

**BAFO Cost Proposal  
Request for Proposal Number 6204 Z1**

Name: Consumer Wellness Solutions

**Please note:** All prices, including but not limited to personnel, supervision, training, travel, administrative costs, materials, postage and handling, data collection and reporting, referral database, language and system capability, must be included in the cost per client interaction completed. Quitline services must include day-to-day tracking & surveillance of interactions.

Tobacco Free Nebraska will not pay for non-registered callers such as inquiries from the general public, out-of-state calls, prank calls, wrong numbers, hang-ups, voicemail, spambots and robocalls. Tobacco Free Nebraska will not pay for letters or calls made in an attempt to reach participants. All prices listed must be for received/completed interventions and must not include those callers who enroll or agree to a protocol but do not receive it. Reimbursement will only be provided for each call after it has actually been completed.

The following data is provided as a reference to calculate cost. Nebraska receives approximately 3,400 calls to the Nebraska Tobacco Quitline per year. 80-94% of callers are tobacco users.

**Bidder must not deviate from this format. Bidder shall consolidate all costs associated with Registration into a single cost per call. Bidder shall consolidate all costs associated with Coaching/Counseling Services into a single cost per call. Program Development costs shall be reflected as one total cost.**

Deliverable	Estimated Quantity	Unit of Measure	Initial Contract Two Year and One Month Term Through June 30, 2022	Optional Renewal One Two Year Term	Optional Renewal Two Two Year Term
			Unit Cost	Unit Cost	Unit Cost
Registration	5,400	per Call	\$27.00	\$27.00	\$27.00
Coaching/Counseling Services	10,000	per Call	\$37.00	\$37.00	\$37.00
Program Development/Implementation (one-time cost)	1	EA	\$0	\$0	\$0
E-Referral Interface	5 systems	EA	\$6,000	\$6,000	\$6,000
<b>Evaluation</b>					
7 month Evaluation – Satisfaction, 7 month Quit rate	2		\$24,147	\$24,147	\$24,147
13 month Evaluation – Satisfaction, 13 month Quit rate	1		\$15,248	\$15,248	\$15,248
<b>Provider Training</b>					
Healthcare Provider Online Training – Development, Implementation, Maintenance,	1	EA	\$10,000	\$0	\$0

and Updates (one-time cost unless authorized by TFN)					
Continuing Education Credits for Healthcare Provider Training	10	EA	\$120	\$120	\$120
<b>NRT - 2 week supply</b>					
Nicotine Gum	400	EA	\$30.00	\$30.00	\$30.00
Patch	1,800	EA	\$35.00	\$35.00	\$35.00
Lozenges	700	EA	\$70.00	\$70.00	\$70.00
Combination Therapy – Patch and Nicotine Gum	1,300	EA	\$95.00	\$95.00	\$95.00
Combination Therapy – Patch and Lozenges	1,700	EA	\$105.00	\$105.00	\$105.00
<b>NRT - 4 week supply</b>					
Nicotine Gum	200	EA	\$60.00	\$60.00	\$60.00
Patch	1,000	EA	\$52.00	\$52.00	\$52.00
Lozenges	400	EA	\$105.00	\$105.00	\$105.00
Combination Therapy – Patch and Nicotine Gum	650	EA	\$112.00	\$112.00	\$112.00
Combination Therapy – Patch and Lozenges	850	EA	\$157.00	\$157.00	\$157.00

<b>Optional Services</b>					
Deliverable	Estimated Quantity	Unit of Measure	Initial Contract	Optional Renewal One	Optional Renewal Two
			Two Year Term Through June 30, 2022	Two Year Term	Two Year Term
			Unit Cost	Unit Cost	Unit Cost
Innovative Projects as designated by TFN	50	HR	\$150	\$150	\$150
Custom Evaluation	30	HR	\$150	\$150	\$150
<b>Website / Text Messaging</b>					
Web Registration	3,456	EA	\$27.00	\$27.00	\$27.00
Web Counseling	4,800	EA	\$25.00	\$25.00	\$25.00
Text Counseling	4,800	EA	\$20.00	\$20.00	\$20.00



Consumer Wellness Solutions, Inc.  
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February 25, 2020

RFP 6204 Z1 BAFO  
Attn: Dianna Gilliland/Connie Heinrichs, Buyer(s)  
Nebraska State Purchasing Bureau  
1526 K Street, Suite 130  
Lincoln, NE 68508

**RE: RFP 6204 Z1 BAFO pursuant to Statewide Tobacco Cessation Quitline Services RFP**

Dear Mses. Gilliland and Heinrichs;

Consumer Wellness Solutions, Inc. ("CWS") appreciates the opportunity to submit a Best and Final Offer (BAFO) pursuant to Nebraska's RFP 6204 Z1 and your BAFO communication of February 20, 2020.

CWS values its longstanding relationship with the State of Nebraska on behalf of Nebraska's residents. We offer industry-leading experience and expertise in assisting those who want to quit tobacco realize that goal and a significant part of our core mission to "to help people live healthier lives."

Accordingly, per your instruction we have included with this letter a revised Cost Proposal, BAFO Cost Proposal Request for Proposal Number 6204 Z1. In this BAFO Cost Proposal, you will note that we have offered price reductions totaling \$122,712 based on the volumes presented in the State's RFP and from our previously submitted Cost Proposal.

Specifically, for core services we have reduced the costs for:

- Registration Calls: a reduction of \$2 per call
- Coaching Calls: a reduction of \$2 per call
- Healthcare Provider Training: a reduction of \$5000

For Optional Services, we have reduced costs for:

- Innovative Projects: a reduction of \$25 per hour
- Custom Evaluation: a reduction of \$25 per hour
- Web Registration: a reduction of \$2 per registration
- Web Counseling: a reduction of \$10 per counseling
- Text Counseling: a reduction of \$10 per counseling

We look forward to continuing our partnership with the State of Nebraska in this important effort. Should there be any additional question, please do not hesitate to contact us. Thank you for your consideration.

Respectfully,

A handwritten signature in blue ink that reads "Judd Schiltz".

Judd Schiltz  
Director of Finance  
Consumer Wellness Solutions, Inc.