

**25-80349 BUSINESS PROPOSAL
ATTACHMENT E**

Instructions: Please provide answers in the shaded areas to all questions. Reference all attachments in the shaded area.

Business Proposal

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 plus 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 ten 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 Respondent's Diversity, Equity and Inclusion Information - With the Cabinet appointment of a Chief Equity, Inclusion and Opportunity Officer, on February 1, 2021, the State of Indiana sought to highlight the importance of this issue to the state. Please share leadership plans or efforts to measure and prioritize diversity,

equity, and inclusion. Also, what is the demographic compositions of Respondents' Executive Staff and Board Members, if applicable.

As a Certified B Corporation, Professional Data Analysts (PDA) is committed to measuring and prioritizing diversity, equity, and inclusion (DEI) in all aspects of our operations. This certification requires us to regularly assess and report on our DEI efforts, holding us accountable to rigorous standards.

We have implemented several processes to ensure equity, foster inclusion, and increase diversity within our organization. For example, our standardized hiring process includes sourcing candidates from diverse platforms, conducting initial interviews by phone to reduce bias, and using a consistent set of interview questions to provide an equitable experience for all candidates. Beyond hiring, we actively work to interrupt bias and maintain an inclusive workplace culture through regular training and internal discussions.

PDA is also committed to becoming an anti-racist organization. We actively support businesses owned by BIPOC, women, LGBTQI+ individuals, and veterans, and we track and aim to increase our spending with such businesses. Additionally, we seek opportunities to mentor and coach individuals who are new to our fields, with a focus on members of historically marginalized communities, to help build a more diverse pipeline of talent in evaluation and data analysis.

Our leadership reflects our commitment to gender equity. PDA's executive team is 50% women, and 80% of our directors are women. We recognize the importance of further diversifying our leadership team and remain committed to advancing DEI efforts at all levels of the organization.

2.3.4 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, PDA does not prepare a Dunn & Bradstreet Business Report or audited financial statements. Instead, we are providing our income statement and balance sheet for the two most recently completed fiscal years. Over the past decade, PDA has demonstrated steady growth, a strong financial position, and a high liquidity

ratio, reflecting sustained financial health.

As the incumbent evaluator for TPC, PDA has consistently demonstrated the ability to meet all contractual obligations, deliver high-quality work, and effectively manage resources. This track record further underscores our financial stability and capacity to successfully fulfill the requirements of this contract.

Please refer to the attachments for the requested documents:

- 25-80349_Att E 2.3.4_CONFIDENTIAL_Financial Statements (confidential as noted in the transmittal letter)
- 25-80349_Att E 2.3.4_REDACTED_Financial Statements (suitable for public sharing).

We remain committed to ensuring the financial and operational stability necessary to support TPC's goals effectively.

2.3.5 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 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.

2.3.6 Contract Terms/Clauses - Please provide the requested information in RFP Section 2.3.6.

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.

2.3.7 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 Hs** 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 and Human Services
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
Company Website Address	www.tobaccofreeflorida.com
Contact Person	Laura Corbin
Contact Title	Bureau Chief
Company Telephone Number	850.245.4050
Company Fax Number	850.414.7497
Contact E-mail	Laura.Corbin@FLHealth.gov
Industry of Company	State agency
Customer 3	
Legal Name of Company or Governmental Entity	Hawai'i State Department of Health
Company Mailing Address	1250 Punchbowl Street
Company City, State, Zip	Honolulu, HI 96813
Company Website Address	www.health.hawaii.gov
Contact Person	Leslie Yap

Contact Title	Hawai'i Tobacco Quitline Coordinator
Company Telephone Number	808.692.8183
Company Fax Number	
Contact E-mail	Leslie.Yap@doh.hawaii.gov
Industry of Company	State agency

2.3.8 Registration to do Business – Per RFP 2.3.8, Respondents providing the products and/or services required by this RFP must be registered to do business by the Indiana Secretary of State. The Secretary of State contact information 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.

2.3.9 Authorizing Document - Respondent personnel signing the Executive Summary 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 2.3.9 Resolution Granting Signing and Authority to Conduct Business.

2.3.10 Diversity Subcontractor Agreements

- a. Per RFP Section 1.21, Minority & Women's Business Enterprises (MBE/WBE), and 1.22 Indiana Veteran Owned Small Business Subcontractor (IVOSB), explain process followed to engage with potential MBE, WBE and IVOSB owned, Indiana certified businesses listed on Division of Supplier Diversity site. List the businesses invited to discuss the opportunity for potential partnership.
- b. If not proposing each MBE, WBE or IVOSB subcontractor partnership, explain the rationale for declining to do so. Complete this for each category not proposed.

PDA engaged in a thorough process to select MBE, WBE, and IVOSB subcontractors for this project. We began by reviewing the list of Indiana certified businesses and considering areas that a subcontractor could add value. We considered the partners we worked with on the previous contract as well as new partners that could add additional value. We contacted potential firms to discuss their skills and experience to ensure we selected the subcontractors that can provide the best value for the cost.

We decided to partner with Bingle Research, Chamberlin/Dunn, and Fineline Printing as our diversity subcontractors. We also invited Axon Advisors, Brilljent, Diversity Press, and Transform Group to discuss subcontracting opportunities. Please see attachment 2.3.10 Subcontractors for subcontractor details. Letters of Agreement and Certifications are attached with Attachments A and A1.

2.3.11 Evidence of Financial Responsibility – Removed at the request of the agency.

2.3.12 General Information - Each Respondent must enter your company’s general information including contact information.

Business Information	
Legal Name of Company	Professional Data Analysts, GBC
Contact Name	Harlan Luxenberg
Contact Title	President & CEO
Contact E-mail Address	Harlan@pdastats.com
Company Mailing Address	657 19 th Avenue NE
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)	43
Years of Experience	40
Number of U.S. Offices	1
Year Indiana Office Established (if applicable)	N/A
Parent Company (if applicable)	N/A
Revenues (\$MM, previous year)	6 MM
Revenues (\$MM, 2 years prior)	6 MM
% Of Revenue from Indiana customers	8%

- 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 2.3.12.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 2.3.12.b Technology and Process for Securing Information

2.3.13 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 eight states (Indiana, Minnesota, Oregon, 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.

2.3.14 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 four examples of statewide tobacco control program evaluations that demonstrate PDA's expertise in delivering services similar to those requested in this RFP. These examples highlight our evaluation processes, analysis methodologies, and measurable documented results.

1) Indiana Tobacco Prevention and Cessation Program Evaluation

Since 2021, PDA has evaluated the Indiana Department of Health Tobacco Prevention and Cessation (TPC) program. Our work includes leading and supporting statewide surveys, such as the Adult Tobacco Survey (ATS), a biennial phone survey on attitudes and the use of tobacco, e-cigarette, and cannabis products. PDA also supports the biennial Indiana Youth Tobacco Survey (IYTS), through subcontractor coordination for weighting and stipend fulfillment for participating schools. In addition, PDA has planned and implemented the 2023 statewide Youth and Young Adult Tobacco Use Behaviors Survey using social media recruitment and is currently planning the 2025 survey using address-based sampling.

For the Indiana Quitline, which provides free counseling and cessation services to people in Indiana who use tobacco products, PDA administers the seven-month follow-up survey and reports on outcome measures and has completed more in-depth monitoring and reporting at key time points. We have collaborated with state and local partners to conduct ad hoc studies, including interviews with stakeholders about community engagement, the creation of an Evaluation Advisory Group, and focus groups with local TPC grant coordinators to inform grant activities. Our deliverables include both internal and external-facing reports tailored to the needs of TPC and its intended audiences.

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

Since 2008, PDA has evaluated the cessation programs for the Bureau of Tobacco Free

Florida (BTFF). This includes separate but coordinated evaluations of the Florida Quitline and the Area Health Education Center (AHEC) group cessation program, each with an annual budget of \$500,000.

The Florida Quitline serves over 60,000 people who use tobacco annually and offers a range of services, including phone, web, texting, email, and NRT starter kits. The AHEC cessation program, serves over 20,000 individuals who use tobacco annually and offers in-person and virtual courses, including specialized courses for behavioral health settings. PDA's evaluation work includes annual reports, a variety of monitoring reports, cross-program synthesis reports, and follow-up surveys with approximately 800 participants, conducted through our SynchronizedSurvey™ system.

We produce quarterly automated reports developed in SAS to track trends in enrollments or participant demographics and to identify potential data errors. These often serve as an early detection system, alerting us and the client to developing trends or potential concerns that can be explored in greater depth in an ad hoc report.

Additionally, we produce 5-7 ad hoc studies across both evaluations 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. They are also used to conduct in-depth analyses on topics of the client's choice, like potential service delivery issues. We may analyze existing quantitative data for these studies or collect new data through interviews, focus groups, call reviews, or secret shopper calls. Examples of recent ad hoc studies include exploring a novel incentive program piloted in the AHEC cessation courses, secret shopper studies investigating the Quitline's Spanish language services and referral process, and a study testing the youth vaping cessation texting program.

Through these evaluations, PDA has provided BTFF with tools and insights to refine and improve cessation program strategies, delivering measurable outcomes and actionable recommendations.

3) Evaluation of the Hawai'i Tobacco Quitline, Community Cessation Grants, and Prevention and Cessation Media

PDA has conducted tobacco control evaluations for the state of Hawai'i since 2005. This work includes the Hawai'i Tobacco Quitline (annual budget \$130,000), the Community Cessation Grants Program (annual budget \$259,000), and tobacco and vaping prevention and cessation media activities (annual budget \$250,000). We evaluate these initiatives on their own and in collaboration to understand their impact on Hawaii's Tobacco Prevention and Control Plan 2030. The evaluation is similar in complexity to the Indiana TPC evaluation, and the clients use our findings and recommendations to improve their programs. PDA leads web and phone follow-

up surveys for both cessation programs, and we oversee a Hawai'i-based subcontractor to administer the phone surveys.

For the Quitline, we conduct annual and ad hoc evaluations to assess participant outcomes, service utilization, demographics, healthcare referrals, and engagement with their youth cessation program. It also explores tobacco use and cessation outcomes for groups that face additional barriers to cessation and are disproportionately targeted by the tobacco industry. PDA recently created a monthly dashboard in Power BI for tracking Quitline service delivery, allowing the client to monitor benchmarks and to communicate with the Quitline vendor about potential issues and program changes. Examples of recent ad hoc studies include a secret shopper study of a new youth cessation program and a secret shopper study after transition to a new quitline vendor.

PDA also evaluates Hawai'i's Community Cessation Grants Program, which funds 15 community and clinic-based grantees to provide tobacco cessation counseling services to populations that face additional barriers to cessation. Throughout the year, we create quarterly summaries, bi-annual reports, meet with grantees to develop program roadmaps, and facilitate grantee gathering learning activities. PDA also creates comparison reports to measure benchmarks across grantees and aggregate reports to measure the impact of the program as a whole. PDA has developed strong relationships with the grantees, and we work closely with them when we develop culturally appropriate materials, such as registration forms, to ensure their utility and relevance for their programs. In 2024, grantees had the chance to interview former participants of their programs. PDA created the interview guide, provided technical support, and developed summaries for the grantees to showcase the impact of their program through participant stories. In media evaluation, PDA has led an annual study for the past four years to assess the relationship between promotional media activities and Quitline enrollments. We assess patterns based on media activities, spending, channels, gross rating points, digital impressions, and other media metrics. As part of this study, we also evaluate promotion of the Quitline's youth cessation program. For the overall media evaluation, PDA produces a monthly dashboard of Quitline enrollments among key populations that is used to monitor the media vendor's progress towards program benchmarks.

4) Evaluation of the North Dakota Department of Health and Human Services Tobacco Prevention and Control Programs

Since 2011, PDA has conducted evaluations for the North Dakota Department of Health and Human Services (NDDoHHS) Tobacco Prevention and Control Programs (most recent contract for FY25, budget \$260,000). The NDDoHHS funds a comprehensive statewide tobacco prevention and cessation initiative that includes local-level policy efforts, state-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 tobacco plan. PDA's scope of work includes 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 evaluation processes and is reported biannually as part of a report that is shared with the North Dakota Legislature and NDDoHHS leadership. We produce a variety of reports, including quarterly dashboard reports for the health systems grantees and the local public health grantees, an annual Quitline report, monthly tracking of Quitline calls, and a variety of ad hoc reports that are determined in partnership with the NDDoHHS.

2.3.15 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.**

Approval will be system generated and sent to the point of contact email address provided within the Bidder Registration profile. This is to be attached as a screenshot (copied/pasted) for response evaluation.

Buy Indiana

Refer to Section 2.7 for additional information.

None

2.3.16 Payment – Removed at the request of the agency.

2.3.17 Extending Pricing to Other Governmental Bodies – Removed at the request of the agency.