

December 20, 2024

Kevin March  
Indiana Department of Administration  
Procurement Division  
402 W. Washington Street, Room W468  
Indianapolis, IN 46204

Dear Mr. March,

Professional Data Analysts, GBC (PDA) is pleased to submit a response to the Indiana Department of Health solicitation for External Evaluation Services (RFP 25-80349). We acknowledge understanding of the general information presented in Section 1 of the RFP and agree with all requirements and conditions listed in Section 1.

PDA is registered with the Indiana Secretary of State.

PDA is uniquely positioned to provide the requested external evaluation services for the Indiana Department of Health, Tobacco Prevention and Cessation (TCP) program. As a General Benefit Corporation and Certified B Corporation, our mission is to create positive social impact through data-centric solutions. With over 20 years of experience evaluating statewide tobacco control programs, our focus is partnering with clients to provide tailored solutions that help them understand and improve their programs. Our highly qualified staff of 43 have expertise that spans evaluation, research, statistics, data collection, and web development. We successfully manage multiple large statewide, multi-year, multi-component evaluations that require coordination with clients, partners, stakeholders, and contractors, including the previous contract for external evaluation services in Indiana. We have the organizational structure, controls, and capacity to meet the needs of this project. We are also willing and able to provide the requested services subject to the terms and conditions set forth in the RFP including, but not limited to, the State's mandatory contract terms.

If awarded this contract, Dr. Amy Kerr, would serve as the Principal Investigator. Dr. Kerr is a Director of Evaluation at PDA and brings vast experience leading statewide tobacco

control evaluations and partnering with state departments of health. Known for her thoughtful and innovative evaluation plans, her passion for advancing health equity, as well as her meticulous attention to detail, Dr. Kerr would lead a team of seasoned evaluators, analysts, and tobacco control experts to provide skilled evaluation support to TCP. As the principal contact for this proposal, Dr. Kerr can be reached via the contact information below:

Amy Kerr, PhD  
Director of Evaluation, Professional Data Analysts  
657 19<sup>th</sup> Avenue NE  
Minneapolis, MN 55418  
Telephone: 612-431-1488  
Fax: 612-623-8807  
[akerr@pdastats.com](mailto:akerr@pdastats.com)

Bidder ID #: 0000048718  
FEIN: 41-1862390  
Type of Business: S-Corporation  
NAICS Code: 541661

PDA is claiming a statutory exemption to APRA for section 2.3.4 Company Financial Information. This includes complete income statements and balance sheets for each of the two most recently completed fiscal years. The statute authorizing the redaction is Indiana Code section 5-14-3-4(a)(5), which provides that public agencies may not disclose public records that are confidential financial information obtained, upon request, from a person. PDA is an independent corporation privately owned by one individual. As such, our financial information is confidential and not shared with staff, clients, or the public. Our ability to fulfill the obligations under this contract can be proven by our references, including a reference statement from our bank, the structure we have in place, our proven track record as the incumbent evaluation company, and our long history of fulfilling contracts of similar size and scope. We have provided the complete financial statements in a separate file marked confidential, as well as redacted versions for public release as part of our Business Proposal submission.



I, Harlan Luxenberg, am the person authorized to commit PDA to its representations and who certifies that the information offered in the proposal meets all general conditions including the information requested in Section 2.3.5.

We would welcome the opportunity to discuss our plans with you in greater detail and to clarify any questions the review team may have about this proposal. Please do not hesitate to contact me if you require any additional information.

Sincerely,

Harlan Luxenberg  
President & CEO  
Professional Data Analysts  
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