

**Determination and Findings  
for a  
Sole Source Contract**

**Requisition No.:** RQ922643  
**Caption:** Text4Baby  
**Proposed Contractor:** Zero to Three  
**Program:** Department of Health, Community Health Administration (CHA)

**FINDINGS**

**1. AUTHORIZATION:**

D.C. Official Code §2-354.04, 27 DCMR 1304, 1700, 1701, and 2005.2 (b)

**2. MINIMUM NEED:**

The Government of the District of Columbia, Office of Contracting and Procurement (OCP) on behalf of DOH CHA seeks to increase knowledge and awareness of efforts that promote optimal perinatal and infant health through utilizing the Text4Baby service. The District requires a texting application that will integrate and reinforce key state efforts to improve state selected health outcomes, and one that provide mechanisms to work with State Medicaid agencies, Medicaid Managed Care Organizations, and other key stakeholders to systematically enroll pregnant Medicaid beneficiaries into the service and report on outcomes.

This service would be for one Base year beginning from the date of award with four (4) one-year Option periods.

**3. ESTIMATED REASONABLE PRICE:**

The estimated fair and reasonable price for a sole source of this contract is not to exceed \$198,000 (\$16,500/month) annually.

**4. FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:**

The Community Health Administration (CHA) is proposing to enter into a sole source contract with Zero to Three to provide Text4Baby services to all expectant and postpartum mothers in the District of Columbia.

Text4baby, the largest mobile health initiative in the nation, uses the power of cell phone technology to help new mothers and expectant women to keep themselves and their babies healthy. The Text4baby services will be provided by the Department of Health at no cost to District Residents. Text4baby delivers the information mothers and expectant women need most, which reaches them directly on cell phones; about 89% of young women carry cell phones at all times. The service is for pregnant women and moms with infants under age one. Participants sign up by texting BABY (or BEBE for Spanish) to

511411 and receive three free text messages a week containing expert health tips and safety information, timed to their due date or baby's birth date.

Text4Baby identifies key stakeholder groups to involve in outreach and enrollment campaigns; monthly conference calls to provide updates on national activities, share best practices, and highlight key findings from reports on state-specific data; quarterly site visits to provide trainings for targeted stakeholder groups, and monitoring of state-wide implementation plan; and development of enrollment strategies based on expertise of national outreach team and existing best practices to drive enrollment in the client's geography. The national team will support outreach and implementation of enrollment strategies for each of these priority groups through the dissemination of training materials and tools to assist with sustainable enrollment.

Text4Baby also provides enrollment tools that include a Partner Toolkit; access to an online enrollment portal, which can be used by partner organizations to enroll women into the service and track the number of women who are enrolled; and development of enrollment campaigns for perinatal program contractors and/or utilizing member data files. Additionally, Text4Baby will translate the customized messages and will perform quality assurance checks to ensure that the resources DOH provides are appropriate for a Spanish-speaking audience, and support DOH in the creation of 12 Broadcast messages to be disseminated to Text4baby's active subscribers in the District of Columbia. These messages can be sent to a geographic cohort (i.e., specific zip codes) or to specific cohorts (i.e., pregnant women or women with children under the age of 1) and they will be educational in nature, not focused on health messaging (i.e., commemorating a specific month, raising awareness, or connecting moms to a specific resource).

Lastly, Text4Baby will provide DOH with access to Text4Baby's national data portal as well as monthly reports that track enrollment and participant characteristics, comparing them with participants in other cities across the United States. The information includes, but is not limited to enrollment totals in the state, stratified by type of user (i.e., pregnant, mother, other), the insurance status of text4baby participants in the state, including % who report that they are Medicaid/CHIP recipients and who are uninsured, and % of uninsured respondents who report they applied for Medicaid/CHIP, the percentage of text4baby participants in state who enroll to receive Spanish messages, approximate dosage of Text4baby (average length of enrollment) and analysis of spikes in enrollment and referral source data by week/month to determine effectiveness of different outreach/promotional efforts at driving enrollment in Text4baby.

The text4baby program was implemented through a public private partnership led by the National Healthy Mothers, Healthy Babies Coalition and Voxiva, a mobile health company that provides the Text4baby software platform. The U.S. Department of Health and Human Services, CHA's funder, is the lead federal government partner in support of

promoting maternal and child health through text messaging based upon their evaluation of the Text4Baby program outlined in their summary of key findings report dated February 2015. The Department of Health is joining this effort and partnership to assist with outreach development, approval of message contents and supporting an evaluation of Text4baby.

## **Market Research**

CHA has conducted market research to assess the marketplace of prospective contractors which may be suitable for fulfillment of the subject requirements. The listing below details the most highly rated pregnancy apps in the market place. Although there are many pregnancy apps, none of them contain the unique features offered by the Text4baby app that meets the District's minimum need.

The market research included the following listed products: The Pregnancy Companion App, - I am Totally Pregnant, - The Healthy Baby Bump, - The Ovia, - The What to Expect Pregnancy Clock Apple Watch App, - The My Obstetrics App, - WebMD Pregnancy, - BabyBump Pregnancy Pro, - Nurture by Glow, and – Sprouthave. Although these products may partially meet the program requirements they don't comprehensively fulfil all the necessary requirements.

Currently only Text4Baby, implemented by Zero to Three, has the capacity to provide such comprehensive text and data collection services to pregnant and postpartum families in Washington, DC. The Text4baby app is designed to include state-specific resources; improve a range of selected health measures, including rates of postpartum care visit/attendance, prenatal smoking cessation and support maternal knowledge around reducing preterm delivery. More importantly, the app also integrates and reinforces key state efforts to improve state selected health outcomes. The app provides mechanisms to work with State Medicaid agencies, Medicaid Managed Care Organizations and other key stakeholders to systematically enroll pregnant Medicaid beneficiaries into the service and report on outcomes. For example, the Text4baby app provides access to zip-code specific enrollment data; monthly reports, enrollment and referral source data and other customizable report fields. The other apps in the market place do not provide this level of service to both the general population and providers of public health services.

This initiative is a federally funded program in conjunction with the Obama Administration and the Center for Medicare and Medicaid Services (CMS). Although there are multiple pregnancy and baby apps on the market, Text4Baby is the only texting/app pairing on the market that will meet the District's minimum need.

**5. CERTIFICATION BY AGENCY HEAD:**

I hereby certify that the above findings are true, correct and complete.

\_\_\_\_\_  
Date

\_\_\_\_\_  
LaQuandra Nesbitt, MD, MPH  
Director, Department of Health

**6. CERTIFICATION BY CONTRACTING OFFICER:**

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with Section 404(c) of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Official Code §2-354.04) and that no response was received. I recommend that the Chief Procurement Officer approve the use of the sole source procurement method for this proposed contract.

\_\_\_\_\_  
Date

**DETERMINATION**

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive solicitation process under either Section 303, 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code § 2-354.02 or 2-354.03). According, I determine that the District is justified in the sole source extension method of procurement.

\_\_\_\_\_  
Date

\_\_\_\_\_  
George A. Schutter  
Chief Procurement Officer