

State of Maine
RFP / Proposal Master Score Sheet

SCORESHEET FOR RFP# 202102022 Statewide Tobacco Treatment Initiative					
PROPOSAL SUBMITTED BY:		MaineHealth Center for Tobacco Independence		University of Arizona	
COST:		Cost:	\$ 6,019,933.00	Cost:	\$ 2,695,159.00
EVALUATION ITEM	POINTS AVAIL.				
Section II: Organization Qualifications and Experience	25	23.00		12.00	
Section III: Proposed Services	35	33.00		20.00	
Section IV: Cost Proposal	35	15.67		35.00	
Budget Narrative	5	4.00		3.00	
TOTAL	100	75.67		70.00	

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Award Justification Statement **RFP# 202102022 Statewide Tobacco Treatment Initiative**

I. Summary

Through RFP# 202102022 the Department sought proposals for Statewide Tobacco Treatment Initiative services. Two (2) Bidders responded to RFP# 202102022: MaineHealth Center (MaineHealth) for Tobacco Independence and University of Arizona. Through the evaluation process, MaineHealth was the highest scoring Bidder and determined to provide the best value to the State of Maine.

II. Evaluation Process

An evaluation team comprised of State employees, applied the consensus method in scoring the Bidders Qualifications & Experience and Proposed Services. Scores for the Cost Proposal were assigned using a mathematical formula.

III. Qualifications & Experience for MaineHealth

- Have conducted a pilot program related tobacco treatment for individuals with Opioid Use Disorder.
- Have provided the services for the Department since 2001. During this time the Department has a positive experience working with the Bidder.

IV. Proposed Services for MaineHealth

- Intensive behavioral health program is available to assist tobacco users who require such services. Sensible staffing plan ensuring adequate staffing level.
- Indicated the Bidder's medical director can make prescribing decisions for individuals without a provider.
- Detailed a strong quality improvement program including utilization of Lean Six Sigma and Rapid Process Improvement Cycle (Plan, Do, Study, Act).

V. Cost

MaineHealth proposed a cost of \$6,019,933.00.

VI. Conclusion

Out of 100 possible points, MaineHealth scored a 75.67, which was the highest point total awarded by the evaluation team. The strengths of MaineHealth's proposal include a strong organization with relevant experience and a complete proposed scope of service. The Evaluation Team has determined the proposal submitted by MaineHealth represents the best value to the State of Maine.

From: [Charette, Thomas](#)
To: LEWISK1@mainehealth.org
Cc: [Charette, Thomas](#); [Martin, Brandon](#); [McGlauffin, Selina](#); [Miller, Geoff](#); [DHHS, RFP](#)
Subject: Proposal Evaluation Notification for CDC RFP# 202102022, Statewide Tobacco Treatment Initiative - MH
Date: Thursday, May 6, 2021 11:07:40 AM
Attachments: [AL_RFP_202102022-MaineHealth.pdf](#)

Good morning Mr. Lewis,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for RFP# 202102022, Statewide Tobacco Treatment Initiative.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you for your submission.

Tom Charette
RFP Manager
DHHS/Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333

RFP.DHHS@maine.gov

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109 Capitol Street
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Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

May-06-2021

Via Electronic Mail: LEWISK1@mainehealth.org

MaineHealth Center for Tobacco Independence
Kenneth I. Lewis
110 Free Street
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202102022, Statewide Tobacco Treatment Initiative

Dear Mr. Lewis:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Maine Center for Disease Control and Prevention. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

- MaineHealth Center for Tobacco Independence

MaineHealth Center for Tobacco Independence (MaineHealth), received the evaluation team's highest ranking. The Department will be contacting MaineHealth soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and MaineHealth. MaineHealth shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. § 408A; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:
Veronica Robichaud

2292FAA6880E43B
Veronica Robichaud
Chief Operating Officer
Maine Center for Disease Control and Prevention

From: [Charette, Thomas](#)
To: markmartz@email.arizona.edu
Cc: [Charette, Thomas](#)
Subject: Proposal Evaluation Notification for CDC RFP# 202102022, Statewide Tobacco Treatment Initiative - UA
Date: Thursday, May 6, 2021 11:05:18 AM
Attachments: [AL_RFP_202102022-UofAZ.pdf](#)

Good morning Dr. Martz,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for RFP# 202102022, Statewide Tobacco Treatment Initiative.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you for your submission.

Tom Charette
RFP Manager
DHHS/Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333

RFP.DHHS@maine.gov

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TTY: Dial 711 (Maine Relay)

May-06-2021

Via Electronic Mail: markmartz@email.arizona.edu

Arizona Board of Regents, University of Arizona
Dr. Mark Martz, Principal Investigator
110 Free Street 714 Van Buren Street
Phoenix, AZ 85006-3364

SUBJECT: Notice of Conditional Contract Award under RFP #202102022, Statewide Tobacco Treatment Initiative

Dear Dr. Martz:

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MaineHealth Center for Tobacco Independence (MaineHealth), received the evaluation team's highest ranking. The Department will be contacting MaineHealth soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and MaineHealth. MaineHealth shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:
Veronica Robichaud
2292FAA6880E43B...

Veronica Robichaud
Chief Operating Officer
Maine Center for Disease Control and Prevention

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative
BIDDER: MaineHealth- Center for Tobacco Independence
DATE: April 28, 2021

SUMMARY PAGE

Department Name: Health and Human Services
Name of RFP Coordinator: Tom Charette
Names of Evaluators: LeeAnna Lavoie, Selina McGlaufflin, Geoff Miller, Ermion Pierre, Christine Theriault

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
1. Proposal Cover Page - Appendix A	X	
2. Debarment, Performance and Non-Collusion - Appendix B	X	
3. Conflict of Interest Disclosure – Appendix C	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	25	23.00
Section III. Proposed Services	35	33.00
Section IV. Cost Proposal	35	15.67
Budget Narrative	5	4.00
<u>Total Points</u>	<u>100</u>	<u>75.67</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth- Center for Tobacco Independence

DATE: April 28, 2021

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

Bidder met all the requirements of this section.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth- Center for Tobacco Independence

DATE: April 28, 2021

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	25	23.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • Indicated historically being able to reach 75% of the State population. • Comprehensive approach including integration with behavioral health. • Have conducted a pilot program related tobacco treatment for individuals with Opioid Use Disorder. • Cross collaboration with Department and community oral health, asthma, and hypertension program. • Project examples were relevant to the requested services. • Have provided the services for the Department since 2001. During this time the Department has a positive experience working with the Bidder. • Has demonstrated and documented expertise related to Tobacco Treatment within the State.
2. Subcontractors
<ul style="list-style-type: none"> • Proposing to utilize Optum as a subcontractor to provide the call center platform and backup Quitline support. • Optum manages Quitline services in twenty (24) other states. • Optum has over thirty (30) years of experience.
3. Organizational Chart
<ul style="list-style-type: none"> • Provided a clear and thorough Organizational Chart for the project team.
4. Litigation
<ul style="list-style-type: none"> • Indicated none.
5. Financial Viability
<ul style="list-style-type: none"> • Did not provide a current copy of the Dun & Bradstreet Information Report Snapshot. • Based on the audited financial statements, the Bidder appears financially viable.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Met the minimum requirements.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth- Center for Tobacco Independence

DATE: April 28, 2021

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	33.00

Evaluation Team Comments:

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
• Met the minimum requirements of this section.
B. Maine Tobacco QuitLink Call Center
• Met the minimum requirements of this section.
C. Maine Tobacco QuitLink Website
• QuitLink website supports live chat functionality.
• Translation for up to 100 languages.
• Seamless functionality between a web browser and mobile phone.
• Response indicates the Bidder would be the domain owner, however the Department would be the owner of the MaineQuitLink.com domain.
D. Tobacco Treatment Eligibility for Individuals
• Met the requirements of this section.
E. Coordination of Tobacco Treatment Services
• Lacked details related to receiving referrals from non-clinical professionals/agencies.
• Included sample support materials but did not include any Department branding on the material.
• Indicated a certified staff is always available to assist individuals.
• Assess the nicotine levels for END users.
• Intensive behavioral health program is available to assist tobacco users who require such services.
F. Nicotine Replacement Therapy (NRT) Services
• Provided extensive detail related to the NRT selection and dosing support.
• Indicated having medical oversight of NRT distribution.
• Strong NRT medical voucher program.
• Indicated the Bidder's medical director can make prescribing decisions for individuals without a provider.
G. Protocols, Materials, and Data Collection/Reporting
• Provided detailed and thorough protocols and data collection.
• Comprehensive outline of existing practices and indicated plans for enhanced access to services.
H. Stakeholder Engagement/Involvement

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth- Center for Tobacco Independence

DATE: April 28, 2021

<ul style="list-style-type: none"> • Strong relationships with the Maine Prevention Services domains, particularly 2, 3 and 4. This provides direct access to community partners throughout the State who focus on tobacco prevention, youth engagement and mass reach health communication. • Lacked detail for how information on local Tobacco Treatment would be provided.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • Detailed a strong quality improvement program including utilization of Lean Six Sigma and Rapid Process Improvement Cycle (Plan, Do, Study, Act).
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • Provided flexible training option include use of virtual trainings. • High remarks on the training evaluation for basic training.
K. Performance Measures
<ul style="list-style-type: none"> • Indicated being able to meet, and potentially exceed, the performance measures.
L. Reports
<ul style="list-style-type: none"> • Met the minimum requirements.
2. Staffing
<ul style="list-style-type: none"> • Provided details related to the oversight of the proposed subcontractor. • Provided a comprehensive and concise staffing plan. • Heavy emphasis on management and supervisory positions. • Experienced, Multi-disciplinary project team.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Indicated being able to begin work without a delay or transition.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth- Center for Tobacco Independence

DATE: April 28, 2021

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$2,695,159.00	÷	\$6,019,933.00	x	35 points	=	15.67

Evaluation Team Comments:

- | |
|--|
| <ul style="list-style-type: none"> • Unclear what the \$12,000 cost for travel will be utilized for. • Form 5, Line 19 total does not add up. • Salaries were not annualized on form 3. |
|--|

Budget Narrative

	<u>Points Available</u>	<u>Points Awarded</u>
Budget Narrative	5	4.00

Evaluation Team Comments:

- | |
|---|
| <ul style="list-style-type: none"> • Medical Director and Director salaries does not match the salary identified in the Cost Proposal Form. • Provided a detailed budget narrative. |
|---|

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative
BIDDER: University of Arizona
DATE: April 30, 2021

SUMMARY PAGE

Department Name: Health and Human Services
Name of RFP Coordinator: Tom Charette
Names of Evaluators: LeeAnna Lavoie, Selina McGlaufflin, Geoff Miller, Ermion Pierre, Christine Theriault

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
1. Proposal Cover Page - Appendix A	X	
2. Debarment, Performance and Non-Collusion - Appendix B	X	
3. Conflict of Interest Disclosure – Appendix C	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	25	12.00
Section III. Proposed Services	35	20.00
Section IV. Cost Proposal	35	35.00
Budget Narrative	5	3.00
<u>Total Points</u>	<u>100</u>	<u>70.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative
BIDDER: University of Arizona
DATE: April 30, 2021

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

Bidder met the requirements of this section.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative
BIDDER: University of Arizona
DATE: April 30, 2021

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	25	12.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • University of Arizona – Institute for Tobacco Cessation established in 2018. • 20+ years of experience related to tobacco cessation services. • Indicated having the highest quit rates for state tobacco treatment programs for the services provided in Arizona. • Only presented one project example of work completed by the Bidder. Two of the three project examples were services that was provided by the proposed subcontractor.
2. Subcontractors
<ul style="list-style-type: none"> • Proposing to utilize Amira Health to provide tobacco cessation services. • Proposing to utilize Riester to provide marketing and communication services.
3. Organizational Chart
<ul style="list-style-type: none"> • Met the minimum requirements of this section.
4. Litigation
<ul style="list-style-type: none"> • Indicated none.
5. Financial Viability
<ul style="list-style-type: none"> • Did not provide a Dun & Bradstreet Information Report Snapshot. • Provided a web link to obtain the financial statements. The statements provided of the Bidder’s website were not audited or reviewed by a CPA.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided a certificate of insurance that was expired as of June 2020.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative
BIDDER: University of Arizona
DATE: April 30, 2021

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	20.00

Evaluation Team Comments:

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
• Met the minimum requirements of this section.
B. Maine Tobacco QuitLink Call Center
• Demonstrated the ability to meet or exceed the live answer rate.
• Provided examples of how peak call volumes would be managed.
C. Maine Tobacco QuitLink Website
• Did not detail collaboration with the Department or Maine Prevention Services provider.
• Demonstrated an ability to handle a large number of electronic referrals.
D. Tobacco Treatment Eligibility for Individuals
• Eligibility process is culturally relevant to address the youth population.
E. Coordination of Tobacco Treatment Services
• Much of the response to this section did not provide details related to how the Bidder would propose to provide services but focused on how the Bidder currently provides the services.
• Does not address ensure services are accessible for those who are deaf or hard of hearing.
• Did not address how services would be tailored to address the needs of the population of the State.
• Indicated that Quit Coaches would be certified upon contract execution or within 3 months of the contract beginning. The Team is concerned this could lead to delays in the service being implemented.
• Did not detail referring individuals who are not ready to quit to stand-alone services on MaineQuitLink.com.
F. Nicotine Replacement Therapy (NRT) Services
• Did not provide details related to the requirements of this section.
G. Protocols, Materials, and Data Collection/Reporting
• Much of the response to this section did not provide details related to how the Bidder would propose to provide services but focused on how the Bidder currently provides the services.
• Did not indicate materials would be downloaded through MaineQuitLink.com.
• Did not indicate compliance with federal and State privacy and security measures.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: April 30, 2021

<ul style="list-style-type: none"> Indicated referring individuals to crisis services but did not describe or provide details on how or where they would be referred. Did not describe any annual review or revision process for materials.
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> Much of the response to this section did not provide details related to how the Bidder would propose to provide services but focused on how the Bidder currently provides the services.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> Provided a detailed Quitline evaluation plan.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> Did not provide a firm response related to providing an annual tobacco treatment and prevention conference. Indicated trainings, that could lead to certification, would come with a cost to participants. The Team is concerned this could be a barrier to participation. Proposing to rebrand Arizona's existing training material to include MaineQuitLink branding but did not indicate it would be Maine-specific.
K. Performance Measures
<ul style="list-style-type: none"> Met the minimum requirements of this section.
L. Reports
<ul style="list-style-type: none"> Met the minimum requirements of this section.
2. Staffing
<ul style="list-style-type: none"> Proposing 12.1 FTE positions, plus positions to be provided by the proposed subcontractors, to be assigned to the services.
3. Implementation - Work Plan
<ul style="list-style-type: none"> Implementation – Work Plan lacked details related to the tasks associated with this service.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202102022
 RFP TITLE: Statewide Tobacco Treatment Initiative
 BIDDER: University of Arizona
 DATE: April 30, 2021

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$2,695,159.00	÷	\$2,695,159.00	x	35 points	=	35.00

Evaluation Team Comments:

- Did not complete Form 1 of the Cost Proposal Form.
- Medical Director and Conference Planner are noted as outside consultants, however this was not noted in the proposal.
- Indirect rate of 26%.

Budget Narrative

	<u>Points Available</u>	<u>Points Awarded</u>
Budget Narrative	5	3.00

Evaluation Team Comments:

- Provided a detailed budget narrative.
- The Team is concerned the cost does not reflect the scope of the work that will be performed.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

Instructions: *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Creation of Center for Tobacco Independence • P – 20 plus years' experience • Q – how much of Center for Tobacco Independence center funded by the State? • P – Integration of BH initiatives • P- pilot project with patients who have an opioid use disorder • P – HealthReach Community Health Center system change project for e-referrals to the quitline •
2. Subcontractors
<ul style="list-style-type: none"> • Meets requirements
3. Organizational Chart
<ul style="list-style-type: none"> • N – heavy on management
4. Litigation
<ul style="list-style-type: none"> • Meets requirements
5. Financial Liability
<ul style="list-style-type: none"> • Meets requirements
6. Certificate of Insurance
<ul style="list-style-type: none"> • Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • P – long standing relationship with Northern American Quitline Consortium • P – Membership Certificate
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • P – provides services as outlined in the RFP requirements • P – offers appropriate staffing • P – 95% of calls are answered by a person • Q – their capacity to receive 10,000 calls per year and register 5,000 seems reasonable – what’s the current annual call volume?
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • P - Maine quitline website has an online chat function • N- Maine CDC needs to own the Domain • P – CTI holds MPS contract and has community partnership throughout the state • P – online enrollment seems easy to navigate and it’s clear what services are available to Mainers who are interested in quitting tobacco. • P – Individual Digital Services program where Mainers can individualize their treatment program. • P – Website can translate into 100 different languages • C3 – N: The Maine Tobacco Treatment services needs to be clearly branded a Maine CDC program. Currently it looks like a MH program. • C4 – P: they have the capacity to receive 6,000 or more e referrals.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • P – they have a computer program to aid in tobacco eligibility • P – follow the NAQC and US CDC guidelines to determine program eligibility
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • P – Changing consumer demands projects – New digital services, response to vaping, serving adults w beh health conditions, serving pregnant women • E3: P – they provide a robust treatment program to all individuals outlined in the RFP. • E4: N – doesn’t talk about partnering with the state • E6: N – lacks on the community referrals interventions • E9: P – evidence based personalized quit plan outline

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

<ul style="list-style-type: none"> • E12b: P – offering of stand along programs to support individuals where they are at in the quitting process. • E13: N – tobacco support materials need to be clearly Maine CDC branded. • E14: P – starter kit program and text2quit program
F. Nicotine Replacement Therapy (NRT) Services
<ul style="list-style-type: none"> • P – utilizes a decision support tool to assist participants on NRT type and dosing algorithm to determine appropriate dosing based on the participants answers to a series of questions. • P – strong NRT medical voucher program and collects relevant information • P – developed protocols to assist staff on coaching prior populations. • P – robust Intensive Behavioral Health Program • P – Medical oversight to maintain protocols for safe NRT distribution
G. Protocols, Materials, and Data Collection/Reporting
<ul style="list-style-type: none"> • P – Medical staff leadership for all treatment protocols for all participants • P – Providing feedback to clinical/non clinical professionals on outcomes of referral • G1B: N – Missing high priority populations such as low ses and the new mainer, immigrant, populations. • P – coaching protocols are available in Spanish and English • P – program material are available in print and electronic versions, adhere to the evidence based and are updated annually. •
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> • P – Well connected to state, local and national organizations • P - referrals from health care systems • P – Strong relationships with Domain 2, 3 and 4 of the Maine Prevention Services – direct access to local community partners who focus is tobacco prevention, youth engagement and mass reach health communication. • P – demonstrated relationships with Maine Hospital Association, Maine Primary Care, Alliance for Addiction and Mental Health Services, Maine Public Health Association, National association of Behavioral Health, etc. • P – A robust tobacco use screening, assessment and referral to treatment program. Utilizes the Community Preventive Services Task Force interventions to increase referrals.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • P – utilization of process improvement strategies such as lean six sigma and rapid process improvement cycle (plan, do, study, act)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

<ul style="list-style-type: none"> • P- will utilize the US CDC guide on Conducting Quitline Evaluations workbook to inform program evaluation plan.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • P – provides a comprehensive tobacco treatment training and education program • P – Meets the training requirements to support the national certificate in tobacco treatment practice and is nationally accredited. • P – provides tobacco intervention: basic skills training, tobacco intervention: intensive skills training and host the annual tobacco treatment and prevention conference. • P – conducts training evaluation to improve program curriculum. • P – High remarks on program evaluation for the basic training • P – offered many webinars to allow participants to earn continuing education credits and learn the most recent research and data • P – a robust practice integration program that engages healthcare professionals.
K. Performance Measures
<ul style="list-style-type: none"> • P - Experienced with reporting these metrics
L. Reports
<ul style="list-style-type: none"> • P – meets reporting requirements
2. Staffing
<ul style="list-style-type: none"> • P – a diverse group of experienced staff • P – Medical Director oversight • N – Management heavy
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P – workplan is satisfactory

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • P-Service area is home to ¾ of the state's population. • Q-Coverage area is doesn't include Northern and Eastern counties. • P-20-year collaborative history around tobacco issues with statewide organizations. • I-Current provider of Maine tobacco treatment services, providing services since 2001. • I-Current provider of tobacco prevention services since 2016. • Q-Projects and services for priority populations, what is the long-term success/sustainability? Cost effectiveness?
2. Subcontractors
<ul style="list-style-type: none"> • P-Optum is a subcontractor from out of state with 20+ years of QuitLine experience, managing QuitLine projects in 24 states/territories.
3. Organizational Chart
<ul style="list-style-type: none"> • Provided organization chart that includes the projects being proposed.
4. Litigation
<ul style="list-style-type: none"> • Has no litigation.
5. Financial Liability
<ul style="list-style-type: none"> • Provided 3 years of consolidated financial statements with independent auditor's report. • N- Current copy of Dun and Bradstreet Information Report Snapshot missing.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Met requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • P-Membership and strong collaboration with NAQC.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • P-Operated the Maine call center since 2001. • I-1-844-9NOVAPE for ENDS users or youth supports added in 2020 to increase abilities to reach and serve this population. • P-Meets call center staffing and voice mailbox response. • I-will consider a call delivery efficiency plan. • I-Proposes a call monitoring protocol that will identify peak call times. • P-Demonstrates understanding how to plan and manage high call volume,has protocols when call volume exceeds capacity. • Able to provide Department access to calls if necessary.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • Able to maintain the domain and online registration platform. • P-Website platform optimized for mobile devices, provides a consistent look. • P-Web-based registration process is parallel to phone-based registration. • I-Real-time technical assistance available from any call center staff, able to enroll caller int Web Coaching and Individual Digital Services. • P-Three multi-modal services offered with parallel web-based and phone registration. • I-Ability to translate website content into over 100 different languages. • P-Online registration is available in English and Spanish. • P-Practices and Protocols align with NAQC evidence-based practices. • P-Current contracts for both prevention and treatment ensure branding and formatting. • P-Adopted NAQC gold standard e-referral recommendations. • I-Will maintain the capacity to receive and process referrals. • P-Has the capacity to meet and exceed web-based enrollment target of 1,200 completed registrations.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • I-Uses computer-aided telephone interviewing system to input data as services are delivered. • I-Second set of data is collected if eligibility criteria are met.
E. Coordination of Tobacco Treatment Services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

- P-Follows best practices with use of tailored protocols and materials for populations with disparities.
- P-Offers healthcare professionals bi-directional e-referrals, direct message referrals, non-clinical online referrals, and fax referrals
- I-Will maintain a training and quality program for staff based on US CDC Guide.
- P-Current treatment services include 4 programs to meet differing tobacco user needs.
- P-Added new digital services, a response to vaping, behavioral health services, and services for pregnant women in response to consumer demands.
- P-Follows standardized protocols to support tobacco users in assessing quit readiness and next steps. Assesses level of nicotine dependence for ENDS users.
- I-Provide decisional support to aid in NRT selections. Software algorithms support staff in this.
- P-Individual Digital Services Program offers standalone services.
- P-Materials, resources provided to supportive nontobacco users.
- P-Collaboration with MaineHealth Educational Services to support language, and health literacy needs.
- P-Collaboration with Training/Education Team and Maine QuitLink team to develop 12-month internal training program that includes up to date information and competencies for tobacco-related disparities.
- I-Targeted protocols in place for disparate populations with supporting materials. Includes access for incarcerated individuals.
- I-Uses Language Line Solutions for interpreter services.
- I-Recognized as leader and innovator in implementing the NAQC gold standard bidirectional electronic referrals.
- P-Accepts e-fax, direct message email and standard fax referrals.
- I-Coordinates with prevention services team to increase services use by social service and community-based organizations.
- Q-What are the results of this statewide?
- P-Able to meet the 48-hour response to referral requirement.
- P-Provides access for integrated services online enrollment.
- I-Training and Education team provides accredited training for the NCTTP and trains staff.
- P-A TTS-C is always available to assist callers.
- P-Callers and web-based registrants are contacted within 24 hours.
- P-Provides a five behaviors structured quit plan based on USPHS.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

- I-Standard and intensive behavioral health multisession coaching available two times in every twelve months.
- P-Supporting information and resources are front loaded in first calls in case of drop out.
- I-Self help materials, motivational interviewing, and stand-alone services to support those not ready to quit.
- I-3,612 Quit Guides (by Optum) distributed FY20, available upon or requires or as download.
- I-3663 Thinking About Quitting Guides distributed in FY20 to those referred but not reached.
- I-Translated, culturally adapted versions of the Quit Guide and other tailored materials developed by MaineHealth, OPTUM or other sources.
- I-Materials sent on first business day after request.
- Q-How are materials evaluated for effectiveness to targeted audience?
- I-Stand-alone program with required services offered through partnership with Optum.
- I-Two week starter kit of NRT allowed two times in twelve month period.
- I-37% if registrants have opted to enroll in Individuals Digital Services Program since the launch.
- I-Refers and receives referrals from federal resources.

F. Nicotine Replacement Therapy (NRT) Services

- P-Uses decision support tools and techniques to determine NRT type selection and dosing algorithm to determine dosing.
- I-Staff provides education and encourages participants to check in with PCP or Pharmacist to see if OTC may help.
- P-Has worked with the Department and PBM since 2001.
- P-Special NRT protocols for behavioral health conditions; and pregnant/planning to become pregnant, and breastfeeding women.
- P-Medical Director oversees NRT program and safety precautions built into software system.
- I-Software system has a series of medical use exclusion questions.
- I-Proactive outreach to provider for approval to distribute NRT with Medical Director making decision for those without a provider.

G. Protocols, Materials, and Data Collection/Reporting

- I-Medical Director oversees service delivery, which follows evidence-based best practices.
- I-Implements a Quality Assurance program to ensure staff are following operational and clinical protocols.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

- I-Established coaching protocols for working with priority populations.
- P-Has a crisis protocol that is practiced regularly for callers with safety concerns.
- P-Offers statewide resources for callers needing support with other significant needs.
- P-ENDS and commercial tobacco service options.
- I-Plan to explore expand youth ENDS treatment services as part of Quality Improvement Plan. Notable service gap nationally.
- I-Extra support available for Low SES population to access services.
- P-Provides support to MaineCare recipients to navigate accessing NRT.
- P-Culturally trained and responsive to populations with disparities. Protocols for modifying coaching approach.
- P-Three attempts are made over the course of two weeks to reach referrals from clinical and nonclinical sources. First attempt 24-48 business hours.
- P-Thinking About Quitting booklet sent to those not reached.
- P-Feedback letters is faxed to referring provider with status.
- I-Has a proposed plan to address increasing connection rates with referred tobacco users through digital outreach channels in addition to current phone-based outreach.
- I-Pledges to review all in-house protocols designed to support staff to ensure they are culturally and linguistically appropriate. Will enlist as-need support from MaineHealth Educational Services.
- P-All materials undergo annual review and revision to reflect the current academic literature and community practices.
- P-Current contract holder and willing to develop new materials in response to the needs of targeted audiences.
- P-Print and electronic materials available.
- P-Uses database specifically designed for tobacco counseling services; data collected determined by type of caller.
- P-Parallel process embedded n registration for digital services.

H. Stakeholder Engagement/Involvement

- P-Demonstrates engagement and involvement with stakeholders at national and state levels.
- Q-Provider base in central/southern Maine, what steps are taken to engage and maintain collaborative relationships in geographic needs areas outside of service area?
- Q-Is there follow-up in a timely manner by integration team to ensure referral interventions are being sustained.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • Q-How are systems and practices outside of MaineHealth service area supported (e.g. Northern, Eastern Maine)? • I-MaineHealth holds Domain 2 contract. Collaborates with Domain 1. 3 and 4. • Q-How does MaineHealth collect information on local treatment resources? Is information provided in other ways than if requested? Does MaineHealth promote certified treatment specialists that have completed the process?
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • I-Committed to provide a 12-month Quality Improvement Plan based and has access to resources to complete requirements. • I-Proposed evaluation plan will use NAQC recommended evaluation methodology of 7-month survey following registration for services.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • P-Current service provider. • P-Plan to use learnings from COVID-19 pandemic response to inform future virtual training design. • Q-Is there enough demand in Maine for certified specialist to maintain an accredited training program or is it more cost effective to partner with a national provider? 49 individuals completed the full training 2016-2019. • P-Provides training offerings beyond core programming as learning opportunities. • P-As part of current contract has been able to meet annual training and education offering requirement.
K. Performance Measures
<ul style="list-style-type: none"> • Past experience and future commitment to meeting performance measures.
L. Reports
<ul style="list-style-type: none"> • Experienced in tracking and recording all data elements as listed in Table 2. • Commits to meeting all reporting timelines, 20 year history.
2. Staffing
<ul style="list-style-type: none"> • Job descriptions provided. • I-Vendor/subcontractor relationships managed by Director of Treatment Services. Program manager handles day to day operational interactions with staff. • Staffing plan provided.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Workplan provided that includes Tasks in key areas, person responsible and implementation timeline.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> P – The Center for Tobacco Independence has operated and managed the Statewide Maine Tobacco Treatment Initiative since 2001 under contract with Maine Center of Disease Control and Prevention, using Tobacco Settlement funds. Awarded Maine Prevention Service Domain 2 contract in 2016. Have a comprehensive, approach and have incorporated evidence-based services as integrating with Behavioral health and Integrated Medication Assisted Treatment programs. Provided three examples: Maine LungCAPS Initiative, early detection, referral and treatment of lung cancer patients, Integrating Tobacco Treatment into an Opioid Treatment Program, and Tobacco Use Prevention Public Health Approaches for Ensuring Quitline Capacity – training FQHC staff on Quitline services and referrals. All forward thinking, evidence-based examples, and projects.
2. Subcontractors
<ul style="list-style-type: none"> P – Optum – Division of UnitedHealth Group and has experience operating Tobacco Quit Lines in 24 states and over 30 years of experience.
3. Organizational Chart
<ul style="list-style-type: none"> P – Included, clear yet thorough org chart for MaineHealth Center for Tobacco Independence.
4. Litigation
<ul style="list-style-type: none"> P- None
5. Financial Liability
<ul style="list-style-type: none"> P – Provide a fiscally sound organization that has been growing through acquisitions of smaller hospitals, diversified payor sources (patient, insurance, Medicare/Medicaid, etc.) and well established in the state. 2020, 2019, 2018, 2017
6. Certificate of Insurance
<ul style="list-style-type: none"> P – Provided – expires 10/1/2021

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • P – Met requirements signed Conflict of Interest Statement, and member of North American Quitline Consortium since 2001.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • 1. A. B. P – Minimum met, with Call Center operation, phone numbers, hours of operation and voicemail box and return calls. • 2. A. Met minimum B.; C. I – state 5000 tobacco users for phone coaching and digital services vs 5000 expected to result in completed registration for phone counseling and/or Tobacco treatment (including NRT Start Kits). They state later that with the new digital services that treatment services utilized through the internet rather than by telephone and can update voicemail messages to direct callers to the online enrollment platform at mainequitlink.com. D. met minimum.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • 1. P - Met requirements a – e. Seamless on all mobile and computer devices, translation of languages online to over 100 different languages and meets minimal data set registration process available in English and Spanish. • 2.a. P - Meets and will continue to meet Minimum data set requirements for phone-base registration. • 3. P - Collaborates with Maine CDC and Maine Prevention Services and will continue to do so on webpages, forms, and branding meet guidelines. • 4. A. and B. P- adopted the NAQC gold standard and will maintain and meet requirements.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • 1. And 2. P- Minimum requirement met.
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • 1.a. + b. P – Met minimum requirement, will follow all best practices. • 2. P - Will respond to consumer need through looking at national and local trends, examples given, Response to Vaping, Pregnant Women, Behavioral Health, and Digital Services. • 3. P- Addressed comprehensively with evidence-base practices the approach and services for each population listed a. – g, as well as calls from healthcare professionals and family members and educating them on the services available.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

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BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

- 4. a. + b. P – comprehensive approach to deliver culturally and linguistically appropriate service through training of staff, providing resources and services that reflect this as well as images on materials, website, media campaigns, etc. as well as working with Tribal Communities. Complies with Americans with Disabilities Act and the use of TTY and TTS-C staff.
- 5. P- Met minimum requirements for Interpreter services.
- 6. P- Will accept referrals as required and through variety of organizations.
- 6.a. I – make proactive outreach to the referred part within 48 hours (contract referred individual within forty-eight hours to begin treatment).
- 7. P – Met through comprehensive mainequitlink.com.
- 8. I – a. “ensure that participants who contact our program outside of normal operating hours receive a callback within 24 business hours, vs “If a certified Tobacco Treatment coach is not immediately available, ensure the caller receives a return call within twenty-four (24) hours.”
- I - b. Distinguish between twenty – four hours and twenty – four business hours
- 9. P – Met - Use of best practice quit plan guidelines.
- 10. P – Met proactive, multisession coaching requirement and enrollment standard.
- 11. P – will provide supportive information.
- 12. a. P – Motivational messages will be provided. b. P – will refer to stand alone service and self-help materials.
- 13. P – Met with multiple platforms and means to distribute tobacco support materials.
- 14.a.-e P – Met with examples and confirmation of each stand-alone Tobacco Treatment service
- 15. P -Will assist all individuals who call the federal resources numbers.
- 16. Will seek and collaborate with the Department on any tobacco treatment services changes for approval.

F. Nicotine Replacement Therapy (NRT) Services

- F. a. P – described in detail how to assist with NRT selection and dosing support, following guidance on NRT for participants via the Department protocol and Pharmacy Benefits Manager and Medical Voucher program. Will also provide participant information needed, will provide special coaching and NRT protocols for participants with Behavioral health condition, or being pregnant, planning, or breastfeeding. They will also provide Medical oversight via their medical director considering medical use exclusions and protocols for safe distribution of NRT.

G. Protocols, Materials, and Data Collection/Reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • 1. a.i-v, b, c. i-iv. P – Very thorough and met all criterial needed, address various populations served, protocols, materials, and data collection and reporting criteria. • 2. a. – c. P- specific and met criteria. • 3. a.,b., c.i-ii, d. and e. P – all met criteria and explained in detail protocols set, development of materials will have Department approval and printable, downloadable. • 4. a.b.c. P- database and HIPPA requirements met • 5. and 6. P - access to download of the data by the Department and reporting/presented as needed, requested.
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> • 1. a.-f P- Thorough and met requirements and established working relationships with Department and stakeholders. Addressed each item. • 2. a.i-iii. B. Has working relationships across the state with healthcare providers, nonprofits, community organizations and providers. Will work to continue the incorporation of tobacco screening assessment and referral to treatment, an integration into electronic health records, and referrals to Maine QuitLink. • 3. P -Will provide local tobacco treatment resources
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • 1. a.-c. P- Discussed in detail the Tobacco Treatment services quality improvement plan and outlined components to that plan and existing resources, tools, and partnerships. • 2. P – participate in the national annual survey of quit lines in North America and use a third-party evaluator to conduct evaluation services.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • 1. P – met requirement in this area, provides flexible training options and had to do many virtually do to COVID and will continue doing virtual trainings and in person as can in the future. Will meet certification requirement and training to diverse audiences. • 2. P – Annual offerings will be met and have been exceeded in the past.
K. Performance Measures
<ul style="list-style-type: none"> • Met Minimum Requirements and will try to exceed in the performance measure. Acknowledged working with the Department on the reporting.
L. Reports
<ul style="list-style-type: none"> • Will be meeting the reporting requirements for the Department.
2. Staffing
<ul style="list-style-type: none"> • P – Job Descriptions Included and well as concise yet comprehensive staffing plan, 24.85 FTE

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

3. Implementation - Work Plan
<ul style="list-style-type: none">• P – Included in gnat chart and could start the work without delay or need for transition.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/27/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<p>Brief statement of organization qualifications-Page 1, paragraph 2</p> <ul style="list-style-type: none"> • P- Bidder met requirements. They have previous and current experience operating and managing the Statewide Maine Tobacco Treatment Initiative since 2001. <p>Brief statement of organization qualifications-Page 1, paragraph 3</p> <ul style="list-style-type: none"> • Q – Bidder did not describe strategies and progress addressing disparities. <p>Brief statement of organization qualifications-Page 1, paragraph 4</p> <ul style="list-style-type: none"> • I – bidder met the requirements. <p>Brief statement of organization qualifications-Page 1, paragraph 5.</p> <ul style="list-style-type: none"> • Q- Bidder met requirements. <p>Brief statement of organization qualifications-Page 1, paragraph 6.</p> <ul style="list-style-type: none"> • Q- Is it cost-saving for the program for the Bidder to employ 45 full-time employees? <p>Brief statement of organization qualifications-Page 1, paragraphs 8, 9, 10.</p> <ul style="list-style-type: none"> • P- Bidder seems to have an experience team in place <p>Appendix D Project description</p> <ul style="list-style-type: none"> • Q- No specific data on how the three described project improved quit outcomes among the target populations? <p>Success story</p> <ul style="list-style-type: none"> • Q- no specific information on how referrals translated into enrollment and quit rate
2. Subcontractors
<ul style="list-style-type: none"> • P- Bidder meets the requirements. • Q-Bidder did not specified the type of services that the Bidder will contract with Optum for
3. Organizational Chart

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/27/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

<ul style="list-style-type: none">• Q- Org chart did not display positions for all 45 full-time employees, described in attachment 1 under organization qualifications and experience.Q- Bidder did not display how the Medical Director relates to its organization in the Org chart.
4. Litigation
<ul style="list-style-type: none">• Q- Met the requirements
5. Financial Liability
<ul style="list-style-type: none">• Bidders provided 2 years of financial statements.• I- Bidder meets the requirements
6. Certificate of Insurance
<ul style="list-style-type: none">• Bidder met the requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/27/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • P- Bidder met the requirements.
B. Maine Tobacco QuitLink Call Center
<p>B 2a</p> <ul style="list-style-type: none"> • N- Bidder met the requirements. But needed to expand on specific number or percentage. • Q- Bidder could have provided the number of complaints. <p>B 2b and c</p> <ul style="list-style-type: none"> • N- Bidder did not come up with an alternative plan to increase the number of callers who register for services. <p>B 2d P- Bidder met the requirements.</p> <p>B3 Q-Bidder met requirements</p>
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • Q- No specific data is offered to support clients experience with the MQL website and the web-based registration process. • N- No signs of Maine CDC and/or MPS brands on the CTI website.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • P- Bidder meet NAQC guidelines and US CDC requirements
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • Q- nothing is said about existing tailored protocols to address disparities among disparate populations. • P- Bidder met the requirements.
F. Nicotine Replacement Therapy (NRT) Services
<ul style="list-style-type: none"> • P- Bidder met the requirements. • Q- Bidder did not meet the requirements
G. Protocols, Materials, and Data Collection/Reporting
<p>Bidder met the Department and HIPAA requirements for data collection</p> <ul style="list-style-type: none"> • Q- No specific data was provided on the number of people who completed treatment or sustain a 7-month quit rate among the tribal/native American, LGBTQ+, and veterans populations.
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> • N- No information is provided on how the Bidder engages stakeholders in data collection and reporting. • Q- Bidder did not demonstrate how they engage tobacco users in different geographic locations.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/27/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

I. Tobacco Treatment Quality Improvement
• Q- Bidder met the requirements
J. Statewide Tobacco Treatment Training and Education
• Bidder met the US CDC Public Health Services Guideline Treating Tobacco Use and Dependence: 2008 Update as well as NAQC Guidelines, U.S. CDC Guidelines, U.S. Surgeon General's Report for training requirements and offerings.
K. Performance Measures
• I- Bidder met the requirement but there is still room for improvement.
L. Reports
• Q- Nothing is reported on the LGBTQ+, and veterans' populations
2. Staffing
• Q- Bidder did not meet the requirements.
3. Implementation - Work Plan
• Q- Work plan could have been more explicit.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • Significant prior experience with providing these services. • Knowledge and expertise in tobacco treatment and prevention services in Maine. • Experience implementing large initiatives such as this. • Infrastructure is solid and in place to implement these services. • Ability to quickly pick up this service and implement with no disruption in service. • Experience working across systems to improve the health of Mainers. (Tobacco/Behavioral Health collaborations)
2. Subcontractors
<ul style="list-style-type: none"> • Prior experience working with and managing subcontractors. • Form completed
3. Organizational Chart
<ul style="list-style-type: none"> • Provided and comprehensive
4. Litigation
<ul style="list-style-type: none"> • Provided
5. Financial Liability
<ul style="list-style-type: none"> • Provided and is comprehensive
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • Bidder responded appropriately to the general requirements and demonstrates prior experience and existing infrastructure to provide this service. Bidder is already a member of the Quitline Consortium.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • About 20 years of experience operating the existing Tobacco call center. • Demonstration adapting to new trends (as evidenced by adding the vaping call number.) • Existing capacity to operate call center providing no disruption of services.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • Experience operating and managing the existing QuitLink website. • Comprehensive explanation of current services provided and proposed services moving forward that meet this proposal requirement. • Existing capacity to take referrals via the website.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • Bidder has existing capacity and experience to meet this requirement including all required data collection elements.
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • Commitment to ensure services continue to meet recommended federal standards. • Communicated commitment to target special populations affected by tobacco use. • Experience with evolution of services with the changing times and provided examples of this. • Experience with providing services to address multiple population needs and diversity. • Demonstrates coordination with other programs (including Prevention) and is well versed in the needs of tobacco treatment services for those living in Maine. • Existing provision of services utilizing tobacco treatment specialists and commitment to continue. • Appropriate experience and plans documented for coaching and quit planning. • Provided easy to follow graphics of existing programming demonstrating experience and comprehensive approaches to meeting proposal requirements.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

F. Nicotine Replacement Therapy (NRT) Services
<ul style="list-style-type: none"> • Bidder has experience implementing NRT services. • Bidder has existing infrastructure and experience in collecting data required for this service. • Bidder has significant knowledge of and experience with NRT services.
G. Protocols, Materials, and Data Collection/Reporting
<ul style="list-style-type: none"> • Bidder has knowledge and experience with implementing existing protocols, collaboration with the Department, the development and distribution of materials and collecting and reporting on data. • Bidder has existing infrastructure to meet this requirement. • Bidder was comprehensive in describing existing practice but also identified interest in planning for enhanced access to services in the future.
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> • Bidder demonstrates several existing stakeholder engagement activities and interest in future collaborations and involvement. • Bidder is engaged and involved in several tobacco and public health related programs in the state which is a strength in providing the service in this RFP. . • Bidder was comprehensive in describing their plan for continued engagement and involvement of stakeholders including medical field and prevention.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • Bidder commits to developing a 12-month quality improvement plan. • Bidder proposes using appropriate tobacco related models for program improvement initiatives.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • About 20 years of experience providing tobacco treatment training and education in Maine. • Commitment to incorporate innovation in training in the future. • Existing training program is accredited. • Bidder demonstrates knowledge of current training needs and experience providing comprehensive training services in the state on this topic. • Bidder provided information about satisfaction of training services by participants.
K. Performance Measures
<ul style="list-style-type: none"> • Provided strong responses to meeting performance measures in the proposal.
L. Reports
<ul style="list-style-type: none"> • Experience providing Department required reports. • Commitment to reporting requirements provided.
2. Staffing

**STATE OF MAINE
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BIDDER: MaineHealth Center for Tobacco Independence

DATE: 04/26/2021

EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

<ul style="list-style-type: none">• Bidder provided adequate staffing plan that will support this project.
3. Implementation - Work Plan
<ul style="list-style-type: none">• Implementation plan was very detailed and comprehensive.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

Instructions: *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • Meets minimum requirements • N – projects didn't provide enough detail to have an understanding of impact and outcomes. • P – highest quit rates for state tobacco treatment programs.
2. Subcontractors
<ul style="list-style-type: none"> • N – Marketing contractor identified. Maine CDC is responsible for Mass Reach Health Communication
3. Organizational Chart
<ul style="list-style-type: none"> • Meets minimum requirements
4. Litigation
<ul style="list-style-type: none"> • Meets minimum requirements
5. Financial Liability
<ul style="list-style-type: none"> • Meets minimum requirements
6. Certificate of Insurance
<ul style="list-style-type: none"> • Meets minimum requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 4/28/21

EVALUATOR NAME: LeeAnna Lavoie

EVALUATOR DEPARTMENT: Maine CDC Tobacco and Substance Use Prevention Program

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
• Meets minimum requirements
B. Maine Tobacco QuitLink Call Center
• P- live answer rate exceeds minimum requirement
• N – they will have to establish a safe and secure pathway to be HIPPA compliant.
C. Maine Tobacco QuitLink Website
• N – will have to transition to amirahealth website but can still use the MaineQuitlink domain.
• N – No relationship/connection to Maine Prevention Services providers and application didn't expand on how they would engage them.
D. Tobacco Treatment Eligibility for Individuals
• I – vaping platform – uses lower case w limited punctuation
E. Coordination of Tobacco Treatment Services
• P - 97% completion rate pg 16
F. Nicotine Replacement Therapy (NRT) Services
• N – does not currently participate in NRT medical voucher program
G. Protocols, Materials, and Data Collection/Reporting
• Meets minimum requirements
• I – 7 call attempts
H. Stakeholder Engagement/Involvement
• N – no Maine connections
I. Tobacco Treatment Quality Improvement
• P – Strong process evaluation at all levels. Pg 36 - 40
J. Statewide Tobacco Treatment Training and Education
• N – doesn't have a training program
K. Performance Measures
• Meets minimum requirements
L. Reports
• Meets minimum requirements
2. Staffing
• Meets minimum requirements
3. Implementation - Work Plan
• Meets minimum requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 04/27/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • Q-Service providers based in Arizona and Canada. • P-ASHLine has been in service for 20 years with demonstrated results. • P-ASHLine quit rates rank in the top five with significant less cost than other states. • Q-Experience and proven success in state of Arizona. • P-ASHLine partners with Amira for web-based services. • Q-27.5% Maine BRFSS statistic. • P-ASHLine maintains quality of services through funding challenges. • P-Qualifications and skills to provide quitline and training services. • Three examples provided.
2. Subcontractors
<ul style="list-style-type: none"> • Q-Two out of state subcontractors identified.
3. Organizational Chart
<ul style="list-style-type: none"> • Organization chart provided with key position title headers. Does not differentiate how many positions there will be under Quit Coaches or Evaluation Team.
4. Litigation
<ul style="list-style-type: none"> • No litigation reported.
5. Financial Liability
<ul style="list-style-type: none"> • N-Provided link to financial information, not included in documents themselves. • N-Current copy of Dun & Bradstreet Information Report Snapshot missing.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Documentation provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 04/27/2021

EVALUATOR NAME: Selina McGlaufflin

EVALUATOR DEPARTMENT: Department of Health and Human Services

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • P-Members of NAQC.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • P-Able to support calls to Maine QuitLink. Has bilingual intake staff and coaches and collaborates with Asian Smoker's Quitline. • P-Data is shared between call and web-based mediums. • P- Provided document: Visual capture of information flow and available service options helpful. • I-Developed a staffing plan. In Arizona annual calls have ranged from 10,379-19,137. • Described plan to manage calls outside of operating hours. • P-Current live answer rate of 97%. Staff are cross trained to take calls with additional options in the event call volume exceeds capacity. • P-Track record of converting over half of all incoming calls into enrollments. • P-Annual quit rate consistently over thirty percent.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • P-Able to maintain Maine QuitLink domain and branding. Amira platform offers same services and state in some cases exceed service and support currently available. • I-Amira Platform has numerous interactive modules and email/text tips based on quit date. • P-Described steps to maintain effort to meet cultural and linguistic needs of clients and communities served. • P-Longstanding members of NAQC. • I-Amira first to adapt MDS intake process and use the web. • P-Current Amira platform designed to deliver unified brand. • I-Subcontractor RIESTER will assist with brand and formatting. • P-Able to meet anticipated referral and registration requirements.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • Description of intake process for eligibility and process for individuals who qualify for services provided.
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • Follows industry best practices and guidance.

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EVALUATOR DEPARTMENT: Department of Health and Human Services

- P-Conducts ongoing evaluation research to better understand the relationships between the services and supports they implement and the extent they affect desired goals and outcomes.
- P-Recent research published in peer reviewed journals.
- P-Quit coaches will have and maintain certification.
- I-Six coaching call protocol.
- P-Front loads information and resources to ensure key components are covered.
- P-First in North America to create a dedicated vaping platform. Did not share evaluation feedback on success.
- P-Implement and assess protocols for traditional tobacco users and address clients who use alternative forms of delivery devices for nicotine.
- P-Achieves a quit rate of over 30% across all tobacco-use groups.
- P-All telephone- and web-based services include relapse and relapse prevention content and messaging.
- P-Staff attend culturally relevant trainings with identified populations with disparities.
- P-Platform optimized for users with visual impairment.
- N-Did not address deaf or hard of hearing accommodation.
- P-Can accept e- and fax referrals.
- P-Able to outreach to referral via text, phone or email.
- Healthcare providers can see status of referral online.
- P-Able to meet 48-hour requirement.
- P-Three step online enrollment has completion rate of 97%.
- I-Quit coaches will have certification upon contract initiation or within 3 months.
- P-Coach job candidates will be required to have behavioral health or public health background and education.
- P-Coaches have pre-barding requirements and six weeks of intensive training.
- P-Modified coaching sessions reflecting client needs.
- I-Commits to clients having the same coach throughout the process.
- P-Information on front loaded coaching protocol provided.
- P-Provides re-engagement strategies to clients who withdrew prematurely.
- I-Changed from 7 session to three session protocol based on data. 30-day client satisfaction ratings remain high as well as 7-month quit rates.
- I-Messaging developed for multiple audiences to promote quit attempts.
- Able to meet two business day requirement to disseminate materials.

**STATE OF MAINE
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EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • P- Provides digital services, chat services and able to add services as required by the Department. • Q-Training needed on use of federal resources. • Mentions training to support individuals who may have other services and supports available to them.
<p>F. Nicotine Replacement Therapy (NRT) Services</p> <ul style="list-style-type: none"> • P-Phone service includes comprehensive screening instrument to assess clients' need for NRT, to inform selection and guide dosing. • P-Online provides assistance to make and NRT selection. • P/Q-Capability to enter into a subcontract with Glaxo Smith-Kline to provide NRT to those not eligible through the Voucher Program. • Able to meet PBM data requirements. • I-Currently refining protocols for behavioral health around NRT. • I- Currently implements special protocols to provide under 18 and those with medical contraindication NRT. • P-Provided link to pregnant/postpartum and youth protocols. • P-Develops streams to share information with high risk populations. • P-Medical Director with extensive experience.
<p>G. Protocols, Materials, and Data Collection/Reporting</p> <ul style="list-style-type: none"> • Currently revising behavioral health and substance use protocols. • Q-Navigating clients to crisis response? • Follows guidance from CDC and will change e-cigarette protocols based on that. • P-Specialized protocol for pregnant, planning on becoming pregnant or breastfeeding; youth under 18; and have a protocol framework for young adults to develop and implement. • P-Currently supports English and Spanish speaking clients. • P-Print and electronic versions available. • P-Materials follow industry best practices. • N-Did not describe annual review/revision process. • P-Data collection platform in use for many years. • P-Regular use of data to improve services. Has capability for on-demand searches. Flexible in reporting needs/demands by Department.
<p>H. Stakeholder Engagement/Involvement</p> <ul style="list-style-type: none"> • P-Represented provided by both organizations at stakeholder activities. Ensure recommendations made by stakeholders are translated into services and supports relevant and meaningful to the end user. • P-Will have a Maine-based training team.

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EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • Active engagement in Arizona of engagement with multiple partners to provide Tobacco Treatment expertise. • N-Lack of more details on how they would approach the same in Maine. P- Welcomes opportunity to share. • P-Amira platform provides information for multiple audiences. • P-Provides “local help directory” with local Tobacco Treatment centers and information sources.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • P-Provided set of key questions as identified by evaluation team; outcomes will be regularly reviewed • P-Plan provided for quality assurance measuring and reporting.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • P-Experience in working with providers who serve diverse patients with high prevalence of tobacco use on institutionalizing screening, assessment and referral into workflow. Will hire a training manager, and trainers to reside in Maine and deliver in-person and remote trainings. • I-May offer trainings with focus on prioritized populations. • I-Cost per attended is \$225 for basic and \$265 for intensive. • P-Described plan for webinars and system change trainings. • P-Describe plan to work with New England Regional Public Health Training Center Region 1 for CEU offerings. • P-Provides reinforcing resources for patients.
K. Performance Measures
<ul style="list-style-type: none"> • Able to meet Performance Measures.
L. Reports
<ul style="list-style-type: none"> • Able to meet reporting requirements.
2. Staffing
<ul style="list-style-type: none"> • Job descriptions with qualifications provided. • Subcontractor will have contract or agreement.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Workplan provided with task, assignee, start and due date.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • P - University of Arizona Center for Tobacco Cessation and partner Amira Health (subcontractor) providing Smoking Cessation services via ASHLine, and center for over 20 years, funding through State department of Health Services. Work with a variety of payers and use web, text, chat, email for support and access to services. Arizona Smoker's Helpline (ASHLine) at University of Arizona, funding reduced by 35% of state tobacco tax funding in FY20. Provided examples of contracted by Arizona Department of Health Services since 1995 to provide comprehensive tobacco cessation services; Alberta health Services Tobacco Reduction Program with services provided by Amira Health (partner with applicant, not applicant), provide services through AlberatQuits.ca.; Canadian Cancer Society (Amira Health working with), runs an industry specific site for cessation services, use of texting and other media platforms. As partners they have done this work and provided the service to Arizona.
2. Subcontractors
<ul style="list-style-type: none"> • Amira Health to deliver smoking and vaping cessation, mental health, and cannabis cessation services; RIESTER, a marketing communications firm.
3. Organizational Chart
<ul style="list-style-type: none"> • Provided – Basic by Position Title but does not have number of positions or listed staff names. Director and Medical Director names only.
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Liability
<ul style="list-style-type: none"> • I- Since 2015 to 2018 there was a significant positive revenues over expenses, then 2019 less, then in 2020 expenses were over revenues by \$72,868,000, of a budget of \$2,591,505,200. N- No Dun and Bradstreet Reports submitted.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

6. Certificate of Insurance
<ul style="list-style-type: none"> N- Expired 6/30/2020 not current.

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> 1. and 2. P - Met and will remain NAQC member and Amira is a long-standing member.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> I – Will ensure that numbers are used and are routed by the National Cancer Institute to the America Health platform via Twilio application programming interfaces and will test the routing to ensure called received via the phone numbers. 1.a. P – State they will provide staffing that will meet or exceed the expectations of the scope of services. b. will respond to voice mail box messages within twenty-four (24) hours. 2.a P -97% answer rate. b. Met modifications as needed. c. P - High call volume will be address by cross training staff, but often users are doing on-line registration and services. Success with over 10,000 annual calls and over thirty percent success rates. d. Met - Calls are recorded and stored in the cloud viaTwilio.

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EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • 3. Met – Department will have access to secure HIPAA-compliant live and recorded calls upon request.
<p>C. Maine Tobacco QuitLink Website</p>
<ul style="list-style-type: none"> • 1.a.b.c.d. P- Met and would be able to start up with a newer more innovative platform for clients and providing the services as requested. d. P-address the staff trainings on providing services and supports that are culturally and linguistically relevant and meaningful. Part of CTTS certification, and also ensure the web-based content reflects this too. • 2. a. P – members of NAQC and compliant with the Minimal Data set. • 3. I-address the importance of consistency in branding and will follow established brand guideline and meet all ADA requirements, put did not directly address that they will collaborate with the Department and MPS. • 4. P – University of Arizona exceeds the 6000 e-referrals from healthcare and social service providers with 8534 and have done 11,000 online registrations in 2020.
<p>D. Tobacco Treatment Eligibility for Individuals</p>
<ul style="list-style-type: none"> • 1.a. Will follow guideline and requirements and determine personalized individual eligibility for treatment.
<p>E. Coordination of Tobacco Treatment Services</p>
<ul style="list-style-type: none"> • 1.a.b Met will follow the guidance provided by these agencies and entities to ensure all services and supports adhere to industry standards and best practices. • 2. P – Quit coaches will have ATUUD CTTTS and/or NCTTP certification and maintain their credentials to stay on leading edge. Have vaping component and stress the importance of the conversation, not the medium of how it is taking place. Look for efficiencies in service delivery to be most effective. All through Amira Health. • 3. P – Established protocols meet clients where they are along the cessation spectrum and deliver interventions in ways that are empathic and nonjudgmental. • 4.a.P- Staff are trained to provide services that are culturally and linguistically relevant and meaningful, examples of trainings given in 2020. Development and maintenance of the Amira platform has reflected this. • b. N-address technology platform optimized for site users who are visually impaired for HTML for screen readers but does not address services for deaf or hard of hearing. • 5. Met Interpreter services.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none">• 6. Met - Electronic Referrals through the Amira Health Platform as well as faxes, contract referral made within 48 hours.• 7. P – Done through a three-step online registration process.• 8.a. I – All coaches will have ATUUD CTTS certification or NCTP certification or will receive ATUUD CTTS and/or NCTTP certification within three months of contract start. b. Will initiate telephone coaching within 24 hours of request.• 9. I - Seven sessions to three but longer periods of time.• 10.a. Clients stay with the same coach throughout the entire telephonic coaching process, outlined coaching sessions and enroll up to 2 times in 12 months.• 11. Front load information into the three main coaching sessions.• 12. a.c. Met, b. N-did not see a reference to refer to stand-alone services on MaineQuitLink.com.• 13. Met, via mail.• 14.a.b.c.i.i.d.e. Met in all areas, e. P various types of messaging available.• 15. Met.• 16. Met.
<p>F. Nicotine Replacement Therapy (NRT) Services</p> <ul style="list-style-type: none">• P - 1. Comprehensive screening instrument and will follow Departments expectations, prescription needs, and medical contraindications screening.• 2. I - NRT protocols will be in compliance with the Department and it's PBM and if need be for those participants that don't fulfill NRT benefit though Medical Voucher Program, could subcontract with Glaxo Smith-Kline to provide NRT. Not currently as a subcontractor.• 3. A.-q. I – would need to create a database to collect this information and share data securely with the Department.• 4.a.b.i. P - Refining their protocols would work to employ these special protocols with the Department.• 5. Met Medial Oversight.
<p>G. Protocols, Materials, and Data Collection/Reporting</p> <ul style="list-style-type: none">• 1. I - a.b.c. Referred to protocol documents.• 3.d. N-No clear indication that these would be downloadable from the MaineQuitLink.com.• 4. N- no clear indication that they would follow state and federal privacy and security measures HIPAA.• 6. P – clearly addressed.
<p>H. Stakeholder Engagement/Involvement</p> <ul style="list-style-type: none">• Cursory overview and acknowledgment.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 04/25/2021

EVALUATOR NAME: Geoffrey Miller

EVALUATOR DEPARTMENT: Department of Health and Human Services

<ul style="list-style-type: none"> • 3. P- indicated different formats and local help directory.
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • I- Provided chart with questions that would be similar in developing Quality improvement Plan. • 2. P -Thorough review of quality assurance and improvement measures and plan.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> • I- The costs per attendee for the Basic Skills and for the Intensive Skills for listed here. <p>N- Only saw a reference to c. One (1) Annual Tobacco Treatment and Prevention Conference, could not find it, and it was “any unused budget will support the cost to provide the annual conference”.</p>
K. Performance Measures
<ul style="list-style-type: none"> • P – Simply stated that the University of Arizona will perform all services guided by the performance measure and submit results and indicated and do continuous monitoring and oversight by data and evaluations team and leadership on a weekly basis.
L. Reports
<ul style="list-style-type: none"> • P- University of Arizona and Amira have reviewed the reporting requirement and will work together to complete reports from the Amira Database and will follow Departmental Guidelines for Finance and Closeout reports.
2. Staffing
<ul style="list-style-type: none"> • I – Job Descriptions provided in paragraph format listing each positions responsibilities and minimum requirements. • I – Staffing Plan included, many positions to be hired for. 12.1 FTE Staff and outside consultants and Amira will be subcontractors.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P – Included in table format, broken down in phases of Initiate, Plan, Implementation (June 2021), Monitoring, and Project/Change Ma,

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment

BIDDER: University of Arizona

DATE: 04/28/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

Instructions: *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • 20 years providing quitline services • Bidder worked with Federally Qualified Health Centers (FQHCs) to reach Medicaid patients. • Assigned clients to the same quit coach throughout the quit process. • Offered treatment services to youth and young adults using electronic Nicotine Delivery Device (ENDS).
2. Subcontractors
<ul style="list-style-type: none"> • Bidder met the requirements. • However, no specific information that documents history of previous treatment work with Amira Health and Riester.
3. Organizational Chart
<ul style="list-style-type: none"> • Bidder met the requirements • Bidder displays a comprehensive and concise team of 15 people and 2 contractors.
4. Litigation
<ul style="list-style-type: none"> • Bidder met the requirement • Bidder has no litigation within the three-year proceeding this offer
5. Financial Liability
<ul style="list-style-type: none"> • Bidder only provided one year of financial statement. • Bidder did not provide the Dun & Bradstreet <u>Information Report Snapshot</u>.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Bidder met the requirements. Certification will be expired by 6/30/22

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment

BIDDER: University of Arizona

DATE: 04/28/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> • Met the requirements. • Maintain membership with NAQC
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> • Met the requirements. • Had staffing plan to meet or exceed expectations • Dedicated staff to reach out to callers who called after hours withing 24 hours. • Enrolled more than 5,000 individuals to services.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> • Offered to improve the Maine QuitLink functionality • 20 years collaborating with Riester
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> • Has specific protocol and offering for pregnant/postpartum individuals
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> • Followed the NAQC recommendations • Provided example of published peer reviewed evaluation article • First to create a vaping platform • Integrated visually impaired services into their platform • Rigorous hiring and onboarding plan
F. Nicotine Replacement Therapy (NRT) Services
<ul style="list-style-type: none"> • Meet the requirement. • Has a Medical Director in place to oversee NRT prescription • However, no specific example of previous work done collaboratively with a pharmacy manager. • No example of how NRT has been delivered
G. Protocols, Materials, and Data Collection/Reporting
<ul style="list-style-type: none"> • Treatment protocols are in place for youth and pregnant individuals • Makes seven proactive outbound calls to reach clients • Has in place an intuitive database
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> • Met the requirements • Demonstrated engagement with stakeholders within and outside of their states
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> • Demonstrates evaluation capability with a comprehensive plan in place

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment

BIDDER: University of Arizona

DATE: 04/28/2021

EVALUATOR NAME: Ermion Pierre

EVALUATOR DEPARTMENT: Maine CDC

J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none">• Worked with Federally Qualified Centers, Acute care hospitals, and Behavioral Health centers• Partnered with HealthCare Partnership that has 22 years educating providers, including tribal communities.
K. Performance Measures
<ul style="list-style-type: none">• Met the requirements• Improvement will be made during contract negotiation
L. Reports
<ul style="list-style-type: none">• Met the requirements
2. Staffing
<ul style="list-style-type: none">• Had an existing multi-disciplinary staff and show capacity to hire more• Clinical Director dedicated to overseeing the clinical services
3. Implementation - Work Plan
<ul style="list-style-type: none">• Met the requirements. But adjustments can be made during contract negotiation.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 4/26/2021

EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

Instructions: *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"> • Prior experience operating tobacco quitline (unable to determine from narrative if they have operated ASHline for the past 20 years or if ASHline has just existed for 20 years.) • Use of data to target areas of higher prevalence. • Experience collaborating with other systems. • Appropriate examples provided showing they have experience with other similar programs.
2. Subcontractors
<ul style="list-style-type: none"> • Provided
3. Organizational Chart
<ul style="list-style-type: none"> • Provided
4. Litigation
<ul style="list-style-type: none"> • Provided: None to report
5. Financial Liability
<ul style="list-style-type: none"> • Provided in charts and link to website with similar information. • Expenses exceeded revenue FY 2020
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 4/26/2021

EVALUATOR NAME: Christine Theriault

EVALUATOR DEPARTMENT: DHHS/OCFS

Part IV. Section III. Proposed Services (File #3)
1. Scope of Services to be Provided
A. General Requirements
<ul style="list-style-type: none"> Bidder agrees to general requirements.
B. Maine Tobacco QuitLink Call Center
<ul style="list-style-type: none"> Visual to show service delivery was provided/clear. Experience with successful call center availability and response. Concern that call center staff won't be Maine residents and there is no mention of any mechanism to understand the challenges unique to Maine callers.
C. Maine Tobacco QuitLink Website
<ul style="list-style-type: none"> Bidder proposes transitioning to their platform but does not discuss any collaboration with existing programs like Maine Prevention Services or Maine's existing Communications vendor. (Number 3 in this section) Bidder provided data showing their performance on meeting call volume but didn't explain further how.
D. Tobacco Treatment Eligibility for Individuals
<ul style="list-style-type: none"> Bidder agrees to store data in a safe/secure manner but doesn't say where or how.
E. Coordination of Tobacco Treatment Services
<ul style="list-style-type: none"> Number 2 in this section was answered minimally. There was little detail about how they will monitor or evolve with trends. Number 3 in this section was weak. Didn't provide much detail into <u>how</u> they will operate what this RFP is asking for. They shared their experiences. Regarding special populations, the bidder has experience ensuring their call center staff are trained which is a positive, but again, they share no information for how they will address Maine specific needs/cultures/etc.. Planning for quit coaches is outlined well. Distribution of materials section was weak. This section provides a lot of information about what they HAVE done, but not fully about what they WILL do for Maine.
F. Nicotine Replacement Therapy (NRT) Services
<ul style="list-style-type: none"> They will 'follow the guidance provided by the Department' but does not provide many details about how they will implement this requirement. Section is weak and does not demonstrate strong knowledge or experience with NRT.
G. Protocols, Materials, and Data Collection/Reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202102022

RFP TITLE: Statewide Tobacco Treatment Initiative

BIDDER: University of Arizona

DATE: 4/26/2021

EVALUATOR NAME: Christine Theriault


EVALUATOR DEPARTMENT: DHHS/OCFS

<ul style="list-style-type: none"> The responses in this section provide information on what they have done or what they can do, but they do not respond to what their proposal is for how they will do this in Maine or make their materials and resources Maine specific. There is no connection that what they have done in Arizona might not work for Maine's population.
H. Stakeholder Engagement/Involvement
<ul style="list-style-type: none"> Section is weak. They talk about what they have done for engagement in Arizona, but don't talk about what they will do in Maine including how they will assess existing stakeholders etc..
I. Tobacco Treatment Quality Improvement
<ul style="list-style-type: none"> Bidders response provided a lot of questions that will get asked in the process of assessing quality improvement. A lot of information in what they have done, not as much what they intend to do for Maine.
J. Statewide Tobacco Treatment Training and Education
<ul style="list-style-type: none"> Section was detailed but lacked Maine specific needs. Rebranding of Arizona's materials to Maine's Quitlink does not make the training/materials Maine specific.
K. Performance Measures
<ul style="list-style-type: none"> Agreements made to meet and report on performance measures.
L. Reports
<ul style="list-style-type: none"> Bidder agrees to meet reporting requirements.
2. Staffing
<ul style="list-style-type: none"> Staffing plan provided and adequate. Job Descriptions are provided but not all are clear on educational experience required.
3. Implementation - Work Plan
<ul style="list-style-type: none"> Basic implementation plan provided. Lacks detail for this large project.

APPENDIX I

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
NOTICE OF INTENT TO BID
RFP# 202102022
Statewide Tobacco Treatment Initiative

Bidder's Organization Name:		MaineHealth Center for Tobacco Independence	
Chief Executive - Name/Title:		William L. Caron, Jr., Chief Executive Officer	
Tel:	207-661-7001	E-mail:	caronw@mainehealth.org
Headquarters Street Address:		110 Free Street	
Headquarters City/State/Zip:		Portland, Maine 04101	
<i>(Provide information requested below if different from above)</i>			
Lead Point of Contact for Proposal - Name/Title:		Kenneth I. Lewis, Senior Director	
Tel:	207-661-7001	E-mail:	LEWISK1@mainehealth.org
Headquarters Street Address:		110 Free Street	
Headquarters City/State/Zip:		Portland, Maine 04101	

Signature of person authorized to enter into the contract with the Department:	
Name (Print): Albert G. Swallow, III	Title: Chief Financial Officer
Authorized Signature: 	Date: 4/5/24

APPENDIX I (continued)

Provide a brief description of the Bidder's experience and ability to perform the work required within this RFP.

MaineHealth was formed in 1997 with the vision of "Working together so our communities are the healthiest in America." The MaineHealth service area is home to three-fourths of the state's population of 1.3 million people. A not-for-profit regional health system, MaineHealth combines and coordinates clinical, educational, and administrative resources to improve population health, quality, and access, and lower the cost of care. The system includes hospitals and other aligned health care providers: Maine Medical Center, Franklin Community Health Network (Franklin Memorial Hospital), LincolnHealth, Maine Behavioral Healthcare, Memorial Hospital (NH), Coastal Health Alliance (Pen Bay Medical Center and Waldo County General Hospital), Mid Coast-Parkview Health, Southern Maine Health Care, Western Maine Health (Stephens Memorial Hospital), MaineHealth Care at Home, NorDx and Synernet; and more than 20,000 employees. MaineHealth's unique focus on improving the health status of individuals and communities is the foundation for its track record of effective partnerships with diverse sectors, including local and state public health departments, education, business, behavioral health, and social service organizations.

The MaineHealth system has joined with the Maine Public Health Association, the Maine Cancer Foundation, the Maine Hospital Association, the American Cancer Society, the American Lung Association, and others to actively advocate for tobacco prevention and control policies for more than 20 years. The MaineHealth Center for Tobacco Independence (CTI) has provided tobacco treatment services to the Tobacco and Substance Use Prevention and Control Program through collaborative and productive partnerships with Maine CDC clinical and administrative leaders, and other state tobacco-related contractors (e.g., pharmacy and media). Over the past decade, MaineHealth has also been involved with other initiatives led by the Maine CDC on issues such as asthma, oral health, and hypertension, as well as statewide or regional initiatives including the Community Transformation Grants (I and II), Communities Putting Prevention to Work, and a Sodium Reduction grant.

CTI was established by MaineHealth in 2001 to promote the implementation and dissemination of state-of-the-art, evidence-based tobacco treatment interventions for individuals and communities. CTI's work includes research (quality improvement and clinical trials), education (community-based, medical and health professions) and policy development with employers, hospitals and other sectors. CTI has operated and managed the Statewide Maine Tobacco Treatment Initiative since 2001 under contract to the Maine CDC, with funding from tobacco settlement dollars that are allocated to Maine.

CTI's programs and services include tobacco-related training, technical assistance and education; certification programs for tobacco educators; clinical outreach to

health care, mental health, and public health professionals; and operation of the toll-free Maine Quitlink which provides tailored telephonic and digital tobacco treatment services to thousands of Maine citizens annually. CTI implements programming through Training & Education, Prevention and The Maine Quitlink to address disparities and reach populations disproportionately impacted by tobacco and vaping, including low-income/MaineCare, behavioral health, pregnant women, LGBTQ+ and youth/young adults.

Since 2010 the CTI-led Maine QuitLink Team has answered more than 118,000 calls from Mainers, providing 51,596 live first-time tobacco treatment interventions of which 31,229 included the provision of evidence-based over the counter nicotine replacement therapy.

The Maine Quitlink has maintained top tier performance for treatment reach (calculated by taking the number of unique tobacco users who received counseling or medications through the quitline divided by number of adult smokers in each state taken from the most recent BRFSS estimate) of all U.S. quitlines. In the North American Quitline Consortium's (NAQC) FY2019 Annual survey for treatment reach, the Maine Quitlink reached 2.03% of Maine's tobacco users statewide versus a US average of 0.92%.

In 2015, CTI was a founding partner (with the Center for Outcomes Research and Evaluation at Maine Medical Center Research Institute, MaineGeneral Prevention Center, Maine Quality Counts, Maine Public Health Association, and the University of Southern Maine) in the four-year Bristol-Myers Squibb Foundation-funded Maine LungCAPS Initiative. This project developed infrastructure to implement and disseminate evidence-based lung cancer prevention and early detection services, and facilitate early referral and treatment of lung cancer patients across the state. CTI has also won multiple grants from the Maine Cancer Foundation and the Anthem Foundation in recent years, to expand upon elements of its work.

In 2016, CTI was awarded the **Maine Prevention Service Domain 2 contract for Statewide Tobacco Prevention Service** with program goals focused on (1) Prevent(ing) youth and young adults from starting to use tobacco. (2) Motivat(ing) and assist(ing) tobacco users to quit. (3) Protect(ing) nonsmokers from the hazards of secondhand smoke. (4) Eliminat(ing) disparities related to tobacco use among population groups.

Because tobacco use disorder is often overlooked by behavioral health clinicians, in 2017 CTI proposed a solution to integrate treatment for tobacco use disorder into the treatment for co-occurring addictions and/or mental health conditions. In a 7-month pilot in 2018, CTI and the Maine Behavioral Healthcare (MBH) Biddeford Integrated Medication Assisted Treatment (IMAT) program (for treating opioid use disorder), tested strategies for integrating tobacco treatment including comprehensive

assessment, treatment planning, provision of individual and group treatment, referrals to The Maine Quitlink, and establishing guidance for billing for services.

CTI employs 45 full-time staff who bring multidisciplinary backgrounds that include nursing, clinical counseling, medicine, business administration, public health, and research, and who use their experience and capacity to conduct intervention with tobacco users by focusing on changing behavior at the individual, community, healthcare system and policy levels. CTI's ongoing collaboration with the Maine CDC's Tobacco and Substance Use Prevention and Control Program has been recognized by the U.S. Centers for Disease Control and Prevention as a "best practices" case study.

MaineHealth has significant experience and capacity in developing, leading, managing, overseeing, evaluating, and administering large multifaceted population health initiatives, and commits significant staff and financial resources to improving population and community health. MaineHealth's Marketing and Communications team brings significant skills in strategic development and implementation of communication focused on the public, healthcare providers, and all MaineHealth hospitals. The team's capacity to create digital campaigns and messaging serving broad audiences has grown in response to MaineHealth system unification in 2019, and again in responding to Covid-19.

Other capacities within MaineHealth will facilitate the rapid commencement of work immediately post-award. The MaineHealth HR Department has procedures in place that allow for rapid recruitment and hiring. The system's Legal, Audit and Compliance, and Finance Departments will, as with previous proposals to the state, be involved in developing this proposal and will therefore have a thorough understanding of the intentions of the Maine Department of Health and Human Services regarding accountability, fiscal management and oversight requirements. The system's members have significant experience working within common administrative policies and procedures that will facilitate reporting of outcomes and achievement of all objectives and strategies within the established budget.

In sum, the MaineHealth Center for Tobacco Independence has significant experience and success in performing the work required within this RFP and, as part of the MaineHealth system, brings significant capacity to deliver excellent, responsive, state-of-the-art tobacco treatment services to the people of Maine.

APPENDIX I

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
NOTICE OF INTENT TO BID
RFP# 202102022
Statewide Tobacco Treatment Initiative

Bidder's Organization Name:		Arizona Board of Regents, University of Arizona	
Chief Executive - Name/Title:		Sangita Pawar, PhD, MBA / Vice President, Operations	
Tel:	520-626-6000	E-mail:	sponsor@email.arizona.edu
Headquarters Street Address:		PO Box 210158, Rm 510	
Headquarters City/State/Zip:		Tucson, AZ 85721-0158	
<i>(Provide information requested below if different from above)</i>			
Lead Point of Contact for Proposal - Name/Title:		Dr. Mark Martz, Principal Investigator	
Tel:	602-827-2001	E-mail:	markmartz@email.arizona.edu
Headquarters Street Address:		714 Van Buren St.	
Headquarters City/State/Zip:		Phoenix, AZ 85006-3364	

Signature of person authorized to enter into the contract with the Department:	
Name (Print):	Title:
FOR: Sangita Pawar, PhD, MBA	Vice President, Operations
Authorized Signature:	Date:
	04/06/2021\

APPENDIX I (continued)

Provide a brief description of the Bidder's experience and ability to perform the work required within this RFP.

The University of Arizona Center for Tobacco Cessation (the Center) has reviewed the State of Maine, Department of Health and Human Services Request for Proposals for Tobacco Cessation Services, RFP#202102022. We understand the program goals and have the ability and capacity to operationalize the Department's vision for providing statewide cessation services. In collaboration with our information technology partner, Amira Health (Amira), who delivers smoking, vaping, and mental health services and supports to provinces across Canada for over 10 years, the Center and its tobacco cessation service delivery unit, The Arizona Smokers' Helpline (ASHLine), have significant experience developing, implementing, and assessing proven evidence-based tobacco cessation interventions to meet the unique needs of the individuals and communities we serve.

ASHLine is an evidence-based tobacco cessation service located within the Mel and Enid Zuckerman College of Public Health, Center for Tobacco Cessation, at the University of Arizona (UA). ASHLine is the designated state quitline for Arizona, working closely with the Arizona Department of Health Services Bureau of Chronic Disease and Health Promotion (ADHS BCDHP) to produce demonstrated reductions in the prevalence of tobacco use in Arizona over the past 20 years. ASHLine is mission-driven: We reinvest resources directly back into services to improve population health and wellness over time.

The tobacco and nicotine addiction services ASHLine delivers via its treatment programs are consistent with North American Quitline Consortium (NAQC) recommendations, industry market trends, and clinical practice guidelines (CDC, 2014; Fiore et al., 2014; Anderson, 2016). ASHLine has consistently achieved quit rates that rank in the top five of all states in the nation and does so at significantly less cost than other states. This success is attributable to ASHLine's commitment to continual growth in methodologies (best practices), improvements in service quality, and increased workflow efficiencies.

Our value proposition: The quality, culturally relevant, and meaningful tobacco cessation services provided by ASHLine and Amira save lives and money.

The priorities and goals the State of Maine Department of Health and Human Services identifies in the solicitation are shared by the Center and Amira, and the approach to effectively addressing priorities and goals resonates deeply with us.

References

- Anderson C. *Quitline Services: Current Practice and Evidence Base*. North American Quitline Consortium (September 2016) (accessed November 17, 2017, at cdn.ymaws.com/www.naquitline.org/resource/resmgr/issue_papers/Quitline_Services_issue_pape.pdf).
- Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs: 2014* (accessed October 3, 2017, at CDC.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf).
- Fiore MC, Jaén CR, Baker TB, et al. "A Clinical Practice Guideline for Treating Tobacco Use and Dependence: 2008 Update," *American Journal of Preventive Medicine* vol. 35, issue 2: 158–176 (2014) (accessible at [ajpmonline.org/article/S0749-3797\(08\)00332-2/fulltext](http://ajpmonline.org/article/S0749-3797(08)00332-2/fulltext)).



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative

I, LeeAnna Lavoie accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

LeeAnna Lavoie

Signature

Date

April 22, 2021



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative

I, Selina McGlaulin accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

DocuSigned by:
Selina McGlaulin
CD9F538E68B74D0...

April 22, 2021

Signature

Date



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative

I, Geoff Miller accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

DocuSigned by:
Geoff Miller
3AD5D9508C4045D

April 22, 2021

Signature

Date



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative

I, Ermion Pierre accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

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DocuSigned by:
Ermion Pierre
A947AE50CD3E418...

April 22, 2021

Signature

Date



**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES**

**Janet T. Mills
Governor**

**Jeanne M. Lambrew, Ph.D.
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202102022
RFP TITLE: Statewide Tobacco Treatment Initiative**

I, Christine Theriault accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

DocuSigned by:
Christine Theriault
215C1B2304514E4...

April 22, 2021

Signature

Date