



STATE OF INDIANA

DEPARTMENT OF ADMINISTRATION Commissioner's Office

Mike Braun, Governor

Indiana Government Center South
402 West Washington Street, Room W462
Indianapolis, IN 46204

Award Recommendation Letter

Date: July 21, 2026

To: Jennifer Jansen, Procurement Director
Indiana Department of Administration

From: Christina Garcia, Procurement Consultant
Indiana Department of Administration

Subject: Recommendation of Selection for RFP 26-84962,
988 Contact Centers Services

Based on its evaluation of responses to RFP 26-84962, it is the evaluation team's recommendation that A Better Way Services, Inc., Crisis Center, Inc., Mental Health Association in Indiana Inc. D/B/A Mental Health America of Indiana be selected to begin contract negotiations to administer the 988 Contact Center Services for the Division of Mental Health and Addiction (IOT).

*A Better Way Services, Inc. has committed to subcontract 0.13% of the contract value to **Complete Products** (a certified Minority-owned Business (MBE)), 0.16% of the contract value to **Julie Haffner** (a certified Women-owned Business (WBE)).*

*Crisis Center, Inc. has committed to subcontract 0.10% of the contract value to **Divine Strategy LLC, and AMP Marketing** (a certified Women-owned Business (WBE)), and 0.03% of the contract value to **Rivers Business Solutions** (a certified Indiana Veteran Owned Small Business (IVOSB)).*

Mental Health Association in Indiana Inc. D/B/A Mental Health America of Indiana did not commit to any subcontracts.

The terms of this recommendation are included in this letter.

Estimated 4-year Contract Value:

• A Better Way Services, Inc.	\$12,134,495.46
• Crisis Center, Inc.	\$11,714,169.06
• Mental Health Association in Indiana	\$10,473,524.90
TOTAL:	\$34,322,189.42

Estimated Maximum Award Value (initial 4-year term plus optional 1-year extension):

• A Better Way Services, Inc.	\$15,471,923.00
• Crisis Center, Inc.	\$14,944,663.82
• Mental Health Association in Indiana	\$13,218,105.70
TOTAL:	\$43,634,692.52

The evaluation team received seven (7) proposals from:

1. A Better Way Services, Inc
2. Carelon Behavioral Health, Inc.
3. Centerstone of Indiana, Inc.
4. Crisis Center, Inc.
5. Mental Health America Wabash Valley Region
6. Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana
7. SoulMedic Media Group, Inc.

The proposals were evaluated by IOT, Key Stakeholder State Agencies, and IDOA according to the following criteria established in the RFP:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	50
3. Cost (Cost Proposal)	30
4. Buy Indiana	5
5. Minority Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
6. Women Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
7. Indiana Veteran Owned Small Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
Total: 100 (103 if bonus awarded)	

The proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

A. Adherence to Requirements

Each proposal was reviewed for responsiveness and adherence to mandatory requirements. All proposals were deemed responsive and adhered to the mandatory requirements.

B. Management Assessment/Quality: Initial Scoring

The Respondents' proposals were each evaluated based on their respective Business Proposal and Technical Proposal.

Business Proposal

For the Business Proposal evaluation, the evaluation team considered the information the Respondent provided in the Business Proposal. These areas were reviewed to assess the Respondent's ability to serve the State:

- References
- Company Financials
- Experience Serving State Governments

Technical Proposal

For the Technical Proposal evaluation, the evaluation team considered the Respondent's proposal in the following areas:

- Introduction
- Definitions
- Overview and Vision of 988
- Mandatory and Desired Respondent Qualifications
- General Contractor Duties
- Staffing and Training
- Technology
- Collaboration with the 988 Crisis Response System and External Partners
- State Marketing Alignment
- State Resources Available to 988 Contact Centers
- Quality Assurance and Improvement
- Project Management
- Reporting
- Transition Requirements
- State Audits
- Key Performance Indicators

The evaluation team's Round 1 scoring is based on a review of the Respondent's proposed approach to each section of the Business Proposal and Technical Proposal. The evaluation team issued MAQ and Cost Clarifications to all Respondents prior to finalizing Round 1 scores. The initial results of the Management Assessment/Quality Evaluation are shown below:

Table 1: Round 1 – Management Assessment/Quality Scores

Respondent	MAQ Score 50 pts.
A Better Way Services, Inc	34.25
Carelon Behavioral Health, Inc.	6.75
Centerstone of Indiana, Inc.	18.75
Crisis Center, Inc.	46.50
Mental Health America Wabash Valley Region	27.75
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	35.25
SoulMedic Media Group, Inc.	21.00

C. Cost Proposal (30 Points)

The price points on the Respondent's Costs were awarded as follows:

Score =

- If Respondent's Cost amount is lowest among all Respondents, then score is 30.
- If Respondent's Cost amount is NOT lowest among all Respondents, then score is:

$$30 * \frac{(\text{Lowest Respondent's Cost Amount})}{(\text{Respondent's Cost Amount})}$$

The cost scoring as a result of the Respondents' cost proposals is as follows:

Table 2: Round 1 – Cost Scores

Respondent	Cost Score 30 pts.
A Better Way Services, Inc	25.10
Carelon Behavioral Health, Inc.	6.98
Centerstone of Indiana, Inc.	23.83
Crisis Center, Inc.	26.63
Mental Health America Wabash Valley Region	25.08
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	24.85
SoulMedic Media Group, Inc.	30.00

D. First Round Total Scores and Shortlisting

The combined Round 1 MAQ and Cost scores from the initial evaluations are listed below.

Table 3: Round 1 – Total Scores (MAQ + Cost)

Respondent	Total Score 80 pts.
A Better Way Services, Inc	59.35
Carelon Behavioral Health, Inc.	13.73
Centerstone of Indiana, Inc.	42.58
Crisis Center, Inc.	73.13
Mental Health America Wabash Valley Region	52.83
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	45.85
SoulMedic Media Group, Inc.	65.25

With IDOA approval, the evaluation team elected to shortlist A Better Services, Inc., Centerstone of Indiana, Inc., Crisis Center, Inc., Mental Health America Wabash Valley Region, Mental Health Association in Indiana, Inc., and SoulMedic Media Group, Inc. based on Round 1 Total Scores.

The evaluation team elected to issue invites to Oral Presentations to the six (6) shortlisted Respondents.

E. Post Oral Presentations – Second Round MAQ Scores

The Respondents' (who were shortlisted after the First Round) MAQ scores were reviewed and re-evaluated based on the Oral Presentations and the written responses to questions asked during Oral Presentations. The scores for the Respondents (who were shortlisted after the First Round) after the Oral Presentations were as follows.

Table 4: Round 2 – Management Assessment/Quality Scores

Respondent	MAQ Score 50 pts.
A Better Way Services, Inc	35.50
Centerstone of Indiana, Inc.	18.75
Crisis Center, Inc.	47.75
Mental Health America Wabash Valley Region	33.50
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	39.75
SoulMedic Media Group, Inc.	22.25

F. Post Best and Final Offer Opportunity – Final Round Cost Scores

The State elected to issue Best and Final Offers (BAFOs) to the two shortlisted Respondents.

The cost scoring as a result of the Respondents' BAFO Cost Proposals is as follows:

Table 5: Round 2 – BAFO Cost Scores

Respondent	Cost Score 30 pts.
A Better Way Services, Inc	25.89
Centerstone of Indiana, Inc.	23.00
Crisis Center, Inc.	26.82
Mental Health America Wabash Valley Region	24.21
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	30.00
SoulMedic Media Group, Inc.	23.98

G. Round 2 - Total Scores

The combined final scores for the Respondents, based on Round 2 Management Assessment/Quality and BAFO Cost Scores are listed below.

Table 6: Round 2 - Evaluation Scores

Respondent	MAQ Score	Cost Score	Total Score
Points Possible	50	30	80
A Better Way Services, Inc	35.50	25.89	61.39
Centerstone of Indiana, Inc.	18.75	23.00	41.75
Crisis Center, Inc.	47.75	26.82	74.57
Mental Health America Wabash Valley Region	33.50	24.21	57.71
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	39.75	30.00	69.75
SoulMedic Media Group, Inc.	22.25	23.98	46.23

H. IDOA Scoring

IDOA scored the Respondents in the following areas: MBE Subcontractor Commitment (5 points + 1 available bonus point), WBE Subcontractor Commitment (5 points + 1 available bonus point), IVOSB Subcontractor Commitment (5 points + 1 available bonus point), and Buy Indiana (5 points) using the criteria outlined in the RFP. IDOA requested updated M/WBE and IVOSB commitments from the Respondents who submitted BAFO Cost Proposals. Once the final M/WBE and IVOSB forms were received from the Respondent, the total scores out of 100 possible points were tabulated and are as follows:

Table 7: Final Evaluation Scores

Respondent	MAQ Score	Cost Score	Buy Indiana*	MBE*	WBE*	IVOSB*	Total Score
Points Possible	50	30	5	5 (+1 bonus pt.)	5 (+1 bonus pt.)	5 (+1 bonus pt.)	100 (+3 bonus pt.)
A Better Way Services, Inc	35.50	25.89	5.00	0.00	0.00	-1.00	65.39
Centerstone of Indiana, Inc.	18.75	23.00	5.00	0.00	0.00	4.17	50.92
Crisis Center, Inc.	47.75	26.82	5.00	-1.00	0.00	0.06	78.63

Mental Health America Wabash Valley Region	33.50	24.21	5.00	0.00	1.80	0.10	64.61
Mental Health Association in Indiana Inc. D/B/A Mental Health of Indiana	39.75	30.00	5.00	-1.00	0.45	-1.00	73.20
SoulMedic Media Group, Inc.	22.25	23.98	5.00	0.63	2.25	-1.00	53.10

* See Sections 3.2.5, 3.2.6, and 3.2.7 of the RFP for information on available M/WBE and IVOSB bonus points.

Award Summary

The term of the contract shall be for a period of four (4) years from the date of contract execution. There may be one (1) one-year renewals for a total of five (5) years at the State's option.

