



STATE OF INDIANA

Mike Braun, Governor

DEPARTMENT OF ADMINISTRATION

Commissioner's Office

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

Award Recommendation Letter

Date: September 10, 2026

To: Jonathan Huth, Category Director – Health and Human Services
Indiana Department of Administration

Signed by:

Jonathan Huth
DC845F9289414C0...

From: Christina Garcia, Procurement Consultant,
Indiana Department of Administration

Subject: Recommendation of Selection for RFP 26-86494, Hearing Aids, Devices, and Services

Based on its evaluation of responses to RFP 26-86494, it is the evaluation team's recommendation that GN Hearing Care Corporation, Oticon, Sonova USA Inc., and Starkey Laboratories be selected to begin contract negotiations to provide Hearing Aids Devices and Services.

None of the vendors have provided a commitment to engage in subcontracting arrangements with any certified Indiana Veteran Owned Small Business (IVOSB).

The terms of this recommendation are included in this letter.

The evaluation team received four (4) proposals from:

1. GN Hearing Care Corporation (GN)
2. Oticon
3. Sonova USA Inc.
4. Starkey Laboratories

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)	45
3. Cost (Cost Proposal)	35
4. Buy Indiana	5
5. Indiana Veteran Owned Small Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)

Total: 90 (91 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. Four (4) 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:

- Reporting
- Support Tracking
- Order Tracking
- On-Line Services
- Updated List Pricing
- Products Updates
- Biling
- Management Relationship Team
- Issue Escalation Process
- Services Quality and Customer Feedback
- Ear Molds
- Receivers
- Hearing Aids
- Assistive Listening Devices
- Product updates
- Training

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 initial results of the Management Assessment/Quality Evaluation are shown below:

Table 1: Round 1 – Management Assessment/Quality Scores

Respondent	MAQ Score 45 pts.
GN Hearing Care Corporation	36.11
Oticon	34.11
Sonova USA Inc.	34.19
Starkey Laboratories	29.78

C. Cost Proposal (35 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 35.
- If Respondent's Cost amount is NOT lowest among all Respondents, then score is:

$$35 * \frac{(\text{Lowest Respondent's Cost Amount})}{(\text{Respondent's Cost Amount})}$$

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

Table 2: Round 1 – Cost Scores

Respondent	Cost Score 35 pts.
GN Hearing Care Corporation	17.03
Oticon	15.02
Sonova USA Inc.	35.00
Starkey Laboratories	22.15

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.
GN Hearing Care Corporation	53.14
Oticon	49.13
Sonova USA Inc.	69.19
Starkey Laboratories	51.93

The evaluation team elected not to issue Oral Presentations.

E. Post Oral Presentations – Second Round MAQ Scores

The Respondents' 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 45 pts.
GN Hearing Care Corporation	36.11
Oticon	34.11
Sonova USA Inc.	34.19
Starkey Laboratories	29.78

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

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 35 pts.
GN Hearing Care Corporation	30.23
Oticon	23.72
Sonova USA Inc.	21.54
Starkey Laboratories	35.00

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	45	35	80
GN Hearing Care Corporation	36.11	30.23	66.34
Oticon	34.11	23.72	57.83
Sonova USA Inc.	34.19	21.54	55.73
Starkey Laboratories	29.78	35.00	64.78

H. IDOA Scoring

IDOA scored the Respondents in the following areas: IVOSB Subcontractor Commitment (5 points + 1 available bonus point), and Buy Indiana (5 points) using the criteria outlined in the RFP. IDOA requested updated IVOSB commitments from the Respondents who submitted BAFO Cost Proposals. Once the final 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*	IVOSB*	Total Score
Points Possible	45	35	5	5 (+1 bonus pt.)	90 (+1 bonus pt.)
GN Hearing Care Corporation	36.11	30.23	0.00	-1.00	65.34
Oticon	34.11	23.72	0.00	-1.00	56.83
Sonova USA Inc	34.19	21.54	0.00	-1.00	54.73
Starkey Laboratories	29.78	35.00	0.00	-1.00	63.78

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

Award Summary

During the course of evaluation, the State scrutinized all proposals to determine the viability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of five (5) years from the date of contract execution. There may be one (1) one-year renewal for a total of six (6) years at the State's option.

