

MISSISSIPPI STATE DEPARTMENT OF HEALTH
Notice of Proposed Sole Source Purchase #0301-13
RFx # 3150000530

The Mississippi State Department of Health anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

Commodity or commodities to be purchased (make, model, description):

Educational Brochures addressing Heart Disease and Stroke Prevention

<u>Item #</u>	<u>Description</u>	<u>Qty</u>
5452	8 Ways/Improve Cholesterol	10000.00
5453	10 Ways to a Healthier Heart	10000.00
5662	Health Consequences of Obesity	10000.00
5639	Promoting Physical Activity	10000.00
5449	30 Things/High Blood Pressure	10000.00
5450	10 Ways/High Blood Pressure	10000.00

Explanation of the need to be fulfilled by this item(s) and why it is the only one that can meet the specific needs of the department:

Many people with risks for heart disease and stroke—such as high blood pressure and high cholesterol—do not know that they have these conditions or how to effectively control them to prevent a heart attack or stroke. High blood pressure (hypertension) is one of the most important risk factors for heart disease, stroke, kidney failure, and diabetes complications. Nearly 2 out of 3 adults with high cholesterol and about half of adults with high blood pressure don't have their condition yet under control, according to the CDC. High blood pressure and high blood cholesterol usually have no signs or symptoms. Thus, many people don't know that their blood pressure or cholesterol levels are too high. The purpose of requesting the brochures are help health educators and healthcare providers to articulate what role the patient can take in keeping their blood pressure in control including diet, exercise, stress management, and medication adherence.

Furthermore, in 2011 the Office of Communications developed an automated publication ordering form on the Heart Disease and Stroke Prevention Program's Publication webpage, which prompts the program's staff to ship brochures to the requestor. The HDSPP has consistently measured how many Mississippians are empowered with knowledge to prevent heart disease and stroke and the associated risk factors based upon the number of requests for Journeyworks Publishing educational brochures.

Name of company/individual selling the item(s) and why that source is the only possible source that can provide the required item(s):

The Journeyworks Publishing educational brochures listed above are copyrighted and available only from Journeyworks Publishing, no other distributor.

When comparing similar commodities, it was determined that the selected educational materials from Journeyworks Publishing effectively addressed the Heart Disease and Stroke Prevention Program's

(HDSPP) target audience. The materials are researched and written by professional health education writers and editors. Journeyworks Publishing's professional reviewers help ensure the accuracy of the material as well as the appropriateness of presentation. When giving health-related advice, citing statistics, or suggesting specific courses of action, they rely on well-respected resources, such as published materials from the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH). All of Journeyworks Publishing materials are designed for clarity and ease of reading. For the materials that are geared toward a low-literacy audience, Journeyworks Publishing use a set of criteria based on the SAM guidelines. All of the materials are also evaluated by two standardized reading level tests - FRY and Flesch-Kincaid. The majority of the materials rate below an eighth-grade reading level; most rate between fourth and sixth grade.

Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

The estimated cost of the educational brochures is \$13,482.00. The prices include a special discount of \$1800 off the standard cost of the pamphlets. Also, Journeyworks Publishing will include the item numbers imprinted in the space on the back of the pamphlets, at no extra cost, just like the past orders. The line item on the quote that says Imprinting will cover that and the cost has been zeroed out due to the size of the order.

Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

The Journeyworks Publishing educational brochures are the sole creator, publisher, and supplier of the educational brochures listed above. All applicable discounts were explored and applied.

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to: Jennifer Dotson, Mississippi State Department of Health Purchasing Department, 570 E. Woodrow Wilson, Room 134 Underwood Building, Jackson, MS 39216 or P. O. Box 1700, Jackson, MS 39215-1700.

Responses may be hand delivered, via regular mail, overnight delivery or by e-mail: jennifer.dotson@msdh.ms.gov. The envelope or e-mail should reference the sole source number.

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable. The enclosed form (OSS) may be used if you so desire.

If after a review of the submitted notice and documents, Mississippi State Department of Health determines that the commodity in the proposed sole source request can be provided by another person or entity, then Mississippi State Department of Health will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If Mississippi State Department of Health determines after review that there is only one (1) source for the required commodity, the Mississippi State Department of Health will appeal to the Public

Procurement Review Board. Mississippi State Department of Health will have the burden of proving that the commodity is only provided by one (1) source.

Notices/objections, etc. will be accepted at any time prior to: June 27, 2016 at 5:00 p.m. (CST)

