



March 23, 2024

Teresa Deaton-Reese, CPPB, CPPO
Procurement Consultant
Indiana Department of Administration
Procurement Division
402 W. Washington St., Room W468
Indianapolis, IN 46204

Dear Ms. Deaton-Reese,

This letter serves as acknowledgement that Coverdale Consulting has agreed to serve as a subcontractor to Paramount Health Data Project, Inc. for the following work to be performed as part of the School Based Mental Health Provider Endorsement (RFP 24-76492):

- Recruitment for online survey and focus group interviews with school based mental health professionals, which will include finding contact information for potential respondents, designing and crafting messaging for email and text solicitations for participation in the survey and interviews, tracking responses, providing contact information of respondents to PHDP, follow-up responses to respondents.
- Lead strategic design and messaging discussions around the program to include naming, branding, and messaging. After the branding and messaging is determined, Coverdale Consulting will design recruitment / educational / promotional materials for the program to be distributed statewide to a variety of stakeholder communities, including currently licensed mental health providers, educational professionals currently in schools, university and community college faculty and students enrolled in mental health programs and majors and complementary majors such as criminal justice or communications.

This work entails a minimum commitment of at least \$65,000, which is 10% of all 21 months of the total bid amount of \$650,00.00. The work will begin May 1, 2024 and last to January 31, 2026 if options are exercised by the State of Indiana.

Sincerely,

A handwritten signature in black ink that reads 'Rachael Coverdale'.

Rachael Coverdale
President, Coverdale Consulting