



**STATE PROCUREMENT OFFICE
NOTICE OF REQUEST FOR EXEMPTION
FROM HRS CHAPTER 103D**

Received by
State Procurement Office
05/25/2016

TO: Chief Procurement Officer

FROM: Department of Health
Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods and/or services:
The Department of Health/Tobacco Prevention and Education Program (DOH/TPEP) requires tailored marketing tools to remind healthcare providers that the Hawaii Tobacco Quitline (HTQL) is available to assist their patients and is proven to be successful in helping tobacco users quit. The services required are: 1) Develop up to three (3) different creative layouts and messaging informing three specific target groups, obstetricians/gynecologists (OB/GYN), dentists, and Medicaid providers, about the HTQL services and its effectiveness in helping smokers quit. Final creative products will be in the form of direct mailers and that specifically target the three provider groups listed above; 2) Procure mailing lists for the three targeted provider groups currently practicing in Hawaii; and 3) Print and mail to the targeted provider groups. Materials created will be provided to the DOH/TPEP for review and approval prior to printing and mailing. All promotional materials created shall be aligned with the existing HTQL branding standards, color scheme, and be integrated and embedded throughout the HTQL marketing presence.

2. Vendor/Contractor/Service Provider:	Asher Agency, LLC	3. Amount of Request:
		\$ 24,500.00

4. Term of Contract From: 8/1/2015 From: 6/21/16 To: 7/1/2016	To: 7/31/2016 10/31/2016	5. Prior SPO-007, Procurement Exemption (PE): 6/21/2016
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6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:
Asher Agency, LLC (Asher) is the health communications vendor for the HTQL and as such developed the first iteration of the outreach campaign tailored specifically for healthcare provider groups. The next round of the campaign will focus on different healthcare provider groups from the first phase of the medical provider outreach, however still utilizing the template, branding, color scheme, and overall consistency with the existing campaign. It is not advantageous to use another vendor since recreating the template, and replicating branding and color scheme to maintain consistency with the existing campaign will be at an added expense. Asher also conducted and has formative evaluation data for developing the targeted messaging which is advantageous to the DOH/TPEP, and would be impracticable to duplicate.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:
Asher was selected since it is the existing vendor that is promoting the HTQL, and has access to and use of the HTQL brand, and developed and manages the website that promotes the Hawaii quitline services. The vendor is required to have access to and meet the branding standards of the HTQL, and align all created materials to the current branding requirements. Asher is also the only vendor with access to the integrated marketing tools to promote the HTQL services, and can embed newly created materials into its online presence, advertising, and other printed materials.

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8. Identify the primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required).

*Point of contact (Place asterisk after name of person to contact for additional information).

Name	Division/Agency	Phone Number	e-mail address
Lila Johnson* <i>lj</i>	Tobacco Prevention and Education Program	586-4662	lila.johnson@doh.hawaii.gov
Lola Irvin <i>Lola Irvin</i>	Chronic Disease Prevention and Health Promotion Division	586-4481	lola.irvin@doh.hawaii.gov

All requirements/approvals and internal controls for this expenditure is the responsibility of the department.

I certify that the information provided above is, to the best of my knowledge, true and correct.

Virginia Pressler
 Department Head Signature

MAY 24 2016

Date

For Chief Procurement Officer Use Only

Date Notice Posted: 5/26/2016

Inquiries about this request shall be directed to the contact named in No. 8. Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Request is returned with no action required as the department is withdrawing their Request for Procurement Exemption and plan to conduct a small purchases procurement method.

If there are any questions, please contact Stanton Mato at 586-0566, or email stanton.d.mato@hawaii.gov.

Approved

Disapproved

No Action Required

Mona Sui
 For Chief Procurement Officer Signature Date 8/2/16