



MONTANA DEPARTMENT OF ADMINISTRATION

Director's Office

Greg Gianforte, Governor
Misty Ann Giles, Director

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NOTICE OF INTENT TO AWARD

Solicitation Title/Event Name:

Solicitation Number:

Solicitation Close Date:

Notice of Intent to Award Post Date:

Issuing Contracts Officer contact information:

The State intends to award a contract to the apparent successful offeror(s) of the above-mentioned solicitation. The Notice of Intent to Award shall not be considered a binding commitment by the state.

Under the Montana Procurement Act, the State has made the relevant scoring matrix/bid tab for the above-mentioned solicitation available for public inspection. Comments from the public regarding the proposed award must be submitted to the Contracts Officer listed above within this 7-day notice period.

Apparent Successful Offeror(s)

Unsuccessful Offeror(s)

DPHHS-RFP-2025-0589AB

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SCORE SUMMARY WORKSHEET			
Category	Possible Points	National Jewish Health	RVO
Scope of Services			
2.2 Promotion	50	50	48
3.1 Audiences served	50	50	43
4.1 Planning and management	75	73	75
4.2 Hours of live service	50	50	36
4.3 Telecommunications systems	150	150	150
4.4 Online services	125	125	125
4.5 Referral processing	75	75	70
4.6 Tailored services to special populations	200	200	120
4.7 Health systems change	75	75	65
4.8 Management and staffing	75	75	75
4.9 Referral of clients	50	50	43
4.10 Distribution of pharmacotherapeutic quitting aids	125	125	110
4.11 Distribution of self-help materials	50	50	50
4.12 Service units	50	50	50
4.13 Data collection and reporting	100	100	70
4.14 Evaluation and quality improvement	100	100	74
Offeror Qualifications			
Company Profile and Experience			
Years in Business	25	25	25
Relevant Experience/Past Projects	100	100	95
Resumes	75	75	75
Cost Proposal			
Cost Proposal	400	322	400
Bonus Points			
Equal Pay for Montana Women Bonus Points			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100	100	100
Total Scope of Services	1400	1398	1204
Total Offeror Qualifications	200	200	195
Cost Proposal	400	322	400
Total Mandatory Sections	2000	1920	1799
Equal Pay for Montana Women Bonus Points	100.0	100	100
Final Score	2100	2020	1899

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Individual Scoring Matrix

The evaluator/evaluation committee will review and evaluate the offers according to the following criteria, based on a total of 2,000 points. The Scope of Services and Offeror Qualifications portions of the proposal will be evaluated based on the following Scoring Guide and instructions in Step 1. The Cost Proposal will be evaluated based on the formula set forth below in Step 2. The State reserves the right to request references from the highest scoring offeror(s) only, prior to contract execution. Negative references may be grounds for proposal disqualification.

Offeror (Company) Name: National Jewish Health			Total Points Awarded: 2020
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Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
2.2 Promotion	50	50	They can provide a suite of print material; they have self-help materials that are delivered or accessible online. Provided a good description of how they'd be handling the family and friends assistance on calls. Ensuring a 5 th grade reading level for clients with low literacy. Will work with the State's media agency. Specific and thorough; the materials are customized based on participant responses; will ensure the appropriate reading level; Montana-specific media agency and partners with Rescue Agency.
3.1 Audiences served	50	50	A thorough explanation on how they will use the interviews and will mail out materials. Superior response, with an option to get resources immediately or by mail; multiple languages available, with specific steps outlined for participants. Includes continuing education courses and videos available, open to the public through the website. Provided a detailed evidence basis for each of the audiences, thorough and thoughtful, and indicated numerous ways to interact.
4.1 Planning and management	75	73	Provide an accredited training program, CCR and Coaches receive hours of training, self-assessment, annual reviews, phone system is scalable. They have a high live response rate, data collection system allows easy access to change the text program is available for participants, and online resources are available. They can serve more than 240 languages, including accredited training programs. There is a 90% live answer, which would be preferred to be higher for all calls. This was overall a great amount of capacity and flexible, thorough explanation of all chat features.
4.2 Hours of live service	50	50	They have a 99% response rate, with 24/7 quit line services, and a 90% answer rate. There is a clear explanation of hours and structure, it has a flexible infrastructure, and they are able to adjust. There is a 30-second average answer time during business hours.

Offeror (Company) Name: National Jewish Health			Total Points Awarded: 2020
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.3 Telecommunications systems	150	150	Everything was covered, thorough response, all right systems and securities in place, remote staff, layout was nice, and able to do what we can do, including online enrollment and access for callers. Include services for hearing and speech impaired, including real-time reports, internal software for storing with no 3 rd party, they have ad hoc reports available. They provide strong standards for answering calls, a scalable phone system, do call analysis to adapt, protocol changes, and stay up to date on best practices.
4.4 Online services	125	125	They provide services, including interactive content on their website, and tailored to viewers, they provide a bonus podcast and two-way interactive coaching.
4.5 Referral processing	75	75	The facts and web referral, e-referral have a text me first message, so they are aware of the calling number, so it's not a scam call, including bi-directional feedback on enrollment. This is direct and comprehensive. The extensive experience includes five attempts to speak to a person; they have 90 healthcare systems, including providers who receive progress reports from event-based triggers and receive progress notes on patients.
4.6 Tailored services to special populations	200	200	Overall, they have many services for the populations we focus on. Including American Indian coaches are available, they have several cash incentives for pregnancy programs with dedicated female coaches for pregnancy, as well. The specifics to each category that is intentional and based on feedback with and for people who fall into the categories, will go above-and-beyond to reach those populations. They have a strong history of providing protocols for populations, including cross-training.
4.7 Health systems change	75	75	They launched a program and have seen an increase in provider referrals since launch. They have specific Training in TA-specific needs for behavioral health providers, they offer consulting and peer-to-peer learning opportunities. They have a Health Systems Change team, monthly reports to participants, they provide monthly TA for local public health, and create a checklist. The QuitLogix program offers live and on-demand training for medical, nursing, and modules specific to MT Medicaid. Cohesive, dedicated program with a clear goal, driving referrals and specific feedback reports, a clear focus, and evidence of success.

Offeror (Company) Name: National Jewish Health			Total Points Awarded: 2020
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.8 Management and staffing	75	75	They have clear qualifications for CCR, with coaches and supervisors, including a clear triage process, research, and evidence-based guidelines to inform the work, and strong evidence to tailor for each population. Services are steeped in evidence and research. They have two American Indian coaches on staff, they have levels of educational qualifications that must be met, supervisors must meet those and more, including call center operations, counseling protocols were based on Standard Operating Procedures guidelines. Coaching is 1:1 sessions and behavioral health change interventions, recognizing that people's access and engagement are changing, and they are trying to change to meet the needs of current callers, and including data from their community.
4.9 Referral of clients	50	50	There is a clear explanation of how referrals have been, and having staff trained for callers in crisis. They can refer clients to a wide variety of things and work with state partners. They are automatically linked to Medicaid, the chronic disease program. They email or text for five specific screenings, including a unique ID with systems to track activity over time.
4.10 Distribution of pharmacotherapeutic quitting aids	125	125	Coaches can place the NRT in quid-pro-quo and can be ordered online, and the system is set up to avoid duplication using the IP address. All medications are mailed to homes, comprehensive print and online materials, require medical authorization for pregnant and breastfeeding women, and have developed guidelines to switch callers from use types to e-cig and NRT. The pharmacy partner agrees to ship medications. They were clear and specific about who they partner with to distribute medications and the process for obtaining the prescription and getting out the medications was clearly laid out. The quit line coaches are trained and can give recommendations on NRT.
4.11 Distribution of self-help materials	50	50	They laid out the content that is distributed and provided what was requested, and it can be tailored for further populations as needed. They listed all the special populations and seem open to tailoring as needed. Materials are participant-tested before production, participants must meet the reading standards, and medical and clinical directors are part of the process.
4.12 Service units	50	50	They clearly laid out different categories of callers and provided services to each type of caller, they covered all the different types specifically. Different units based on the caller's needs are outlined. They defined all units for the category and met what was asked.

Offeror (Company) Name: National Jewish Health		Total Points Awarded: 2020	
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.13 Data collection and reporting	100	100	They obtain consent to check in after 7 months, provide comprehensive reports including the Montana branded reports, and will include ad hoc reports as requested. The reports are available in different formats, they abide by HIPAA regulations, and their online server lets us extract data. They follow NAQC MDS and support reporting standards for NQDW, a data query system that allows us to pull custom data as needed and provide the data dashboard. The online portal that staff can use and report, and continued flexibility in intake questions to change as necessary.
4.14 Evaluation and quality improvement	100	100	They achieve the highest quit rate at 37% maintain a participation satisfaction of 90% or higher, comply with HIPAA, and high-tech requirements. They follow NAQC guidelines for calculating quit rates and provide a report. Examples of other surveys completed, and the annual outcomes report were included. Make QA/QI activities part of the department, coaches have bi-monthly check-ins with supervisors, examples of how they collaborate with special evaluation projects, outcome survey is either by consensus or random selection of people.
Offeror Qualifications			
Company Profile and Experience			
Years in Business	25	25	They have been in business for 23 years and currently work with 25 states.
Relevant Experience/Past Projects	100	100	They have been working with Montana since 2004, including existing state clients that range in size and complexity, and working with states on projects. The project represented the range, worked with priority populations, including health plans and wellness groups, and companies.
Resumes	75	75	They made a note of all the positions that need to be covered, including a vacancy for the clinical director at this time. They included resumes and were comprehensive, including strong backgrounds and experience.
Cost Proposal			
Cost Proposal	400	322	
Bonus Points			
Equal Pay for Montana Women Bonus Points			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100	100	

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Offeror (Company) Name: RVO Health			Total Points Awarded: 1899
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Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
2.2 Promotion	50	48	They covered all the questions, but there is nothing that stands out about low literacy. The answer hit all the points, with a good overview of media content, but lacked specifics on what self-help documents are provided upon request. They can provide a suite of print materials and access to marketing experts through Healthline Media, the materials are accessible online.
3.1 Audiences served	50	43	They offer specific services when participants are at different stages, which hit all different types of audiences that need services. They lacked detailed evidence-based information for each audience and online self-led training for healthcare providers. Everything was laid out neatly, but some areas were lacking details.
4.1 Planning and management	75	75	They have a system that can handle a lot of calls, with over 500,000 inbound calls annually, and there is a workflow management system to optimize staff for call volumes. They have 250 languages; coaches receive over 115 hours of instruction. The explanation of chat, text, and e-mail features was thorough. They have a good answer, but lost points for not providing details on the training that the coaching staff went through.
4.2 Hours of live service	50	36	They weren't clear on the 24/7 for automated support, unsure when live service is available. The coaches are available around the clock except for certain holidays, and the digital platform is available 24/7 for support. They provide services 24/7, but it is unclear about business hours for live support.

Offeror (Company) Name: RVO Health		Total Points Awarded: 1899	
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.3 Telecommunications systems	150	150	Staffing levels that can adjust and provide for the deaf and hearing-impaired. They recognize first-time callers, and it's a remote workforce company, including a laptop and secure software. They didn't have any mention of staff training on privacy and security, but they did have clinical and operational team reviews of research. They mention seconds to a live answer rate, which is 30 seconds or less, including a 97% live answer response, but a 95.1% live response rate, 1% voicemail rate. They demonstrated a high-capacity system that can take high volumes and are willing to look at feedback and adjust for trends.
4.4 Online services	125	125	The rally coach sounds good on the web and mobile app, which includes group sessions or 1:1, which is great. They tailor the site to Montana with a unique URL, they include a text-based coaching program with a digital dashboard. They cover every category, they have been doing text since 2011, and it seems to work. This is solid with no deficiencies.
4.5 Referral processing	75	70	They described everything we asked for with facts, a website, electronic health records, and a process for everything. They weren't as specific about how they can provide feedback to providers. They can generate a report, but they are not detailed; they offer a referral system with some bi-directional communication, lacking details of how they will communicate with providers. Can provide all important methods and can send to providers and notify states when new clinics submit a referral for the first time.
4.6 Tailored services to special populations	200	120	This met the requirements requested. The coaches are trained in American Indian cultural practices, Pregnant Women, and youth. The coaches receive training to facilitate a cash incentive for pregnant women and comprehensive youth. Research projects with six-step processes, trained for young adults, who have coaches and offer NRT, no deficiencies, and no specific offerings. They do not have American Indian coaches for the program; they have pregnancy programs, but are unclear on incentives being supported, not assigned a dedicated female coach. There is no cross-training in programs for American Indian pregnant women. The youth program is live vape-free and is focused on e-cigs, which is important, but more youth are starting to use nicotine pouches and other products. No indication on the short code for youth and young adults. American Indian coaches are a necessity for Montana. The lack of information that could have cash incentives and cross-training for American Indian pregnant women.

Offeror (Company) Name: RVO Health		Total Points Awarded: 1899	
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.7 Health systems change	75	65	They do indicate providing comprehensive training services to health professionals, a training and outreach team that offers toolkits, webinars, feedback reports, are more fact reports, they hold monthly calls with specialists unsure on how direct engagement with clinics will look. This is unclear if this is a passive service or a suite of things available that clinics should want to access. We were unsure of the specifics of outreach to providers, and mentioned one person who is the training and outreach manager who works with providers. They mention they provide feedback/outcome reports, but no detail on the report on when or who will get them, and the outreach lacked detail on how it is provided.
4.8 Management and staffing	75	75	No American Indian coaches on staff, but they provided a good explanation of everything else. They use Standard Operating Procedure guidelines and adhere to the maximum data sets. They met all provisions of services, including monthly, quarterly, and real-time training of coaches.
4.9 Referral of clients	50	43	They will collaborate with state partners, assess eligibility, offer educational materials, and address their chronic disease interventions. They have a closed-loop referral tracking system and will refer to national programs with clear access to participants in crisis.
4.10 Distribution of pharmacotherapeutic quitting aids	125	110	They have digital and printed materials to educate participants on quitting medications. They have an established vendor for shipping NRT but can partner with Montana pharmacy for rapid medication fulfillment. They were unclear on the process for obtaining prescriptions from providers for medications, but didn't specify the NRT shipping timeline from the pharmacy to the provider. They have combination therapy for high nicotine dependence that can be offered. Unsure about the pharmacy they will be using now, or the process, but will train staff on medications. There are no specifics on rapid medication fulfillment, and no timeline was provided for the medication. Overall, it was a good response.
4.11 Distribution of self-help materials	50	50	They addressed every area but would have liked more details. The materials were relevant and met the needs and will be tailored to meet the participants' readiness to quit level, grade level, and will obtain input from tribal communities. They will send targeted text or email messages for engagement and will work with MT to identify any gaps.
4.12 Service units	50	50	Good answer. They addressed all the different topics asked. They have information-only clients, with single coaching sessions, and integrate NRT into services and provide guidance on the use and use with others. Offered referrals and informed about FDA medications, they provided less information on how they were going to be offering referrals.

Offeror (Company) Name: RVO Health		Total Points Awarded: 1899	
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
4.13 Data collection and reporting	100	70	They comply with HIPAA, NAQC minimal data set and flexibility with intake data. Provide data extracts monthly; there are no query systems mentioned, and will need more than monthly reports. They didn't specifically make the system they will be using, and didn't make the system example available.
4.14 Evaluation and quality improvement	100	74	They lacked specific details and included one example on leveraging for social media marketing, regular quality assurance reviews, and satisfaction surveys. The data being received is HIPAA compliant with data security training. There is a 7-month follow-up that is a random and census survey, but no details on the numbers aimed to be obtained. They conduct a satisfaction survey, but no satisfaction level indicated, similar to the outcomes and quit rate surveys, unclear if they use 3 rd party for evaluations.
Offeror Qualifications			
Company Profile and Experience			
Years in Business	25	25	They have 25 years in business in 23 states.
Relevant Experience/Past Projects	100	95	They provided a map of the states they serve, and none of them are similar to our state. They have a lot of experience, with good examples, but with states whose population looks different.
Resumes	75	75	They have included resumes, and all are highly qualified.
Cost Proposal			
Cost Proposal	400	400	
Bonus Points			
Equal Pay for Montana Women Bonus Points			
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SCORING GUIDE

In awarding points to the evaluation criteria, the evaluator/evaluation committee will consider the following guidelines:

Superior Response (95-100%): A superior response is an exceptional reply that completely and comprehensively meets all of the requirements of the RFP. In addition, the response may cover areas not originally addressed within the RFP and/or include additional information and recommendations that would prove both valuable and beneficial to the agency.

Good Response (75-94%): A good response clearly meets all the requirements of the RFP and demonstrates in an unambiguous and concise manner a thorough knowledge and understanding of the project, with no deficiencies noted.

Fair Response (60-74%): A fair response minimally meets most requirements set forth in the RFP. The offeror demonstrates some ability to comply with guidelines and requirements of the project, but knowledge of the subject matter is limited.

Failed Response (59% or less): A failed response does not meet the requirements set forth in the RFP. The offeror has not demonstrated sufficient knowledge of the subject matter.

Score	25	50	75	100	125	150	200
Superior (95-100%)	23.5 - 25	47 - 50	70.5 - 75	94 - 100	117.5 - 125	141 - 150	188 - 200
Good (75-94%)	18.5 - 23.5	37 - 47	55.5 - 70.5	74 - 94	92.5 - 117.5	111 - 141	148 - 188
Fair (60-74%)	14.8 - 18.5	29.5 - 37	44.3 - 55.5	59 - 74	73.8 - 92.5	88.5 - 111	118 - 148
Failed (0-59%)	0 - 14.8	0 - 29.5	0 - 44.3	0 - 59	0 - 73.8	0 - 88.5	0 - 118

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Cost Worksheet

Lowest overall cost receives the maximum allotted points. All other proposals receive a percentage of the points available based on their cost relationship to the lowest. Example: Total possible points for cost are 300. Offeror A's cost is \$20,000. Offeror B's cost is \$30,000. Offeror A would receive 300 points. Offeror B would receive 200 points ($\$20,000/\$30,000 = 67\% \times 300 \text{ points} = 200$).

Cost			
Points Available		400	
Lowest Cost	\$483,025.00		
Vendor Name	Proposed Cost	Points Earned	Notes:
National Jewish Health	\$599,585.00	322.2	
RVO Health, LLC	\$483,025.00	400.0	

Technical Scoring Session

DPHHS-RFP-2025-0589AB

[Quit Now](#)

Date 25-Apr-25
Time 9:00 AM - 11:34 AM

Location Microsoft Teams

Evaluation Committee Members: Nicole Aune; Jennifere Ullman; Lisa Richardt
Contracts Officer: Amanda Battin

Order of Evaluation: Alphabetical
Scoring Method: Consensus