



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

Request for Quotation

RFQ NUMBER
EHP11082

PAGE
1

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

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

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

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
11/10/2010				

BID OPENING DATE: **12/16/2010** BID OPENING TIME **01:30PM**

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
OPEN-END BLANKET CONTRACT						
***** MANDATORY PRE-BID MEETING ON 11/29/2010 AT 10:00 AM IN THE 507 CONFERENCE ROOM AT DHHR DIVISION OF TOBACCO PREVENTION, 350 CAPITOL STREET, ROOM 206, CHARLESTON, WV 25301. *****						
0001	1	YR	948-42			
TOBACCO CESSATION QUITLINE SERVICES						
REQUEST FOR QUOTATION						
THE DEPARTMENT OF HEALTH AND HUMAN RESOURCES FOR THE BUREAU FOR PUBLIC HEALTH, DIVISION OF TOBACCO PREVENTION IS REQUESTING QUOTATIONS FOR A VENDOR TO PROVIDE TOBACCO CESSATION QUITLINE SERVICES, PER THE ATTACHED SPECIFICATIONS.						
A MANDATORY VENDOR PREBID MEETING IS SCHEDULED FOR 11/29/2010 AT 10:00 AM IN CR507 AT 350 CAPITOL ST, CHARLESTON, WEST VIRGINIA 25301. FAILURE TO ATTEND THE MANDATORY PREBID CONFERENCE SHALL AUTOMATICALLY RESULT IN DISQUALIFICATION. NO ONE PERSON CAN REPRESENT MORE THAN ONE VENDOR.						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

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

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

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

INSTRUCTIONS TO BIDDERS

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



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<p>EXHIBIT 3</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON JANUARY 1, 2011, AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN</p>						

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<p>CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THIS CONTRACT IS AUTOMATICALLY NULL AND VOID, AND IS TERMINATED WITHOUT FURTHER ORDER.</p> <p style="text-align: center;">MANDATORY PRE-BID</p> <p>A MANDATORY PRE-BID WILL BE HELD ON 11/29/2010 AT 10:00 AM IN THE 507 CONFERENCE ROOM. ALL INTERESTED PARTIES ARE REQUIRED TO ATTEND THIS MEETING. FAILURE TO ATTEND THE MANDATORY PRE-BID SHALL RESULT IN DISQUALIFICATION OF THE BID. NO ONE PERSON MAY REPRESENT MORE THAN ONE BIDDER.</p> <p>AN ATTENDANCE SHEET WILL BE MADE AVAILABLE FOR ALL POTENTIAL BIDDERS TO COMPLETE. THIS WILL SERVE AS THE OFFICIAL DOCUMENT VERIFYING ATTENDANCE AT THE MANDATORY PRE-BID. FAILURE TO PROVIDE YOUR COMPANY AND</p>						

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<p>REPRESENTATIVE NAME ON THE ATTENDANCE SHEET WILL RESULT IN DISQUALIFICATION OF THE BID. THE STATE WILL NOT ACCEPT ANY OTHER DOCUMENTATION TO VERIFY ATTENDANCE. THE BIDDER IS RESPONSIBLE FOR ENSURING THEY HAVE COMPLETED THE INFORMATION REQUIRED ON THE ATTENDANCE SHEET. THE PURCHASING DIVISION AND THE STATE AGENCY WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUDE THEIR E-MAIL ADDRESS AND FAX NUMBER.</p> <p>ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.</p> <p>EXHIBIT 4</p> <p>LOCAL GOVERNMENT BODIES: UNLESS THE VENDOR INDICATES IN THE BID HIS REFUSAL TO EXTEND THE PRICES, TERMS, AND CONDITIONS OF THE BID TO COUNTY, SCHOOL, MUNICIPAL AND OTHER LOCAL GOVERNMENT BODIES, THE BID SHALL EXTEND TO POLITICAL SUBDIVISIONS OF THE STATE OF WEST VIRGINIA. IF THE VENDOR DOES NOT WISH TO EXTEND THE PRICES, TERMS, AND CONDITIONS OF THE BID TO ALL POLITICAL SUBDIVISIONS OF THE STATE, THE VENDOR MUST CLEARLY INDICATE SUCH REFUSAL IN HIS BID. SUCH REFUSAL SHALL NOT PREJUDICE THE AWARD OF THIS CONTRACT IN ANY MANNER.</p>						

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<p>REV. 3/88</p> <p>INQUIRIES: WRITTEN QUESTIONS MAY BE ACCEPTED THROUGH CLOSE OF BUSINESS ON 12/1/2010. QUESTIONS MAY BE SENT VIA USPS, FAX, COURIER OR E-MAIL. IN ORDER TO ASSURE NOVENDOR RECEIVES AN UNFAIR ADVANTAGE, NO SUBSTANTIVE QUESTIONS WILL BE ANSWERED ORALLY. IF POSSIBLE, E-MAIL QUESTIONS ARE PREFERRED. ADDRESS INQUIRIES TO:</p> <p>ROBERTA WAGNER DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25311</p> <p>FAX: 304-558-4115 E-MAIL: ROBERTA.A.WAGNER@WV.GOV</p> <p>VENDOR PREFERENCE CERTIFICATE</p> <p>THIS TEAM EXHIBIT HAS BEEN REPLACED BY THE ONLINE VERSION WHICH IS AVAILABLE HERE: HTTP://WWW.STATE.WV.US/ADMIN/PURCHASE/VRC/VENPREF.PDF</p> <p>NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION</p>						

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PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130 PLEASE NOTE: A CONVENIENCE COPY WOULD BE APPRECIATED. THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED: SEALED BID BUYER:-----ROBERTA WAGNER/FILE 22----- RFP. NO.:-----EHP11082----- BID OPENING DATE:-----12/16/2010----- BID OPENING TIME:-----1:30 PM----- PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- CONTACT PERSON (PLEASE PRINT CLEARLY): -----						

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***** THIS IS THE END OF RFQ EHP11082 ***** TOTAL:						

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Part 1 PURPOSE

1.1 PURPOSE:

The Department of Health and Human Resources (DHHR), Bureau for Public Health (BPH) Division of Tobacco Prevention (DTP) is seeking bids to obtain a comprehensive proactive, statewide toll free tobacco cessation telephone counseling quitline. A pro-active quitline responds to incoming calls with immediate “reactive” assistance and follows-up initial contact with more comprehensive services through outbound (“pro-active”) calls. All services must be provided free of charge to callers, and be accessible to both youth (under 18) and adults

The mission or purpose of the project is to provide tobacco cessation Quitline services to those residents who are uninsured, as well as some targeted, special populations (I.E. - pregnant smokers and their immediate household family members who use tobacco, active and reserve military personnel and their immediate family members, all youth under age 24, all senior residents over age 62, etc.)

1.2 SCOPE OF WORK

The vendor must implement a no-charge to the caller, convenient telephone-based tobacco use cessation helpline to assist West Virginians with quitting smoking and/or using other tobacco products. As appropriate to each individual's readiness to quit, the Quitline must provide screening, assessment, proactive counseling, support materials and referrals to community based cessation programs when and if community programs are available

1.3 PROJECT BACKGROUND

Preventing and reducing tobacco use are the most important public health actions that can be taken to improve the health of West Virginians. Tobacco use and dependence is the leading preventable cause of morbidity and mortality in West Virginia and in the United States. Cigarette use alone results in an estimated 438,000 deaths each year in the US, including 3,800 deaths in West Virginia

Many West Virginians currently suffer from serious smoking caused diseases which costs \$1.3 billion in health care expenditures annually. The list of illnesses

West Virginia Department of Health and Human Resources
Bureau for Public Health – Division of Tobacco Prevention
350 Capitol Street, Room 206
Charleston, WV 25301-3702
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caused by tobacco use is long and contains many of the most common causes of death, including heart disease and stroke, many forms of cancer, and lung and vascular diseases.

West Virginia continues to have one of the highest rates of cigarette smoking in the country. Despite successes in reducing smoking among West Virginia youth, there have yet to be any significant declines in smoking among West Virginia adults.

In 2009, approximately 25.5% of West Virginia adults were current cigarette smokers---the second highest rate among the 50 states and D.C., and significantly higher than the U. S. average of 19.7% (Behavioral Risk Factor Surveillance System [BRFSS], 2007).

In the years 2002-2006, adult cigarette smoking ranged from a high of approximately 42.4% in Wyoming County to a low of 19.5% in Monongalia County.

Between 2000 and 2007, the percentage of West Virginia youth who were current smokers significantly decreased from 38.5% to 28.8%, while the percentage who had never smoked a cigarette significantly increased from 25.7% to 38.9% (2007 WV Youth Tobacco Survey).

Cigarette smoking harms nearly every organ in the body and causes 443,000 deaths each year in the United States. Smoking is the primary cause of at least 30% of all cancer deaths, and of nearly 80% of deaths from chronic lower respiratory disease and early cardiovascular disease

Since March 2002, the BPH has sponsored the WV Tobacco Quitline which provides services to the uninsured (No Insurance) and private insured citizens (Other Insurance).

There was a significant increase in Quitline informational calls and enrollment for services during calendar year 2009. In all, there were 26,284 calls to the Quitline, almost 10,000 more than the two prior years combined. Enrollment for Quitline services tripled during the March – May period due to the federal tobacco tax increase. Total Quitline enrollment for 2009 was 9,263, which also represents a significant increase over any prior year.

Part 2 CONTRACTURAL SERVICES

2.1 REQUIRED SERVICES

The vendor will be responsible for establishing and maintaining a comprehensive proactive, statewide toll free tobacco cessation telephone counseling quitline.

- A. *Vendor* must provide for member and registration eligibility authentication addressing DTP verification and benefit limits.
- B. Vendor must provide telephone counseling services including intake, assessment, disposition, treatment and follow-up. Core quitline services must follow a culturally competent, consistent, and systematic protocol that should be described in your proposal. [*Cultural competency is the capacity of individuals to incorporate ethnic/cultural considerations into all aspects of their work, including skills, attitudes, and knowledge that allows persons, organizations, and systems to work effectively with diverse racial, ethnic, and social groups*]
- C. Vendor must also ensure that telephone counseling services follow evidence-based practices, principles of motivational interviewing for encouraging behavior change and a cognitive behavioral approach to treating tobacco dependence.
- D. Core quitline services must follow the National Association of Quitline Consortium's (NAQC) minimal data set. At a minimum, services should include the ability to receive incoming calls, assess the caller's readiness to quit, provide counseling, provide referral to appropriate services including local community based cessation programs, and include self help educational materials. One-on-one cessation counseling will include the initial assessment as well as follow-up calls to enhance the likelihood of obtaining the most favorable outcome.
- E. Vendor must provide a Healthcare Professional Fax-to-Quit Program. The WV Quitline must respond to Healthcare Professional Fax-to-Quit referrals within 24 hours and place outbound calls to the referred persons identified on Fax-to-Quit forms. The Quitline will provide fax back acknowledgment and follow-up information about results of services provided to the referring Healthcare Professional for all persons referred by Fax. The vendor must provide a toll-free Fax Line to accommodate HealthCare Professional and Community based organizations.

- F. Through established protocols for Division of Tobacco Prevention enrollees, the Quitline must obtain, stock, and deliver non-prescription Nicotine Replacement Therapy (NRT) through mail or other delivery services. Non-prescription Nicotine Replacement Therapy (NRT) must be in the form of gum, lozenges, and/or patches. *See Section 2.13.*
- G. Mailed materials should meet low literacy guidelines (In the U.S., this is generally categorized as having a reading level at or below seventh grade. "Low-literacy materials" are those that are written in simple language and can be understood by people with limited literacy skills), and help move callers along a continuum from contemplation towards readiness to quit. Materials should include information for dealing with co-occurring medical conditions such as asthma, diabetes, heart disease, pregnancy, and chronic obstructive pulmonary disease. DTP approval of all educational materials prior to distribution is required
- H. Vendor must develop an online quitline enrollment and counseling process. DTP will approve all design and content. The applicant must develop and maintain a Quitline website that is accessible to all callers enrolled in Quitline program services and accessible to tobacco users who are ready to quit that do not want to make the initial phone call. The vendor should also include access to an interactive web-based smoking cessation website to assist program participants in their quit attempts. Activity level for this website must be tracked and reported monthly.

RESEARCH AND EVALUATION

A. RESEARCH

To enable DTP to provide timely data to the North American Quitline Consortium (NAQC) the vendor must have the ability to perform "special research projects" as needed. The projects may encompass several years of data and will require that the vendor provide qualitative data analysis. Example: Smokeless tobacco study, pregnant smokers, dual tobacco users).

B. EVALUATION

1. To facilitate effective evaluation of the Quitline, the *Vendor* must work collaboratively with the Division of Tobacco Prevention. Quitline evaluation is to be conducted, at the vendor's cost, by an ***independent*** sub-vendor in complete

collaboration with DTP's independent evaluator (WVU Evaluation Oversight and Coordinating Unit) at the vendor's cost. **DTP must approve the sub-vendor's workplan** which should be designed to verify tobacco use status and measure client satisfaction of Quitline enrollees. Follow-up evaluation and client satisfaction calls must be made to a random sample of callers meeting evaluation criteria after the receipt of services, at 6 and 12 months.

2. The independent sub-vendor must collaborate and cooperate with the Division's third party independent evaluator (WVU Evaluation Oversight and Coordinating Unit (EOCU)), to review Quitline protocols, evaluation and services conducted by the vendor under this contract, (including but not limited to the ongoing fulfillment of Quit Line satisfaction), quit rate surveys, and to calculate return on investment. The sub-vendor must describe how they will obtain consent at intake for follow up by the third party independent evaluator.
3. Third part evaluator, EOCU, must conduct client satisfaction surveys with samples of clients served by the Quitline. Customer satisfaction survey data must be collected within three-months of the initial call to the Quitline. Staff delivering Quitline services may not conduct client satisfaction surveys.
4. Evaluation outcomes to assess program quit rates must be conducted in conjunction with the DTP external evaluator (currently WVU EOCU). The vendor will provide data to generate a random sample from all participants and conduct 7 and 12-month follow-up surveys with participants of basic Quitline services.

Data required for the outcomes evaluation will include, but is not limited to, participant name, unique participant identifier allowing outcome data to be linked to program participation data, telephone number, email address (if provided), mail address, and program enrollment date.

2.3 PERFORMANCE STANDARDS

A. Call Standards and Phone Center System Capacity, Expandability

Vendor must meet the following standards for the operation of the West Virginia Tobacco Quitline:

1. The vendor must assure core functionality to provide qualified personnel, facilities and equipment necessary to provide a toll-free telephone service.

2. The system must be able to handle multiple, simultaneous incoming and outgoing calls. Automated answering systems may only be used after hours or when all Quitline personnel are busy with other callers.
3. The system must offer a strong, scalable communications server, automatic call distribution functionality, real-time monitoring of overall activity as well as individual calls, collection, analysis and reporting of data, and telephonic integration allowing information exchange between voice and data systems.
4. Vendor must have a disaster recovery plan in place to protect data in the event that all or parts of its operations and/or computer services are rendered unusable.
5. Vendors must be able to achieve or surpass the following performance measures:
 - A. The West Virginia Tobacco Quitline must ensure that 90% of calls received during operating hours receive a live response. The average live answer speed must be within 30 seconds.
 - B. The Quitline must ensure that fewer than 5% of calls will be abandoned due to a 30 second or longer waiting period following the initial client queue message.
 - C. The Quitline must ensure the following:
 1. 100% of self-help materials be sent within one day of registration;
 2. 95% of voicemail messages will be returned within one day.
 3. 70% to 80% of callers interested in speaking with a Quitline Specialist will be transferred directly after completing registration and the remaining 20% to 30% be contacted within the time frame requested by the participant.
 - D. Office space must accommodate administrative, counseling and support staff and confidential records as well as sufficient telephone lines, telephones and computer hardware. A TDD line must be available to provide services to the hearing impaired.

2.4 HOURS OF OPERATION

- A. The vendor must assure a system infrastructure to provide live response for a minimum of 78 hours per week. Recorded information and callback capacity is required for the remaining 92 hours of the week.
- B. At a minimum, the vendor must offer live hours of operation from Monday through Friday from 8:00 a.m. to 8:00 p.m. and Saturday and Sunday from 8:00 a.m. to 5:00 p.m. Eastern Time.
- C. Peak times for calls must be continuously monitored, and hours of live staff must be modified accordingly to meet peak volume times. Volume must be assessed during live hours of coverage, hours outside of live coverage, and as needed taking consideration of media events.
- D. Operation is not required for Independence Day, Thanksgiving Day, and Christmas Day, however coverage is expected for New Year's Day and other holidays. Early closure at 2:00 p.m. on Christmas Eve, and 5:00 p.m. on New Year's Eve, is acceptable.

2.5 STAFFING

- A. The proposal must describe the staff assigned to this project, including the extent to which they have the appropriate training (e.g. Certified Tobacco Treatment Specialist training) and experience to perform assigned duties. Resumes must be provided for the management and professional staff assigned to this project.
- B. Staff must demonstrate familiarity with science-based research for telephone quitlines and have the ability to address the needs of adults, youth and special populations such as pregnant women.
- C. Staff must demonstrate the ability to deliver counseling services in a culturally competent manner. [*Cultural competency is the capacity of individuals to incorporate ethnic/cultural considerations into all aspects of their work, including skills, attitudes, and knowledge that allows persons, organizations, and systems to work effectively with diverse racial, ethnic, and social groups.*]
- D. A staffing plan must be in place that provides a *live* call response for at least 78 hours per week. Staff should include trained behavioral health specialists. Counselors with degrees in social or behavioral health fields with a minimum of two years of counseling experience would be preferred.

- E. Vendor must assure a ratio of at least one supervisor to every 10 to 15 counselors, and provide adequate orientation and ongoing training for all staff.
- F. The Department of Health and Human Resources reserves the right to reject any staff proposed or later assigned to the project and require the successful vendor to remove them from the project. Whenever possible, the successful vendor must notify the Department two (2) weeks prior to replacing any key staff. Vendor must have a clinical and/or medical director who is available to provide technical assistance and oversight as needed.
- G. Staff Training - 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 must include both internal and external training and educational resources. All phone center staff are to be extensively trained on contract specifications and changes, customer service, tobacco cessation, and core coaching competencies, including Motivational Interviewing techniques and relapse prevention training.

2.6 DATA AND REPORTING SERVICES

- A. A computerized tracking system to document Quitline activity must be able to accurately tabulate discrete individuals, services provided, caller demographics and other characteristics including all referrals into and out of the system.
- B. The system must be able to produce reports on the types and amounts of services provided per caller, call patterns by time of day, day of week and month.
- C. The Vendor must collect data that measures performance in terms of waiting time for callers, volume of calls received after hours, and abandonment rates.
- D. The Vendor must provide DTP with a monthly report attached to the monthly invoice and submit an electronic copy of the monthly report as well. The report must 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 must also be submitted in the same manner.
- E. The vendor is required to become a member of the North American Quitline Consortium (NAQC), pay yearly membership dues and include DTP under Associate Member Status, and attend NAQC meetings and technical assistance updates. Vendor will also participate in NAQC'S annual Quitline surveys, and to other inquiries they may make with Quitlines.

- F. Vendor must be required to use the NAQC minimal data set (MDS) recommended elements included in current month and year-to-date reporting.
- G. The vendor is required to provide an acceptable definition and methodology used to calculate a responder quit rate derived from an outcome analysis of current and/or prior provision of statewide quitline cessation services.
- H. At a minimum, the vendor must provide the following data sets:
 - 1) Call Center data set including intake and call disposition data;
 - 2) Quitline data set including data recorded during coaching session calls;
 - 3) NRT data set including quantity, dosage and shipment dates for NRT; and
 - 4) Data sets required to conduct an external evaluation of quit rates and other performance measures for the Quitline and DTP.
- I. All data files must include a single unique identifier for each caller that allows data from multiple files to be linked for analysis, and if necessary a linking file. The data files should be provided in a common "flat file format" (csv, SPSS, SAS, etc.) to allow for ease of analysis and measurement of impact and outcome of Quitline activities. The initial data sets and code books must be delivered to the DTP by close of the first 6 months of the project. Subsequent data files will be provided on a regular schedule determined by DTP.
- J. For each data file, the vendor must provide data dictionaries, code books and other documentation that thoroughly and accurately describe the data files. Data documentation must be updated as information systems and data elements change.
- K. The content for every dataset and all documentation associated with this deliverable is subject to DTP approval.
- L. At a minimum, the following reports must be provided:

Monthly Reports must include the following:

Call volumes, wait times, abandonment rates, incoming call dispositions, outgoing call dispositions, Fax-to-Quit dispositions, satisfaction survey data, caller demographics, county of origin, number of new clients, number of coaching calls, NRT distribution, satisfaction data, client demographics and tobacco use history.

- M. The successful bidder must be able to respond to ad hoc data and report requests as needed by the DTP. Descriptive ad hoc requests, (e.g., the number of African American callers from Kanawha County), must be delivered within 2 business days. For more complex analyses, DTP will work with the vendor to identify a timeline for report delivery.

2.7 CALL DATA AND DATABASE

- A. Vendor must provide DTP with transparent access to all Quitline data, i.e. the vendor will provide DTP with an easily accessible portal to the Quitline database.
- B. Vendor must be required to capture information to comply with Minimum Data Set elements as established by the North American Quitline Consortium and any additional elements as determined by DTP.

2.8 TECHNICAL ASSISTANCE FOR AND PROMOTION TO HEALTHCARE PROFESSIONALS

- A. The vendor must be capable of providing technical assistance and advice to healthcare professionals who call the Quitline.

2.9 REFERRAL DATABASE AND FEEDBACK

- A. The vendor must maintain a computerized referral resource database of available cessation services other than the Quitline. This database will be updated monthly.
- B. The vendor must have an informational database tobacco cessation services to assist clients.

2.10 SUPPORT AND EDUCATIONAL MATERIALS

- A. The vendor must provide and distribute cessation support and educational materials to enrollees that address self-help cessation techniques for tobacco users.

- B. Vendor must be able to provide examples of educational materials if requested as part of the application packet.

2.11 OUTREACH AND PROMOTION

DTP and/or the DHHR media vendor must provide advance notice to the vendor about Quitline campaigns and media events. A minimum of one to two weeks' notice must be provided on all paid media campaign activities. During such media events a spike in calls to the Quitline is expected. The vendor is expected to provide adequate intake personnel as well as counselors to serve all callers.

The applicant is expected to assist the DTP in promoting the services of the quitline to WV residents within the context of a comprehensive tobacco use prevention and control campaign. The applicant will actively participate in planning meetings with the DTP Program staff, Advisory Committees, media subcontractors, and state based organizations as requested by the project manager. The promotion of the Quitline may include interviews in media venues, assistance with participation in activities such as community health fairs or sporting events, radio advertisement or other communication mechanisms.

Materials to be designed for promotion and marketing must include, but are not limited to, resources to educate health care providers regarding Quitline services and promote referrals which must include a fax referral system. As data becomes available, targeted marketing to populations confronting disparities associated with tobacco use will also be necessary.

2.12 QUALITY ASSURANCE PLAN

- A. The vendor must present a quality improvement plan that addresses (at a minimum) the following topics:
 - 1) Quality of caller education materials in print and on the website;
 - 2) Effectiveness of computers, telephones and website in supporting the work of the Quitline;
 - 3) Program for oversight and interventions based on supervisory techniques such as a manager call monitoring.

- 4) Effectiveness of staff training programs (match between training objectives and staff performance);
- 5) Assessment of cost per call, wait times, and abandonment rates;
- 6) Tracking of unanticipated call volumes with data regarding wait times and abandonment rates.
- 7) Client satisfaction with services provided including the website when appropriate.
- 8) It must be expected that the vendor will respond to on-going reports and evaluation (through various informational meetings by adjusting protocol to ensure process and performance improvement.
- 9) DTP may make covert calls to verify service quality, and must provide feedback to the Quitline on the results of those calls to facilitate quality improvement. If calls are made, DTP must provide the Quitline vendor with the identifying information for each covert call and the Quitline must assure that the calls are removed from the main data reports, evaluation database, and invoice. The vendor must keep a record of these calls in the database for documentation purposes only.
- 10) Vendor must be available for impromptu meetings to discuss Quitline data and service issues at the request of DTP and EOCU.

2.13 NICOTINE REPLACEMENT THERAPY (NRT) PROTOCOL

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

A. DTP Participant's Protocol:

1. Vendor must provide where appropriate, Nicotine Replacement Therapy (NRT) via the Quitline to enrollees identified by established enrollee protocol.
2. Vendor must develop protocols for providing callers with information on pharmacological cessation therapies, how Nicotine Replacement Therapy (NRT)

must be identified, approved, and initiated for each client, and how NRT must be provided via the Quitline.

3. Vendor must have a protocol and delivery system to provide NRT where appropriate to Quitline enrollees. This protocol will include delivery to each enrollee's home in two separate 4-week supply portions.
4. Vendor must have a medical director with experience working with Quitline staff and enrollees to resolve any issues involving NRT therapy.

2.14 ADMINISTRATIVE AND OPERATIONAL REQUIREMENTS

1. **The vendor must designate a project administrator.** The vendor's project administrator must report to the DTP Cessation Program Manager regarding all matters related to Quitline services.
2. **In written response to this RFQ,** the vendor must meet all requirements within the specification. By signing the bid, the vendor is agreeing to meet these requirements.
3. The vendor must comply with all applicable provisions of the Health Insurance Portability and Accountability Act of 1996, Public Law 104- 191, 110 Stat. 1936 (HIPAA) and regulations promulgated thereunder (HIPAA Regulations), if applicable.

PART 3 GENERAL TERMS AND CONDITIONS

3.1 REJECTION OF QUOTATION/BIDS

The State reserves the right to accept any or all quotations/bids if it is determined to be in the State's best interests. The Department may withdraw this RFQ at any time for any reason. Receipt of quotation confers no rights upon the bidder. A contract based on this RFQ may or may not be awarded. Then, said contract must be approved as to form by the Attorney General's Office.

3.2 COMPLIANCE WITH LAW AND REGULATIONS

The vendor must pay any sales, use, and personal property taxes arising out of this contract and the transactions contemplated thereby. Any other taxes levied upon this contract, the transaction, or the equipment, or services delivered pursuant hereto must be borne by the vendor.

The vendor must comply with all applicable laws, rules and regulations including, but not limited to those relating to hospital licensure, State and Federal labor laws and laws, rules and policies related to the WVDHHR.

The vendor must be responsible for compliance with all workplace safety requirements, including, but not limited to compliance with applicable OSHA and all other applicable environmental agency requirements.

3.3 RECORD RETENTION AND CONFIDENTIALITY

The vendor will maintain financial records pertaining to the contract for five (5) years following the end of the State fiscal year during which the contract is terminated or State and Federal audits of the contract have been completed, whichever is later. If questions about accounting records arise during an audit, the accounting records pertaining to the contract must be retained until resolution of all pending audit questions and for one (1) year following the termination of any litigation relating to the contract if the litigation has not terminated within the above five (5) year period. Accounting records and procedures must be subject to State and Federal approval.

3.4 TERMINATION OF THE CONTRACT

The State may terminate any contract resulting from this RFQ immediately at any time the Vendor fails to carry out its responsibilities or to make substantial progress under the terms of this RFQ and resulting contract. The State must provide the Vendor with advance notice of performance conditions which are endangering the contract's continuation. If after such notice the Vendor fails to remedy the conditions contained in the notice, within the time period contained in the notice, the State must issue the Vendor an order to cease and desist any and all work immediately. The State must be obligated only for services rendered and accepted prior to the date of the notice of termination.

The contract may also be terminated upon mutual agreement of the parties with thirty (30) days written notice.

3.5 INSURANCE REQUIREMENTS

The Vendor as an independent Contractor is solely liable for the acts and omissions of its employees and agents. Proof of insurance will be provided by the Vendor at

the time the contract is awarded. The Vendor will maintain and furnish proof of coverage of liability insurance for loss, damage, or injury (including death) of third parties arising from acts, and omissions on the part of the Vendor, its agents and employees in the following amounts:

- a. For bodily injury (including death): \$500,000.00 per person a minimum of \$1,000,000.00 per occurrence
- b. For property damage and professional liability: a minimum of \$1,000,000.00 per occurrence

3.6 LICENSE REQUIREMENTS

Provide certification that Vendor is registered with the Secretary of State's Office to do business in West Virginia; provide evidence that Vendor is in good standing with the State Agency of Employment Programs as to Unemployment Compensation coverage and Worker's Compensation coverage or exempt from such coverage.

3.7 DEBARMENT AND SUSPENSION

Successful vendor **will** not be considered in proposal process if debarred or suspended. Successful vendor **must** certify that they are not debarred or suspended.

3.8 INVOICE AND PAYMENTS

The vendor must submit monthly invoices, in arrears, to the DTP for all services provided pursuant to the terms of the contract. State law forbids payment of invoices prior to receipt of services.

EHP11082

COST PROPOSAL

Description of Service	Pricing of Service	Unit of Measure	Estimated Volume	Total Estimated Cost
A. Division of Tobacco Prevention Services				
1. Eligibility Verification:		Per enrolled person	4,800	
2. Extended Phone Coach Service: counseling services, educational materials, phone costs for up to 4 calls per enrollee.				
First Telephone Call		Per Call	4,800	
Second Telephone Call		Per Call	4,560	
Third Telephone Call		Per Call	4,320	
Fourth Telephone Call		Per Call	3,600	
3. Nicotine Replacement Therapy (4 weeks supply)				
Nicotine Patch 21 mg		Per Shipment*	2,400	
Nicotine Patch 7mg & 14mg		Per Shipment*	2,400	
Nicotine Gum 2mg		Per Shipment*	1,824	
Nicotine Gum 4mg		Per Shipment*	1,824	
Nicotine Lozenge		Per Shipment*	1,200	
4. Website Maintenance		Per month	12	
5. Evaluation: evaluation is to be conducted by an <i>independent</i> sub-vendor, at the vendor's cost. Special Project Research is to be conducted on an as needed basis for DTP when deemed appropriate.				
Evaluation		Per month	12	
Research		Per month	12	
Total for DTP				

*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.

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

1. Designated Project Administrator. _____

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

Signature of Authorized Representative

Date

RFQ No. EHP11082

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

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

DEFINITIONS:

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

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

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

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

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: _____

Authorized Signature: _____ Date: _____

State of _____

County of _____, to-wit:

Taken, subscribed, and sworn to before me this ____ day of _____, 20__.

My Commission expires _____, 20__.

AFFIX SEAL HERE

NOTARY PUBLIC _____

State of West Virginia

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.

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: _____ Signed: _____

Date: _____ Title: _____

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

West Virginia Department of Health & Human Resources FEDERAL PROGRAM PARTICIPATION ACKNOWLEDGMENT, AUTHORIZATION, CONSENT, AND RELEASE

No person who is currently excluded, debarred, suspended, or otherwise ineligible to participate in federal health care programs or in federal procurement or non-procurement programs shall be hired by the West Virginia Department of Health and Human Resources.

I am am not currently excluded, debarred, suspended, or otherwise ineligible to participate in federal health care programs or in federal procurement or non-procurement programs.

Signature

Date

I authorize and consent to a background check by the West Virginia Department of Health and Human Resources specifically to determine whether I am currently excluded, debarred, suspended, or otherwise ineligible to participate in federal health care programs or in federal procurement or non-procurement programs. If hired, I also agree to periodic conduct of additional such background checks during the course of employment by the West Virginia Department of Health and Human Resources.

I release any persons and the West Virginia Department of Health and Human Resources and its agents, officials, representatives, employees, officers, or related personnel both individually and collectively, from any and all liability for damages of any kind that may result because of compliance with this acknowledgment and authorization.

For positive identification purposes, the following information is required when conducting a background check. This information is confidential and will not be used for any other purposes (please print):

Name

last name

first name

middle initial

Maiden/Other Names

(This should include other married names by which you have been known.)

Current Address

street/box#

city

state

NOTE: Your social security card must be presented for verification purposes.

Social Security #

_____-_____-_____
month/day/year

Date of Birth

month/day/year

Driver's License Number

State of Issue

Signature

Date

EMPLOYING UNIT INFORMATION

Office/Facility/Region/District _____

Contact Person _____

Fax Number _____

Phone Number _____

FOR OPS USE ONLY

HHS Match Outcome Positive Negative

Negative

GSA Match Outcome Positive Negative

Negative

Initial _____

Date _____