



OPTUM[®]

ORIGINAL

State of Nebraska
Statewide Tobacco Cessation
Quitline Services
Solicitation Number: RFP 6204 Z1
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Cost Proposal



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

Name: Consumer Wellness Solutions, Inc. (Optum)

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.

BUDGET NARRATIVE

We are pleased to submit to Tobacco Free Nebraska a fair and reasonable cost proposal (Attachment 2) that allows us to continue to deliver our industry leading, evidence based, multi-module services to residents in the State of Nebraska, our customized approach in serving and coordinating benefits for Nebraska Medicaid members, as well as our client services consultation and transparent, deep reporting to Tobacco Free Nebraska.

The following describes costs associated with delivery of the scope of work that is included in the units of measure outlined in the Cost Proposal template provided by TFN.

Assumptions:

- The pricing submitted is good for the entire contract, including subsequent renewals, with no yearly increases.
- Price includes allocation of a .25 FTE, Client Service Manager to provide day to day support, deliverable oversight, budget monitoring, and consultation around best practices. Optum is prepared to travel to Nebraska two times per year for strategic planning, partner meetings and/or attendance at TNF state conferences.
- Pricing includes launch of our web-based provider referral tool, which allows providers to make a patient referral to the Quitline from our easy-to-use website and launch of one SFTP e-referral to a TFN identified healthcare system.

DELIVERABLE

Registration: Price reflect costs to staff, trained registration agents, in order to meet agreed upon service levels, enter Medicaid member referrals, and complete an 8 minute registration call that includes collection of NAQC Minimal Data Set questions.

Coaching Services: Pricing includes all costs related to personnel, supervision, training, quality monitoring to deliver our evidence-based coaching services, existing customization of our application to support Coaches in guiding Medicaid members on the Medicaid cessation medication fulfillment, fulfillment of standard materials to all callers and to priority populations, postage, standard reporting, referral database updates, telecommunications, and Language Line Services. Pricing is based on per completed call; calls will only be invoiced if they are completed.

Program Development/Implementation: As the current vendor for the Nebraska Tobacco Quitline, there are no costs associated with the implementation or development of the current operations of services. All infrastructure, staffing, processes and reporting is in place.

E-Referral Interface: As presented in our assumptions, over the course of our contract, Optum is prepared to launch one bi-directional, SFTP implementation, with a healthcare system identified by TFN for no cost. Thereafter, each SFTP bi-directional launch will be assessed a onetime fee of \$6,000. Should a healthcare systems desire other connection methodologies (HL7, direct messaging), Optum shall provide estimated costs.

Please note: Based on the cost proposal template, our budget assumes it is TFN's desire to launch 5 e-referrals in the initial contract term and then 5 in each of the renewal terms (for a total of 15). A grand total of 16 e-referral launches are assumed over the course of our contract, including the 1 offered at no cost. If this is not TFN's plan, please just assume \$6,000 per SFTP e-referral launch.

Evaluation:

The evaluation estimate includes sample size assumptions designed to achieve at least 95% confidence and 4.5% precision in quit rate estimates for the phone program population, given estimates of enrollment volumes for a yearlong period. Quit and satisfaction outcomes will be measured 7 months and 13 months (per Nebraska request) after the participants registered with the Nebraska Tobacco Quitline. The three-question survey assessing last tobacco use, last ENDS use, and overall satisfaction will be administered via telephone or via a web-based survey. At the end of the evaluation period, we will deliver a data set that includes de-identified, individual-level registration and follow-up survey data. We will also deliver a Quit Rate and Satisfaction Table report that includes definitions of measures and a table representing quit and satisfaction rates.

Provider Training

Healthcare Provider Online Training: Price reflected is a onetime implementation fee in Year 1 that includes the cost to create, develop and launch one new interactive online training for Nebraska health care providers based on Optum's standard Brief Tobacco Intervention online training program. Implementation fee includes the cost to obtain for Year 1, Certified Medical Education (CME) accreditation from the accrediting body, the American Academy of Family Physicians (AAFP). Nebraska health care providers may use this training at no cost.

Continuing Education Credits for Healthcare Provider Training: Per bidder questions, costs related to continuing education credits and renewal of training program have been included at \$12,000 annually (assumed units of 10x1200).

Nicotine Replacement Therapy:

We can supply 2, 4, 8 and 12 week shipments of NRT, alone or in combination, in the form of patches, gum and lozenges. We do not have clinical protocols and dosing algorithms to support a 6 week supply of NRT. Cost includes the product, fulfillment, shipment, inventory management, and

clinical oversight of our direct mail order process.

The amounts of NRT contained in 2 and 4 week shipments or NRT is included below.

- **NRT 2 week supply**
 - Gum: 1 box gum
 - Patches: 2 week shipment of patches
 - Lozenges: 2 boxes of lozenges
 - Patches plus gum: 2 week shipment of patches plus 2 boxes of gum
 - Patches plus lozenges: 2 week shipment of patches plus 2 boxes lozenges
- **4 week supply**
 - Patches: 4 week shipment of patches
 - Gum: 2 boxes gum
 - Lozenges: 3 boxes of lozenges
 - Patches plus gum: 4 week shipment of patches plus 2 boxes of gum
 - Patches plus lozenges: 4 week shipment of patches plus 3 boxes of lozenges

Optional Services:

Innovative Projects as designated by TFN

Optum continues to strive to provide innovative services to help drive reach and engagement. Below are services TFN may want to consider in order to increase reach and outcomes:

- **Individual Services:** As a way to give choice, increase reach and extend the quitline budget in order to provide priority population services, Optum has the ability to unbundled integrated services delivered today into four, stand-alone service options: text only, email only, materials only and/or and 2 week NRT starter kit. Optum can provide TFN with a budget scenario as to estimated utilization and budget needed to support.
- **Enhanced Coaching Protocols:** Optum provides deeper care to those who are most vulnerable and who have higher tobacco use rates. Protocols are currently available for youth, pregnant woman, those with mental health conditions and American Indians. Optum anticipates expanding these protocols to other populations in the future. Should TFN be interested in launching these priority population protocols, Optum can provide TFN with per call pricing and a budget scenario with estimated utilization and budgeted need to support. There are no implementation fees associated with any of these specialized programs.
- **Population Based Incentives.** We can support providing incentives to priority populations as a means to help increase call completion rates and prevent relapse after delivery. If TFN is interested in exploring this opportunity further, we will provide a proposal that outlines different incentive options. TFN could also consider this as a strategy for the Medicaid population in order to increase engagement and outcomes.
- **Expert-lead online curriculum.** In 2020, Optum is making available to our clients an option to add to the existing online portal, expert-lead online curriculum given national trends in content viewership via video. Curriculum follows our 5 Keys to Quitting model and includes 7 courses. Should TFN be interested in adding this capability to services, Optum is happy to provide a demo of the online curriculum and the one time implementation price.
- **Text2Enroll.** In an effort to addressing declining telephonic reach, Optum is piloting with two states a marketing initiative to allow enrollment through texting. Should outcomes of the pilot prove to be successful, Optum is prepared to share with TFN those outcomes

and costs to incorporate the ability to text to enroll as a new reach strategy.

- **Marketing Support.** With the changing way in which people are learning about services and the age of social media, Optum is currently piloting with a state our ability to manage a digital media campaign in order to increase reach and drive online enrollments. Should we be successful in achieving our goals, Optum plans on expanding our ability to support states with marketing. Optum will share with TFN outcomes of our pilot and if interested TFN and Optum can discuss other strategies in which Optum may be able to support innovation in marketing.
- **Live Vape Free.** In response to the youth vaping epidemic, Optum is planning on launching in 2020 Live Vape Free, a quit vaping solution aimed at youth and how to support parents in having conversations with youth. Through the deep, clinical expertise from Optum's tobacco cessation services coupled with our partner's success in engaging consumers, we will drive behavior change with youth and parents.
- **Enhanced Online Provider Training.** We offer innovative training and outreach services using webinars, online and in-person training to build sustainable systems in health care practices to allow providers to identify tobacco users, advise them to quit, and refer those willing to quit to the Quitline or other resources. Depending on TFN's needs, we can provide a proposal to expand on standard online training included above that can be tailored to the needs of a specific population of providers, such as health providers who serve Medicaid members.
- **Custom Evaluation.**

Website/Text Messaging

Web Registration: Price includes the costs to maintain an online website that allows Nebraskans to enroll through a Nebraska customized online enrollment page. Unit cost will be applied to all online registrations.

Web Counseling: Web based coaching is currently provided to Nebraskans through our integrated approach. Price for the integrated web-based experience is included in our per call pricing. Optum also has the ability to provide a stand-alone version of our online program to TFN. There would be no implementation fees. Unit cost in the Cost Proposal includes the costs support users who want to more self-manage their quit, customized the site with the TFN logo, hosting and maintenance of the website, and delivery of the suite of reports and data extracts that accompany the stand-alone online offering.

Text Counseling: The registration unit price for Optum's text messaging program, called Text2QuitSM, includes the costs to support the offer of the program through enrollment platforms (phone and online), delivery of text messages to participants, integration of information received by participants through text messaging into phone- and web-based services, and delivery of the suite of reports and data extracts that accompany the Text2Quit offering. There are no implementation fees for TFN to add this service.

Deliverable	Estimated Quantity	Unit of Measure	Initial Contract Two Year and One Month Term Through 30-Jun-22	Optional Renewal One Two Year Term	Optional Renewal Two Two Year Term
			Unit Cost	Unit Cost	Unit Cost
Registration	5,400	per Call	\$29	\$29	\$29
Coaching/Counseling Services	10,000	per Call	\$39	\$39	\$39
Program Development/Implementation (one-time cost)	1	EA	\$0	\$0	\$0
E-Referral Interface	5 systems	EA	\$6,000	\$6,000	\$6,000
Evaluation					
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
Provider Training					
Healthcare Provider Online Training – Development, Implementation, Maintenance, and Updates (one-time cost unless authorized by TFN)	1	EA	\$15,000	\$0	\$0
Continuing Education Credits for Healthcare Provider Training	10	EA	\$1,200	\$1,200	\$1,200
NRT - 2 week supply					
Nicotine Gum	400	EA	\$30	\$30	\$30

Patch	1,800	EA	\$35	\$35	\$35
Lozenges	700	EA	\$70	\$70	\$70
Combination Therapy – Patch and Nicotine Gum	1,300	EA	\$95	\$95	\$95
Combination Therapy – Patch and Lozenges	1,700	EA	\$105	\$105	\$105
NRT - 4 week supply					
Nicotine Gum	200	EA	\$60	\$60	\$60
Patch	1,000	EA	\$52	\$52	\$52
Lozenges	400	EA	\$105	\$105	\$105
Combination Therapy – Patch and Nicotine Gum	650	EA	\$112	\$112	\$112
Combination Therapy – Patch and Lozenges	850	EA	\$157	\$157	\$157
NRT - 6 week supply					
Nicotine Gum	200	EA	N/A		
Patch	1,000	EA	N/A		
Lozenges	400	EA	N/A		
Combination Therapy – Patch and Nicotine Gum	650	EA	N/A		
Combination Therapy – Patch and Lozenges	850	EA	N/A		

Optional Services					
Deliverable	Estimated Quantity	Unit of Measure	Initial Contract Two Year Term Through 30-Jun-22	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	\$175	\$175	\$175
Custom Evaluation	30	HR	\$175	\$175	\$175
Website / Text Messaging					
Web Registration	3,456	EA	\$29	\$29	\$29
Web Counseling	4,800	EA	\$35	\$35	\$35
Text Counseling	4,800	EA	\$30	\$30	\$30