

**RFP 21-3605
BUSINESS PROPOSAL
ATTACHMENT E**

INSTRUCTIONS

- Please supply requested information ***in the blue-shaded areas*** and indicate any attachments that have been included.
- Document all attachments with which section and question they pertain to.

2.3.1 General (optional) - Please introduce or summarize any information the Respondent deems relevant or important to the State's successful acquisition of the products and/or services requested in this RFP.

Professional Data Analysts, GBC (PDA) has been helping organizations improve their services since 1984. As an independent evaluation and statistical consulting company located in Minneapolis, Minnesota, PDA specializes in conducting large-scale program evaluations and research projects in the fields of tobacco control and public health. For the past twenty years, tobacco control evaluation has been the primary focus of our work. We have been contracted to provide evaluation services by state departments of health and other tobacco control funders in eight states. We have evaluated tobacco control and cessation media, tobacco cessation interventions, smoke free policy, impact of tobacco tax increases, and youth prevention, health systems change, school-based, and advocacy programs.

2.3.2 Respondent's Company Structure - Please include in this section the legal form of the Respondent's business organization, the state in which formed (accompanied by a certificate of authority), the types of business ventures in which the organization is involved, and a chart of the organization. If the organization includes more than one (1) product division, the division responsible for the development and marketing of the requested products and/or services in the United States must be described in more detail than other components of the organization. Please enter your response below and indicate if any attachments are included.

Professional Data Analysts is a General Benefit Corporation, a sub-chapter S-Corporation, formed in the state of Minnesota. We offer professional services including program evaluation, statistical consulting, data collection, and custom website development to government agencies, nonprofits, universities, and medical institutions. Please see attachments: 2.3.2 Certificate of Good Standing, 2.3.2 IN Articles of Incorporation, 2.3.2 IN Certificate of Incorporation, and 2.3.2 PDA Organization Chart.

2.3.3 Company Financial Information - This section must include documents to demonstrate the Respondent's financial stability. Examples of acceptable documents include: most recent Dunn & Bradstreet Business Report (preferred) or audited financial statements for the two (2) most recently completed fiscal years. If neither of these can be provided, explain why and include an income statement and balance sheet, for each of the two most recently completed fiscal years.

If the documents being provided by the Respondent are those of a parent or holding company, additional information should be provided for the entity/organization directly responding to this RFP. That additional information should explain the business relationship between the entities and demonstrate the financial stability of the entity/organization which is directly responding to this RFP.

As a private company, we do not have a Dunn & Bradstreet Business report or prepare audited financial statements. We are instead providing our independently prepared income statement and balance sheet for our most recently completed two fiscal years. In addition, we have experienced steady growth over the past decade and maintain a high liquidity ratio and sustained financial health. Please see attachments: 2.3.3 Confidential Financial Statements, which is confidential as noted in the transmittal letter, and 2.3.3 Redacted Financial Statements, which may be shared publicly.

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2.3.4 Integrity of Company Structure and Financial Reporting - This section must include a statement indicating that the CEO and/or CFO, of the responding entity/organization, has taken personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The particular areas of interest to the State in considering corporate responsibility include the following items: separation of audit functions from corporate boards and board members, if any, the manner in which the organization assures board integrity, and the separation of audit functions and consulting services. The State will consider the information offered in this section to determine the responsibility of the Respondent under IC 5-22-16-1(d).

PDA's President & CEO, Harlan Luxenberg, takes full personal responsibility for the thoroughness and correctness of all financial information supplied with this proposal. PDA has internal financial controls that include segregation of payment authorization and execution, limited access to accounting software, limited access to company credit cards, and strict password protection systems that include frequent changing of passwords and different levels of access to data according to position.

2.3.5 Contract Terms/Clauses - Please provide the requested information in RFP Section 2.3.5. Indicate the name of the document in the space provided.

PDA accepts all the mandatory clauses in the Sample Contract. We also accept all the non-mandatory clauses, with the exception of 13.C. PDA will work with the State to provide Continuity of Services, but as a private company, we will not disclose personnel records or allow the successor to conduct on-site interviews with our employees. We will also not release our employees to the successor. If awarded this work, we would request that clause 13.C be removed from the contract.

2.3.6 References - Reference information is captured on **Attachment H**. Respondent should complete the reference information portion of the **Attachment H** which includes the name, address, and telephone number of the client facility and the name, title, and phone/fax numbers of a person who may be contacted for further information if the State elects to do so. The rest of Attachment H should be completed by the reference and **emailed DIRECTLY** to the State. The State should receive three (3) Attachment H's from clients for whom the Respondent has provided products and/or services that are the same or similar to those products and/or services requested in this RFP. Attachment H should be submitted to idoareferences@idoa.in.gov. Attachment H should be submitted no more than ten (10) business days after the proposal submission due date listed in Section 1.24 of the RFP. Please provide the customer information for each reference.

Customer 1	
Legal Name of Company or Governmental Entity	North Dakota Department of Health
Company Mailing Address	600 E. Boulevard Ave., Dept. 301
Company City, State, Zip	Bismarck, ND 58505
Company Website Address	www.health.nd.gov
Contact Person	Neil Charvat
Contact Title	Director, Tobacco Control and Prevention Program
Company Telephone Number	701.328.3344
Company Fax Number	
Contact E-mail	njcharvat@nd.gov
Industry of Company	State agency
Customer 2	
Legal Name of Company or Governmental Entity	Florida Department of Health
Company Mailing Address	4052 Bald Cypress Way, Bin #A-17
Company City, State, Zip	Tallahassee, FL 32399

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Company Website Address	www.tobaccofreeflorida.com
Contact Person	Sonja Bradwell
Contact Title	Sr. Management Analyst Supervisor
Company Telephone Number	850.245.4068
Company Fax Number	
Contact E-mail	sonja.bradwell@FLHealth.gov
Industry of Company	State agency
Customer 3	
Legal Name of Company or Governmental Entity	Truth Initiative
Company Mailing Address	900 G Street NW, Fourth Floor
Company City, State, Zip	Washington, DC 20001
Company Website Address	www.truthinitiative.org
Contact Person	Barbara Schillo
Contact Title	Senior Vice President, Truth Initiative Schroeder Institute
Company Telephone Number	202.454.5757
Company Fax Number	
Contact E-mail	bschillo@truthinitiative.org
Industry of Company	Nonprofit

2.3.7 Registration to do Business - Selected out-of-state Respondents providing the products and/or services required by this RFP must be registered to do business within the State by the Indiana Secretary of State and the Indiana Department of Administration, Procurement Division. The address contact information for this office may be found in Section 1.18 of the RFP. This process must be concluded prior to contract negotiations with the State. It is the successful Respondent's responsibility to complete the required registration with the Secretary of State. Please indicate the status of registration, if applicable. Please clearly state if you are registered and if not provide an explanation.

Professional Data Analysts, GBC is registered to do work in the state of Indiana.

2.3.8 Authorizing Document - Respondent personnel signing the Transmittal Letter of the proposal must be legally authorized by the organization to commit the organization contractually. This section shall contain proof of such authority. A copy of corporate bylaws or a corporate resolution adopted by the board of directors indicating this authority will fulfill this requirement. Please enter your response below and indicate if any attachments are included.

Harlan Luxenberg, President & CEO, has full legal authority to sign contracts on behalf of Professional Data Analysts, GBC. A Board of Directors resolution confirming this authority is attached. See attachment 2.3.8 Resolution Granting Signing and Authority to Conduct Business.

2.3.9 Subcontractors - The Respondent is responsible for the performance of any obligations that may result from this RFP and shall not be relieved by the non-performance of any subcontractor. Any Respondent's proposal must identify all subcontractors and describe the contractual relationship between the Respondent and each subcontractor. Either a copy of the executed subcontract or a letter of agreement over the official signature of the firms involved must accompany each proposal.

Any subcontracts entered into by the Respondent must be in compliance with all State statutes and will be subject to the provisions thereof. For each portion of the proposed products or services to be provided by a subcontractor, the technical proposal must include the identification of the functions to be provided by the subcontractor and the subcontractor's related qualifications and experience.

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The combined qualifications and experience of the Respondent and any or all subcontractors will be considered in the State's evaluation. The Respondent must furnish information to the State as to the amount of the subcontract, the qualifications of the subcontractor for guaranteeing performance, and any other data that may be required by the State. All subcontracts held by the Respondent must be made available upon request for inspection and examination by appropriate State officials, and such relationships must meet with the approval of the State.

The Respondent must list any subcontractor's name, address and the state in which formed that are proposed to be used in providing the required products or services. The subcontractor's responsibilities under the proposal, anticipated dollar amount for subcontract, the subcontractor's form of organization, and an indication from the subcontractor of a willingness to carry out these responsibilities are to be included for each subcontractor. This assurance in no way relieves the Respondent of any responsibilities in responding to this RFP or in completing the commitments documented in the proposal. The Respondent must indicate which, if any, subcontractors qualify as a Minority, Women, or Veteran Owned Business under IC 4-13-16.5-1 and Executive Order 13-04 and IC 5-22-14-3.5. See Sections 1.21, 1.22 and Attachments A/A1 for Minority, Women, and Veteran Business information.

IVOSB entities (whether a prime or subcontractor) must have a bidder ID. If registered with IDOA, this should have already been provided (as with MWBEs). IVOSBs that are only registered with the Federal Center for Veterans Business Enterprise will need to ensure that they also have a Bidder ID provided by IDOA (please see section 2.3.7, Department of Administration, Procurement Division for details).

Please see attachments: 2.3.9 Subcontractors, 2.3.9 Letters of Agreement, 2.3.9 IVOSB Form with Certification and Letter of Commitment, and 2.3.9 MWBE Form with Certifications and Letters of Commitment.

2.3.10 Evidence of Financial Responsibility – Not Applicable

2.3.11 General Information - Each Respondent must enter your company's general information including contact information.

Business Information	
Legal Name of Company	Professional Data Analysts, GBC
Federal Identification Number (FIN)	41-2862390
Contact Name	Harlan Luxenberg
Contact Title	President & CEO
Contact E-mail Address	Harlan@pdastats.com
Company Mailing Address	655 19 th Ave NE, Suite 100
Company City, State, Zip	Minneapolis, MN 55418
Company Telephone Number	612-623-9110
Company Fax Number	612-623-8807
Company Website Address	www.pdastats.com
Federal Tax Identification Number (FTIN)	41-1862390
Number of Employees (company)	34
Years of Experience	37
Number of U.S. Offices	1
Year Indiana Office Established (if applicable)	N/A
Parent Company (if applicable)	N/A
Revenues (\$MM, previous year)	4 MM

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Revenues (\$MM, 2 years prior)	4 MM
% Of Revenue from Indiana customers	0

- a. Does your Company have a formal disaster recovery plan? Please provide a yes/no response. If no, please provide an explanation of any alternative solution your company has to offer. If yes, please note and include as an attachment.

Yes, we have a formal disaster recovery plan and have redacted portions for privacy and security purposes. Please see attachment 2.3.11.a Disaster Recovery Plan.

- b. What is your company's technology and process for securing any State information that is maintained within your company?

Please see attachment 2.3.11.b Technology and Process for Securing Information

2.3.12 Experience Serving State Governments - Please provide a brief description of your company's experience in serving state governments and/or quasi-governmental accounts.

PDA has many years of experience serving state health departments, including currently working with departments of health in five states (Florida, Hawaii, North Dakota, Vermont, and Ohio). Our ability to successfully partner with state governments is evidenced by the multiple contract renewals we have won both through competitive bid and sole source renewals. We are accustomed to working with multiple partners, grantees, and contractors to meet state government needs.

2.3.13 Experience Serving Similar Clients - Please describe your company's experience in serving customers of a similar size to the State with similar scope. Please provide specific clients and detailed examples.

We have selected three projects as examples of our experience serving customers of a similar size with similar scope. All three are evaluations of statewide tobacco control programs.

1) Tobacco Free Florida: Quitline Evaluation and AHEC Cessation Program Evaluation

Beginning in 2008, PDA designed and implemented an evaluation system for the Bureau of Tobacco Free Florida (BTFF) tobacco cessation programs. Our current contract includes two separate but coordinated evaluations. The first is the evaluation of the Florida Quitline (annual evaluation budget: \$500,000) which is provided by a single vendor offering a suite of services, including a phone program, web program, texting program, email program, and an NRT starter kit. These services are used by over 60,000 tobacco users each year. The second component is evaluating the Area Health Education Center (AHEC) tobacco cessation programs, which are managed by five university-based medical schools and serve over 20,000 tobacco users each year (annual evaluation budget \$500,000). The AHECs offer two types of in-person courses to the public to help individuals quit tobacco and a specialized course for individuals at partner behavioral health sites. We evaluate all the courses and provide cross-component synthesis evaluation that reports outcomes provided across vendors. As part of both evaluations, we reach out to approximately 800 former participants to conduct follow-up surveys online and over the phone. We produce a series of quarterly automated report, an annual outcome report each year for both components and between five and seven ad hoc studies each year at the discretion of the client. These studies are designed to be responsive to new, innovative, or pilot cessation programs, including those that are tailored for specific populations or delivered via emerging technologies.

As an example of our ad hoc studies, PDA used a multi-pronged approach to investigate factors which might contribute to dissatisfaction or to drop-out during and after registration. In recent years Quitline enrollment and participant satisfaction levels have been trending downward and the client wanted to investigate where there may be barriers preventing access into the programs. We conducted a review of recorded Quitline registration calls, a "secret shopper" study, and analyzed quality of service delivery and fidelity to protocols. Separately, we reviewed

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and analyzed the online registration process across a variety of devices, website browsers, and languages. In each study, we identified several user experience and service delivery challenges. The funder is currently acting on our recommendations to improve services, and the evaluation continues to monitor the result of changes made to improve program quality.

2) Evaluation of the Hawai'i Quitline, Community Cessation Grants, and Health Communications

PDA has completed multiple evaluation contracts for the state of Hawaii beginning in 2005 and continuing through the most recent contract awarded for 2019-2024, with an annual budget of \$434,000. This project includes a complex process and outcome evaluation of three tobacco cessation initiatives in Hawaii, Hawaii Tobacco Quitline, the Health Communications Programs, which seek to promote the Hawaii Tobacco Quitline and to prevent use of electronic smoking devices by Hawaii's youth, and the Community Cessation Grants Program, which in the current funding cycle includes grants to 17 community-based organizations to reduce smoking prevalence among key priority populations. Our evaluation work assesses the performance of these three initiatives on their own. Further, the evaluations are coordinated so that the combined performance of all initiatives can be assessed to understand the extent to which these coordinated efforts are meeting the goals of Hawaii's Tobacco Control Strategic Plan, 2016-2020.

The evaluation is similar in complexity to the Indiana TCP evaluation, as it includes a set of inter-related process and outcome evaluation sub-studies to address a complex, multi-component public health program, and compares program progress to identified performance measures. It also required PDA to select and provide continuous oversight to local subcontractors providing data collection services and technical assistance to 17 community- and clinic-based sub-grantees. Our work has produced several actionable findings which the funders have used to improve their programs. For example, a recent ad hoc report evaluated the vendor's transition to a new service & data platform. The report identified some important service delivery and data quality issues, which were subsequently addressed by the vendor.

PDA's work evaluating media efforts in Hawaii is integrated with our evaluations of the cessation initiatives. For example, we recently created an automated dashboard to track Quitline enrollments on a weekly and monthly basis. The dashboard monitors enrollments among key priority populations from Hawaii's Strategic Plan and allows for real-time monitoring of the impact of different media efforts in the state. PDA also conducts a process evaluation of campaign strategy and content, acting as a critical friend by supporting and challenging the project via an informed external perspective.

3) Evaluation of the North Dakota Department of Health Tobacco Prevention and Control Programs

Since 2011, PDA has completed several evaluations for the North Dakota Department of Health (NDDoH), and our work continues under a newly awarded contract for FY 2020-2021 which has an annual budget of \$260,000. The NDDoH funds a comprehensive statewide tobacco prevention and cessation initiative that includes local-level policy efforts, cessation services, grants to local public health units, tribal initiatives, and mass reach health communications, all organized under the umbrella of a statewide strategic plan. This year PDA's scope of work was expanded to include the design and administration of the Quitline 7-month follow-up survey.

Several of PDA's evaluation deliverables mirror those requested in this RFP. PDA participates in strategic planning with the state and sustainability assessments; this process is incorporated into the evaluation processes and is reported biannually as part of a synthesis report that is shared with the North Dakota Legislature and leadership at the NDDoH. We produce a variety of reports, which include: quarterly dashboard reports for the health systems grantees and the local public health grantees, an annual Quitline report, monthly tracking of Quitline calls using control charts to evaluate changes in calls before and after Covid-19, an annual data summary for the BABY & ME – Tobacco Free Program and the health systems cessation program, and a variety of ad hoc

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reports that are determined in partnership with the NDDoH.

2.3.14 Indiana Preferences - Pursuant to IC 5-22-15-7, Respondent may claim only one (1) preference. For the purposes of this RFP, this limitation to claiming one (1) preference applies to Respondent's ability to claim eligibility for Buy Indiana points. **Respondent must clearly indicate which preference(s) they intend to claim. Additionally, the Respondent's Buy Indiana status must be finalized when the RFP response is submitted to the State.**

Buy Indiana

Refer to Section 2.7 for additional information.

Indicate which preference(s), if any, Respondent intends to claim.

None

2.3.15 Payment – Not applicable.