 9 to	Yes	10	1	0.00	0	0	0	0	1	No	N															
64	18	Greenbrier	6 to 30 Min	H	1	White	Female	September	BPH	High School	Yes	10	2	0.00	0	0	0	0	0	No	N															
28	16	Greenbrier	V Within 5 Mi	H	1	White	Female	September	BPH	GED	Yes	10	1	0.00	0	0	0	0	0	No	N															
38	15	Kanawha	V Within 5 Mi	J	1	White	Female	September	BPH	Grade 9 to	Yes	10	1	0.00	0	0	0	0	0	No	N															
44	16	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	High School	Yes	10	1	0.00	0	0	0	0	1	No	N															
71	16	McDowell	V Within 5 Mi	J	1	White	Female	September	BPH	High School	Yes	10	1	0.00	0	0	0	0	1	No	N															
24	15	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	High School	Yes	10	0	0.00	0	0	0	0	0	No	N															
23	14	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	Grade 9 to	No	8	0	0.00	0	0	0	0	0	No	N															
20	12	Cabell	VV Within 5 Mi	I	1	White	Male	September	BPH	High School	Yes	8	2	0.00	0	0	0	0	0	2	No	N														
27	20	Boone	VV Within 5 Mi	G	1	Don't Know	Female	September	BPH	High School	Yes	5	0	0.00	0	0	0	0	0	No	N															
31	13	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	Some Colle	No	10	1	0.00	0	0	0	0	0	No	N															
50	15	Putnam	W Within 5 Mi	G	1	White	Female	September	BPH	Some Colle	No	10	1	1.00	0	0	0	0	1	No	N															
40	20	Wood	VV Within 5 Mi	F	1	White	Male	September	BPH	High School	No	10	2	0.00	0	0	0	0	0	2	No	N														
38	17	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	Some Colle	Yes	8	2	0.00	0	0	0	0	0	1	No	N														
23	14	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	GED	No	10	1	0.00	0	0	0	0	0	1	No	N														
26	21	Kanawha	V 6 to 30 Min	G	1	White	Female	September	BPH	College or U	No	10	1	0.00	0	0	0	0	0	1	No	N														
58	18	Wetzel	WV Within 5 Mi	A	1	White	Female	September	BPH	GED	No	10	0	0.00	0	0	0	0	0	0	No	N														
37	13	Wood	VV Within 5 Mi	F	1	White	Male	September	BPH	GED	Yes	10	1	0.00	0	0	0	0	0	0	No	N														
47	17	Harrison	W Within 5 Mi	B	1	White	Female	September	BPH	College or U	No	10	0	0.00	0	0	0	0	0	0	No	N														
49	17	Wayne	VA Within 5 Mi	I	1	White	Female	September	BPH	Grade 9 to	Yes	10	0	0.00	0	0	0	0	0	0	No	N														
35	17	Logan	VV Within 5 Mi	I	1	White	Female	September	Other Insur	High School	Yes	10	0	0.00	0	0	0	0	0	0	No	N														
32	14	Kanawha	V 6 to 30 Min	G	1	White	Female	September	BPH	Some Colle	No	8	1	0.00	0	0	0	0	0	1	No	N														
26	23	Wayne	VA More than 61		1	Don't Know	Female	September	BPH	College or U	No	10	2	0.00	0	0	0	0	0	0	No	N														
63	12	Marion	VV Within 5 Mi	J	1	White	Male	September	BPH	College or U	No	10	1	0.00	0	0	0	0	0	1	No	N														
31	11	Kanawha	V 31 to 60 Min	G	1	White	Female	September	BPH	High School	Yes	10	2	0.00	0	0	0	0	0	2	No	N														
33	24	Putnam	W Within 5 Mi	G	1	Don't Know	Female	September	BPH	High School	Yes	10	1	0.00	0	0	0	0	0	1	No	N														
53	13	Cabell	VV Within 5 Mi	I	1	White	Male	September	BPH	Grade 9 to	No	10	2	0.00	0	0	0	0	0	1	No	N														
28	19	Kanawha	V 6 to 30 Min	G	1	White	Female	September	BPH	High School	No	10	2	0.00	0	0	0	0	0	0	No	N														
61	11	Ritchie	WV 6 to 30 Min	F	1	White	Male	September	BPH	High School	No	10	2	0.00	0	0	0	0	0	1	No	N														
24	16	Kanawha	V Within 5 Mi	G	1	White	Female	September	BPH	High School	Yes	10	0	0.00	0	0	0	0	0	0	No	N														
64	20	Putnam	W Within 5 Mi	G	1	White	Female	September	BPH	Some Colle	Yes	10	2	0.00	0	0	0	0	0	0	No	N														

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Married	Live with	Previous	Unemployed	reason	support	pressure	pressure	reasons	personal	social	benefit	children	Tired	of it	bad	habit	lived	one	in	outside	Quit	React	renewer	Media	TV	via	Radio	Internet	networking	Internet								
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bph_WellnessCouncil

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bph_TobacFreeHospEmp

	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	AY
1	English	Yes	No	2	Infant					Yes	No				41
2	English	Yes	No	2						Yes	No				31
3	English	No								Yes	Yes	2 Years			68
4	English	No								No	Yes				21
5	English	Yes	Yes	1	0					Yes	Yes				21
6	English	Yes	Yes	2						0 No	Yes	1 Years			11
7	English	Yes	Yes	4	0	0				Yes	Yes				11
8	English	No								No	Yes	2 Years			0 11
9	English	No								Yes	Yes	3 Years			8
10	English	Yes	No	0						0 No	Yes	5 Months			41
11	English	Yes	No	0						0 No	Yes	27 Years			11
12	English	No								Yes	Yes				51
13	English	No		1	0					Yes	Yes	1 Years			11
14	English	Yes	No	1	0					No	Yes	1 Years			41
15	English	Yes	Yes	2						Yes	Yes	6 Months			11
16	English	No								Yes	Yes	18 Months			21
17	English	No								Yes	No				21
18	English	No								Yes	Yes	2 Years			11
19	English	Yes	Yes	1						No	Yes	12 Years			21
20	English	No								Yes	Yes				96
21	English	No								No	Yes	6 Months			51
22	English	Yes	Yes	1						0 No	Yes	3 Weeks			11
23	English	No								Yes	Yes				11
24	English	Yes	Yes	1						No	Yes	1 Years			41
25	English	No								No	Yes				11
26	English	No								No	Yes				11
27	English	Yes	Yes	3	0	0				Yes	Yes	9 Years			11
28	English	Yes	No	1		0				Yes	Yes	8 Months			41
29	English	Yes	Yes	3						0 No	Yes	3 Years			11
30	English	Yes	Yes	1	0					Yes	Yes				71
31	English	Yes	No	3						0 No	No	6 Months			11
32	English	Yes	Yes	2						0 No	Yes				11
33	English	Yes	No	1	0					Yes	No				11
34	English	Yes	Yes	1						0 No	Yes	1 Years			11
35	English	Yes	No	1	0					Yes	Yes	6 Years			11
36	English	Yes	No	1	0					Yes	Yes				11
37	English	No								Yes	Yes				11



Enclosure 2
Monthly Report

**Response to
Request for Quotation
EHP14005**

November 5, 2013
Presented to

beBetter
HEALTH

eatBetter moveBetter breatheBetter

West Virginia
**TOBACCO
QUITLINE**
1-800-QUIT-NOW | 1-877-966-8784

West Virginia **Bureau for
Public
Health**

September 2013 Report

Below is the September 2013 report of the West Virginia Tobacco Quitline.

<i>Total Calls</i>

Below is a chart of total calls to the West Virginia Tobacco Quitline. For the month of September, the Quitline received 2130 total calls. Of those 504 ended in the caller being enrolled under the Bureau of Public Health. Of those enrolled, 11 were pregnant enrollees.

Incoming calls	2130
Enrollments	504
Pregnant Enrollments	11

**This includes all calls to the Quitline for September*

Referral Source

Below is a chart of referral sources to the West Virginia Tobacco Quitline for the month of September 2013. The top three referral sources for the month of September were: Physician (137), Family/Friend (136), and Television (125).

Referral source	Number of referrals
Physician	137
Pharmacist	13
Dentist	0
WVU School of Dentistry	0
Community Organization	26
Employer	3
Co- Worker	12
Insurance Provider	2
Family/Friend	136
Newspaper	3
Television	125
Radio	1
Internet	16
Mail/Letter	0
Brochure/Flyer	11
Special Promotion	43
Fax Referral	40
Other	0
TOTAL	568

**Participants are able to select more than one referral source*

Age Distribution

AGE	Total enrollees	Percentage of Enrollees
1-17	2	0.4
18-24	52	10.31
25-34	109	21.6
35-44	108	21.42
45-54	116	23.01
55-64	85	16.8
65 and older	4033	6.55
TOTAL	504	100.0

Above is a chart of age distribution as reported to the West Virginia Tobacco Quitline during the month of September 2013. Callers in the 45-54 age range made up the largest cohort of enrollees at 23.01%, followed by 25-34 with 21.6%.

Gender Distribution

Below is a chart of gender distribution. During the month of September, 65.9% of callers reported being female, while 34.1% reporting male as their gender.

Gender	Total Number of Callers	Percentage
Male	172	34.1
Female	332	65.9
Total	504	100

Education Level

For the month of September 2013, 216 callers or 37.3% of callers reported a high school diploma as their highest education level achieved. Some college was the second highest reported education level at 19.8%, followed by less than high school at 15.1%.

Education Level	Total Number of Calls	Percentage
Less than High School	76	15.1
Less than 9th Grade	28	6
High School Diploma	188	37.3
GED	51	10.1
Some College	100	19.8
College Graduate	56	11.1
Graduate Degree	5	1
Refused	0	0
TOTAL	504	100

Ethnicity/Race

The highest reported ethnicity/race for September 2013 is White/Caucasian at 70.2%. This was followed by Black/African American at 1.8%. 27.2% of callers answered “don’t know” during the enrollment, while 0.2% of callers refused to provide the information.

Ethnicity/Race	Total Number of Callers	Percentage
White/Caucasian	354	70.2
Black/African American	9	1.8
Hispanic/Latino	0	0
Native Hawaiian	0	0
American Indian	0	0
Other	3	0.6
Asian	0	0
Answered “Don’t Know”	137	27.2
Refused	1	0.2
TOTAL	504	100.0

Type of Tobacco

For the month of September 2013, 495 callers reported Cigarettes as their primary form of tobacco use. Smokeless tobacco (snuff) followed at 16 users, and poly users were third with 14 participants reporting using more than one type of tobacco.

Type of Tobacco	NUMBER
Cigarettes	495
Cigars	3
Chewing Tobacco	3
Pipe	1
Snuff	16
Poly users	14
Other	0

Amount of Tobacco Product Used

The chart below demonstrates the amount of tobacco used per day by callers. The highest percentage of callers report smoking between 11 and 20 cigarettes per day. This was followed by 85 callers reporting smoking 30 or more cigarettes per day.

Type of Tobacco	1-10	11-20	21-30	30+
Cigarettes per day	69	249	93	85
Cigars per day	1	0	0	2
Pipes per week	1	0	0	0
Snuff tins per week	15	1	0	0
Chewing tobacco pouches per week	3	0	0	0
Other tobacco per week	0	0	0	0

Special Populations

The highest reported special population group is those callers with no insurance (287). This is followed by youth 24 and younger (54), and Asthma (52).

Group	Number
Asthma	52
Legacy	0
Diabetic/Family	41
Military/Family	40
Freedom from Smoking Clinic	1
Living with Pregnant Women	
Medicaid QMB	14
Medicare	35
PAAC	0
Pregnant Women	12
Youth 24 and younger	54
WV College Faculty	2
WV College Student	7
BPH exceptions	0
LGBT	0
No insurance	287
Right From the Start	0

Enrollments by County

Below is a list of enrollments by county. Kanawha County had the highest amount of enrollments at 95.

County	Number
Barbour	10
Berkeley	10
Boone	10
Braxton	1
Brooke	9
Cabell	30
Calhoun	0
Clay	3
Doddridge	1
Fayette	19
Gilmer	2
Grant	2
Greenbrier	18
Hampshire	7
Hancock	6
Hardy	4
Harrison	20
Jackson	13
Jefferson	4
Kanawha	95
Lewis	3
Lincoln	6
Logan	4
Marion	9
Marshall	6
Mason	5
McDowell	14
Mercer	15
Mineral	4
Mingo	2
Monongalia	9
Monroe	5
Morgan	0
Nicholas	6

Ohio	11
Pendleton	2
Pleasants	1
Pocahontas	2
Preston	4
Putnam	25
Raleigh	33
Randolph	4
Ritchie	3
Roane	3
Summers	2
Taylor	3
Tucker	0
Tyler	2
Upshur	2
Wayne	11
Webster	2
Wetzel	3
Wirt	2
Wood	24
Wyoming	11
TOTAL	504

Quitline Services Provided

Below is a listing of services provided by Quitline staff for the month of September 2013. As indicated, phone coaching was the highest reported service with 1156 phone coaching tasks being completed. 882 pieces of NRT were shipped and 504 participants enrolled in the Quitline.

Service Provided	Number of Individuals Served
Enrollments completed	504
Phone coaching (BPH only)	1156
NRT shipped	882

Nicotine Replacement Therapy

Below is a summary of Nicotine Replacement Therapy delivered to participants during September 2013.

Type of NRT	Total Number Delivered
Patch	659
Gum	67
Lozenge	156
Total	882