

Cost Proposal

State of Nebraska, Tobacco Free Nebraska
Statewide Tobacco Cessation Quitline Services
Proposal for Contractual Services

RFP#: 6204 Z1



**National Jewish
Health**
Breathing Science is Life.®

Submitted: January 29, 2020
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Budget Assumption

Budget Assumptions/Requirements

National Jewish Health is pleased to present a comprehensive tobacco cessation program to Tobacco Free Nebraska (TFN) and will provide services for TFN as presented in our Technical Proposal. We look forward to working with you to identify the pricing models and service offerings that best meet your needs. In the event that TFN requests services outside the defined scope of offerings, National Jewish Health and TFN agree to use good faith efforts in negotiating the additional fees.

Cost Proposal

National Jewish Health will offer TFN Quitline services as requested. We can provide a fully integrated toll-free Quitline, an integrated web-based program with mobile access, integrated text and email messaging, as well as provision of Nicotine Replacement Therapy (NRT) to eligible Nebraska residents at no charge to the participant. National Jewish Health can also offer individual services including stand-alone online, text, and email support, education materials, and NRT options. Phone services will be offered 24/7 to further accommodate the needs of Nebraska residents. In addition, National Jewish Health will provide referrals to community-based cessation programs, technical assistance and advice to health care professionals seeking information about the availability of Quitline services, as well as continuing medical education (CME)-accredited online training for providers (if offered).

This Cost Proposal is based on a per call price structure with multiple interventions (intake and up to five coaching calls). The price per call is based on a shared coaching model; a participant will work with any one of our highly trained Coaches during their quit journey. The cost proposal includes a one-time set up fee and optional programs.

Special Protocol Offerings

- Pregnancy and Postpartum Program (nine-call program). Prices listed include the cost per call. Incentives to encourage engagement are listed under optional services; the protocol set up fee is **no cost**.
- American Indian Commercial Tobacco Program (10-call program). Prices listed under optional services include the cost per call; the protocol set up fee is **no cost**.
- Youth Program (five-contact program). Participants can engage with a Coach via phone, text, or chat. Prices listed under optional services include all three options as well as youth specific mailing materials and text library; the protocol set up fee is **no cost**.
- Behavioral Health Program (seven-call program). Prices listed under optional services include the cost per call; the protocol set up fee is **no cost**.
- Chronic Disease Text Program. Offered to all Nebraska callers with select chronic diseases at **no cost**.

Web-based Services

- We are happy to partner with TFN to leverage your current state-owned website or provide an integrated and/or standalone web-based program with mobile optimization, integrated text messaging, email support, general inquiry chat (connecting interested individuals to live Quitline staff for general questions and answers), and material distribution through our website. This also serves as an outlet for participants or providers that need additional technical assistance with the online program. Prices are listed under optional services.
- National Jewish Health is excited to offer TFN the option to add eCoaching (web counseling on the form below). This service provides the participant the ability to complete a coaching session via chat from the website.

Referrals

- Provider Fax, Web, and Live Referrals. National Jewish Health will handle all provider fax, web, and live referrals. There is no additional fee for this service.
- eReferral. Prices include eReferral implementation per health system as designated by TFN. We will offer **one eReferral implementation at no cost**.

Evaluation Services

- Costs provided include 200 completed seven-month outcome surveys for Nebraska participants and a comprehensive outcomes report as well as 200 completed 13-month outcome surveys and a comprehensive outcomes report. The number of evaluations and timing of the surveys can be further discussed based on TFN needs and objectives.

Health Care Provider Technical Assistance and Online Training

- Technical assistance and advice to health care professionals seeking information about the availability of Quitline services, including NRT and how to make a referral to the Quitline at no cost.
- Online training programs for health care providers are priced for the content development, audio production, and implementation of accredited programs.
- We are also able to offer an option that is an accredited online training program with content development, video production, and implementation of the accredited programs. Prices are listed under optional services.
- The programs can be accredited for CME/CNE/CPE through the Professional Education Department at National Jewish Health.

NRT

- The NRT program may be modified throughout the contract period depending on TFN budget and preferences. Pricing for different options are provided.
- As described in the Technical Proposal, National Jewish Health through Ridgeway Pharmacy can apply to become a Nebraska-approved Medicaid provider. This allows us to bill Medicaid directly

for NRT and ship the medication to the participant. The cost per NRT order shipped is listed under optional services.

- NRT prices are based on manufacturers' prices. We will notify TFN prior to implementing price increases originating from the NRT Subcontractor for National Jewish Health.

Innovative Projects

- National Jewish Health will work with TFN to define the scope of innovative projects, develop the project plan, and successfully launch the project. Each project is unique and can vary in price, including whether the project will be implemented in only one state or is a multi-state initiative. National Jewish Health will work with TFN on each project to determine a price based on level of effort.

Additional Information

- The price-per-call is all inclusive. The costs include hourly rates for personnel, supervision, training, data collection, and required reports.
- National Jewish Health will not charge for non-registered callers such as prank calls, hang-ups, wrong numbers, calls transferred to another state, or voicemail.
- TFN will maintain responsibility for marketing activities with assistance from National Jewish Health, as requested. National Jewish Health will coordinate with TFN's Marketing Services Contractor as directed by TFN.
- National Jewish Health will invoice TFN monthly per call and per medication shipment, as well as for completed projects.

**Cost Proposal
Attachment 2
Request for Proposal Number 6204 Z1**

Name: National Jewish Health

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	\$30.00	\$30.00	\$30.00
Coaching/Counseling Services	10,000	per Call	\$36.00	\$36.00	\$36.00
Program Development/Implementation (one-time cost)	1	EA	\$7,500.00		
E-Referral Interface	5 systems	EA	\$9,000.00 (1 at no cost)	\$9,000.00	\$9,000.00
Evaluation					
7 month Evaluation – Satisfaction, 7 month Quit rate	2	EA	\$13,000.00	\$13,000.00	\$13,000.00
13 month Evaluation – Satisfaction, 13 month Quit rate	1	EA	\$13,000.00	\$13,000.00	\$13,000.00

Provider Training					
Healthcare Provider Online Training – Development, Implementation, Maintenance, and Updates (one-time cost unless authorized by TFN)	1	EA	\$8,645.00 (audio & PowerPoint training)		
Continuing Education Credits for Healthcare Provider Training	10	EA	\$2,500.00 per course accreditation	\$2,500.00 per course accreditation annual fee	\$2,500.00 per course accreditation annual fee
NRT - 2 week supply					
Nicotine Gum	400	EA	\$36.00	\$36.00	\$36.00
Patch	1,800	EA	\$34.00	\$34.00	\$34.00
Lozenges	700	EA	\$42.00	\$42.00	\$42.00
Combination Therapy – Patch and Nicotine Gum	1,300	EA	\$70.00	\$70.00	\$70.00
Combination Therapy – Patch and Lozenges	1,700	EA	\$76.00	\$76.00	\$76.00
NRT - 4 week supply					
Nicotine Gum	200	EA	\$60.00	\$60.00	\$60.00
Patch	1,000	EA	\$54.00	\$54.00	\$54.00
Lozenges	400	EA	\$68.00	\$68.00	\$68.00
Combination Therapy – Patch and Nicotine Gum	650	EA	\$110.00	\$110.00	\$110.00
Combination Therapy – Patch and Lozenges	850	EA	\$118.00	\$118.00	\$118.00
NRT - 6 week supply					
Nicotine Gum	200	EA	\$96.00	\$96.00	\$96.00
Patch	1,000	EA	\$88.00	\$88.00	\$88.00
Lozenges	400	EA	\$110.00	\$110.00	\$110.00
Combination Therapy – Patch and Nicotine Gum	650	EA	\$178.00	\$178.00	\$178.00
Combination Therapy – Patch and Lozenges	850	EA	\$192.00	\$192.00	\$192.00

Optional Services					
Deliverable	Estimated Quantity	Unit of Measure	Initial Contract Two Year Term Through June 30, 2022	Optional Renewal One Two Year Term	Optional Renewal Two Two Year Term
			Unit Cost	Unit Cost	Unit Cost
Innovative Projects as designated by TFN	50	HR	Vary by scope, range by project from \$0-\$50k	Vary by scope, range by project from \$0-\$50k	Vary by scope, range by project from \$0-\$50k
Custom Evaluation	30	HR	Vary by scope, range by project from \$0-\$50k	Vary by scope, range by project from \$0-\$50k	Vary by scope, range by project from \$0-\$50k

Website / Text Messaging					
Web Registration	3,456	EA	\$20.00	\$20.00	\$20.00
Web Counseling	4,800	EA	\$500 flat fee per month	\$500 flat fee per month	\$500 flat fee per month
Text Counseling	4,800	EA	\$42 per text coaching session (youth only)	\$42 per text coaching session (youth only)	\$42 per text coaching session (youth only)
Text Messages – motivational, appt. reminders, automated interactive	TBD	EA	\$5.00 per opted in participant	\$5.00 per opted in participant	\$5.00 per opted in participant
Email Messages – motivational, appt. reminders, etc.	TBD	EA	\$5.00 per opted in participant	\$5.00 per opted in participant	\$5.00 per opted in participant
Online Platform – website, general inquiry chat, provider web referral, etc.)	12	Month	\$500.00 flat fee per month	\$500.00 flat fee per month	\$500.00 flat fee per month
Healthcare Provider Online Training - Development, Implementation, Maintenance, and Updates (one-time cost unless authorized by TFN)	1	EA	\$16,290 (includes video production)	\$2,500.00 per course accreditation annual fee	\$2,500.00 per course accreditation annual fee
Youth Program Protocol Set Up Fee			No Cost		
Youth Coaching Call 1-5	TBD	EA	\$44.00	\$44.00	\$44.00
Youth Incentives	TBD	EA	\$7.00 per call if incentive is offered	\$7.00 per call if incentive is offered	\$7.00 per call if incentive is offered
Behavioral Health Protocol Set Up Fee			No Cost		
Behavioral Health Coaching Call 1-7	TBD	EA	\$44.00	\$44.00	\$44.00
Pregnancy/Post-partum Protocol Set Up Fee			No Cost		
Pregnancy/Post-partum Coaching Call 1-9	TBD	EA	\$44.00	\$44.00	\$44.00
Pregnancy/Post-partum Incentives	TBD	EA	Range from \$5-\$30 per call completed	Range from \$5-\$30 per call completed	Range from \$5-\$30 per call completed
American Indian Protocol Set Up Fee			No Cost		
American Indian Coaching Call 1-10	TBD	EA	\$44.00	\$44.00	\$44.00
Chronic Disease Text Message Program			No Cost		
Development of New Reports	TBD	EA	No Cost	No Cost	No Cost
Addition of Questions (intake, eligibility, etc.)	TBD	EA	No Cost	No Cost	No Cost
Medicaid Approved Provider NRT Fee	TBD	EA	\$6.00 per shipped order	\$6.00 per shipped order	\$6.00 per shipped order