



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 Z – PDRS 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.

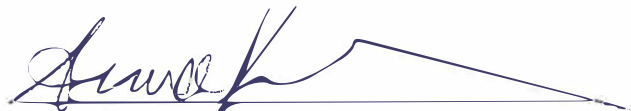
6. Conduent takes significant steps to protect its trade secret information and not share such information with Conduent's competitors or the public. Some of the steps that Conduent takes to protect this information includes redacting and protecting this information in any government-issued proposal 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)).

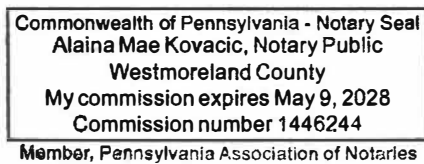
8. The above-stated facts are true and correct and based upon my personal knowledge.

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 Conduent 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 our proprietary solution and its workings, as well as internal information on our EEO staffing.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ3 – Bid Solicitation	As marked	Conduent Supplemental Rebate Bid Solicitation Process	CONDUENT TRADE SECRET The Conduent Supplemental Rebate Bid Solicitation Process contains proprietary bidding methodologies, negotiation strategies, and rebate management frameworks 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.	
MSQ5 – Negotiation	As marked	Brand-name drug referencing	CONDUENT TRADE SECRET The Brand-name Drug Referencing contains proprietary data, methodologies, and reference frameworks for identifying and managing brand-name drugs, providing 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)
MSQ8 – Rebate Value Evaluation Experience	As marked	Drug normalization strategy discussion	CONDUENT TRADE SECRET The Drug Normalization Strategy Discussion contains proprietary methodologies, data analysis techniques, and strategic frameworks for normalizing drug data, providing 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)
MSQ11 – Financial Modeling Reports	As marked	Financial Cost Analysis, Drug normalization strategy discussion	CONDUENT TRADE SECRET The Financial Cost Analysis and Drug Normalization Strategy Discussion contain proprietary financial models, cost analysis methodologies, and data normalization techniques 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)
MSQ13 – Invoice Methodology	As marked	Drug Rebate Paper Invoice Screenshot, Invoice Details Report Screenshot	CONDUENT TRADE SECRET The Drug Rebate Paper Invoice Screenshot and Invoice Details Report Screenshot contain proprietary invoicing templates, data reporting structures, and billing 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)

Section	Pages	Description of Trade Secret Information	Reason Claiming Exception	Exception from Georgia Law
MSQ16 – Converting Units	As marked	Unit Conversion Screen	CONDUENT TRADE SECRET The Unit Conversion Screen contains proprietary user interface designs, data conversion methods, and system 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)
MSQ20 – Adjustment	As marked	ROSI/PQAS Input Screen, ROSI/PQAS Input Screen	CONDUENT TRADE SECRET The Return on System Investment/Pharmacy Quality Assurance System (ROSI/PQAS) Input Screen contains proprietary system configurations, data entry methods, and user interface designs 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 – Invoice Delivery Process	As marked	Invoice Register Displayed Item	CONDUENT TRADE SECRET The Invoice Register Displayed Item contains proprietary system configurations, data management methods, and reporting 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)
MSQ22 – Invoice Quality Assurance	As marked	Invoice Comparison Report	CONDUENT TRADE SECRET The Invoice Comparison Report contains proprietary data analysis methods, reporting frameworks, and comparison algorithms 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 – Manufacturer Dispute Resolution	As marked	Sample Research Disputes Report, Excerpt from Dispute Recapitulation Report	CONDUENT TRADE SECRET The Sample Research Disputes Report and Excerpt from Dispute Recapitulation Report contain	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 data analysis techniques, reporting structures, and dispute resolution methodologies that provide Conduent with a competitive advantage and are not publicly disclosed.	
MSQ27 – Allocations and Adjustments	As marked	Drug Rebate System Record Additional Detail, Payment Data Captured in the Drug Rebate System, View Check Report, Payment Summary Report	CONDUENT TRADE SECRET The Drug Rebate System Record Additional Detail, Payment Data Captured in the Drug Rebate System, View Check Report, and Payment Summary Report contain proprietary system configurations, payment processing methodologies, and reporting 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)
MSQ28 – Accounting and Reconciliation	As marked	Rebate-Related Data Items, Accounts Receivable by Quarter Summary, Accounts Receivable by Manufacturer Summary, CMdS Rebate Administration solution interest calculation	CONDUENT TRADE SECRET The Rebate-Related Data Items, Accounts Receivable by Quarter Summary, Accounts Receivable by Manufacturer Summary, and CMdS Rebate Administration Solution Interest Calculation contain proprietary data analysis methods, financial tracking systems, and calculation 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)
MSQ29 – Review Procedure	As marked	Display Invoice Audits, Current Zero URA Report	CONDUENT TRADE SECRET The Display Invoice Audits and Current Zero Unliquidated Recipient Account (URA) Report are protected as trade secrets because they contain proprietary methodologies and data analyses developed through internal processes that provide 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.	
MSQ31 – Contacting Manufacturers	As marked	Adjustment & Dispute Codes in the Drug Rebate System, Research Disputes Report	CONDUENT TRADE SECRET The Adjustment and Dispute Codes in the Drug Rebate System and the Research Disputes Report are protected as trade secrets because they reflect proprietary classifications, internal resolution strategies, and data interpretations that are unique to the organization's operational framework and not publicly available.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ34 – Accounts Receivable	As marked	Invoice Register Report	CONDUENT TRADE SECRET The Adjustment and Dispute Codes in the Drug Rebate System, Research Disputes Report, and Invoice Register Report are protected as trade secrets because they contain proprietary data structures, internal resolution processes, and analytical methods that provide 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 – CMS 64 Quarterly Report	As marked	CMS-64.9R Report, CMS-64.9R Report Lines	CONDUENT TRADE SECRET The CMS-64.9R Report and CMS-64.9R Report Lines are protected as trade secrets because they include specialized financial data, coding structures, and reporting methodologies that are integral to the organization's operations and are not publicly available.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ37 – Account Maintenance	As marked	ROSI Input Screen for Current Quarter Payments, PQAS Input Screen for Prior Quarter Adjustment Payments	CONDUENT TRADE SECRET The "Recipient Online Services Interface (ROSI) Input Screen for Current Quarter Payments" and "Provider Quality Assurance System (PQAS) Input Screen for Prior	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
			Quarter Adjustment Payments" are protected as trade secrets because they involve proprietary user interfaces, payment processing workflows, and data inputs that are unique to the organization and not publicly disclosed.	
MSQ38 – Claims Data Exchange Experience	As marked	Medicaid, PBM/POS, and Rebate Experience, Example Current to Previous Quarter Invoice Comparison Report	CONDUENT TRADE SECRET The "Medicaid, Pharmacy Benefit Management (PBM)/Point of Sale (POS), and Rebate Experience" and "Example Current to Previous Quarter Invoice Comparison Report" are protected as trade secrets because they contain proprietary methodologies, financial data comparisons, and performance metrics that are unique to the organization and not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ39 – Reports	As marked	CMS-64.9R Report, CMS-64.9R Report Line, Accounts Receivable Summary by Quarter, Accounts Receivable Summary by Manufacturer, Cash Receipts Summary Report, Manufacturer Outstanding Balance Report	CONDUENT TRADE SECRET Contains discussion of Conduent internal security practices, solution, and best practices.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ40 – IT System	As marked	Accessible UI screenshot	CONDUENT TRADE SECRET The "Centers for Medicare and Medicaid Services (CMS)-64.9R Report," "CMS-64.9R Report Line," "Accounts Receivable Summary by Quarter," "Accounts Receivable Summary by Manufacturer," "Cash Receipts Summary Report," and "Manufacturer Outstanding Balance Report" are protected as trade secrets because they contain proprietary financial data, reporting structures, and analytical methods	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
			critical to the organization's operations and are not publicly available.	
MSQ42 – Supplier Staffing Plan	As marked	Resource Management Process Flow, organizational chart, Conduent PDR	CONDUENT TRADE SECRET The "Resource Management Process Flow," organizational chart, and "Conduent Provider Data Repository (PDR)" are protected as trade secrets because they include proprietary operational workflows, structural data, and management systems that are integral to the organization's efficiency and 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)
MSQ43 – Supplier Staffing Approach	As marked	Key and Support Staffing for Negotiations	CONDUENT TRADE SECRET The "Key and Support Staffing for Negotiations" is protected as a trade secret because it includes proprietary staffing structures, roles, and strategies essential to the organization's negotiation process, providing a competitive advantage that is not publicly available.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ44 – State Training	As marked	Training Plan Needs Assessment, CMdS Rebate Administration solution Training Courses for State Users	CONDUENT TRADE SECRET The "Training Plan Needs Assessment" and "CMdS Rebate Administration Solution Training Courses for State Users" are protected as trade secrets because they involve proprietary training strategies, course content, and tailored solutions designed to enhance user proficiency, offering a competitive advantage and not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ45 – Supplier Training	As marked	Conduent Training Life Cycle,	CONDUENT TRADE SECRET The "Conduent Training Life Cycle" is protected as a trade secret because it	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
			encompasses proprietary methodologies, processes, and frameworks used to design, deliver, and assess training programs, providing a competitive advantage and not publicly disclosed.	
MSQ46 – Test Plan	As marked	Testing Traceability Through Azure DevOps	CONDUENT TRADE SECRET "Testing Traceability Through Azure DevOps" is protected as a trade secret because it includes proprietary processes, tools, and tracking methods used to ensure comprehensive testing and quality assurance, providing a competitive advantage and not publicly disclosed.	O.C.G.A. § 10-1-761(4); and O.C.G.A § 50-18-72(a)(34)
MSQ47 – Project Stages and Phases	As marked	High-Level Implementation Timeline, Project Planning and Startup Phase, warranty period requirements, Conduent's Comprehensive Operational Support, Highlights of CMdS Pharmacy Solution	CONDUENT TRADE SECRET The "High-Level Implementation Timeline," "Project Planning and Startup Phase," warranty period requirements, "Conduent's Comprehensive Operational Support," and "Highlights of CMdS Pharmacy Solution" are protected as trade secrets because they include proprietary project management strategies, operational frameworks, support structures, and solution features that provide 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)
MSQ48 – SDLC & Transition Activities	As marked	Overview of Conduent's System Development Life Cycle, Sprint Activity Overview, Operational Readiness Tasks, QMS Methodology Overview	CONDUENT TRADE SECRET The "Overview of Conduent's System Development Life Cycle," "Sprint Activity Overview," "Operational Readiness Tasks," and "Quality Management System (QMS) Methodology Overview" are protected as trade secrets because they contain proprietary methodologies,	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
			processes, and frameworks used in system development, operational preparation, and quality assurance, providing a competitive advantage and are not publicly disclosed.	
MSQ51 – Certifications	As marked	Certification Activities, Conduent's SMC Certification Process Flow, Staff Certifications or Accreditations	CONDUENT TRADE SECRET The "Conduent internal security, best practices, and solution" are protected as trade secrets because they encompass proprietary security protocols, operational best practices, and tailored solutions that safeguard the organization's operations and provide 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" are protected as trade secrets because they contain proprietary operational strategies, sensitive data, and organizational knowledge that are integral to the organization's success and provide 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
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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 Drug Rebate 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 Drug Rebate Services in furtherance of the NASPO ValuePoint Cooperative Purchasing Program.

We have the Medicaid rebate experience and expertise you need to run the drug rebate services program smoothly. We assign an experienced team of Conduent Medicaid PBM practitioners to assess and implement our Conduent Medicaid System (CMdS) Rebate Administration solution aligned with each client's goals and financial objectives. **Unlike some vendors, Conduent does not have a learning curve for Medicaid rebate administration requirements.**

Our CMdS Rebate Administration solution was developed specifically for the Medicaid Drug Rebate Program (MDRP). The solution's features and functionality are the most readily configurable in the industry. We can quickly configure and implement our CMdS Rebate Administration solution for DOAS and other states, to modernize their pharmacy drug rebate system and program. With our drug rebate solution, every component of your drug rebate operation and data, including reporting, is contained in one single application. You have all the

Experience and Focus Matters

- Unlike systems offered by some of our competitors, CMdS Rebate Administration was built specifically for Medicaid experts by Medicaid experts.
- Conduent has provided rebate administration services to state Medicaid programs for 25 years.
- We have a perfect record. Since we began supporting states with their drug rebate program needs, we have never failed to meet a CMS-required date.
- We deliver CMS Certification Success unmatched in the industry. Most recently, in early 2024, Conduent's Pharmacy Benefit Management (PBM) and Point of Sale (POS) solution met the CMS Medicaid Enterprise Certification Toolkit (MECT) for Maryland on February 22, 2024.

information that you need in one place, which simplifies training, promotes accuracy and timeliness of data, and streamlines management oversight.

As a publicly traded company with no ties to MCOs or Pharmacies, we offer GA and other states **true transparency and accountability**. Conduent brings complete independence from drug manufacturers, wholesalers, specialty pharmacies, or other parties that may seek to influence prescribing and utilization patterns. Furthermore, we do not own a Specialty Pharmacy or a multi-state pooled PDL supplemental rebate program. **This remains one of our strongest advantages as we continue providing personalized services without forcing you into a one-size-fits-all solution.**

As you are aware, the Pharmacy Benefit industry is currently experiencing unprecedented consolidation. In fact, several of our vendor competitors have recently merged or acquired other companies diverting their attention internally instead of on the State customers they serve. This creates competing priorities for these companies. Acquisitions are accompanied by a multitude of risks. Many mergers have gone wrong in the past and adversely impacted their customers.

From services to solutions to operations, Conduent and our Drug Rebate Services are 100% focused on our customers and the members we serve. 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.

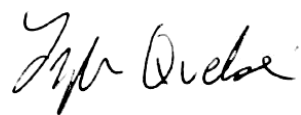
Per the eRFP instructions, we are providing the following documents with our response:

- Attachment Z – PDRS Mandatory Scored Response Worksheet
- Attachment AA – PDRS 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