



State of Georgia in Conjunction with NASPO ValuePoint

Electronic Request for Proposals (“eRFP”)

Event Name: **Pharmacy Benefit Services**

eRFP (Event) Number: 41900-DCH0000136 | Due Date: 5/13/2024

Technical Proposal

Attachment R – PBA Services Mandatory Scored Response Worksheet

Redacted Copy – Available for Public Review

Portions of this proposal contain proprietary information, ideas, know-how, concepts, processes, and trade secrets that are the sole property of Conduent. Pages containing proprietary content are designated in the footer as “**Trade Secret**” and the specific content is identified with a light orange background, when only portions of the page are protected. If the entire page is considered Trade Secret, the footer will read “**This entire page Trade Secret**”. The proprietary contents of this proposal are intended solely for use in the procurement process and may not be disclosed except to persons who are involved in the evaluation of the proposal or award of the contract. The contents may not be duplicated, used, or disclosed in whole or in part for any purpose except the procurement process. Release of Conduent proprietary, confidential, and trade secret information would place Conduent at a serious and irreparable competitive disadvantage in future procurements by providing competitors with information that Conduent maintains strictly confidential and which is unavailable to any third-party except under restrictions contained in a nondisclosure agreement or protections that cover this information under applicable law. If a third-party makes a request for disclosure of any of the contents of this proposal, please notify Conduent immediately so that Conduent will have an opportunity to provide assistance in protecting the proprietary contents of this proposal from unauthorized disclosure.

GEORGIA DEPARTMENT OF COMMUNITY HEALTH
eRFP (Event) Number: 41900-DCH0000136
Event Name: Pharmacy Benefit Services

AFFIDAVIT OF ANNA SEVER

Before me, the undersigned officer duly authorized to administer oaths, Anna Sever, who states as follows:

1. I am over the age of 21 and am fully competent to give this affidavit, which is based on my personal knowledge.

2. I am the President of Conduent State Healthcare, LLC (“Conduent”) and have served in this capacity since 2024. In this capacity I am familiar with Conduent’s efforts to protect trade secrets and confidential, proprietary information as well as Conduent’s efforts to compete for business through the public procurement process.

3. I am familiar with the preparation of Conduent’s proposal to be submitted in response to the Department of Community Health’s procurement for Pharmacy Benefit Services, eRFP Number 41900-DCH0000136 (the “RFP”).

4. Pursuant to O.C.G.A. § 50-18-72(a)(34) and O.C.G.A. § 10-1-761(4) , I affirmatively declare that the following information and parts of Conduent’s proposal and other associated documents are not known by or available to the public, they derive economic value from not being generally known to and not being readily ascertainable by proper means to other persons who can obtain economic value from their disclosure or use, and are the subject of efforts that are reasonable under the circumstances to maintain their secrecy:

- a. Technical and Non-Technical Data.
- b. Formulas.

- c. Patterns.
- d. Compilations.
- e. Programs.
- f. Devices.
- g. Methods.
- h. Techniques.
- i. Drawings.
- j. Processes.
- k. Financial Data.
- l. Financial Plans.
- m. Product Plans.
- n. List of Actual or Potential Customers or Suppliers.
- o. List of Actual or Potential Team Members.

5. These types of information that have been identified as trade secret have been marked as such in Conduent's proposal submitted in response to the RFP. Please see the enclosed table for more specific information.

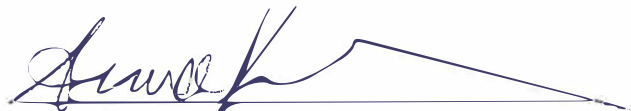
6. Conduent takes significant steps to protect its trade secret information and not share such information with Conduent's competitors or the public. Some of the steps that Conduent takes to protect this information includes redacting and protecting this information in any government-issued proposal for a contract for which Conduent competes, entering into non-disclosure agreements, and controlling access to this information, among other actions.

7. Accordingly, Conduent considers the foregoing information to be trade secrets as that term is defined in O.C.G.A. § 10-1-761(4) of the Georgia Trade Secrets Act

and therefore exempt from disclosure under the Open Records Act (O.C.G.A. § 50-18-72(34)).

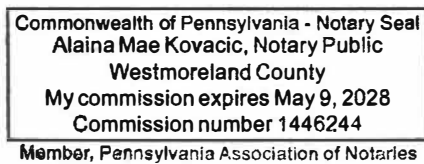
8. The above-stated facts are true and correct and based upon my personal knowledge.

This 1st day of ~~April~~ ^{May}, 2025.


Anna Sever

Sworn to and subscribed before me,
on the 1st day of ~~April~~ ^{May}, 2025.

Alaina Mae Kovacic
[notary]



Enclosure

Trade Secret Information Exempt from Disclosure

Certain portions of Conduent’s proposal contains trade secret information as defined in O.C.G.A. §10-1-761(4), including, but not limited to, technical or nontechnical data, a formula, a pattern, a compilation, a program, a device, a method, a technique, a drawing, a process, financial data, financial plans, product plans, or a list of actual or potential customers or suppliers, which is not commonly known by or available to the public and which information derives economic value from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and is the subject of efforts that are reasonable under the circumstances to maintain its secrecy (individually a “Trade Secret” and collectively “Trade Secrets”).

Pages that contain Trade Secrets are marked in the footer with the phrase “Trade Secret.” When only a portion of the page contains Trade Secret information, the specific content is identified with a light orange background. If there is no orange shading contained on the page, the entire page is considered “Trade Secret.”

Trade Secret Information Listing

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
Attachment Q – Supplier Responsibility Questionnaire	All pages	Questionnaire Responses	CONDUENT TRADE SECRET The response to questionnaire includes financial data and other information which is not commonly known by or available to the public.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ1 - Executive Summary	As marked	Proprietary solution, Clinical Services Highlights, Key Positions by EEO Category	CONDUENT TRADE SECRET These sections describe Conduent’s proprietary solution and its workings, as well as internal information regarding our EEO staffing.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ2 – PDL Workflow	As marked	Proprietary solution process, workflow, PDL attributes, claims processing screenshots	CONDUENT TRADE SECRET The graphics and screenshots contain details on our PBM solution, Preferred Drug List (PDL) details, and internal screenshots of proprietary software.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
MSQ3 – POS	As marked	POS system workflows, discussion, pricing categories, pricing methodologies	CONDUENT TRADE SECRET This section contains details on how our Point of Sale system works, including narrative, how we go about categorizing pricing and methodologies.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ4 – POS Claims Processing	As marked	Proprietary solution highlights, solution discussion, POS solution,	CONDUENT TRADE SECRET This section contains details on our PBM solution, and how our Point of Sale system works, including narrative.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ5 – ProDUR Editing	As marked	Key Process Steps and ProDUR Program Features, ProDR Processes, conflict types, transaction screenshots, Claim Disposition Information Fields, DUR Alert Dispositions	CONDUENT TRADE SECRET This section contains details and features of our Prospective Drug Utilization Review (ProDUR) approach, including screenshots of proprietary software.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ6 – NCPDP Formatting	As marked	Change Management Procedure, System Operational Performance Report, Claims Adjudication Process,	CONDUENT TRADE SECRET The Change Management Procedure, System Operational Performance Report, and Claims Adjudication Process should be considered trade secrets because they contain proprietary methodologies, performance insights, and system workflows that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ7 – State MAC Lis	As marked	MAC Approach, Pricing Categories, Ingredient Cost Pricing Methodologies, Drug Pricing Screen, MAC list key steps	CONDUENT TRADE SECRET The Maximum Allowable Cost (MAC) Approach, Pricing Categories, Ingredient Cost Pricing Methodologies, Drug Pricing Screen, and MAC list steps contain proprietary pricing strategies and algorithms that give Conduent a	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
			competitive advantage and are not publicly disclosed.	
MSQ8 – Pricing Appeals	As marked	Receipt of Inquiries, Response Process, Conduent's Pharmacy Price Appeals Process,	CONDUENT TRADE SECRET The Receipt of Inquiries, Response Process, and Conduent's Pharmacy Price Appeals Process contain proprietary workflows and decision-making protocols that provide a competitive advantage and are not publicly available.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ11 – Authorized Solution User Access	As marked	PBA Services Pharmacy Solution Capabilities, General Information Access Limitations in the CMdS Pharmacy Claims Solution	CONDUENT TRADE SECRET The PBA Services Pharmacy Solution Capabilities and General Information Access Limitations in the Conduent Medicaid Solution (CMdS) Pharmacy Claims Solution contain proprietary system configurations and security protocols that are competitively sensitive and not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ13 – COB Activity	As marked	TPL Processing, MR-O-17C Third Party Payment Analysis by Provider Type, ProDUR Codes,	CONDUENT TRADE SECRET The TPL (Third Party Liability) Processing, MR-O-17C Third Party Payment Analysis by Provider Type, and ProDUR (Prospective Drug Utilization Review) Codes include proprietary logic, data analysis methods, and clinical rules that give Conduent a competitive advantage and are not publicly available.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ14 – Electronic Prior Authorization	As marked	Client CMdS Pharmacy Web Portal Features	CONDUENT TRADE SECRET The Client Conduent Medicaid Solution (CMdS) Pharmacy Web Portal Features include proprietary design elements, workflows, and system functionalities that are unique to Conduent's solution and not publicly disclosed, providing a competitive advantage.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
MSQ15 – PA System Capabilities and Limitations	As marked	CMdS Pharmacy Application Functionality, Automated PA Processing, Manual PA Processing, Data Conversion and Migration Plan – Process Steps,	CONDUENT TRADE SECRET The CMdS Pharmacy Application Functionality, Automated Prior Authorization (PA) Processing, Manual PA Processing, and Data Conversion and Migration Plan – Process Steps contain proprietary system processes, methodologies, and technical configurations that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ16 – Financial Management	As marked	Non-Claims Provider Payouts	CONDUENT TRADE SECRET Non-Claims Provider Payouts include proprietary payment methodologies, data processing techniques, and financial models that give Conduent a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ18 – Accounts Receivable	As marked	Reversal flow, Partial Adjustment process	CONDUENT TRADE SECRET The Reversal Flow and Partial Adjustment Process include proprietary workflows, system logic, and transaction handling methods that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ19 – Customer Support	As marked	Conduent Call Center locations data (office and home)	CONDUENT TRADE SECRET Conduent Call Center locations data, including both office and home-based sites, contains proprietary operational information and logistical strategies that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ21 – IVR System	As marked	IVR Features and Benefits	CONDUENT TRADE SECRET The IVR (Interactive Voice Response) Features and Benefits include	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
			proprietary system configurations, functionalities, and user experience strategies that provide Conduent with a competitive advantage and are not publicly disclosed.	
MSQ22 – Call Center Monitoring	As marked	Sample Call Center Metrics Reports, Sample Top Callers Report	CONDUENT TRADE SECRET The Sample Call Center Metrics Reports and Sample Top Callers Report contain proprietary data analysis methods, performance tracking systems, and customer insights that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ24 – CSR Quality Monitoring	As marked	Sample Call Center Metrics Reports, Sample Top Callers Report	CONDUENT TRADE SECRET The Sample Call Center Metrics Reports and Sample Top Callers Report contain proprietary data analysis methods, performance tracking systems, and customer insights that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ26 – Reporting Approach	As marked	Top Prescribed Drugs Ranked by Amount Paid, Training Plan Needs Assessment	CONDUENT TRADE SECRET The Top Prescribed Drugs Ranked by Amount Paid and the Training Plan Needs Assessment contain proprietary data analysis, cost allocation strategies, and training methodologies that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ29 – Data Management Plan	As marked	MMIS, CMS data flow	CONDUENT TRADE SECRET The MMIS (Medicaid Management Information System) and CMS (Centers for Medicare & Medicaid Services) data flow contain proprietary system integrations, data	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

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			processing methods, and regulatory compliance strategies that provide Conduent with a competitive advantage and are not publicly disclosed.	
MSQ32 – PBA Architecture	As marked	Accessible Business Rules Engine User Interface, Architecture services, CMdS Pharmacy Architecture foundation, CMdS Pharmacy Architecture	CONDUENT TRADE SECRET The Accessible Business Rules Engine User Interface, Architecture Services, CMdS Pharmacy Architecture Foundation, and CMdS Pharmacy Architecture contain proprietary system designs, technical configurations, and platform structures that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ35 – Project Stages and Phases	As marked	High-Level Implementation Timeline, Project Planning and Startup Phase, Conduent’s Comprehensive Operational Support, Highlights of Our CMdS Pharmacy Claims Solution	CONDUENT TRADE SECRET The High-Level Implementation Timeline, Project Planning and Startup Phase, Conduent’s Comprehensive Operational Support, and Highlights of Our CMdS Pharmacy Claims Solution contain proprietary project management methodologies, operational strategies, and system functionalities that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ36 – SDLC & Transition Activities	As marked	Overview of Conduent’s System Development Life Cycle, Sprint Activity Overview, Operational Readiness Tasks	CONDUENT TRADE SECRET The Overview of Conduent’s System Development Life Cycle, Sprint Activity Overview, and Operational Readiness Tasks contain proprietary development processes, project management methodologies, and operational strategies that provide Conduent with a competitive	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
			advantage and are not publicly disclosed.	
MSQ37 - Project Management	As marked	QMS Methodology Overview, Proposed Project Governance Model, Conduent Leadership Implementation Status Dashboard, Conduent Leadership Project Status Detail, client roster	CONDUENT TRADE SECRET The QMS Methodology Overview, Proposed Project Governance Model, Conduent Leadership Implementation Status Dashboard, Conduent Leadership Project Status Detail, and client roster contain proprietary methodologies, governance frameworks, performance tracking systems, and client-specific information that provide Conduent with a competitive advantage and are not publicly disclosed. CONDUENT TRADE SECRET This section contains client contact information. This section specifically deals with our negotiation strategy with regards to the eRFP specifications. Disclosure of these trade secrets to competitors would result in substantial harm to Conduent.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ38 – Audit Laws	As marked	Security and Privacy Control Families, Data Protection narrative	CONDUENT TRADE SECRET The Security and Privacy Control Families and Data Protection narrative contain proprietary security measures, data safeguarding strategies, and compliance frameworks that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ39 – ORR Plan	As marked	Operational readiness testing, ORR Table of Contents, ORR Checklist, ORR example	CONDUENT TRADE SECRET The Operational Readiness Testing, ORR (Operational Readiness Review) Table of Contents, ORR	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
			Checklist, and ORR example contain proprietary testing methodologies, evaluation frameworks, and process documentation that provide Conduent with a competitive advantage and are not publicly disclosed.	
MSQ40 – DR & BC Plan	As marked	DR/BC Approach, Business continuity workflow	CONDUENT TRADE SECRET The DR/BC (Disaster Recovery/Business Continuity) Approach and Business Continuity Workflow contain proprietary strategies, risk mitigation processes, and operational recovery plans that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ41 – Post-Implementation Experience	As marked	SMC Certification Activities, SMC Certification Process Flow, Certifications or Accreditations	CONDUENT TRADE SECRET The SMC Certification Activities, SMC Certification Process Flow, and Certifications or Accreditations contain proprietary certification methodologies, process flows, and compliance strategies that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
Supporting Material	All supporting material documents	Internal plans and procedures, data, workflows, screenshots, training material, communication samples, best practices	CONDUENT TRADE SECRET The Internal Plans and Procedures, Data, Workflows, Screenshots, Training Material, Communication Samples, and Best Practices contain proprietary operational frameworks, system configurations, content, and methodologies that provide Conduent with a competitive advantage and are not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)



Lydie Quebe
Vice President
Conduent State Healthcare, LLC

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Washington, DC 20002

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tel 512-897-2833

April 23, 2024

Tracey Woods
Agency Sourcing Manager
State of Georgia, Department of Administrative Services, State Purchasing Division
200 Piedmont Avenue, SE
Atlanta, GA 30334-9010

RE: Pharmacy Benefit Services, eRFP (Event) Number: 41900-DCH0000136 –
Pharmacy Benefit Administrator Services

Dear Ms. Woods:

Conduent State Healthcare, LLC (Conduent) is hereby submitting our proposal in response to the State of Georgia, in conjunction with NASPO ValuePoint, to provide Pharmacy Benefit Administrator Services in furtherance of the NASPO ValuePoint Cooperative Purchasing Program.

Our CMdS Pharmacy Claims solution's features and functionality are the richest and most readily configurable in the industry. We can quickly configure and implement our Pharmacy Claims solution for DOAS and other states, to modernize and transform their systems and programs.

Our Pharmacy Claims solution is scalable and adaptable to meet future growth and expansion for contract needs. We can expand the solution on demand, while retaining its performance levels when adding additional lines of business, new authorized solution users, functions, data, and connectivity.

Our modular, production-ready Pharmacy Claims solution was **certified by the Centers for Medicare and Medicaid Services (CMS) in Maryland in 2024, North Dakota in 2019, and Montana in 2017**, making us the ideal provider to transform

Experience and Focus Matters

- Unlike systems offered by some of our competitors, CMdS Pharmacy was built specifically for Medicaid experts by Medicaid experts.
- This CMS certified modern, up-to-date Medicaid foundation enables us to meet the vast majority of your requirements right out of the box or through minor configuration changes only.
- The Medicaid and Government Health sector is currently experiencing unprecedented consolidation. In fact, several of our vendor competitors are in the midst of takeover acquisitions diverting their attention internally instead of on the state customers they serve.
- Many mergers have gone wrong in the past and adversely impacted their customers. In comparison, Conduent is solely focused on our state partners and the members they serve.

your pharmacy system. No other vendor brings this level of certification experience to your PBA Services project.

In addition, our solution is federally compliant, meets applicable security standards, and is backed by **32 years** of experience in Pharmacy Benefit Manager (PBM) services, **33 years** of pharmacy audit, **39 years** of fraud, waste, and abuse (FWA) detection, and more than **50 years** of government-sponsored healthcare experience, with a primary focus on Medicaid.

As a publicly traded and independent company with no ties to MCOs or Pharmacies or Pharmaceutical manufacturers, we offer GA and other states true transparency and accountability. Additionally, based on our many years of Medicaid experience, we have institutionalized the expertise, skills, and understanding of the Medicaid mission, enabling Conduent to staff our projects with highly-qualified individuals. We successfully maintain long-term customer relationships with many state clients because our staff know how to design, develop, implement, and sustain the performance of all solutions, resulting in high performance and quality outcomes over the life of the contract.

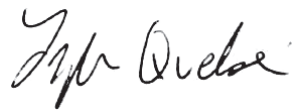
Per the eRFP instructions, we are providing the following documents with our response:

- Attachment R – PBA Services Mandatory Scored Response Worksheet
- Attachment S – PBA Services Cost Worksheet

Conduent is fully committed to working with the State of Georgia and other states in the NASPO ValuePoint Cooperative Purchasing Program. Please do not hesitate to contact me directly, or Doug Davis, our account representative at doug.davis@conduent.com, or 804.477.5463 if you have any questions.

Thank you for your time and consideration.

Sincerely,



Lydie Quebe
Vice President