



STATE OF INDIANA  
Eric Holcomb, Governor

Department of Administration  
Procurement Division  
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### Award Recommendation Letter

Date: September 3, 2021

To: Roxie Coble, IDOA Director of Strategic Sourcing  
Indiana Department of Administration

From: Arthur L. Sample IV, Strategic Sourcing Analyst  
Indiana Department of Administration

Subject: Recommendation of Selection for RFP 21-66980, Indiana Tobacco Quitline

Based on its evaluation of responses to RFP 21-66980, it is the evaluation team's recommendation that **Optum**, be selected to begin contract negotiations to provide Indiana Tobacco Quitline.

**Optum**, has committed to subcontract **9.59%** of the contract value to **Promotus Advertising** (a certified Minority-owned Business), **8.18%** of the contract value to **Rose International Inc.** (a certified Women-owned Business), and **3.07%** of the contract value to **Professional Management Enterprises, Inc** (a certified Indiana Veteran-owned Small Business).

The terms of this recommendation are included in this letter.

Estimated Contract Value: \$3,129,300.00

The evaluation team received one (1) proposal from:

1. Optum

The proposals were evaluated by and IDOA according to the following criteria established in the RFP:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	50
3. Cost (Cost Proposal)	30
4. Buy Indiana	5
5. Minority Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
6. Women Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
7. Indiana Veteran Owned Small Business Subcontractor Commitment	5 (1 bonus pt. available)

Total: **100 (103 if bonus awarded)**

The proposals were evaluated according to the process outlined in Section 3.2 (“Evaluation Criteria”) of the RFP. Scoring was completed as follows:

**A. Adherence to Requirements**

Each proposal was reviewed for responsiveness and adherence to mandatory requirements. All Respondents were deemed responsive and adhered to the mandatory requirements and were moved forward for evaluation.

**B. Management Assessment/Quality: Initial Scoring (50 Points)**

The one (1) responsive Respondents’ proposal were each evaluated based on their respective Business Proposal and Technical Proposal.

• **Business Proposal**

For the business proposal evaluation, the evaluation team considered the respondent’s organizational structure and financial stability as defined in Section 2.3 of the RFP. The evaluation team’s scores were based on a review of each respondent’s business proposal, Attachment E.

• **Technical Proposal**

For the technical proposal evaluation, the team considered the respondent’s ability to effectively perform the scope of work as defined in Section 2.4 of the RFP. The evaluation team’s scores were based on a review of each respondent’s technical proposal, Attachment F.

The evaluation team’s scoring is based on a review of the Respondent’s proposed approach to each section of the Business Proposal and Technical Proposal. The initial results of the Management Assessment/Quality Evaluation are shown below:

**Table 1: Management Assessment/Quality Scores**

Respondent	MAQ Score 50 pts.
Optum	31.83

**C. Cost Proposal (30 Points)**

Price points were awarded on the Respondents’ Costs as follows:

Score = {

- If Respondent’s Cost amount is lowest among all Respondents, then score is 30.
- If Respondent’s Cost amount is NOT lowest among all Respondents, then score is:

$$30 * \frac{\text{Lowest Respondent’s Cost amount}}{\text{Respondent’s Cost amount}}$$

As a results of the respondent’s Cost Proposal, the Cost Scoring is as follows:

**Table 2: Cost Scores**

Respondent	Cost Score 30 pts.
Optum	30.00

**D. First Round Total Scores**

The combined Round 1 MAQ and Cost scores from the initial evaluations are listed below.

**Table 3: Total Scores**

Respondent	Total Score 80 pts.
Optum	61.83

**E. Post Oral Presentations, BAFO Evaluations, and Clarification Questions**

The Respondent's cost scores were updated based on their BAFOs. The Respondents' MAQ scores were reviewed based on the oral presentations and the responses to the clarification questions. The scores for the Respondents after the oral presentations, BAFOs, and clarification questions were as follows:

**Table 4: BAFO, and Clarification Questions - Evaluation Scores**

Respondent	MAQ Score (50)	Cost Score (30)
Optum	31.83	30.00

**F. IDOA Scoring**

IDOA scored the Respondent in the following areas: Buy Indiana (5 points), MBE Subcontractor Commitment (5 points + 1 available bonus point), WBE Subcontractor Commitment (5 points + 1 available bonus point), and IVOSB Subcontractor Commitment (5 points + 1 available bonus point) using the criteria outlined in the RFP. When necessary, IDOA clarified certain M/WBE and IVOSB information with the Respondent. Once the final M/WBE and IVOSB forms were received from the Respondent, the total scores out of 103 possible points were tabulated and are as follows:

**Table 5: Final Evaluation Scores**

Respondent	MAQ Score	Cost Score	Buy Indiana	MBE*	WBE*	IVOSB*	Total Score
<b>Points Possible</b>	<b>50</b>	<b>30</b>	<b>5</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>100 (+3 bonus pt.)</b>
Optum	31.83	30.00	0.00	6.00	5.00	5.00	77.83

\* See Section 3.2.5 of the RFP for information on available M/WBE bonus points.

**Award Summary**

During the course of the evaluation, the State scrutinized all proposals to determine the ability of the proposed solutions to meet the goals of the program and the needs of the State. The evaluation team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The State intends to sign a contract with one or more Respondent(s) to fulfill the requirements in this RFP.

The term of the contract shall be for a period of two (2) years from the date of contract execution. There may be two (2) one-year renewals for a total of four (4) years at the State's option.