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STATE OF NEW HAMPSHIRE  
DEPARTMENT OF HEALTH AND HUMAN SERVICES  
DIVISION OF COMMUNITY BASED CARE SERVICES

Nicholas A. Toumpas  
Commissioner

Diane Langley  
Director

BUREAU OF BEHAVIORAL HEALTH

105 PLEASANT STREET, CONCORD, NH 03301  
603-271-5007 1-800-852-3345 Ext. 5007  
Fax: 603-271-5058 TDD Access: 1-800-735-2964

September 16, 2014

Her Excellency, Governor Margaret Wood Hassan  
and the Honorable Council  
State House  
Concord, New Hampshire 03301

REQUESTED ACTION

100% Federal funds

Authorize the New Hampshire Department of Health and Human Services, Division of Community Based Care Services, Bureau of Behavioral Health, to enter into an agreement with Millennium Integrated Marketing (Vendor # TBD), 150 Dow Street, 3<sup>rd</sup> Floor, Manchester, NH 03101, for communication and outreach activities related to the "No Wrong Door" single entry process for Medicaid community long term services and supports options, in an amount not to exceed \$681,140.93, effective October 1, 2014 or date of Governor and Executive Council approval, whichever is later, through June 30, 2016.

Funds are available in the following account in State Fiscal Year 2015 and are anticipated to be available in State Fiscal Year 2016, upon the availability and continued appropriation of funds in the future operating budget with the ability to adjust encumbrances between State Fiscal Years through the Budget Office, without further Governor and Executive Council approval, if needed and justified.

05-095-049-490510-29850000-102-500731 HEALTH AND SOCIAL SERVICES, HEALTH AND HUMAN SVCS DEPT OF, HHS: DIV OF COMM BASED CARE SVC, COMMUNITY BASED CARE SERVICES, BALANCE INCENTIVE PROGRAM BIP

SFY	Class/Object	Class Title	Activity Number	Budget
2015	102-500731	Contracts for Program Services	49053316	\$353,445.84
2016	102-500731	Contracts for Program Services	49053316	\$327,695.09
			<b>Total:</b>	<b>\$681,140.93</b>

EXPLANATION

The Department participates in the Center for Medicare and Medicaid Services federal Balancing Incentive Program in order to access federal funds to assist New Hampshire citizens to live healthy, independent and fulfilled lives in the community. The Balancing Incentive Program guidelines require states to implement structural changes in order to increase access to non-institutional Long Term Services and Supports. States are required to develop and implement a plan to educate the public about the No Wrong Door/Single Entry Process system. The Single Entry Process agencies should become known as the "go to" agencies for Long Term Services and Supports. Informational and educational materials about the system must be made available in a variety of formats in order to

be accessible to people of all disabilities and must be made available to individuals in locations throughout the state.

The Vendor will create and execute an outreach and education plan that informs and guides potential consumers and stakeholders about the "No Wrong Door". The Vendor will incorporate a variety of outreach and education strategies to target audiences in order to increase access to appropriate community based services. The Vendor will also support the Department by providing updated content to expand the Department's existing web presence related to the "No Wrong Door" program, ensuring all on-line media is centrally located on the Department's website, where traffic can be tracked and analyzed.

The Department published a request for proposals for 15-DHHS-DCBCS-BIP-01 from May 15, 2014, through June 30, 2014. The Department received three (3) proposals in response to the request for proposals that were evaluated by five (5) individuals representing a cross section of communication, financial and program specialties. Millennium Integrated Marketing received the highest score and was selected as the Vendor. The bid sheet is attached for reference.

Should the Governor and Executive Council not approve this request, many consumers and stakeholders will not be educated, informed or guided on the available Medicaid community long term services and supports options available to them through local services. Further, the Department could lose federal funding as it will not be able to guarantee a single point of entry for long term services and supports for individuals statewide.

Source of funds: 100% Federal Funds from the US Department of Health and Human Services, Centers for Medicare and Medicaid Services, Medical Assistance Program (Medicaid Title XIX), Catalog for Domestic Assistance (CFDA) #93.778, Federal Award Identification Number (FAIN) 05-1405NHBIPP.

In the event that federal funds become no longer available, general funds will not be requested to support this request.

Sincerely,

  
Diane Langley  
Director

Approved By:   
Nicholas A. Toumpas  
Commissioner

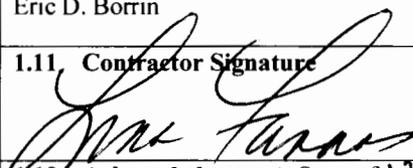
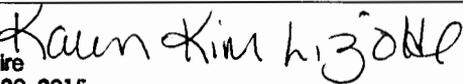
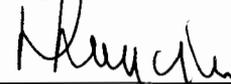
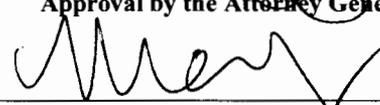
Subject: BIP- Statewide Outreach and Education Services to Improve and Increase Awareness and Access to Community Long Term Services and Supports

**AGREEMENT**

The State of New Hampshire and the Contractor hereby mutually agree as follows:

**GENERAL PROVISIONS**

**I. IDENTIFICATION.**

<b>1.1 State Agency Name</b> Department of Health and Human Services		<b>1.2 State Agency Address</b> 129 Pleasant Street Concord, NH 03301	
<b>1.3 Contractor Name</b> Millennium Integrated Marketing, LLC		<b>1.4 Contractor Address</b> 150 Dow Street, 3 <sup>rd</sup> Floor Manchester, NH 03101	
<b>1.5 Contractor Phone Number</b> 603-792-2200	<b>1.6 Account Number</b> 05-095-049-490510- 29850000-102-500731	<b>1.7 Completion Date</b> June 30, 2016	<b>1.8 Price Limitation</b> \$681,140.93
<b>1.9 Contracting Officer for State Agency</b> Eric D. Borrin		<b>1.10 State Agency Telephone Number</b> 603-271-9558	
<b>1.11 Contractor Signature</b> 		<b>1.12 Name and Title of Contractor Signatory</b> Linda Fanaras, President	
<b>1.13 Acknowledgement:</b> State of <u>NH</u> , County of <u>Hillsborough</u> . On <u>8/27/14</u> , before the undersigned officer, personally appeared the person identified in block 1.12, or satisfactorily proven to be the person whose name is signed in block 1.11, and acknowledged that s/he executed this document in the capacity indicated in block 1.12.			
<b>1.13.1 Signature of Notary Public or Justice of the Peace</b> KAREN KIM LIZOTTE Notary Public - New Hampshire My Commission Expires December 20, 2015 [Seal]			
<b>1.13.2 Name and Title of Notary or Justice of the Peace</b> Karen Kim Lizotte			
<b>1.14 State Agency Signature</b> 		<b>1.15 Name and Title of State Agency Signatory</b> Diane Lewis, Director NHCS	
<b>1.16 Approval by the N.H. Department of Administration, Division of Personnel (if applicable)</b> By:  Director, On:			
<b>1.17 Approval by the Attorney General (Form, Substance and Execution)</b> By:  Megan A. Yapple-Attorney On: <u>9/24/14</u>			
<b>1.18 Approval by the Governor and Executive Council</b> By: _____ On: _____			

**2. EMPLOYMENT OF CONTRACTOR/SERVICES TO BE PERFORMED.** The State of New Hampshire, acting through the agency identified in block 1.1 ("State"), engages contractor identified in block 1.3 ("Contractor") to perform, and the Contractor shall perform, the work or sale of goods, or both, identified and more particularly described in the attached EXHIBIT A which is incorporated herein by reference ("Services").

**3. EFFECTIVE DATE/COMPLETION OF SERVICES.**  
3.1 Notwithstanding any provision of this Agreement to the contrary, and subject to the approval of the Governor and Executive Council of the State of New Hampshire, this Agreement, and all obligations of the parties hereunder, shall not become effective until the date the Governor and Executive Council approve this Agreement ("Effective Date").  
3.2 If the Contractor commences the Services prior to the Effective Date, all Services performed by the Contractor prior to the Effective Date shall be performed at the sole risk of the Contractor, and in the event that this Agreement does not become effective, the State shall have no liability to the Contractor, including without limitation, any obligation to pay the Contractor for any costs incurred or Services performed. Contractor must complete all Services by the Completion Date specified in block 1.7.

**4. CONDITIONAL NATURE OF AGREEMENT.**  
Notwithstanding any provision of this Agreement to the contrary, all obligations of the State hereunder, including, without limitation, the continuance of payments hereunder, are contingent upon the availability and continued appropriation of funds, and in no event shall the State be liable for any payments hereunder in excess of such available appropriated funds. In the event of a reduction or termination of appropriated funds, the State shall have the right to withhold payment until such funds become available, if ever, and shall have the right to terminate this Agreement immediately upon giving the Contractor notice of such termination. The State shall not be required to transfer funds from any other account to the Account identified in block 1.6 in the event funds in that Account are reduced or unavailable.

**5. CONTRACT PRICE/PRICE LIMITATION/PAYMENT.**  
5.1 The contract price, method of payment, and terms of payment are identified and more particularly described in EXHIBIT B which is incorporated herein by reference.  
5.2 The payment by the State of the contract price shall be the only and the complete reimbursement to the Contractor for all expenses, of whatever nature incurred by the Contractor in the performance hereof, and shall be the only and the complete compensation to the Contractor for the Services. The State shall have no liability to the Contractor other than the contract price.  
5.3 The State reserves the right to offset from any amounts otherwise payable to the Contractor under this Agreement those liquidated amounts required or permitted by N.H. RSA 80:7 through RSA 80:7-c or any other provision of law.

5.4 Notwithstanding any provision in this Agreement to the contrary, and notwithstanding unexpected circumstances, in no event shall the total of all payments authorized, or actually made hereunder, exceed the Price Limitation set forth in block 1.8.

**6. COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS/ EQUAL EMPLOYMENT OPPORTUNITY.**  
6.1 In connection with the performance of the Services, the Contractor shall comply with all statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal opportunity laws. In addition, the Contractor shall comply with all applicable copyright laws.  
6.2 During the term of this Agreement, the Contractor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination.  
6.3 If this Agreement is funded in any part by monies of the United States, the Contractor shall comply with all the provisions of Executive Order No. 11246 ("Equal Employment Opportunity"), as supplemented by the regulations of the United States Department of Labor (41 C.F.R. Part 60), and with any rules, regulations and guidelines as the State of New Hampshire or the United States issue to implement these regulations. The Contractor further agrees to permit the State or United States access to any of the Contractor's books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of this Agreement.

**7. PERSONNEL.**  
7.1 The Contractor shall at its own expense provide all personnel necessary to perform the Services. The Contractor warrants that all personnel engaged in the Services shall be qualified to perform the Services, and shall be properly licensed and otherwise authorized to do so under all applicable laws.  
7.2 Unless otherwise authorized in writing, during the term of this Agreement, and for a period of six (6) months after the Completion Date in block 1.7, the Contractor shall not hire, and shall not permit any subcontractor or other person, firm or corporation with whom it is engaged in a combined effort to perform the Services to hire, any person who is a State employee or official, who is materially involved in the procurement, administration or performance of this Agreement. This provision shall survive termination of this Agreement.  
7.3 The Contracting Officer specified in block 1.9, or his or her successor, shall be the State's representative. In the event of any dispute concerning the interpretation of this Agreement, the Contracting Officer's decision shall be final for the State.

Contractor Initials:                       
Date: 8/27/14

## 8. EVENT OF DEFAULT/REMEDIES.

8.1 Any one or more of the following acts or omissions of the Contractor shall constitute an event of default hereunder ("Event of Default"):

8.1.1 failure to perform the Services satisfactorily or on schedule;

8.1.2 failure to submit any report required hereunder; and/or

8.1.3 failure to perform any other covenant, term or condition of this Agreement.

8.2 Upon the occurrence of any Event of Default, the State may take any one, or more, or all, of the following actions:

8.2.1 give the Contractor a written notice specifying the Event of Default and requiring it to be remedied within, in the absence of a greater or lesser specification of time, thirty (30) days from the date of the notice; and if the Event of Default is not timely remedied, terminate this Agreement, effective two (2) days after giving the Contractor notice of termination;

8.2.2 give the Contractor a written notice specifying the Event of Default and suspending all payments to be made under this Agreement and ordering that the portion of the contract price which would otherwise accrue to the Contractor during the period from the date of such notice until such time as the State determines that the Contractor has cured the Event of Default shall never be paid to the Contractor;

8.2.3 set off against any other obligations the State may owe to the Contractor any damages the State suffers by reason of any Event of Default; and/or

8.2.4 treat the Agreement as breached and pursue any of its remedies at law or in equity, or both.

## 9. DATA/ACCESS/CONFIDENTIALITY/PRESERVATION.

9.1 As used in this Agreement, the word "data" shall mean all information and things developed or obtained during the performance of, or acquired or developed by reason of, this Agreement, including, but not limited to, all studies, reports, files, formulae, surveys, maps, charts, sound recordings, video recordings, pictorial reproductions, drawings, analyses, graphic representations, computer programs, computer printouts, notes, letters, memoranda, papers, and documents, all whether finished or unfinished.

9.2 All data and any property which has been received from the State or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason.

9.3 Confidentiality of data shall be governed by N.H. RSA chapter 91-A or other existing law. Disclosure of data requires prior written approval of the State.

**10. TERMINATION.** In the event of an early termination of this Agreement for any reason other than the completion of the Services, the Contractor shall deliver to the Contracting Officer, not later than fifteen (15) days after the date of termination, a report ("Termination Report") describing in detail all Services performed, and the contract price earned, to and including the date of termination. The form, subject matter, content, and number of copies of the Termination

Report shall be identical to those of any Final Report described in the attached EXHIBIT A.

**11. CONTRACTOR'S RELATION TO THE STATE.** In the performance of this Agreement the Contractor is in all respects an independent contractor, and is neither an agent nor an employee of the State. Neither the Contractor nor any of its officers, employees, agents or members shall have authority to bind the State or receive any benefits, workers' compensation or other emoluments provided by the State to its employees.

**12. ASSIGNMENT/DELEGATION/SUBCONTRACTS.** The Contractor shall not assign, or otherwise transfer any interest in this Agreement without the prior written consent of the N.H. Department of Administrative Services. None of the Services shall be subcontracted by the Contractor without the prior written consent of the State.

**13. INDEMNIFICATION.** The Contractor shall defend, indemnify and hold harmless the State, its officers and employees, from and against any and all losses suffered by the State, its officers and employees, and any and all claims, liabilities or penalties asserted against the State, its officers and employees, by or on behalf of any person, on account of, based or resulting from, arising out of (or which may be claimed to arise out of) the acts or omissions of the Contractor. Notwithstanding the foregoing, nothing herein contained shall be deemed to constitute a waiver of the sovereign immunity of the State, which immunity is hereby reserved to the State. This covenant in paragraph 13 shall survive the termination of this Agreement.

## 14. INSURANCE.

14.1 The Contractor shall, at its sole expense, obtain and maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, the following insurance:

14.1.1 comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$250,000 per claim and \$2,000,000 per occurrence; and

14.1.2 fire and extended coverage insurance covering all property subject to subparagraph 9.2 herein, in an amount not less than 80% of the whole replacement value of the property.

14.2 The policies described in subparagraph 14.1 herein shall be on policy forms and endorsements approved for use in the State of New Hampshire by the N.H. Department of Insurance, and issued by insurers licensed in the State of New Hampshire.

14.3 The Contractor shall furnish to the Contracting Officer identified in block 1.9, or his or her successor, a certificate(s) of insurance for all insurance required under this Agreement. Contractor shall also furnish to the Contracting Officer identified in block 1.9, or his or her successor, certificate(s) of insurance for all renewal(s) of insurance required under this Agreement no later than fifteen (15) days prior to the expiration date of each of the insurance policies. The certificate(s) of insurance and any renewals thereof shall be attached and are incorporated herein by reference. Each

certificate(s) of insurance shall contain a clause requiring the insurer to endeavor to provide the Contracting Officer identified in block 1.9, or his or her successor, no less than ten (10) days prior written notice of cancellation or modification of the policy.

**15. WORKERS' COMPENSATION.**

15.1 By signing this agreement, the Contractor agrees, certifies and warrants that the Contractor is in compliance with or exempt from, the requirements of N.H. RSA chapter 281-A ("Workers' Compensation").

15.2 To the extent the Contractor is subject to the requirements of N.H. RSA chapter 281-A, Contractor shall maintain, and require any subcontractor or assignee to secure and maintain, payment of Workers' Compensation in connection with activities which the person proposes to undertake pursuant to this Agreement. Contractor shall furnish the Contracting Officer identified in block 1.9, or his or her successor, proof of Workers' Compensation in the manner described in N.H. RSA chapter 281-A and any applicable renewal(s) thereof, which shall be attached and are incorporated herein by reference. The State shall not be responsible for payment of any Workers' Compensation premiums or for any other claim or benefit for Contractor, or any subcontractor or employee of Contractor, which might arise under applicable State of New Hampshire Workers' Compensation laws in connection with the performance of the Services under this Agreement.

**16. WAIVER OF BREACH.** No failure by the State to enforce any provisions hereof after any Event of Default shall be deemed a waiver of its rights with regard to that Event of Default, or any subsequent Event of Default. No express failure to enforce any Event of Default shall be deemed a waiver of the right of the State to enforce each and all of the provisions hereof upon any further or other Event of Default on the part of the Contractor.

**17. NOTICE.** Any notice by a party hereto to the other party shall be deemed to have been duly delivered or given at the time of mailing by certified mail, postage prepaid, in a United States Post Office addressed to the parties at the addresses given in blocks 1.2 and 1.4, herein.

**18. AMENDMENT.** This Agreement may be amended, waived or discharged only by an instrument in writing signed by the parties hereto and only after approval of such amendment, waiver or discharge by the Governor and Executive Council of the State of New Hampshire.

**19. CONSTRUCTION OF AGREEMENT AND TERMS.** This Agreement shall be construed in accordance with the laws of the State of New Hampshire, and is binding upon and inures to the benefit of the parties and their respective successors and assigns. The wording used in this Agreement is the wording chosen by the parties to express their mutual intent, and no rule of construction shall be applied against or in favor of any party.

**20. THIRD PARTIES.** The parties hereto do not intend to benefit any third parties and this Agreement shall not be construed to confer any such benefit.

**21. HEADINGS.** The headings throughout the Agreement are for reference purposes only, and the words contained therein shall in no way be held to explain, modify, amplify or aid in the interpretation, construction or meaning of the provisions of this Agreement.

**22. SPECIAL PROVISIONS.** Additional provisions set forth in the attached EXHIBIT C are incorporated herein by reference.

**23. SEVERABILITY.** In the event any of the provisions of this Agreement are held by a court of competent jurisdiction to be contrary to any state or federal law, the remaining provisions of this Agreement will remain in full force and effect.

**24. ENTIRE AGREEMENT.** This Agreement, which may be executed in a number of counterparts, each of which shall be deemed an original, constitutes the entire Agreement and understanding between the parties, and supersedes all prior Agreements and understandings relating hereto.



Exhibit A

**Scope of Services**

**1. Concept Applicable to All Services**

The Department of Health and Human Services (DHHS) is participating in the federal Balancing Incentive Program (BIP) to help more individuals live healthy, independent, fulfilled lives in the community. A main objective of BIP is the creation and promotion of a “no wrong door” single entry process (NWD), including the creation of an outreach and education plan and web presence. The creation of a NWD system is vital to educate, inform, and guide consumers and stakeholders about available Medicaid community long term services and supports (LTSS) options in order to re-balance long-term care spending.

The Contractor shall be accountable to and operate under the direction of DHHS to fulfill the responsibilities identified in this Contract.

**2. Provisions Applicable to all Services**

- 2.1. For the purposes of this Contract, any reference to ‘No Wrong Door (NWD) partners’ shall mean those agencies and individuals identified by DHHS that have a role and responsibility in the determination of eligibility for Medicaid LTSS.
- 2.2. For the purposes of this Contract, any reference to ‘target population’ shall mean the general population in the State of New Hampshire who are currently or may be in future need of Medicaid community Long Terms Support Services (LTSS) as well as those families and caregivers of individuals who are or may be in need of LTSS and those community partners who refer consumers and potential participants to the No Wrong Door (NWD) system for LTSS.
- 2.3. For the purposes of this Contract, any reference to ‘geographical areas’ shall mean the five (5) sections of the State of New Hampshire divided by north, south, east, west and central.

**3. Work Plan**

The Contractor shall create and execute an outreach and education plan that informs and guides potential consumers and stakeholders about the NWD system. This outreach and education plan is one of the elements that the State must implement under the BIP grant awarded to DHHS by the federal Centers for Medicare and Medicaid Services (CMS). The Contractor shall:

- 3.1. Develop and implement a DHHS approved outreach and education plan to improve and increase understanding and awareness of the NWD system as the primary resource (“go to” system) for providing access to LTSS by:
  - 3.1.1. Promoting the NWD system through a unified campaign that is consistent across platforms and increases overall engagement in order to effectively raise awareness as well as provide education to consumers and community partners about the NWD system.

*[Handwritten Signature]*  
8/27/14



Exhibit A

- 3.1.2. Developing, improving, and providing messaging, information, and community outreach to target populations about:
  - 3.1.2.1. Available LTSS.
  - 3.1.2.2. Where and how to apply for LTSS
  - 3.1.2.3. Assistance available in applying for LTSS.
  - 3.1.2.4. Where and how to access:
    - 3.1.2.4.1. LTSS eligibility determination processes.
    - 3.1.2.4.2. Eligibility determination (NWD) partners.
- 3.1.3. Developing a unique selling proposition (USP) that identifies the NWD system and explains its purpose in a clear, concise manner. All language and positioning shall:
  - 3.1.3.1. Tie back to the USP.
  - 3.1.3.2. Ensure that a consistent message is conveyed to all geographic areas and audiences.
- 3.1.4. Developing sub-messaging for target audiences. Each target market will have marketing materials containing sub-messaging and talking points that apply specifically to them. The target audiences will be thoroughly defined and specific messaging will be applied to each location based on multiple factors and segmented appropriately. All outreach materials will be branded based on the creative design established for the NWD campaign. Sub-messaging shall be supported with:
  - 3.1.4.1. The website
  - 3.1.4.2. Toll-free telephone number
  - 3.1.4.3. Marketing strategies.

**4. Materials Development and Distribution**

The Contractor shall work collaboratively with DHHS to develop materials and messaging that accomplishes all elements of the outreach and education campaign under this Contract. The Contractor shall ensure that online, offline, and outreach projects are completed simultaneously for maximum efficiency. Subject to DHHS input, review and approval, the Contractor is responsible to execute the outreach and education strategies set out in this contract on schedule and within budget. The Contractor shall:

- 4.1. Develop and implement an outreach and education strategy to effectively reach the target populations and continuously expand the pool of informed individuals by:

*[Handwritten Signature]*  
8/27/14



Exhibit A

- 4.1.1. Developing, improving, and implementing DHHS-approved approaches and materials.
- 4.1.2. Educating, informing and guiding consumers, families, caregivers, and community organizations about LTSS benefits, options, and processes. Community organizations shall include:
  - 4.1.2.1. NWD partners and other community stakeholders, including but not limited to marketplace assisters, navigators, and community health workers.
- 4.1.3. Addressing target audience comprehension levels during the development of education and outreach materials, which includes an overall brand message as well as audience-specific messaging, to determine:
  - 4.1.3.1. Key messages to reach the targeted demographic and geographic groups.
  - 4.1.3.2. The best advocates to reach specific areas/groups.
  - 4.1.3.3. How and where audiences will locate information.
  - 4.1.3.4. How different target audiences interact with the NWD system to gain information.
- 4.1.4. Using a multi-faceted outreach and education approach that includes, but is not limited to:
  - 4.1.4.1. Media strategies that include, but are not limited to, television commercials, public and community access television, radio, billboards, direct mail, digital media, and social media.
  - 4.1.4.2. Printed and promotional materials that include, but are not limited to brochures, posters, rack cards, flyers, and promotional giveaways.
- 4.2. Develop and implement a plan for distribution of materials in Section 4.1.4.2 to local businesses. Businesses shall include, but not be limited to:
  - 4.2.1. Health care providers.
  - 4.2.2. Community centers.
  - 4.2.3. Grocery stores.
  - 4.2.4. Pharmacies.
  - 4.2.5. Child care centers.
  - 4.2.6. Senior centers.

**5. Media and Community Partners**

*[Handwritten Signature]*  
Date 9/24/14



Exhibit A

The Contractor shall incorporate a variety of outreach and education strategies to target audiences in order to increase access to appropriate community based services. The Contractor shall:

- 5.1. Develop and implement approaches for referral agencies in order to:
  - 5.1.1. Educate and engage staff on LTSS benefits and options as well as the workings of the NWD system.
  - 5.1.2. Accelerate referrals into the NWD system through collaboration with community partners in order to identify, target, and engage critical populations.
- 5.2. Work with media outlets covering New Hampshire in order to develop and conduct media outreach, advocacy and literacy efforts that shall include, but not be limited to:
  - 5.2.1. Dissemination of success stories, op-eds, press releases, issue briefs, feature stories, and development of local television and radio shows.
  - 5.2.2. Social media highlighting the materials in Section 5.2.1, as appropriate.
  - 5.2.3. Coordination with NWD partners to customize the efforts in Section 5.2.1 and Section 5.2.2 on a regional basis and to respond to media requests and inquiries.
- 5.3. Coordinate with community stakeholders on grassroots promotions, event sponsorships, and other community tie-ins to support and reinforce outreach and education efforts, which shall include, but not be limited to:
  - 5.3.1. Developing and presenting LTSS and NWD information for use at state and community-level meetings.
  - 5.3.2. Training stakeholders to ensure consistent dissemination of information, stakeholder engagement and stakeholder-consumer engagement.
  - 5.3.3. Conducting Consumer and Caregiver Community Meetings to enhance consumer engagement, as requested by DHHS.
- 5.4. Develop and implement initiatives, including Public Service Announcements, informing people how to access NWD resources and encouraging them to access those resources, including the NWD partner locations, toll-free number, and website. The Contractor shall ensure:
  - 5.4.1. Mock-ups of all proposed media and materials are presented to DHHS for review and editing of messages, designs, layout, or any other aspect, along with production and distribution proposals for each piece. After DHHS approval, each piece will be produced and distributed as agreed to by DHHS.
  - 5.4.2. Approaches developed under this section shall complement and coordinate with existing regional and statewide efforts, when determined appropriate.

*[Handwritten Signature]*  
8/27/14



Exhibit A

- 5.4.3. Approaches developed under this section are documented in the work plan, identifying sub-plans for each regions, as well as statewide plans.
- 5.4.4. All materials and media developed under this Contract include the NH CARE PATH logo and "Connections to Better Living" tagline, as approved by DHHS.

**6. DHHS Website**

The Contractor shall support DHHS in updating and expanding its existing web presence. All online media will be centrally located on the website, where traffic can be tracked and analyzed. In addition to the public relations launch, outreach and education for community partners as well as advertising and public awareness initiatives targeting the consumer population shall be rolled out across the State, driving to the website. The Contractor shall:

- 6.1. Contribute to the existing web portal that functions as a one-stop location for resources including, but not limited to:
  - 6.1.1. Document and information links.
  - 6.1.2. Text and webinars that educate and inform users about LTSS.
  - 6.1.3. Paths to NWD partners.
- 6.2. Create a database for ongoing distribution of educational materials and communications, utilizing a lead generation form that will be used to track the success of the outreach and education campaign by region.
- 6.3. Ensure the web portal is Search engine optimization (SEO) compliant; tablet and mobile-friendly; and ADA compliant. Additionally, the Contractor shall ensure:
  - 6.3.1. The code is validated using current web standards.
  - 6.3.2. Keywords are integrated into the website content in areas such as title tags, h1 tags, and throughout the body content.
  - 6.3.3. Social media integration is implemented by ensuring that key sharing tools such as Google+, LinkedIn, Facebook, and Twitter, are utilized.
  - 6.3.4. Scoring and correction is conducted using information from Google Analytics.
  - 6.3.5. Monitoring of the campaign's progress for continuous improvement as content is updated and rankings improve.
- 6.4. Promote the website, which includes, but is not limited to a press release where media outlets, key constituents, consumers, and community partners will be informed. The Contractor shall ensure the press conference is used to:
  - 6.4.1. Announce the program and communicate the wide-reaching effort to connect consumers with better access to LTSS.

*[Handwritten Signature]*  
8/27/14



**Exhibit A**

- 6.4.2. Push all news-related stories, videos, and clips to social media accounts that will include Twitter, Facebook, YouTube, Google+, and LinkedIn.
- 6.5. Support DHHS' toll-free number through the development of messaging to inform callers about options for LTSS, including the Level 1 screen and the DHHS web portal.
- 6.6. Use A/B testing to compare PPC, social media, and online ads side-by-side to ensure that the most effective ads are utilized in each campaign.

**7. Cultural Competency**

The Contractor shall ensure that the cultural diversity of the target populations is effectively addressed by evaluating the five (5) geographical areas of the State to define the most effective outreach and education strategies based on a range of variables including, but not limited to, access to and quality of LTSS, cultural practices and concentration of multi-cultural groups, equity for racial, ethnic and linguistic minorities, education and income levels, rural or urban locations, access to transportation, and access to the internet. The Contractor shall:

- 7.1. Define, develop and implement the most effective outreach and education plans for all areas of the State that are culturally diverse and inclusive, and cover issues identified above.
- 7.2. Develop Spanish language materials and low grade-level English language materials.
- 7.3. Research and translate materials into other languages as determined necessary by DHHS.
- 7.4. Conduct community outreach activities in areas that have difficulty reaching the NWD system message. The Contractor shall conduct:
  - 7.4.1. Activities that include, but not be limited to direct mail and print advertising.
  - 7.4.2. Outreach that is ongoing to ensure posters and educational materials are consistently available at appropriate locations including, but not limited to, health centers, local government agencies, pharmacies, and grocery stores.

**8. Required Staff, Meetings and Performance Measures**

The Contractor shall ensure and sufficient and qualified staff to carry out all work plan deliverables and shall meet with DHHS on a regular basis to address planning, progress, outcomes, challenges, opportunities and options regarding Contract services. The Contractor shall:

- 8.1. Ensure the staffing plan includes, but is not limited to, a director-level manager, account coordinators, social media experts, digital marketing specialists, production and other staff as necessary.

*[Handwritten Signature]*  
*[Handwritten Date: 8/27/17]*



Exhibit A

- 8.2. Meet in-person with DHHS on a weekly basis or more frequently, as required by DHHS. In certain circumstances, meetings via phone or videoconference may be substituted for in-person meetings, if approved by DHHS.
- 8.3. Schedule a kick-off meeting to:
- 8.3.1. Initiate the development and production of materials and planning for a public relations launch.
  - 8.3.2. Address questions and outline/schedule short-term next steps including the immediate kick off of all development, production and efforts.
- 8.4. Develop and utilize a performance measurement plan and reporting process to identify and monitor results for the outreach and education work plan deliverables. Each outreach and education tactic and the overall strategy shall be continually evaluated and measured through this plan. The plan shall be monitored and assessed on a monthly basis or more frequently if requested by DHHS, and adjusted as necessary. The plan shall include:
- 8.4.1. A detailed process for each outreach and/or education strategy by which success can be measured, evaluated, and reported including:
    - 8.4.1.1. Identification of primary and secondary markets.
    - 8.4.1.2. Geographic target in NH.
    - 8.4.1.3. Reach (number or percent of population).
    - 8.4.1.4. Frequency of each outreach and education strategy.
  - 8.4.2. Projected goals and metrics to track the number of consumers accessing the LTSS information and process to determine which activities have contributed to increased access. Measurement shall include, but not be limited to:
    - 8.4.2.1. All online and offline strategies of the campaign.
    - 8.4.2.2. The number of outreach and educational materials distributed, online ad clicks, website visits, toll-free telephone number calls, social media channel followers, event participation, and outreach and education materials and media viewed.

**9. Reporting Requirements**

The Contractor shall provide reports in various frequencies with specific content as indicated below. The Contractor shall:

- 9.1. Provide weekly reports to manage the various strategies, design comprehensive media buy schedules, and monitor the status of deadlines.
- 9.2. Provide monthly reports that are based on the negotiated metrics and timelines detailed in the performance measurement plan in Section 8.4, in order to manage accomplishments and set expectations for future quarters. The reports shall include:

*[Handwritten Signature]*  
8/16/14



Exhibit A

- 9.2.1. Data on and evaluation of the metrics, along with identification of changes and trends and analyses of the level of success of each deliverable measured.
  - 9.2.2. A listing of work plan activities for the quarter
  - 9.2.3. The cumulative level of progress towards the completion of each deliverable.
  - 9.2.4. Recommendations to maintain campaign momentum, based on reported outcomes.
- 9.3. Submitted quarterly reports as follows:

State Fiscal Year	Dates to Include in Report	Date Report is Due
SFY 2014	10/1/14 – 12/31/14	1/31/15
SFY 2014	1/1/15 – 3/31/15	4/30/15
SFY 2014	4/1/15 – 6/30/15	7/30/15
SFY 2015	7/1/15 – 9/30/15	10/31/15
SFY 2015	10/1/15 – 12/31/15	1/31/16
SFY 2015	1/1/16 – 3/31/16	4/30/16
SFY 2015	4/1/16 – 6/30/16	6/30/16

**10. Requirements of Delivery of Services**

The Contractor shall provide certain deliverables as indicated below. The Contractor shall:

- 10.1. Assess the five (5) geographical areas of the state to determine business needs within three (3) months of the contract effective date.
- 10.2. Conduct a pre and post survey for each training conducted, as described in Section 5.3, for a total of thirty-two (32) surveys per year.
- 10.3. Provide a quarterly narrative summary, for a total of four (4) summaries, to DHHS of the surveys conducted as described in Section 10.2 in order that focus groups can study staff training needs and community based services needs.
- 10.4. Submit a detailed work plan proposal to DHHS within fourteen (14) days of the contract effective date that:
  - 10.4.1. Sets out the tasks, timelines and persons responsible for developing and implementing the proposed outreach and education strategies in a manner and format that provides DHHS with a clear understanding of the scope of the project and expected milestones.
  - 10.4.2. Includes projections for completing major deliverables by September 30, 2015.



Exhibit A

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- 10.5. The Contractor shall begin work plan activities no later than ninety (90) days from the contract effective.
- 10.6. The Contractor shall submit a proposed staffing plan described in Section 8.1 to DHHS for review within fourteen (14) days of the contract effective date.
- 10.7. The Contractor shall propose metrics, subject to review and approval by DHHS, described in Section 8.4.2 within one (1) week of the contract effective date.

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8/27/14



Exhibit B

**Method and Conditions Precedent to Payment**

This contract is funded by federal funds. The Contractor is responsible for compliance with the associated financial conditions that apply to the funding and the scope of services as detailed in Exhibit A:

This contract is funded by federal funds made available under the Catalog of Federal Domestic Assistance (CFDA), as follows:

Federal Funds:

CFDA #: 93.778

FAIN# 05-1405NHBIPP

The State shall pay the Contractor an amount not to exceed the Price Limitation, block 1.8, for the services provided by the Contractor pursuant to Exhibit A, Scope of Services.

Payment for said services shall be made as follows:

1. The Contractor will submit an invoice by the tenth working day of each month, which identifies and requests reimbursement for authorized expenses incurred in the prior month.
  - A. For "Production/Account Management" invoice items, the Contractor shall provide the amount and a general listing of services and staff (including hours worked) by category (Account Services, Creative Design, Print/Video Media, Presentation Materials, Webinars/Website, Earned Media, or Social Media).
  - B. For "Media Buy" invoice items, the Contractor shall comply with section 2 below.
2. The State shall make payment to the Contractor within thirty (30) days of receipt of each invoice for Contractor services provided pursuant to this Agreement.
  - A. The Contractor must attach copies of all third party invoices they are requesting reimbursement for. Payment will be declined if third party invoices are not present.
  - B. Payment for all third party invoices will be made as invoiced, except that paid advertisements on media other than radio and TV are subject to a 10% administrative fee.

The invoice must be submitted to:  
Don Hunter, BIP Project Manager  
NH DHHS, Bureau of Behavioral Health  
Department of Health and Human Services  
105 Pleasant Street  
Concord, NH 03301

*[Handwritten Signature]*  
*[Handwritten Date: 8/27/14]*



**New Hampshire Department of Health and Human Services  
Office of Business Operations  
Contracts & Procurement Unit  
Summary Scoring Sheet**

**Statewide Outreach and Education  
Services to Improve and Increase  
Awareness and Access to Community  
Long Term Services and Supports in  
New Hampshire**

**15-DHHS-DCBCS-BIP-01**

RFP Name

RFP Number

Reviewer Names

**Bidder Name**

1. Millenium Integrated Marketing

2. Community Health Institute/ JSI

3. Louis Karno & Company

4. 0

5. 0

6. 0

7. 0

8. 0

Pass/Fail	Maximum Points	Actual Points
	200	156
	200	117
	200	150
	200	0
	200	0
	200	0
	200	0
	200	0

1. John Harrington, Community and Family Support Specialist

2. Donna Walker, Administrator III

3. Mickie Grimes, Supervisor VII

4. Kris Neilsen, Communications Director

5. PJ Nadeau, Administrator Financial Compliance

6.

7.

8.

9.

Exhibit B-1

**Budget Form**

**New Hampshire Department of Health and Human Services  
COMPLETE ONE BUDGET FORM FOR EACH BUDGET PERIOD**

**Bidder Name:** Millennium Integrated Marketing

**Budget Request for:** RFP #15-DHHS-DCBCS-BIP-01 Statewide Outreach and Education Services to Improve and Increase Awareness and Access to Community Long Term Services and Supports in New Hampshire

(Name of RFP)

**Budget Period:** September 3, 2014 - June 30, 2015

Line Item	Direct Incremental	Indirect Fixed	Total	Allocation Method for Indirect/Fixed Cost
1. Total Salary/Wages	\$ 54,860.00	\$ -	\$ 54,860.00	Revenue allocation
2. Employee Benefits	\$ 7,560.00	\$ -	\$ 7,560.00	Revenue allocation
3. Consultants	\$ -	\$ -	\$ -	Revenue allocation
4. Equipment:	\$ -	\$ -	\$ -	Revenue allocation
Rental	\$ -	\$ -	\$ -	Revenue allocation
Repair and Maintenance		\$ -	\$ -	Revenue allocation
Purchase/Depreciation		\$ -	\$ -	Revenue allocation
5. Supplies:	\$ 1,392.44	\$ -	\$ 1,392.44	Revenue allocation
Educational		\$ -	\$ -	Revenue allocation
Lab		\$ -	\$ -	Revenue allocation
Pharmacy		\$ -	\$ -	Revenue allocation
Medical		\$ -	\$ -	Revenue allocation
Office		\$ -	\$ -	Revenue allocation
6. Travel	\$ 5,221.65	\$ -	\$ 5,221.65	Revenue allocation
7. Occupancy	\$ 12,183.85	\$ -	\$ 12,183.85	Revenue allocation
8. Current Expenses		\$ -	\$ -	Revenue allocation
Telephone	\$ 500.00	\$ -	\$ 500.00	Revenue allocation
Postage	\$ 250.00	\$ -	\$ 250.00	Revenue allocation
Subscriptions		\$ -	\$ -	Revenue allocation
Audit and Legal	\$ 3,481.10	\$ -	\$ 3,481.10	Revenue allocation
Insurance	\$ 5,221.65	\$ -	\$ 5,221.65	Revenue allocation
Board Expenses	\$ -	\$ -	\$ -	Revenue allocation
9. Software	\$ -	\$ -	\$ -	Revenue allocation
10. Media Productions (see salary)	\$ -	\$ -	\$ -	Revenue allocation
11. Media Purchases (see other)	\$ -	\$ -	\$ -	Revenue allocation
12. Staff Education/Training	\$ -	\$ -	\$ -	Revenue allocation
13. Subcontracts/Agreements	\$ -	\$ -	\$ -	Revenue allocation
14. Other (specific details mandatory):	\$ -	\$ -	\$ -	Revenue allocation
*Travel includes auto				
Media Buys	\$ 160,000.00			
Media Buys (TV and Radio)	\$ 90,000.00			
Indirect Overhead		\$ 12,775.15		
<b>TOTAL</b>	\$ 340,670.69	\$ 12,775.15	\$ 353,445.84	

Indirect As a Percent of Direct

3.75%

Exhibit B-2

**Budget Form**  
**New Hampshire Department of Health and Human Services**  
**COMPLETE ONE BUDGET FORM FOR EACH BUDGET PERIOD**

**Bidder Name:** Millennium Integrated Marketing \_\_\_\_\_

**Budget Request for:** RFP #15-DHHS-DCBCS-BIP-01 Statewide Outreach and Education Services to Improve and Increase Awareness and Access to Community Long Term Services and Supports in New Hampshire \_\_\_\_\_

*(Name of RFP)*

**Budget Period:** July 1, 2015 - June 30, 2016 \_\_\_\_\_

Line Item	Direct Incremental	Indirect Fixed	Total	Allocation Method for Indirect/Fixed Cost
1. Total Salary/Wages	\$ 30,680.00	\$ -	\$ -	Revenue allocation
2. Employee Benefits/Taxes	\$ 6,920.00	\$ -	\$ -	Revenue allocation
3. Consultants	\$ -	\$ -	\$ -	Revenue allocation
4. Equipment:	\$ -	\$ -	\$ -	Revenue allocation
Rental	\$ -	\$ -	\$ -	Revenue allocation
Repair and Maintenance	\$ -	\$ -	\$ -	Revenue allocation
Purchase/Depreciation	\$ -	\$ -	\$ -	Revenue allocation
5. Supplies:	\$ 1,392.44	\$ -	\$ 1,392.44	Revenue allocation
Educational	\$ -	\$ -	\$ -	Revenue allocation
Lab	\$ -	\$ -	\$ -	Revenue allocation
Pharmacy	\$ -	\$ -	\$ -	Revenue allocation
Medical	\$ -	\$ -	\$ -	Revenue allocation
Office	\$ -	\$ -	\$ -	Revenue allocation
6. Travel	\$ 5,221.65	\$ -	\$ 5,221.65	Revenue allocation
7. Occupancy	\$ 12,183.85	\$ -	\$ 12,183.85	Revenue allocation
8. Current Expenses	\$ -	\$ -	\$ -	Revenue allocation
Telephone	\$ 500.00	\$ -	\$ 500.00	Revenue allocation
Postage	\$ 250.00	\$ -	\$ 250.00	Revenue allocation
Subscriptions	\$ -	\$ -	\$ -	Revenue allocation
Audit and Legal	\$ 3,481.10	\$ -	\$ 3,481.10	Revenue allocation
Insurance	\$ 5,221.65	\$ -	\$ 5,221.65	Revenue allocation
Board Expenses	\$ -	\$ -	\$ -	Revenue allocation
9. Software	\$ -	\$ -	\$ -	Revenue allocation
10. Media Productions (see salary/other)	\$ -	\$ -	\$ -	Revenue allocation
11. Media Purchases (see other)	\$ -	\$ -	\$ -	Revenue allocation
12. Staff Education/Training	\$ -	\$ -	\$ -	Revenue allocation
13. Subcontracts/Agreements	\$ -	\$ -	\$ -	Revenue allocation
14. Other (specific details mandatory):	\$ -	\$ -	\$ -	Revenue allocation
*Travel includes auto				
Media Buys	\$ 160,000.00			
Media Buys (Television & Radio)	\$ 90,000.00			
Indirect Overhead		\$ 11,844.40		
<b>TOTAL</b>	\$ 315,850.69	\$ 11,844.40	\$ 327,695.09	

Indirect As a Percent of Direct

3.75%

Contractor Initials *loj*  
 Date *8/27/14*



**SPECIAL PROVISIONS**

Contractors Obligations: The Contractor covenants and agrees that all funds received by the Contractor under the Contract shall be used only as payment to the Contractor for services provided to eligible individuals and, in the furtherance of the aforesaid covenants, the Contractor hereby covenants and agrees as follows:

1. **Compliance with Federal and State Laws:** If the Contractor is permitted to determine the eligibility of individuals such eligibility determination shall be made in accordance with applicable federal and state laws, regulations, orders, guidelines, policies and procedures.
2. **Time and Manner of Determination:** Eligibility determinations shall be made on forms provided by the Department for that purpose and shall be made and remade at such times as are prescribed by the Department.
3. **Documentation:** In addition to the determination forms required by the Department, the Contractor shall maintain a data file on each recipient of services hereunder, which file shall include all information necessary to support an eligibility determination and such other information as the Department requests. The Contractor shall furnish the Department with all forms and documentation regarding eligibility determinations that the Department may request or require.
4. **Fair Hearings:** The Contractor understands that all applicants for services hereunder, as well as individuals declared ineligible have a right to a fair hearing regarding that determination. The Contractor hereby covenants and agrees that all applicants for services shall be permitted to fill out an application form and that each applicant or re-applicant shall be informed of his/her right to a fair hearing in accordance with Department regulations.
5. **Gratuities or Kickbacks:** The Contractor agrees that it is a breach of this Contract to accept or make a payment, gratuity or offer of employment on behalf of the Contractor, any Sub-Contractor or the State in order to influence the performance of the Scope of Work detailed in Exhibit A of this Contract. The State may terminate this Contract and any sub-contract or sub-agreement if it is determined that payments, gratuities or offers of employment of any kind were offered or received by any officials, officers, employees or agents of the Contractor or Sub-Contractor.
6. **Retroactive Payments:** Notwithstanding anything to the contrary contained in the Contract or in any other document, contract or understanding, it is expressly understood and agreed by the parties hereto, that no payments will be made hereunder to reimburse the Contractor for costs incurred for any purpose or for any services provided to any individual prior to the Effective Date of the Contract and no payments shall be made for expenses incurred by the Contractor for any services provided prior to the date on which the individual applies for services or (except as otherwise provided by the federal regulations) prior to a determination that the individual is eligible for such services.
7. **Conditions of Purchase:** Notwithstanding anything to the contrary contained in the Contract, nothing herein contained shall be deemed to obligate or require the Department to purchase services hereunder at a rate which reimburses the Contractor in excess of the Contractors costs, at a rate which exceeds the amounts reasonable and necessary to assure the quality of such service, or at a rate which exceeds the rate charged by the Contractor to ineligible individuals or other third party funders for such service. If at any time during the term of this Contract or after receipt of the Final Expenditure Report hereunder, the Department shall determine that the Contractor has used payments hereunder to reimburse items of expense other than such costs, or has received payment in excess of such costs or in excess of such rates charged by the Contractor to ineligible individuals or other third party funders, the Department may elect to:
  - 7.1. Renegotiate the rates for payment hereunder, in which event new rates shall be established;
  - 7.2. Deduct from any future payment to the Contractor the amount of any prior reimbursement in excess of costs;

*[Handwritten Signature]*  
Date 8/27/14



- 7.3. Demand repayment of the excess payment by the Contractor in which event failure to make such repayment shall constitute an Event of Default hereunder. When the Contractor is permitted to determine the eligibility of individuals for services, the Contractor agrees to reimburse the Department for all funds paid by the Department to the Contractor for services provided to any individual who is found by the Department to be ineligible for such services at any time during the period of retention of records established herein.

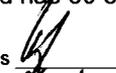
RECORDS: MAINTENANCE, RETENTION, AUDIT, DISCLOSURE AND CONFIDENTIALITY:

8. **Maintenance of Records:** In addition to the eligibility records specified above, the Contractor covenants and agrees to maintain the following records during the Contract Period:
- 8.1. **Fiscal Records:** books, records, documents and other data evidencing and reflecting all costs and other expenses incurred by the Contractor in the performance of the Contract, and all income received or collected by the Contractor during the Contract Period, said records to be maintained in accordance with accounting procedures and practices which sufficiently and properly reflect all such costs and expenses, and which are acceptable to the Department, and to include, without limitation, all ledgers, books, records, and original evidence of costs such as purchase requisitions and orders, vouchers, requisitions for materials, inventories, valuations of in-kind contributions, labor time cards, payrolls, and other records requested or required by the Department.
- 8.2. **Statistical Records:** Statistical, enrollment, attendance or visit records for each recipient of services during the Contract Period, which records shall include all records of application and eligibility (including all forms required to determine eligibility for each such recipient), records regarding the provision of services and all invoices submitted to the Department to obtain payment for such services.
- 8.3. **Medical Records:** Where appropriate and as prescribed by the Department regulations, the Contractor shall retain medical records on each patient/recipient of services.
9. **Audit:** Contractor shall submit an annual audit to the Department within 60 days after the close of the agency fiscal year. It is recommended that the report be prepared in accordance with the provision of Office of Management and Budget Circular A-133, "Audits of States, Local Governments, and Non Profit Organizations" and the provisions of Standards for Audit of Governmental Organizations, Programs, Activities and Functions, issued by the US General Accounting Office (GAO standards) as they pertain to financial compliance audits.
- 9.1. **Audit and Review:** During the term of this Contract and the period for retention hereunder, the Department, the United States Department of Health and Human Services, and any of their designated representatives shall have access to all reports and records maintained pursuant to the Contract for purposes of audit, examination, excerpts and transcripts.
- 9.2. **Audit Liabilities:** In addition to and not in any way in limitation of obligations of the Contract, it is understood and agreed by the Contractor that the Contractor shall be held liable for any state or federal audit exceptions and shall return to the Department, all payments made under the Contract to which exception has been taken or which have been disallowed because of such an exception.
10. **Confidentiality of Records:** All information, reports, and records maintained hereunder or collected in connection with the performance of the services and the Contract shall be confidential and shall not be disclosed by the Contractor, provided however, that pursuant to state laws and the regulations of the Department regarding the use and disclosure of such information, disclosure may be made to public officials requiring such information in connection with their official duties and for purposes directly connected to the administration of the services and the Contract; and provided further, that the use or disclosure by any party of any information concerning a recipient for any purpose not directly connected with the administration of the Department or the Contractor's responsibilities with respect to purchased services hereunder is prohibited except on written consent of the recipient, his attorney or guardian.



Notwithstanding anything to the contrary contained herein the covenants and conditions contained in the Paragraph shall survive the termination of the Contract for any reason whatsoever.

11. **Reports:** Fiscal and Statistical: The Contractor agrees to submit the following reports at the following times if requested by the Department.
  - 11.1. Interim Financial Reports: Written interim financial reports containing a detailed description of all costs and non-allowable expenses incurred by the Contractor to the date of the report and containing such other information as shall be deemed satisfactory by the Department to justify the rate of payment hereunder. Such Financial Reports shall be submitted on the form designated by the Department or deemed satisfactory by the Department.
  - 11.2. Final Report: A final report shall be submitted within thirty (30) days after the end of the term of this Contract. The Final Report shall be in a form satisfactory to the Department and shall contain a summary statement of progress toward goals and objectives stated in the Proposal and other information required by the Department.
12. **Completion of Services: Disallowance of Costs:** Upon the purchase by the Department of the maximum number of units provided for in the Contract and upon payment of the price limitation hereunder, the Contract and all the obligations of the parties hereunder (except such obligations as, by the terms of the Contract are to be performed after the end of the term of this Contract and/or survive the termination of the Contract) shall terminate, provided however, that if, upon review of the Final Expenditure Report the Department shall disallow any expenses claimed by the Contractor as costs hereunder the Department shall retain the right, at its discretion, to deduct the amount of such expenses as are disallowed or to recover such sums from the Contractor.
13. **Credits:** All documents, notices, press releases, research reports and other materials prepared during or resulting from the performance of the services of the Contract shall include the following statement:
  - 13.1. The preparation of this (report, document etc.) was financed under a Contract with the State of New Hampshire, Department of Health and Human Services, with funds provided in part by the State of New Hampshire and/or such other funding sources as were available or required, e.g., the United States Department of Health and Human Services.
14. **Prior Approval and Copyright Ownership:** All materials (written, video, audio) produced or purchased under the contract shall have prior approval from DHHS before printing, production, distribution or use. The DHHS will retain copyright ownership for any and all original materials produced, including, but not limited to, brochures, resource directories, protocols or guidelines, posters, or reports. Contractor shall not reproduce any materials produced under the contract without prior written approval from DHHS.
15. **Operation of Facilities: Compliance with Laws and Regulations:** In the operation of any facilities for providing services, the Contractor shall comply with all laws, orders and regulations of federal, state, county and municipal authorities and with any direction of any Public Officer or officers pursuant to laws which shall impose an order or duty upon the contractor with respect to the operation of the facility or the provision of the services at such facility. If any governmental license or permit shall be required for the operation of the said facility or the performance of the said services, the Contractor will procure said license or permit, and will at all times comply with the terms and conditions of each such license or permit. In connection with the foregoing requirements, the Contractor hereby covenants and agrees that, during the term of this Contract the facilities shall comply with all rules, orders, regulations, and requirements of the State Office of the Fire Marshal and the local fire protection agency, and shall be in conformance with local building and zoning codes, by-laws and regulations.
16. **Equal Employment Opportunity Plan (EEO):** The Contractor will provide an Equal Employment Opportunity Plan (EEO) to the Office for Civil Rights, Office of Justice Programs (OCR), if it has received a single award of \$500,000 or more. If the recipient receives \$25,000 or more and has 50 or

  
Date 06/27/14



more employees, it will maintain a current EEOP on file and submit an EEOP Certification Form to the OCR, certifying that its EEOP is on file. For recipients receiving less than \$25,000, or public grantees with fewer than 50 employees, regardless of the amount of the award, the recipient will provide an EEOP Certification Form to the OCR certifying it is not required to submit or maintain an EEOP. Non-profit organizations, Indian Tribes, and medical and educational institutions are exempt from the EEOP requirement, but are required to submit a certification form to the OCR to claim the exemption. EEOP Certification Forms are available at: <http://www.ojp.usdoj/about/ocr/pdfs/cert.pdf>.

17. **Limited English Proficiency (LEP):** As clarified by Executive Order 13166, Improving Access to Services for persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination on the basis of limited English proficiency (LEP). To ensure compliance with the Omnibus Crime Control and Safe Streets Act of 1968 and Title VI of the Civil Rights Act of 1964, Contractors must take reasonable steps to ensure that LEP persons have meaningful access to its programs.
18. **Pilot Program for Enhancement of Contractor Employee Whistleblower Protections:** The following shall apply to all contracts that exceed the Simplified Acquisition Threshold as defined in 48 CFR 2.101 (currently, \$150,000)

CONTRACTOR EMPLOYEE WHISTLEBLOWER RIGHTS AND REQUIREMENT TO INFORM EMPLOYEES OF WHISTLEBLOWER RIGHTS (SEP 2013)

(a) This contract and employees working on this contract will be subject to the whistleblower rights and remedies in the pilot program on Contractor employee whistleblower protections established at 41 U.S.C. 4712 by section 828 of the National Defense Authorization Act for Fiscal Year 2013 (Pub. L. 112-239) and FAR 3.908.

(b) The Contractor shall inform its employees in writing, in the predominant language of the workforce, of employee whistleblower rights and protections under 41 U.S.C. 4712, as described in section 3.908 of the Federal Acquisition Regulation.

(c) The Contractor shall insert the substance of this clause, including this paragraph (c), in all subcontracts over the simplified acquisition threshold.

19. **Subcontractors:** DHHS recognizes that the Contractor may choose to use subcontractors with greater expertise to perform certain health care services or functions for efficiency or convenience, but the Contractor shall retain the responsibility and accountability for the function(s). Prior to subcontracting, the Contractor shall evaluate the subcontractor's ability to perform the delegated function(s). This is accomplished through a written agreement that specifies activities and reporting responsibilities of the subcontractor and provides for revoking the delegation or imposing sanctions if the subcontractor's performance is not adequate. Subcontractors are subject to the same contractual conditions as the Contractor and the Contractor is responsible to ensure subcontractor compliance with those conditions.

When the Contractor delegates a function to a subcontractor, the Contractor shall do the following:

- 19.1. Evaluate the prospective subcontractor's ability to perform the activities, before delegating the function
- 19.2. Have a written agreement with the subcontractor that specifies activities and reporting responsibilities and how sanctions/revocation will be managed if the subcontractor's performance is not adequate
- 19.3. Monitor the subcontractor's performance on an ongoing basis



- 19.4. Provide to DHHS an annual schedule identifying all subcontractors, delegated functions and responsibilities, and when the subcontractor's performance will be reviewed
- 19.5. DHHS shall, at its discretion, review and approve all subcontracts.

If the Contractor identifies deficiencies or areas for improvement are identified, the Contractor shall take corrective action.

#### **DEFINITIONS**

As used in the Contract, the following terms shall have the following meanings:

**COSTS:** Shall mean those direct and indirect items of expense determined by the Department to be allowable and reimbursable in accordance with cost and accounting principles established in accordance with state and federal laws, regulations, rules and orders.

**DEPARTMENT:** NH Department of Health and Human Services.

**FINANCIAL MANAGEMENT GUIDELINES:** Shall mean that section of the Contractor Manual which is entitled "Financial Management Guidelines" and which contains the regulations governing the financial activities of contractor agencies which have contracted with the State of NH to receive funds.

**PROPOSAL:** If applicable, shall mean the document submitted by the Contractor on a form or forms required by the Department and containing a description of the Services to be provided to eligible individuals by the Contractor in accordance with the terms and conditions of the Contract and setting forth the total cost and sources of revenue for each service to be provided under the Contract.

**UNIT:** For each service that the Contractor is to provide to eligible individuals hereunder, shall mean that period of time or that specified activity determined by the Department and specified in Exhibit B of the Contract.

**FEDERAL/STATE LAW:** Wherever federal or state laws, regulations, rules, orders, and policies, etc. are referred to in the Contract, the said reference shall be deemed to mean all such laws, regulations, etc. as they may be amended or revised from the time to time.

**CONTRACTOR MANUAL:** Shall mean that document prepared by the NH Department of Administrative Services containing a compilation of all regulations promulgated pursuant to the New Hampshire Administrative Procedures Act. NH RSA Ch 541-A, for the purpose of implementing State of NH and federal regulations promulgated thereunder.

**SUPPLANTING OTHER FEDERAL FUNDS:** The Contractor guarantees that funds provided under this Contract will not supplant any existing federal funds available for these services.

*[Handwritten Signature]*  
8/27/14



**REVISIONS TO GENERAL PROVISIONS**

1. Subparagraph 4 of the General Provisions of this contract, Conditional Nature of Agreement, is replaced as follows:
  4. **CONDITIONAL NATURE OF AGREEMENT.**

Notwithstanding any provision of this Agreement to the contrary, all obligations of the State hereunder, including without limitation, the continuance of payments, in whole or in part, under this Agreement are contingent upon continued appropriation or availability of funds, including any subsequent changes to the appropriation or availability of funds affected by any state or federal legislative or executive action that reduces, eliminates, or otherwise modifies the appropriation or availability of funding for this Agreement and the Scope of Services provided in Exhibit A, Scope of Services, in whole or in part. In no event shall the State be liable for any payments hereunder in excess of appropriated or available funds. In the event of a reduction, termination or modification of appropriated or available funds, the State shall have the right to withhold payment until such funds become available, if ever. The State shall have the right to reduce, terminate or modify services under this Agreement immediately upon giving the Contractor notice of such reduction, termination or modification. The State shall not be required to transfer funds from any other source or account into the Account(s) identified in block 1.6 of the General Provisions, Account Number, or any other account, in the event funds are reduced or unavailable.
  
2. Subparagraph 10 of the General Provisions of this contract, Termination, is amended by adding the following language:
  - 10.1 The State may terminate the Agreement at any time for any reason, at the sole discretion of the State, 30 days after giving the Contractor written notice that the State is exercising its option to terminate the Agreement.
  - 10.2 In the event of early termination, the Contractor shall, within 15 days of notice of early termination, develop and submit to the State a Transition Plan for services under the Agreement, including but not limited to, identifying the present and future needs of clients receiving services under the Agreement and establishes a process to meet those needs.
  - 10.3 The Contractor shall fully cooperate with the State and shall promptly provide detailed information to support the Transition Plan including, but not limited to, any information or data requested by the State related to the termination of the Agreement and Transition Plan and shall provide ongoing communication and revisions of the Transition Plan to the State as requested.
  - 10.4 In the event that services under the Agreement, including but not limited to clients receiving services under the Agreement are transitioned to having services delivered by another entity including contracted providers or the State, the Contractor shall provide a process for uninterrupted delivery of services in the Transition Plan.
  - 10.5 The Contractor shall establish a method of notifying clients and other affected individuals about the transition. The Contractor shall include the proposed communications in its Transition Plan submitted to the State as described above.

*[Handwritten Signature]*  
8/27/14



**CERTIFICATION REGARDING DRUG-FREE WORKPLACE REQUIREMENTS**

The Contractor identified in Section 1.3 of the General Provisions agrees to comply with the provisions of Sections 5151-5160 of the Drug-Free Workplace Act of 1988 (Pub. L. 100-690, Title V, Subtitle D; 41 U.S.C. 701 et seq.), and further agrees to have the Contractor's representative, as identified in Sections 1.11 and 1.12 of the General Provisions execute the following Certification:

**ALTERNATIVE I - FOR GRANTEES OTHER THAN INDIVIDUALS**

**US DEPARTMENT OF HEALTH AND HUMAN SERVICES - CONTRACTORS  
US DEPARTMENT OF EDUCATION - CONTRACTORS  
US DEPARTMENT OF AGRICULTURE - CONTRACTORS**

This certification is required by the regulations implementing Sections 5151-5160 of the Drug-Free Workplace Act of 1988 (Pub. L. 100-690, Title V, Subtitle D; 41 U.S.C. 701 et seq.). The January 31, 1989 regulations were amended and published as Part II of the May 25, 1990 Federal Register (pages 21681-21691), and require certification by grantees (and by inference, sub-grantees and sub-contractors), prior to award, that they will maintain a drug-free workplace. Section 3017.630(c) of the regulation provides that a grantee (and by inference, sub-grantees and sub-contractors) that is a State may elect to make one certification to the Department in each federal fiscal year in lieu of certificates for each grant during the federal fiscal year covered by the certification. The certificate set out below is a material representation of fact upon which reliance is placed when the agency awards the grant. False certification or violation of the certification shall be grounds for suspension of payments, suspension or termination of grants, or government wide suspension or debarment. Contractors using this form should send it to:

Commissioner  
NH Department of Health and Human Services  
129 Pleasant Street,  
Concord, NH 03301-6505

1. The grantee certifies that it will or will continue to provide a drug-free workplace by:
  - 1.1. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
  - 1.2. Establishing an ongoing drug-free awareness program to inform employees about
    - 1.2.1. The dangers of drug abuse in the workplace;
    - 1.2.2. The grantee's policy of maintaining a drug-free workplace;
    - 1.2.3. Any available drug counseling, rehabilitation, and employee assistance programs; and
    - 1.2.4. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
  - 1.3. Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
  - 1.4. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will
    - 1.4.1. Abide by the terms of the statement; and
    - 1.4.2. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;
  - 1.5. Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph 1.4.2 from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to every grant officer on whose grant activity the convicted employee was working, unless the Federal agency

*[Handwritten Signature]*  
8/27/14



- has designated a central point for the receipt of such notices. Notice shall include the identification number(s) of each affected grant;
- 1.6. Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph 1.4.2, with respect to any employee who is so convicted
    - 1.6.1. Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
    - 1.6.2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
  - 1.7. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1.1, 1.2, 1.3, 1.4, 1.5, and 1.6.
2. The grantee may insert in the space provided below the site(s) for the performance of work done in connection with the specific grant.

Place of Performance (street address, city, county, state, zip code) (list each location)

Check  if there are workplaces on file that are not identified here.

8/27/14.  
Date

Contractor Name: Millennium Integrated Marketing, LLC  
Linda Fanara  
Name: \_\_\_\_\_  
Title: Linda Fanara, President

Contractor Initials LF  
Date 8/27/14



**CERTIFICATION REGARDING LOBBYING**

The Contractor identified in Section 1.3 of the General Provisions agrees to comply with the provisions of Section 319 of Public Law 101-121, Government wide Guidance for New Restrictions on Lobbying, and 31 U.S.C. 1352, and further agrees to have the Contractor's representative, as identified in Sections 1.11 and 1.12 of the General Provisions execute the following Certification:

US DEPARTMENT OF HEALTH AND HUMAN SERVICES - CONTRACTORS  
US DEPARTMENT OF EDUCATION - CONTRACTORS  
US DEPARTMENT OF AGRICULTURE - CONTRACTORS

Programs (indicate applicable program covered):

- \*Temporary Assistance to Needy Families under Title IV-A
- \*Child Support Enforcement Program under Title IV-D
- \*Social Services Block Grant Program under Title XX
- \*Medicaid Program under Title XIX
- \*Community Services Block Grant under Title VI
- \*Child Care Development Block Grant under Title IV

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement (and by specific mention sub-grantee or sub-contractor).
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement (and by specific mention sub-grantee or sub-contractor), the undersigned shall complete and submit Standard Form LLL, (Disclosure Form to Report Lobbying, in accordance with its instructions, attached and identified as Standard Exhibit E-I.)
3. The undersigned shall require that the language of this certification be included in the award document for sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Contractor Name: *Millennium Integrated Marketing, LLC*  
*Linda Panaras*  
Name: *Linda Panaras, President*  
Title:

*8/27/14*  
Date

Contractor Initials *[Signature]*  
Date *8/27/14*



**CERTIFICATION REGARDING DEBARMENT, SUSPENSION  
AND OTHER RESPONSIBILITY MATTERS**

The Contractor identified in Section 1.3 of the General Provisions agrees to comply with the provisions of Executive Office of the President, Executive Order 12549 and 45 CFR Part 76 regarding Debarment, Suspension, and Other Responsibility Matters, and further agrees to have the Contractor's representative, as identified in Sections 1.11 and 1.12 of the General Provisions execute the following Certification:

**INSTRUCTIONS FOR CERTIFICATION**

1. By signing and submitting this proposal (contract), the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. If necessary, the prospective participant shall submit an explanation of why it cannot provide the certification. The certification or explanation will be considered in connection with the NH Department of Health and Human Services' (DHHS) determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when DHHS determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, DHHS may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the DHHS agency to whom this proposal (contract) is submitted if at any time the prospective primary participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549: 45 CFR Part 76. See the attached definitions.
6. The prospective primary participant agrees by submitting this proposal (contract) that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by DHHS.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," provided by DHHS, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or involuntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List (of excluded parties).
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and

*[Handwritten Signature]*  
Date 08/27/14



information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, DHHS may terminate this transaction for cause or default.

**PRIMARY COVERED TRANSACTIONS**

11. The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
  - 11.1. are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - 11.2. have not within a three-year period preceding this proposal (contract) been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or a contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - 11.3. are not presently indicted for otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (l)(b) of this certification; and
  - 11.4. have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
12. Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal (contract).

**LOWER TIER COVERED TRANSACTIONS**

13. By signing and submitting this lower tier proposal (contract), the prospective lower tier participant, as defined in 45 CFR Part 76, certifies to the best of its knowledge and belief that it and its principals:
  - 13.1. are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.
  - 13.2. where the prospective lower tier participant is unable to certify to any of the above, such prospective participant shall attach an explanation to this proposal (contract).
14. The prospective lower tier participant further agrees by submitting this proposal (contract) that it will include this clause entitled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion - Lower Tier Covered Transactions," without modification in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8/27/14  
Date

Contractor Name: Millennium Integrated Marketing, LLC  
Name: Linda Fanaras  
Title: President

Contractor Initials: LF  
Date: 8/27/14



**CERTIFICATION OF COMPLIANCE WITH REQUIREMENTS PERTAINING TO  
FEDERAL NONDISCRIMINATION, EQUAL TREATMENT OF FAITH-BASED ORGANIZATIONS AND  
WHISTLEBLOWER PROTECTIONS**

The Contractor identified in Section 1.3 of the General Provisions agrees by signature of the Contractor's representative as identified in Sections 1.11 and 1.12 of the General Provisions, to execute the following certification:

Contractor will comply, and will require any subgrantees or subcontractors to comply, with any applicable federal nondiscrimination requirements, which may include:

- the Omnibus Crime Control and Safe Streets Act of 1968 (42 U.S.C. Section 3789d) which prohibits recipients of federal funding under this statute from discriminating, either in employment practices or in the delivery of services or benefits, on the basis of race, color, religion, national origin, and sex. The Act requires certain recipients to produce an Equal Employment Opportunity Plan;
- the Juvenile Justice Delinquency Prevention Act of 2002 (42 U.S.C. Section 5672(b)) which adopts by reference, the civil rights obligations of the Safe Streets Act. Recipients of federal funding under this statute are prohibited from discriminating, either in employment practices or in the delivery of services or benefits, on the basis of race, color, religion, national origin, and sex. The Act includes Equal Employment Opportunity Plan requirements;
- the Civil Rights Act of 1964 (42 U.S.C. Section 2000d, which prohibits recipients of federal financial assistance from discriminating on the basis of race, color, or national origin in any program or activity);
- the Rehabilitation Act of 1973 (29 U.S.C. Section 794), which prohibits recipients of Federal financial assistance from discriminating on the basis of disability, in regard to employment and the delivery of services or benefits, in any program or activity;
- the Americans with Disabilities Act of 1990 (42 U.S.C. Sections 12131-34), which prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, State and local government services, public accommodations, commercial facilities, and transportation;
- the Education Amendments of 1972 (20 U.S.C. Sections 1681, 1683, 1685-86), which prohibits discrimination on the basis of sex in federally assisted education programs;
- the Age Discrimination Act of 1975 (42 U.S.C. Sections 6106-07), which prohibits discrimination on the basis of age in programs or activities receiving Federal financial assistance. It does not include employment discrimination;
- 28 C.F.R. pt. 31 (U.S. Department of Justice Regulations – OJJDP Grant Programs); 28 C.F.R. pt. 42 (U.S. Department of Justice Regulations – Nondiscrimination; Equal Employment Opportunity; Policies and Procedures); Executive Order No. 13279 (equal protection of the laws for faith-based and community organizations); Executive Order No. 13559, which provide fundamental principles and policy-making criteria for partnerships with faith-based and neighborhood organizations;
- 28 C.F.R. pt. 38 (U.S. Department of Justice Regulations – Equal Treatment for Faith-Based Organizations); and Whistleblower protections 41 U.S.C. §4712 and The National Defense Authorization Act (NDAA) for Fiscal Year 2013 (Pub. L. 112-239, enacted January 2, 2013) the Pilot Program for Enhancement of Contract Employee Whistleblower Protections, which protects employees against reprisal for certain whistle blowing activities in connection with federal grants and contracts.

The certificate set out below is a material representation of fact upon which reliance is placed when the agency awards the grant. False certification or violation of the certification shall be grounds for suspension of payments, suspension or termination of grants, or government wide suspension or debarment.

In the event a Federal or State court or Federal or State administrative agency makes a finding of discrimination after a due process hearing on the grounds of race, color, religion, national origin, or sex

*[Handwritten Signature]*  
8/27/14



against a recipient of funds, the recipient will forward a copy of the finding to the Office for Civil Rights, to the applicable contracting agency or division within the Department of Health and Human Services, and to the Department of Health and Human Services Office of the Ombudsman.

The Contractor identified in Section 1.3 of the General Provisions agrees by signature of the Contractor's representative as identified in Sections 1.11 and 1.12 of the General Provisions, to execute the following certification:

1. By signing and submitting this proposal (contract) the Contractor agrees to comply with the provisions indicated above.

8/27/14  
Date

Contractor Name: Millennium Integrated Marketing, LLC  
Name: Linda Farava  
Title: Linda Farava, President



**CERTIFICATION REGARDING ENVIRONMENTAL TOBACCO SMOKE**

Public Law 103-227, Part C - Environmental Tobacco Smoke, also known as the Pro-Children Act of 1994 (Act), requires that smoking not be permitted in any portion of any indoor facility owned or leased or contracted for by an entity and used routinely or regularly for the provision of health, day care, education, or library services to children under the age of 18, if the services are funded by Federal programs either directly or through State or local governments, by Federal grant, contract, loan, or loan guarantee. The law does not apply to children's services provided in private residences, facilities funded solely by Medicare or Medicaid funds, and portions of facilities used for inpatient drug or alcohol treatment. Failure to comply with the provisions of the law may result in the imposition of a civil monetary penalty of up to \$1000 per day and/or the imposition of an administrative compliance order on the responsible entity.

The Contractor identified in Section 1.3 of the General Provisions agrees, by signature of the Contractor's representative as identified in Section 1.11 and 1.12 of the General Provisions, to execute the following certification:

1. By signing and submitting this contract, the Contractor agrees to make reasonable efforts to comply with all applicable provisions of Public Law 103-227, Part C, known as the Pro-Children Act of 1994.

Contractor Name: *Millennium Integrated Marketing, LLC*

*Linda Fanaras*  
Name: *Linda Fanaras*  
Title: *President*

*8/27/14*  
Date



Exhibit I

**HEALTH INSURANCE PORTABILITY ACT**  
**BUSINESS ASSOCIATE AGREEMENT**

The Contractor identified in Section 1.3 of the General Provisions of the Agreement agrees to comply with the Health Insurance Portability and Accountability Act, Public Law 104-191 and with the Standards for Privacy and Security of Individually Identifiable Health Information, 45 CFR Parts 160 and 164 applicable to business associates. As defined herein, "Business Associate" shall mean the Contractor and subcontractors and agents of the Contractor that receive, use or have access to protected health information under this Agreement and "Covered Entity" shall mean the State of New Hampshire, Department of Health and Human Services.

**(1) Definitions.**

- a. "Breach" shall have the same meaning as the term "Breach" in section 164.402 of Title 45, Code of Federal Regulations.
- b. "Business Associate" has the meaning given such term in section 160.103 of Title 45, Code of Federal Regulations.
- c. "Covered Entity" has the meaning given such term in section 160.103 of Title 45, Code of Federal Regulations.
- d. "Designated Record Set" shall have the same meaning as the term "designated record set" in 45 CFR Section 164.501.
- e. "Data Aggregation" shall have the same meaning as the term "data aggregation" in 45 CFR Section 164.501.
- f. "Health Care Operations" shall have the same meaning as the term "health care operations" in 45 CFR Section 164.501.
- g. "HITECH Act" means the Health Information Technology for Economic and Clinical Health Act, Title XIII, Subtitle D, Part 1 & 2 of the American Recovery and Reinvestment Act of 2009.
- h. "HIPAA" means the Health Insurance Portability and Accountability Act of 1996, Public Law 104-191 and the Standards for Privacy and Security of Individually Identifiable Health Information, 45 CFR Parts 160, 162 and 164 and amendments thereto.
- i. "Individual" shall have the same meaning as the term "individual" in 45 CFR Section 160.103 and shall include a person who qualifies as a personal representative in accordance with 45 CFR Section 164.501(g).
- j. "Privacy Rule" shall mean the Standards for Privacy of Individually Identifiable Health Information at 45 CFR Parts 160 and 164, promulgated under HIPAA by the United States Department of Health and Human Services.
- k. "Protected Health Information" shall have the same meaning as the term "protected health information" in 45 CFR Section 160.103, limited to the information created or received by Business Associate from or on behalf of Covered Entity.

*[Handwritten Signature]*  
8/27/14



Exhibit I

- i. “Required by Law” shall have the same meaning as the term “required by law” in 45 CFR Section 164.103.
- m. “Secretary” shall mean the Secretary of the Department of Health and Human Services or his/her designee.
- n. “Security Rule” shall mean the Security Standards for the Protection of Electronic Protected Health Information at 45 CFR Part 164, Subpart C, and amendments thereto.
- o. “Unsecured Protected Health Information” means protected health information that is not secured by a technology standard that renders protected health information unusable, unreadable, or indecipherable to unauthorized individuals and is developed or endorsed by a standards developing organization that is accredited by the American National Standards Institute.
- p. Other Definitions - All terms not otherwise defined herein shall have the meaning established under 45 C.F.R. Parts 160, 162 and 164, as amended from time to time, and the HITECH Act.

(2) **Business Associate Use and Disclosure of Protected Health Information.**

- a. Business Associate shall not use, disclose, maintain or transmit Protected Health Information (PHI) except as reasonably necessary to provide the services outlined under Exhibit A of the Agreement. Further, Business Associate, including but not limited to all its directors, officers, employees and agents, shall not use, disclose, maintain or transmit PHI in any manner that would constitute a violation of the Privacy and Security Rule.
- b. Business Associate may use or disclose PHI:
  - I. For the proper management and administration of the Business Associate;
  - II. As required by law, pursuant to the terms set forth in paragraph d. below; or
  - III. For data aggregation purposes for the health care operations of Covered Entity.
- c. To the extent Business Associate is permitted under the Agreement to disclose PHI to a third party, Business Associate must obtain, prior to making any such disclosure, (i) reasonable assurances from the third party that such PHI will be held confidentially and used or further disclosed only as required by law or for the purpose for which it was disclosed to the third party; and (ii) an agreement from such third party to notify Business Associate, in accordance with the HIPAA Privacy, Security, and Breach Notification Rules of any breaches of the confidentiality of the PHI, to the extent it has obtained knowledge of such breach.
- d. The Business Associate shall not, unless such disclosure is reasonably necessary to provide services under Exhibit A of the Agreement, disclose any PHI in response to a request for disclosure on the basis that it is required by law, without first notifying Covered Entity so that Covered Entity has an opportunity to object to the disclosure and to seek appropriate relief. If Covered Entity objects to such disclosure, the Business

*[Handwritten Signature]*  
8/27/14



Exhibit I

Associate shall refrain from disclosing the PHI until Covered Entity has exhausted all remedies.

- e. If the Covered Entity notifies the Business Associate that Covered Entity has agreed to be bound by additional restrictions over and above those uses or disclosures or security safeguards of PHI pursuant to the Privacy and Security Rule, the Business Associate shall be bound by such additional restrictions and shall not disclose PHI in violation of such additional restrictions and shall abide by any additional security safeguards.

**(3) Obligations and Activities of Business Associate.**

- a. The Business Associate shall notify the Covered Entity's Privacy Officer immediately after the Business Associate becomes aware of any use or disclosure of protected health information not provided for by the Agreement including breaches of unsecured protected health information and/or any security incident that may have an impact on the protected health information of the Covered Entity.
- b. The Business Associate shall immediately perform a risk assessment when it becomes aware of any of the above situations. The risk assessment shall include, but not be limited to:
  - o The nature and extent of the protected health information involved, including the types of identifiers and the likelihood of re-identification;
  - o The unauthorized person used the protected health information or to whom the disclosure was made;
  - o Whether the protected health information was actually acquired or viewed
  - o The extent to which the risk to the protected health information has been mitigated.

The Business Associate shall complete the risk assessment within 48 hours of the breach and immediately report the findings of the risk assessment in writing to the Covered Entity.

- c. The Business Associate shall comply with all sections of the Privacy, Security, and Breach Notification Rule.
- d. Business Associate shall make available all of its internal policies and procedures, books and records relating to the use and disclosure of PHI received from, or created or received by the Business Associate on behalf of Covered Entity to the Secretary for purposes of determining Covered Entity's compliance with HIPAA and the Privacy and Security Rule.
- e. Business Associate shall require all of its business associates that receive, use or have access to PHI under the Agreement, to agree in writing to adhere to the same restrictions and conditions on the use and disclosure of PHI contained herein, including the duty to return or destroy the PHI as provided under Section 3 (l). The Covered Entity shall be considered a direct third party beneficiary of the Contractor's business associate agreements with Contractor's intended business associates, who will be receiving PHI.

*lf*  
8/27/14



Exhibit I

pursuant to this Agreement, with rights of enforcement and indemnification from such business associates who shall be governed by standard Paragraph #13 of the standard contract provisions (P-37) of this Agreement for the purpose of use and disclosure of protected health information.

- f. Within five (5) business days of receipt of a written request from Covered Entity, Business Associate shall make available during normal business hours at its offices all records, books, agreements, policies and procedures relating to the use and disclosure of PHI to the Covered Entity, for purposes of enabling Covered Entity to determine Business Associate's compliance with the terms of the Agreement.
- g. Within ten (10) business days of receiving a written request from Covered Entity, Business Associate shall provide access to PHI in a Designated Record Set to the Covered Entity, or as directed by Covered Entity, to an individual in order to meet the requirements under 45 CFR Section 164.524.
- h. Within ten (10) business days of receiving a written request from Covered Entity for an amendment of PHI or a record about an individual contained in a Designated Record Set, the Business Associate shall make such PHI available to Covered Entity for amendment and incorporate any such amendment to enable Covered Entity to fulfill its obligations under 45 CFR Section 164.526.
- i. Business Associate shall document such disclosures of PHI and information related to such disclosures as would be required for Covered Entity to respond to a request by an individual for an accounting of disclosures of PHI in accordance with 45 CFR Section 164.528.
- j. Within ten (10) business days of receiving a written request from Covered Entity for a request for an accounting of disclosures of PHI, Business Associate shall make available to Covered Entity such information as Covered Entity may require to fulfill its obligations to provide an accounting of disclosures with respect to PHI in accordance with 45 CFR Section 164.528.
- k. In the event any individual requests access to, amendment of, or accounting of PHI directly from the Business Associate, the Business Associate shall within two (2) business days forward such request to Covered Entity. Covered Entity shall have the responsibility of responding to forwarded requests. However, if forwarding the individual's request to Covered Entity would cause Covered Entity or the Business Associate to violate HIPAA and the Privacy and Security Rule, the Business Associate shall instead respond to the individual's request as required by such law and notify Covered Entity of such response as soon as practicable.
- l. Within ten (10) business days of termination of the Agreement, for any reason, the Business Associate shall return or destroy, as specified by Covered Entity, all PHI received from, or created or received by the Business Associate in connection with the Agreement, and shall not retain any copies or back-up tapes of such PHI. If return or destruction is not feasible, or the disposition of the PHI has been otherwise agreed to in the Agreement, Business Associate shall continue to extend the protections of the Agreement, to such PHI and limit further uses and disclosures of such PHI to those purposes that make the return or destruction infeasible, for so long as Business



Exhibit I

Associate maintains such PHI. If Covered Entity, in its sole discretion, requires that the Business Associate destroy any or all PHI, the Business Associate shall certify to Covered Entity that the PHI has been destroyed.

**(4) Obligations of Covered Entity**

- a. Covered Entity shall notify Business Associate of any changes or limitation(s) in its Notice of Privacy Practices provided to individuals in accordance with 45 CFR Section 164.520, to the extent that such change or limitation may affect Business Associate's use or disclosure of PHI.
- b. Covered Entity shall promptly notify Business Associate of any changes in, or revocation of permission provided to Covered Entity by individuals whose PHI may be used or disclosed by Business Associate under this Agreement, pursuant to 45 CFR Section 164.506 or 45 CFR Section 164.508.
- c. Covered entity shall promptly notify Business Associate of any restrictions on the use or disclosure of PHI that Covered Entity has agreed to in accordance with 45 CFR 164.522, to the extent that such restriction may affect Business Associate's use or disclosure of PHI.

**(5) Termination for Cause**

In addition to Paragraph 10 of the standard terms and conditions (P-37) of this Agreement the Covered Entity may immediately terminate the Agreement upon Covered Entity's knowledge of a breach by Business Associate of the Business Associate Agreement set forth herein as Exhibit I. The Covered Entity may either immediately terminate the Agreement or provide an opportunity for Business Associate to cure the alleged breach within a timeframe specified by Covered Entity. If Covered Entity determines that neither termination nor cure is feasible, Covered Entity shall report the violation to the Secretary.

**(6) Miscellaneous**

- a. Definitions and Regulatory References. All terms used, but not otherwise defined herein, shall have the same meaning as those terms in the Privacy and Security Rule, amended from time to time. A reference in the Agreement, as amended to include this Exhibit I, to a Section in the Privacy and Security Rule means the Section as in effect or as amended.
- b. Amendment. Covered Entity and Business Associate agree to take such action as is necessary to amend the Agreement, from time to time as is necessary for Covered Entity to comply with the changes in the requirements of HIPAA, the Privacy and Security Rule, and applicable federal and state law.
- c. Data Ownership. The Business Associate acknowledges that it has no ownership rights with respect to the PHI provided by or created on behalf of Covered Entity.
- d. Interpretation. The parties agree that any ambiguity in the Agreement shall be resolved to permit Covered Entity to comply with HIPAA, the Privacy and Security Rule.



Exhibit I

- e. Segregation. If any term or condition of this Exhibit I or the application thereof to any person(s) or circumstance is held invalid, such invalidity shall not affect other terms or conditions which can be given effect without the invalid term or condition; to this end the terms and conditions of this Exhibit I are declared severable.
- f. Survival. Provisions in this Exhibit I regarding the use and disclosure of PHI, return or destruction of PHI, extensions of the protections of the Agreement in section (3) l, the defense and indemnification provisions of section (3) e and Paragraph 13 of the standard terms and conditions (P-37), shall survive the termination of the Agreement.

IN WITNESS WHEREOF, the parties hereto have duly executed this Exhibit I.

*Langley*  
 The State

Millennium Integrated Marketing, LLC  
 Name of the Contractor

Signature of Authorized Representative

*Linda Fanaras*  
 Signature of Authorized Representative

Diane Langley  
 Name of Authorized Representative

Linda Fanaras  
 Name of Authorized Representative

Director of BEAS  
 Title of Authorized Representative

President  
 Title of Authorized Representative

9/4/14  
 Date

8/27/14  
 Date

*Karen Kim Lizotte*  
 State of New Hampshire  
 County of Hillsborough

**KAREN KIM LIZOTTE**  
 Notary Public - New Hampshire  
 My Commission Expires December 20, 2016

Contractor Initials *ML*  
 Date 8/27/14



**CERTIFICATION REGARDING THE FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA) COMPLIANCE**

The Federal Funding Accountability and Transparency Act (FFATA) requires prime awardees of individual Federal grants equal to or greater than \$25,000 and awarded on or after October 1, 2010, to report on data related to executive compensation and associated first-tier sub-grants of \$25,000 or more. If the initial award is below \$25,000 but subsequent grant modifications result in a total award equal to or over \$25,000, the award is subject to the FFATA reporting requirements, as of the date of the award.

In accordance with 2 CFR Part 170 (Reporting Subaward and Executive Compensation Information), the Department of Health and Human Services (DHHS) must report the following information for any subaward or contract award subject to the FFATA reporting requirements:

1. Name of entity
2. Amount of award
3. Funding agency
4. NAICS code for contracts / CFDA program number for grants
5. Program source
6. Award title descriptive of the purpose of the funding action
7. Location of the entity
8. Principle place of performance
9. Unique identifier of the entity (DUNS #)
10. Total compensation and names of the top five executives if:
  - 10.1. More than 80% of annual gross revenues are from the Federal government, and those revenues are greater than \$25M annually and
  - 10.2. Compensation information is not already available through reporting to the SEC.

Prime grant recipients must submit FFATA required data by the end of the month, plus 30 days, in which the award or award amendment is made.

The Contractor identified in Section 1.3 of the General Provisions agrees to comply with the provisions of The Federal Funding Accountability and Transparency Act, Public Law 109-282 and Public Law 110-252, and 2 CFR Part 170 (Reporting Subaward and Executive Compensation Information), and further agrees to have the Contractor's representative, as identified in Sections 1.11 and 1.12 of the General Provisions execute the following Certification:

The below named Contractor agrees to provide needed information as outlined above to the NH Department of Health and Human Services and to comply with all applicable provisions of the Federal Financial Accountability and Transparency Act.

8/27/14  
Date

Contractor Name: Millennium Integrated Marketing, LLC  
Linda Fanaras  
Name: Linda Fanaras, President  
Title:



**FORM A**

As the Contractor identified in Section 1.3 of the General Provisions, I certify that the responses to the below listed questions are true and accurate.

1. The DUNS number for your entity is: 45-8813784
2. In your business or organization's preceding completed fiscal year, did your business or organization receive (1) 80 percent or more of your annual gross revenue in U.S. federal contracts, subcontracts, loans, grants, sub-grants, and/or cooperative agreements; and (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?

NO                       YES

If the answer to #2 above is NO, stop here

If the answer to #2 above is YES, please answer the following:

3. Does the public have access to information about the compensation of the executives in your business or organization through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C.78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986?

NO                       YES

If the answer to #3 above is YES, stop here

If the answer to #3 above is NO, please answer the following:

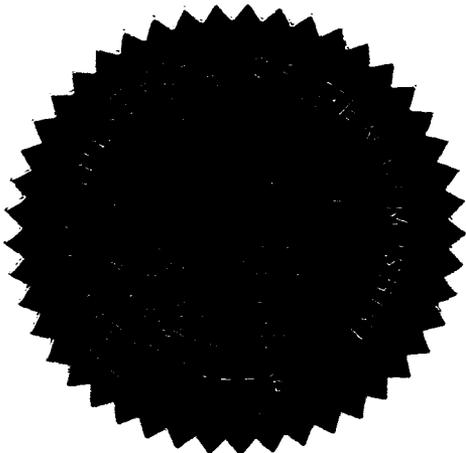
4. The names and compensation of the five most highly compensated officers in your business or organization are as follows:

Name: _____	Amount: _____

# State of New Hampshire Department of State

## CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that Millennium Integrated Marketing, LLC is a New Hampshire limited liability company formed on March 23, 1998. I further certify that it is in good standing as far as this office is concerned, having filed the annual report(s) and paid the fees required by law; and that a certificate of cancellation has not been filed.



In TESTIMONY WHEREOF, I hereto  
set my hand and cause to be affixed  
the Seal of the State of New Hampshire,  
this 6<sup>th</sup> day of June, A.D. 2014

A handwritten signature in black ink, appearing to read "William M. Gardner".

William M. Gardner  
Secretary of State

150 Dow Street, 3rd Floor  
Manchester, NH 03101  
T: (603) 792-2200  
F: (603) 792-2201

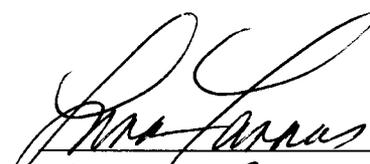
101 Federal Street, 19th Floor  
Boston, MA 02110  
T: (617) 303-2100  
F: (617) 303-0103

To whom it may concern:

My name is Linda A. Fanaras. I am the President of Millennium Integrated Marketing, LLC, hereinafter, Company, and the sole owner of the Company.

As the sole owner of the Company, I am the only person who can contractually obligate the Company.

It is my intention to enter into an agreement with the NH Department of Health and Human Services regarding BIP Statewide Education and Outreach Services.

  
\_\_\_\_\_  
Linda Fanaras, President  
\_\_\_\_\_  
8/27/14  
\_\_\_\_\_

Signature

Name/Title

Date

  
\_\_\_\_\_  
Karen Kim Lizotte  
\_\_\_\_\_  
8/27/14  
\_\_\_\_\_

Notary Signature

Notary Name

Date

**KAREN KIM LIZOTTE**  
Notary Public - New Hampshire  
My Commission Expires December 20, 2015

[Seal]



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
7/25/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Foy Insurance Group - Pembroke 570 Pembroke St.  Pembroke NH 03275	<b>CONTACT NAME:</b> Cara L. Scala, ACSR <b>PHONE (A/C No. Ext.):</b> (603) 224-1121 <b>E-MAIL ADDRESS:</b> cara.scala@foyinsurance.com	<b>FAX (A/C No.):</b> (603) 224-4827
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> MILLENNIUM INTERGRATED MARKETING LLC 150 DOW ST 3RD FLOOR  MANCHESTER NH 03101	<b>INSURER A:</b> Hartford Casualty Insurance Co	<b>NAIC #</b> 29424
	<b>INSURER B:</b> Hartford Ins Co of the Midwest	<b>NAIC #</b> 37478
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
<b>INSURER F:</b>		

**COVERAGES**                      **CERTIFICATE NUMBER:** 14/15 master                      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR			04SBAPP9808	4/2/2014	4/2/2015	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED \$      RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	3A State: NH Excluded Officer: Linda Fanaras 04WECD08491	12/17/2013	12/17/2014	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

### CERTIFICATE HOLDER

NH DHHS  
129 Pleasant Street  
Brown Building  
Concord, NH 03301

### CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE  
Cara L. Scala, ACSR

Client#: 65986

MILLE11

ACORD™

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 07/25/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: Davis Towle Morrill & Everett, 115 Airport Road, P O Box 1260, Concord, NH 03302-1260. CONTACT NAME: Mary Ellen Snell, PHONE (A/C, No, Ext): 603 225-6611, FAX (A/C, No): 603-225-7935, E-MAIL ADDRESS: msnell@davistowle.com. INSURER(S) AFFORDING COVERAGE: INSURER A: Lloyds of London.

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSR, SUBR WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Includes sections for General Liability, Automobile Liability, Umbrella Liab, Excess Liab, Workers Compensation and Employers' Liability, and Errors & Omission.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

MultiMedia Liability & Advertising Injury - \$1,000,000 Limit of Liability
Errors & Omissions - \$1,000,000 Limit of Liability
Loss Mitigation - \$1,000,000 Limit of Liability
Cyber & Privacy - \$1,000,000 Limit of Liability
Privacy Breach Notification Costs - \$1,000,000 Limits of Liability
\$5,000 deductible on all coverages

CERTIFICATE HOLDER: State of NH - DHHS, 129 Pleasant Street, Brown Building, Concord, NH 03301. CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE: [Signature]