

## Single Feasible Source Purchase

Title: Text4Baby

Description: The Department of Health and Senior Services (DHSS) requires a cell phone text program for texting wellness and health marketing messages pregnant women in Missouri. The federal government developed a program at the national level with Voxiva and that program is available to the State of Missouri in a customized format with Missouri-specific contact information and messages. The Text4Baby program is proprietary to Voxiva, Inc. Development of a competing program by other providers is not feasible as a result of the federal government's sponsorship and assistance in development.

As a result, this requirement meets the proprietary criteria as a single feasible source under RSMo 34.044.

Agency: Department of Health and Senior Services

Supplier: Voxiva, Inc.

Buyer: Gary Eggen

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