

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
OFFICE OF DIRECTOR

**ACTION REFERRAL**

|                                 |                       |
|---------------------------------|-----------------------|
| TO<br><i>Roberts/Hutto/FOIA</i> | DATE<br><i>6-4-13</i> |
|---------------------------------|-----------------------|

| DIRECTOR'S USE ONLY   | ACTION REQUESTED  |
|---|---|
| 1. LOG NUMBER<br><b>000378</b>  | <input type="checkbox"/> Prepare reply for the Director's signature<br>DATE DUE _____ |
| 2. DATE SIGNED BY DIRECTOR<br><i>cc: Cox</i><br><i>Cleared 6/19/13, letter attached</i> | <input type="checkbox"/> Prepare reply for appropriate signature<br>DATE DUE _____    |
|   | <input checked="" type="checkbox"/> FOIA<br>DATE DUE <i>6-19-13</i>                   |
|   | <input type="checkbox"/> Necessary Action   |

| APPROVALS<br>(Only when prepared for director's signature) | APPROVE | * DISAPPROVE<br>(Note reason for disapproval and return to preparer.) | COMMENT |
|--|---------|---|---------|
| 1.   |         |   |         |
| 2.   |         |   |         |
| 3.   |         |   |         |
| 4.   |         |   |         |



June 3, 2013

to Brenna  
6/3/13

**RECEIVED**

JUN 03 2013

Department of Health & Human Services  
OFFICE OF THE DIRECTOR

Ms. Patty Larimore  
South Carolina Department of Health and Human Services  
P.O. Box 8206, 1801 Main Street  
Columbia, SC, 29201

Dear Ms. Larimore,

The purpose of this letter is to request publicly available information under regulations associated with open access to public information, such as the Freedom of Information Act (FOIA).

*OPEN MINDS* is formally requesting a copy of **Chernoff Newman, LLC's winning proposal** for the following RFP:

RFP NUMBER: 5400005190

RFP TITLE: South Carolina Seeks Health Campaign Consultant Services

DESCRIPTION: South Carolina Department of Health and Human Services (SCDHHS) seeks a contractor to develop, implement, and evaluate campaigns communicating the programs, initiatives, and special projects performed by SCDHHS in support of its mission to provide the most health at the least cost to South Carolina taxpayers.

RFP DUE DATE: 12/5/2012

AWARDEE: Chernoff Newman, LLC, 1411 Gervais Street, 5th Floor, Columbia, SC 29201, Phone: 803-254-8158

CONTRACT AWARD DATE: 1/23/2013

The information may be sent via e-mail to [foiamanager@openminds.com](mailto:foiamanager@openminds.com), or can be sent via postal mail to: *OPEN MINDS*, 163 York Street, Gettysburg, PA, 17325.

If you deny this request, please cite each specific exemption you feel justifies the refusal to release the information and notify me of appeal procedures available to me under the law. I look forward to your reply within 20 workdays (excluding Saturdays, Sundays, and legal holidays), as the statute requires.

*OPEN MINDS* is a premier market research and management consulting firm, specializing in the mental health, addictions, social services, disability support, and related public health sectors of the health and human service field. Our mission is to provide payers and provider organizations serving consumers with complex health and human service needs with the market and management knowledge needed to improve their organizational efficiency and effectiveness.

If you have any questions or would like to further discuss this request, please do not hesitate to contact me at 717-334-1329. Thank you for your cooperation.

Sincerely,

Minh Hoang  
*OPEN MINDS*



TO:

FROM:

SUBJECT: Cost of Processing FOIA Request #

The South Carolina Department of Health and Human Services has received and processed your FOIA request. The cost for processing this information is as follows:

|   |             |                 |
|---|-------------|-----------------|
| Staff processing time at \$10.00 per hour     | _____ Hours | \$ _____        |
| Pages copied at \$.10 per page                | _____ Pages | \$ _____        |
| Pages faxed at \$.20 per page                 | _____ Pages | \$ _____        |
| Shipping and Handling Costs                   |             | \$ _____        |
| Other costs associated with the FOIA request: | _____       | \$ _____        |
| <b>Total Amount Due SCDHHS:</b>               |             | <b>\$ _____</b> |

Please remit the above amount to the following address:

**Bureau of Fiscal Affairs**  
South Carolina Department of Health and Human Services  
Post Office Box 8297  
Columbia, South Carolina 29202-8297

Please contact \_\_\_\_\_ should you have any questions.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date:



June 19, 2013

Minh Hoang  
OPEN MINDS  
163 York Street  
Gettysburg, Pennsylvania 17325-2301

Dear Mr. / Ms. Hoang:

This is in response to your request for information from the South Carolina Department of Health and Human Services (DHHS), pursuant to the South Carolina Freedom of Information Act (FOIA) dated June 03, 2013 and received by DHHS on June 04, 2013. Enclosed are copies of Chernoff Newman, LLC winning proposal for RFP number 5400005190, RFP Title, South Carolina Seeks Health Campaign Consultant Services.

Our expense for extracting this information is Twenty-Seven and 92/100 Dollars (\$27.92). Please make the check payable to the Department of Health and Human Services and send it to:

Department of Health and Human Services  
Department of Receivables  
Post Office Box 8297  
Columbia, SC 29202-8297

Thank you for your request. If you have any questions, you may contact Ms. Patty Larimore, at (803) 898-2667.

Sincerely,

*for Marie Braun*  
Vicki Johnson  
Assistant General Counsel

VJ/mb

Enclosures

cc: Lynette Wilson, Department of Receivables