

October 6, 2026

TO: ALL OFFERORS

FROM: Division of Public Health, Bureau of Contracts and Grants
DHSS_DPH_Contracts@delaware.gov

SUBJECT: ADDENDUM 1 – Questions and Answers
HSS-27-007 – DELAWARE QUITLINE & RELATED CESSATION SERVICES

ADDENDUM 1 – Questions and Answers

All other terms and conditions remain the same.

THE ATTACHED ADDEDNUM HEREBY BECOMES A PART OF THE ABOVE SOLICITATION.

Vendor Questions & Answers

RFP HSS-27-007 Delaware Quitline & Related Tobacco Cessation Services

Date: 9/23/2026

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:30 AM EDT, Not Public - Pending

1. Has the current contract gone full term?

Answer – Yes. The current Delaware Quitline contract has completed its full contract term.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:30 AM EDT, Not Public - Pending

2. Have all options to extend the current contract been exercised?

Answer – Yes, all of the one-year extensions have been exercised.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:31 AM EDT, Not Public - Pending

3. Who is the incumbent, and how long has the incumbent been providing the requested services?

Answer - The current incumbent is Consumer Wellness Solutions, LLC. The incumbent has provided requested services for 20+ years under various corporate/entity names during this period.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:31 AM EDT, Not Public - Pending

4. How are fees currently being billed by any incumbent(s), by category, and at what rates?

Answer – The State does not provide the incumbent vendor's current fees or billing rates by category. Vendors can develop and submit their proposed pricing/budget in accordance to the provisions of this RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:31 AM EDT, Not Public - Pending

5. What estimated or actual dollars were paid last year, last month, or last quarter to any incumbent(s)?

Answer – FY26: \$1,232,450.00. This was the overall total budget for fiscal year 2026.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:31 AM EDT, Not Public - Pending

6. Is previous experience with any specific customer information systems, phone systems, or software required?

Answer – No specific customer information system, telephone system or software platform is required. The RFP does require demonstration experience with 800-line operations and the ability to provide and support the systems necessary to perform the required services.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:31 AM EDT, Not Public - Pending

7. What is the minimum required total call capacity?

Answer – The RFP does not establish a specific minimum required total call capacity. The vendor is responsible for providing sufficient system and staffing capacity to effectively manage anticipated call volumes and meet all service requirements described in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:32 AM EDT, Not Public - Pending

8. What is the minimum simultaneous inbound call capacity?

Answer - The RFP does not establish a specific minimum simultaneous inbound call capacity. The vendor is responsible for providing sufficient system and staffing capacity to effectively manage anticipated call volumes and meet all service requirements described in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:35 AM EDT, Not Public - Pending

9. What is the maximum wait time?

Answer – The State does not have a specified maximum caller wait time requirement for this RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:35 AM EDT, Not Public - Pending

10. What is the maximum hold time?

Answer – The RFP does not establish a specific maximum hold time for callers. The vendor is responsible for providing sufficient staffing, telephone capacity and operational resources to effectively manage call volume and provide timely access to Quitline services in accordance with the requirements of the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:35 AM EDT, Not Public - Pending

11. What percentage of inbound calls must be answered by a live operator?

Answer – The RFP does not establish a specific percentage of inbound calls that must be answered by a live operator. The vendor is responsible for providing sufficient staffing and telephone capacity to effectively manage inbound call volume and meet the services requirements outlined in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:35 AM EDT, Not Public - Pending

12. What percentage of calls must be resolved without a transfer, second call, or a return call?

Answer – The RFP does not establish a specific percentage of call that must be resolved without a transfer, second call or return call. Vendors should propose an approach that provides effective and timely resolution of caller needs and meets the service requirements outlined in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:36 AM EDT, Not Public - Pending

13. What is the maximum percentage of calls that can be terminated by the caller without resolution?

Answer – The RFP does not establish a maximum percentage of inbound calls that may be terminated or abandoned by the caller without resolution. The vendor is responsible for providing sufficient staffing and telephone capacity to effectively manage inbound call volume and meet the services requirements outlined in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:36 AM EDT, Not Public - Pending

14. Is there a minimum or maximum number of operators and supervisors?

Answer – The RFP does not establish a minimum or maximum number of operators and supervisors. The vendor is responsible for providing sufficient staffing and telephone capacity to effectively manage inbound call volume and meet the services requirements outlined in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:36 AM EDT, Not Public - Pending

15. What is the required degree of dedication for the call center? (Can the call center work on other contracts at the same time as this one)?

Answer – The RFP does not prohibit the vendor from providing services under other contracts. The vendor is responsible for providing sufficient qualified staffing, telephone capacity and other resources to meet all Delaware Quitline requirements and service levels specified in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:36 AM EDT, Not Public - Pending

16. What is the required degree of dedication for the operators?)Can the operators assigned to this contract work on other contracts at the same time as this one)?

Answer - The RFP does not prohibit the operators from providing services under other contracts. The vendor is responsible for providing sufficient qualified staffing, telephone capacity and other resources to meet all Delaware Quitline requirements and service levels specified in the RFP.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:37 AM EDT, Not Public - Pending

17. Are callers required or allowed to connect with a message verification system or pre-recorded message before connecting to a live operator, or must a live operator be the initial contact?

Answer – The RFP does not require callers to reach a live operator as the initial point of contact, nor does it prescribe a specific automated pre-recorded message prior to connection with a live operator.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:37 AM EDT, Not Public - Pending

18. What are the recording requirements for inbound and outbound phone calls and how long must recordings be maintained?

Answer – The RFP does not establish a specific requirement for recording all inbound or outbound calls. The RFP does not require a specific automated or pre-recorded message as part of the caller's initial contact.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:37 AM EDT, Not Public - Pending

19. What are the recording and storage requirements for non-phone communications?

Answer – The RFP does not establish specific recording or storage requirements for non-phone communications beyond the record-retention, confidentiality, security and data-protection requirements contained in the RFP and contract.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:37 AM EDT, Not Public - Pending

20. What was your average monthly call volume over the past year?

Answer –

During State Fiscal Year 2026 (July 1, 2025 – June 30, 2026), the Delaware Quitline logged an average of **142.3 inbound enrollment phone calls per month** (1,708 total phone enrollments) and completed an average of **325.8 live coaching phone calls per month** (3,910 total coaching calls).

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:38 AM EDT, Not Public - Pending

21. What is the current number of seats for operators and supervisors at your existing call center?

Answer – The State does not specify or require a particular number of operator or supervisor seats for the current Quitline call center. Vendor is responsible for determining the staffing and call-center capacity to meet the services requirements.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:38 AM EDT, Not Public - Pending

22. What is the current average wait time for phone calls?

Answer - Calls to the Delaware Quitline are answered promptly within contractual SLA thresholds. For the most recent period (June 2026), the **average speed of answer was 11 seconds** on the primary Delaware QuitLine English line and **22 seconds** on the Delaware QuitNow English line, with **over 91.9% of all calls answered within 30 seconds** and a 100% live response rate. Historically across the contract, the average speed of answer remains between **15 and 19 seconds**.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:38 AM EDT, Not Public - Pending

23. What is the current average handle time for phone calls and other types of communications?

Answer - Average Speed of Answer (wait time) for incoming calls averages between 11 and 22 seconds. Call handle times and session durations are not captured on standard telephony summaries, as coaching encounters are clinically driven rather than time-capped; however, standard telephonic coaching sessions typically average approximately 15 to 20 minutes in duration, with digital web chats following similar counseling interaction lengths.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:38 AM EDT, Not Public - Pending

24. What is the current average after-call work time for operators?

Answer – The RFP establishes the required operation hours and availability of the Delaware Quitline 800 line, including business days and State holidays. Vendors are responsible for determining the staffing and operational processes necessary to meet the requirements.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:38 AM EDT, Not Public - Pending

25. Over the past year, what is the percentage of calls received in English versus non-English?

Answer - Inbound toll-free call volume to the Delaware Quitline is overwhelmingly English-speaking. Over **98.6% of calls are received on designated English lines** (4,265 calls), while **1.4% of calls are received on Spanish/non-English lines** (59 calls). Callers speaking languages other than English or Spanish are accommodated via third-party translation/Language Line interpretation services.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:39 AM EDT, Not Public - Pending

26. Over the past year, what percentage of calls received were in Spanish?

Answer - Over the past year, approximately **1.4% of inbound calls were received on Spanish-language toll-free lines** (59 calls across the Delaware QuitLine Spanish, Dejeloya Spanish, and QuitNow Spanish lines). The remaining 98.6% of calls were received on English lines (4,265 calls). Additional language interpretation services for non-English speakers are supported via third-party Language Line translation services.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:39 AM EDT, Not Public - Pending

27. What time of day, days of the week, or times of the year do calls typically peak?

Answer - Delaware Quitline call patterns follow clear daily, weekly, and seasonal trends:

- **Time of Day:** Calls peak predominantly during the afternoon and early evening hours between **12:00 PM and 8:00 PM** (with highest concentration from 1:00 PM to 6:00 PM). Early morning hours (12:00 AM – 6:00 AM) experience minimal volume.
- **Days of the Week:** Inbound call volume is heaviest early in the week on **Mondays and Tuesdays**, remaining steady through mid-week and tapering off significantly on weekends.
- **Times of the Year:** Volume experiences two major seasonal peaks: **Spring (April to June)**, corresponding with active statewide media campaigns and CDC *Tips* advertising (exceeding 200–225+ enrollments per month), and **Winter (January through March)**, driven by New Year quit resolutions (165–200+ enrollments per month). Annual volume is typically lowest in the late autumn (October–November)

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:39 AM EDT, Not Public - Pending

28. If there was a previous solicitation for these services, what was its title, number, release date, and due date?

Answer – There was no prior solicitation preceding this procurement.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:39 AM EDT, Not Public - Pending

29. Why has this bid been released at this time?

Answer – The solicitation has been issued as part of the State's normal competitive procurement process to secure continued Delaware Quitline and related tobacco cessation services. The new solicitation is intended to establish the next contract for these services.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:39 AM EDT, Not Public - Pending

30. When is the anticipated go-live date?

Answer - The expectation is for at least the Quitline to be operational on July 1, 2027.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:40 AM EDT, Not Public - Pending

31. Are bidders permitted to deviate in any way from any manner of quoting fees you may be expecting? For example, if there is a pricing page in the RFP, can bidders submit an alternate fee structure? If there is no pricing page in the RFP, do you have any preference for how bidders should quote fees or can bidders create their own pricing categories?

Answer – The RFP does not have a specific pricing or budget template. The vendor may propose their own fees structure and pricing categories.

Net Gain Marketing Questions

Vendor, Sep 03, 2026 9:40 AM EDT, Not Public - Pending

32. Please describe your level of satisfaction with your current or recent vendor(s) for the same purchasing activity, if applicable.

Answer – Not applicable.

Pricing Format

Vendor, Sep 23, 2026 12:58 PM EDT, Not Public - Pending

33. Will the State provide a required pricing or budget template, or may vendors propose their own format? If vendor-defined, does the State have a preferred cost structure — annual fixed fee, per-participant/per-service unit rates, or a hybrid?

Answer - The RFP does not have a specific pricing or budget template. The vendor may propose their own fees structure and pricing categories. All proposed costs should be inclusive of the services and requirements described in the RFP.

Appendix A vs. Section IV (Subcontracting — conflicting language)

Vendor, Sep 23, 2026 12:59 PM EDT, Not Public - Pending

34. Appendix A states this RFP does NOT permit subcontracting and Attachment 7 is not needed, while Section IV states subcontractors WILL be permitted and, separately, that the contract does not allow subcontracting assignments. Can the State confirm whether subcontractors are permitted and whether Attachment 7 is required?

Answer – Yes, subcontractors are permitted. Vendors may use subcontractors to perform services under this RFP, subject to the requirements stated in the RFP. Appendix 7 is required.

Contract Value and Funding

Vendor, Sep 23, 2026 12:59 PM EDT, Not Public - Pending

35. The RFP does not state an estimated contract value or available funding. Can the State provide the anticipated annual budget, including the portion allocated to pharmaceutical cessation aids and NRT?

Answer - The current budget for this fiscal year is \$1,269,600.00. \$341,420.00 was allotted to Nicotine Replacement Therapy (NRT), pharmaceutical cessation aids and administrative support.

Appendix B (NRT Duration and Eligibility)

Vendor, Sep 23, 2026 1:00 PM EDT, Not Public - Pending

36. The Background section notes eligible participants may receive up to eight weeks of cessation products. Can the State confirm the intended NRT and pharmacotherapy duration, the income-qualification thresholds, and the re-enrollment rules for the new contract term?

Answer – Eligible participants may receive up to eight (8) weeks of cessation products per enrollment, consistent with the program requirements. Currently, eligible individuals age 18+ may receive free cessation aids. Participants are able to re-enroll in accordance with the program's eligibility and enrollment requirements.

Face-to-face counselor qualification

Vendor, Sep 23, 2026 1:00 PM EDT, Not Public - Pending

37. For face-to-face counselors, may a Tobacco Treatment Specialist certification be obtained in lieu of a health care provider credential?

Answer – No, a Tobacco Treatment Specialist certification alone does not satisfy the healthcare provider credential requirement for face-to-face counselors/coaches.

II. Scope of Work A. Background

Vendor, Sep 23, 2026 1:01 PM EDT, Not Public - Pending

38. How does the Tobacco Control and Prevention Program measure awareness of the Delaware Quitline, and is the goal to increase awareness to 80% of adults who smoke, or increase awareness by 80%?

Answer –

The Delaware Tobacco Prevention and Control Program (TPCP) measures public awareness of the Delaware Quitline through a multi-tiered surveillance approach:

1. Delaware Adult Tobacco Survey (ATS / Media Measures):

Administered to a representative sample of Delaware adults, the ATS serves as the primary population-level surveillance instrument to assess tobacco-related behaviors, attitudes, recollection of anti-tobacco health communication campaigns, and specific aided/unaided awareness of the Delaware Quitline and *QuitSupport.com*.

2. Intake and Referral Data Surveillance:

At the point of service, 100% of enrolling participants are surveyed on their referral source ('How Heard About'), allowing the program to monitor real-time marketing and campaign conversion trends continuously across the fiscal year.

Clarification of Programmatic Goal:

In alignment with CDC Best Practices for Comprehensive Tobacco Control Programs, the strategic benchmark is **to achieve an awareness level of 80% among adults who smoke** (an absolute population target ensuring that at least 80% of tobacco users statewide know about and can identify the Quitline as an accessible cessation resource), rather than a relative increase of 80% over baseline.

II. Scope of Work B. Project Goals

Vendor, Sep 23, 2026 1:01 PM EDT, Not Public - Pending

39. Should proposals exclusively focus on addressing the cessation goal of the "Plan for a Tobacco-free Delaware," or would DPH consider proposals that specifically advance other listed goals?

Answer - This RFP specifically addresses the cessation goal, "Increase quitting and quit attempts among Delawareans who use tobacco products".

III. Required Information A. Minimum Requirements:

Vendor, Sep 23, 2026 1:01 PM EDT, Not Public - Pending

40. Should proposers provide a certificate of insurance with the bid submission?

Answer - Submitting the COI with your proposal is optional but not required. However, the COI must be submitted before a contract can be finalized.

IV. Proposal Requirements. Proposal Selection Criteria:

Vendor, Sep 23, 2026 1:02 PM EDT, Not Public - Pending

41. Can the state elaborate on the scoring criterion, "the degree to which the bidder demonstrates the potential ability to recruit, hire, schedule, and train qualified applicants"? Specifically, who are the applicants?

Answer – For the purpose of the scoring criterion, “qualified applicants” refers to personnel the bidder proposes to recruit, hire and train to perform services required under the RFP.

V. Contract Terms & Conditions

Vendor, Sep 23, 2026 1:02 PM EDT, Not Public - Pending

42. ACA Safe Harbor – Is the State's intent to consider the Vendor a "staffing company" subject to the Additional Fee described, or is ACA Safe Harbor not applicable to this contract?

Answer - Not applicable

VIII. Attachments

Vendor, Sep 23, 2026 1:03 PM EDT, Not Public - Pending

43. Attachment 8 – Monthly Usage Report – Will a monthly invoice and Excel-based billing schedule suffice for this requirement, or is the State amenable to making report template modifications to represent all billable services provided?

Answer – A monthly invoice and Excel-based billing schedule will suffice for this requirement as long as they show in clear specific detail the services provided under this RFP.

VIII. Attachments

Vendor, Sep 23, 2026 1:04 PM EDT, Not Public - Pending

44. Attachment 9 – Subcontracting (2nd Tier Spend) Report – Can the State clarify if this requirement applies to all subcontractors, or only Diversity Suppliers?

Answer - All subcontractors

Clarifying Information RFP Sections IV.B.12 and IV.B.13 and Appendix A

Vendor, Sep 23, 2026 2:49 PM EDT, Not Public - Pending

45. RFP Sections IV.B.12 and IV.B.13 and Appendix A, Item 9 contain conflicting language regarding subcontracting, while PSA Section 17 permits it with prior approval. Please confirm whether subcontractors, including cloud, telecommunications, technology, and fulfillment providers—are permitted and identify the required approval process.

Answer - Yes, subcontractors are permitted. Vendors may use subcontractors to perform services under this RFP, subject to the requirements stated in the RFP. This includes cloud, telecommunications, technology, and fulfillment providers. Subcontractors need to be identified in the proposal. Appendix 7 is required.

Budget Related

Vendor, Sep 23, 2026 2:50 PM EDT, Not Public - Pending

46. Can the state please provide the amount expended on Quitline services in FY2025 and FY2026

Answer –

FY25: \$1,269,600.00

FY26: \$1,232,450.00

Budget Related

Vendor, Sep 23, 2026 2:50 PM EDT, Not Public - Pending

47. What is the projected annual budget for services related to this RFP and is the funding amount anticipated to be stable in the next few years?

Answer - The current budget for this fiscal year is \$1,269,600.00. The projected annual budget would be level. The program anticipates continued funding for the Delaware Quitline and related tobacco cessation services.

Volume Clarifications

Vendor, Sep 23, 2026 2:50 PM EDT, Not Public - Pending

48. Can the state please provide the number of telephonic intake and coaching sessions for in the past Fiscal Year?

Answer - During the past State Fiscal Year (July 1, 2025 – June 30, 2026), the Delaware Quitline completed **1,708 telephonic intake enrollments** and **3,910 telephonic coaching sessions**

Volume Clarifications

Vendor, Sep 23, 2026 2:51 PM EDT, Not Public - Pending

49. Can the state provide volume numbers and modality of service for any specialty protocols (i.e. Behavioral Health, Pregnancy/Postpartum, Menthol) it offered in the last fiscal year?

Answer - During State Fiscal Year 2026 (July 1, 2025 – June 30, 2026), the Delaware Quitline supported the following volumes across specialized protocols and tracks:

- **Menthol Users:** Enrolled **710 participants** (accounting for approximately 35.9% of all Quitline enrollments). Engaged menthol members completed over **1,500 coaching sessions**, with an average of 90.8% interacting live with a coach. Furthermore, 86.5% received direct Nicotine Replacement Therapy (NRT) shipments (predominantly combination therapy).
- **Behavioral Health Support Track:** Enrolled **553 participants** into the designated Behavioral Health Track (28.0% of total program enrollments). In addition, over 52% of all program participants reported at least one co-occurring behavioral health condition upon screening.
- **Pregnancy and Postpartum Track:** Enrolled **15 participants**.
- **Youth Track:** Enrolled **3 participants**.

Volume Clarifications

Vendor, Sep 23, 2026 2:51 PM EDT, Not Public - Pending

50. Can the state please provide the type and amount of NRT orders over the last fiscal year?

Answer - During State Fiscal Year 2026 (July 1, 2025 – June 30, 2026), the Delaware Quitline shipped a total of **2,264 Nicotine Replacement Therapy (NRT) orders**.

The breakdown by product and therapy type is as follows:

- **Patch + Lozenge (Combination):** 688 orders (30.4%)
- **Patch Only:** 673 orders (29.7%)
- **Patch + Gum (Combination):** 540 orders (23.9%)
- **Lozenge Only:** 198 orders (8.8%)
- **Gum Only:** 174 orders (7.7%)

In total, **54.2% of all NRT shipments were combination therapy** (Patch + Gum or Patch + Lozenge), and orders maintained an average delivery window of 2 to 3 business days from order placement.

Volume Clarifications

Vendor, Sep 23, 2026 2:51 PM EDT, Not Public - Pending

51. Can the state please provide the type and amount of NRT orders over the last fiscal year?

Answer - During State Fiscal Year 2026 (July 1, 2025 – June 30, 2026), the Delaware Quitline shipped a total of **2,264 Nicotine Replacement Therapy (NRT) orders**.

The breakdown by product and therapy type is as follows:

- **Patch + Lozenge (Combination):** 688 orders (30.4%)
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- **Patch + Gum (Combination):** 540 orders (23.9%)
- **Lozenge Only:** 198 orders (8.8%)
- **Gum Only:** 174 orders (7.7%)

In total, **54.2% of all NRT shipments were combination therapy** (Patch + Gum or Patch + Lozenge), and orders maintained an average delivery window of 2 to 3 business days from order placement.

Volume Clarifications

Vendor, Sep 23, 2026 2:52 PM EDT, Not Public - Pending

52. Can the state please provide the amount of web enrollments in the last fiscal year?

Answer - During the past State Fiscal Year (July 1, 2025 – June 30, 2026), the Delaware Quitline recorded **209 web/digital enrollments** (accounting for 10.6% of all program entry points). In addition, **473 participants** were enrolled into the self-paced Digital Only Support Track.

Program Clarification

Vendor, Sep 23, 2026 2:52 PM EDT, Not Public - Pending

53. Does the state provide any type of incentives for completed coaching calls?

Answer – No. The State does not currently provide an incentive for completed coaching calls.

Contractual Question

Vendor, Sep 23, 2026 2:52 PM EDT, Not Public - Pending

54. Regarding the Professional Service Agreement, Section 3.6 - How is regulatory agencies defined? Does this include Federal Agencies and/or other states? What context does Delaware believe this section applies to?

Answer - Correspondence to an agency such as CMS, EPA, DOL, OSHA, etc. at federal or state levels who serve in a regulatory/reporting capacity and may receive reports, questions, studies or correspondence on behalf of the State in the execution of the contract (i.e. reports due, surveys, clarifications needed). The State requires a copy of any correspondence to these other agencies.

Program Clarification

Vendor, Sep 23, 2026 2:53 PM EDT, Not Public - Pending

55. Can the State please explain how the in-person counseling program works? What is role and responsibility of the vendor in managing the program? Please provide the hours of operation, number of participants served per year, the average number of counseling sessions per participant, and the number of in person counselors in the face-to-face counseling program for each of the last two fiscal years. Are these services rendered in-person only or is there a virtual component?

Answer - When a person calls the Delaware Quitline ready to quit, they have the option of selecting phone counseling or in person coaches with a local credentialed health care professional. Face-to-face coaching is provided and performed by these credentialed health-care professionals. Face-to-Face coaching includes an initial coaching session and may include up to two follow-up coaching sessions. Providers may perform individual or on a case-by-case basis, group coaching.

The vendor is responsible for all aspects of the face-to-face program including recruiting and training qualified coaches, payment to coaches and all reporting related to the program. This work can also be performed by a subcontractor.

Hours of Operation:

Individual coach – Varies

Quitline – available 24 hours a day/7 day a week

Average number of counseling sessions per participant:

There were **1172** F2F counseling sessions completed during FY2025.

Face-to-Face (F2F) cessation counseling in Delaware operates as a decentralized, clinic- and community-based model through certified healthcare providers, community health centers, and participating pharmacy partners across all three counties. The program follows an evidence-based multi-session protocol (typically up to 3 individual counseling sessions paired with medication voucher support). Because F2F counseling is administered and reimbursed locally through partner provider agreements rather than the primary telephonic Quitline platform, session tracking and counselor rosters are maintained through separate program billing records rather than federal Quitline surveillance reports.

Program Clarification

Vendor, Sep 23, 2026 2:53 PM EDT, Not Public - Pending

56. Is the state open to augmenting and/or expanding the in-person counseling program using telehealth services?

Answer – Yes, it can be proposed but the intent is to be face to face (in-person coaching). Telehealth services should be proposed as an augmentation or expansion of the in-person coaching program.

Program Clarification

Vendor, Sep 23, 2026 2:53 PM EDT, Not Public - Pending

57. Can the State please share how many training sessions were offered for the trained cessation counselor program and for how many individuals in the past two fiscal years? Is the State open to having training conducted remotely?

Answer – During the past State Fiscal Year (July 1, 2025 – June 30, 2026) there were 169 focused provider trainings to promote the provider referral portal. For the prior State Fiscal Year (July 1, 2024 – June 20, 2025), the number of trainings was 225. Yes, the state would be open to providing training remotely in order to get additional coaches certified.