Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. [GSA Advantage.gov](http://GSAAdvantage.gov)

Federal Supply Group:  
**Professional Services**

Contract Number:  
**GS-00F-005AA**

Contract Period:  
**June 13, 2018 - June 12, 2023**

Contract Administrator:  
Anna M. Keehn, akeehn@jsi.com  
John Snow, Inc.  
44 Farnsworth St, FL 7  
Boston, MA 02210

Business Size:  
**Large**

Website: [www.jsi.com](http://www.jsi.com)

For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at fss.gsa.gov.
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          Project Management Services
  541810  Advertising Services
  541820  Public Relations Services
  541910  Marketing Research and Analysis
  512110  Video/Film Production
  541613  Marketing Consulting Services

JSI Expertise .................................................................................. 6

Labor Categories Descriptions....................................................... 7

Services Price List.......................................................................... 9
CUSTOMER INFORMATION

1. a. Awarded New Special Item Numbers (New SIN):

   541611 - Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
   541810 - Advertising Services
   541820 - Public Relations Services
   541910 - Marketing Research and Analysis
   512110 - Video/Film Production
   541613 - Marketing Consulting Services

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage: U.S. and overseas

5. Points of production:
   JSI/Boston: 44 Farnsworth Street, FL 7 Boston, MA 02210
   JSI/DC Area: 2733 Crystal Drive, 4th Floor, Arlington, VA 22202

6. Discount from list of prices or statement of net price: discount included in hourly and daily government rates on price list

7. Quantity discounts: none offered

8. Prompt payment terms: Net 30 days or other prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Notification that Government purchase cards are acceptable at or below micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted micro-purchase threshold: Will Accept

10. Foreign items: none offered

11. a. Time of delivery: per contract
   b. Expedited delivery: per contract
   c. Overnight and 2-day delivery: per contract
   d. Urgent requirements: per contract

12. F.O.B. points: Destination

13. a. Ordering address: JSI/Boston: 44 Farnsworth Street, FL 7, Boston, MA 02210
   b. For supplies and services, ordering procedures, information on blanket purchase agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3

14. Payment address: JSI/Boston: 44 Farnsworth Street, 7th Floor, Boston, MA 02210
15. Warranty provision: not applicable

16. Export packing charges: not applicable

17. Terms and conditions of government purchase card: Contact contractor

18. Terms and conditions of rental, maintenance, and repair: not applicable

19. Terms and conditions of installation: not applicable

20. a. Terms and conditions of repair parts: not applicable
   b. Terms and conditions for any other services: not applicable

21. List of service and distribution points: not applicable

22. List of participating dealers: not applicable

23. Preventive maintenance: not applicable

24. a. Special attributes such as environmental attributes: not applicable
   b. Section 508 compliance: capabilities to produce materials compliant under Section 508 of the U.S. Rehabilitation Act.

25. Data Universal Numbering System (DUNS) number: 09-1500090

26. Notification regarding registration in the System for Award Management (SAM) database: registered

27. Uncompensated overtime: proposed labor rates do not include uncompensated overtime

28. Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.
JSI OVERVIEW

John Snow, Inc. (JSI) is a public health research and consulting firm committed to improving the health outcomes of individuals and communities in the United States and around the world, with a particular focus on underserved and vulnerable populations.

Our mission is to improve the health and well-being of underserved and vulnerable people and communities throughout the world, and to provide an environment where people of passion and commitment can pursue this cause.

JSI SERVICES OFFERING

Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

The main factors that determine a successful consultancy are superior management, technical expertise, cutting-edge knowledge of the field, flexibility, responsiveness to specific situations and clients’ needs, and the delivery of high-quality, timely results. Since 1978, JSI has been a leader in improving the management of health care organizations and support services.

We help strengthen health care management, enabling organizations to maintain a strong yet flexible structure in order to meet the changing health needs of their client base and ensure sustainability in the shifting health care environment.

We believe that how we work is as important as what we do; our approach to all project work is client-focused. Clients trust us to listen to them, understand their concerns and challenges, and to collaborate with them to develop customized solutions grounded in our deep expertise and broad networks.

JSI’s expertise is hands-on and uses targeted, mixed-methods approaches that lead to practical solutions. We understand that strong project management must be focused on achieving specified project objectives while maintaining oversight and appropriate fiscal and staff management. Each JSI project employs a structured model of project management that is tailored to specific requirements essential to directing and monitoring project activities and progress.

We provide a comprehensive range of health care and public health consulting services:

- capacity building and organizational development
- strategic and organizational planning
- health services assessment
- market research and marketing
- technical assistance
- coalition formation and public-private partnerships
- health promotion
- health supply chain management
- acquisition and grants management support
- operations analysis and financial performance
- program design and implementation
- program evaluation

Headquartered in Boston, MA, with U.S. offices in Atlanta, GA; Burlington, VT; Denver, CO; Providence, RI; Washington, D.C.; Bow, NH; and Berkeley, CA as well as offices in 42 countries globally, JSI helps build capacity in the public, private, and nonprofit sectors to address essential health needs.

We provide health consulting, research, training, advertising, and marketing services for agencies, organizations, and governments. Since 1978, JSI has implemented projects throughout the United States and 106 countries, and has 500 U.S.-based staff and an additional 2,700 staff worldwide.
JSI provides government agencies with the trusted partner they need to support their health marketing and communication efforts.

JSI has a diverse, highly competent, and dedicated professional staff working to address a range of public and community health issues. We bring deep expertise in developing, planning, implementing, monitoring, and evaluating health communications and marketing strategies tailored to specific audiences to change health-seeking knowledge and behavior, influence policy, and build brand awareness.

Our staff includes specialists in:
- advertising and public relations,
- market research and analysis,
- strategic marketing planning,
- communication strategy and media planning,
- audience segmentation and needs assessment,
- message design and dissemination,
- materials development and testing, and
- program monitoring and evaluation.

541820
Public Relations Services
Whether you need a comprehensive external relations strategy or development of media materials and a press kit, JSI can help achieve your objectives. JSI public relations initiatives influence policy, create interest, change behavior, and build brand image and issue awareness. Our team helps develop and implement successful, integrated public relations and advocacy media campaigns, customized media, and PR services including:
- media strategy development
- message creation
- media content placement and media relations
- press kit preparation, including social media
- media training, including interview preparation and management
- media event planning and facilitation, including press conferences

541910
Marketing Research and Analysis
We use market research, including human-centered design, to find solutions in critical areas of public health programs and health care services. Our work includes research to understand the needs of populations and communities and how to implement initiatives. As initiatives are implemented, we set up the mechanisms to evaluate them and clearly communicate the results to stakeholders.
Bringing an experienced team of professionals with extensive health care and public health backgrounds, market research and data collection skills, communication technology expertise, health education, and design and communication expertise, JSI helps clients:

- assess consumer satisfaction and experiences with health-related programs
- evaluate the efficiency of in-place programs
- develop strategic marketing plans
- test public health messages and communication strategies
- gather primary data that guides the development of programs that are appropriate for specific audiences or public health issues

JSI’s research and analysis includes:

- traditional (mail, phone, and in-person) and new (online or mobile) survey methods
- focus groups
- key informant interviews
- or a combination of methods

512110

**Video/Film Production**

Compelling videos attract and engage target audiences for a variety of applications. Our staff provide professional video production services that enhance education and training, project and staff profiles, research dissemination, advocacy, public service announcements, and video/audio podcasts.

JSI can assist you with a full-spectrum of video production services, including:

- concept and script development
- pre-production logistics, including location scouting, props, and media clearances
- directing and producing
- videography and audio
- post-production, including editing, graphics, animations, narration, music, sound effects, and lower-thirds
- strategic dissemination, including online, DVD, and other distribution formats

541613

**Marketing Consulting Services**

We understand the importance of connecting to your audience.

Developing a comprehensive multi-channel marketing campaign that effectively reaches key target audiences and ultimately affects change takes excellent management, creative insights, and a drive for results. Our deep expertise and experience in the full range of managing complex projects, from conceptualizing, developing, planning, and evaluating customized health communication and marketing strategies to help agencies, organizations, and governments implement solutions that meet their diverse needs.

JSI provides clients with strategic and effective marketing approaches to advance their objectives. We conduct in-depth market research and analysis to identify target audiences desires, values, perceptions, and needs and use that information to increase public awareness, achieve perception and behavior change. We enable public understanding of critical health issues via social marketing, advertising, public relations, and the design and dissemination of mass media, press, print, web and digital material, and web-related services.
Strengthening health systems and services is at the core of everything we do, across a range of public and community health areas, and we provide the public, private, and nongovernmental sectors with consulting services in the full range of public health and health-care related topic areas:

<table>
<thead>
<tr>
<th>In the U.S.</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aging</td>
<td>Adolescent Health</td>
</tr>
<tr>
<td>Behavioral Health</td>
<td>Capacity Building</td>
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<tr>
<td>Community Health Centers</td>
<td>Community Health</td>
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<tr>
<td>Digital Health</td>
<td>Digital Health</td>
</tr>
<tr>
<td>Emergency Preparedness &amp; Response</td>
<td>Emergency Preparedness &amp; Disaster Response</td>
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<tr>
<td>Family Planning &amp; Reproductive Health</td>
<td>Environmental Health</td>
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<tr>
<td>Health Communication</td>
<td>Family Planning &amp; Reproductive Health</td>
</tr>
<tr>
<td>Healthy Communities</td>
<td>Health Supply Chain Management</td>
</tr>
<tr>
<td>Health Equity</td>
<td>HIV, TB, &amp; Other Infectious Diseases</td>
</tr>
<tr>
<td>HIV &amp; Infectious Diseases</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>Health Information Technology</td>
<td>Immunization</td>
</tr>
<tr>
<td>Health Policy &amp; Payment Reform</td>
<td>Maternal, Newborn, &amp; Child Health</td>
</tr>
<tr>
<td>Healthcare Safety &amp; Quality</td>
<td>Monitoring, Evaluation, &amp; Learning</td>
</tr>
<tr>
<td>Practice Transformation</td>
<td>Non-Communicable Diseases</td>
</tr>
<tr>
<td>System Redesign &amp; Integration</td>
<td>Nutrition</td>
</tr>
<tr>
<td>Research &amp; Evaluation</td>
<td>Private Sector Engagement</td>
</tr>
<tr>
<td>Substance Use</td>
<td>Social &amp; Behavior Change Communication</td>
</tr>
<tr>
<td>Training &amp; Technical Assistance</td>
<td>Urban Health</td>
</tr>
<tr>
<td>Women, Children, &amp; Adolescent Health</td>
<td></td>
</tr>
</tbody>
</table>
**DESCRIPTION OF LABOR CATEGORIES BY TITLE**

**Principals** have a minimum of a Master’s degree and 10 years of experience. Principals have the highest level of technical expertise and are sought out as experts. Principals have significant experience in client management and business development and lead and design technical aspects of projects and studies. Principals often serve as principal investigators on research projects.

**Senior finance/operations managers** have a minimum of a Bachelor’s degree and 10 years of relevant experience. Senior finance/operations managers are responsible for ensuring that sound financial and management principles/tools are employed in the operations and implementation of work at the project and corporate level. They assess needs related to the establishment and maintenance of project support systems, as well as internal operational and financial issues. These typically include overseeing development and implementation of policies, procedures, and management systems to ensure compliance with donor policies, ensuring efficient operations, finance and budgeting for projects, staff training, work planning, and procurement.

**Senior technical advisors** have a minimum of a Master’s degree or M.D., and may have a Ph.D., combined with 15 years of relevant project management experience. Complex projects at JSI are typically co-led by a project director and senior technical advisor.

**Project directors** have a minimum of a Master’s degree or M.D., and may have a Ph.D., combined with 15 years of relevant project management experience. Complex projects at JSI are typically co-led by a project director and senior technical advisor.

**Technical advisors** have a minimum of a Master’s degree, M.D., or nursing degree, combined with at least 10 years of relevant experience. Technical advisors bring important programmatic skills to projects. For example, they conduct interviews, provide technical assistance, conduct site visits, and prepare analyses and reports. Technical advisors work under the guidance of senior project staff.

**Finance/operations managers** have a minimum of a Bachelor’s degree and 5 years of relevant experience. Finance/operations managers ensure that sound financial and management principles/tools are employed in the operations of a project and in the implementation of its work. They address needs related to the establishment and maintenance of project support systems, as well as 14 internal operational and financial issues. These typically include overseeing project budgets and work plans, compliance with donor policies, efficient operations, staff training, and procurement.

**Research associates** have a minimum of a Master’s degree, M.D., or nursing degree, and 7 years of relevant experience or a Ph.D. with 4 years of relevant experience. Research associates bring important technical expertise and skills to projects. Research associates lead and coordinate advanced research methods and techniques while managing complex parts of projects. They work under the guidance of senior project staff.

**Associate technical advisors** have a minimum of a Master’s degree and 7 years of relevant experience. Associate technical advisors bring important programmatic skills to projects. For example, they conduct interviews, provide technical assistance, conduct site visits, and prepare analyses and reports. Associate technical advisors work under the guidance of senior project staff.

**Project managers** have a minimum of a Bachelor’s Degree and 10 years relevant experience. Project managers manage and direct the daily implementation of projects and work under the direction of senior project staff.

**Junior technical advisors** have a minimum of a Master’s degree, combined with at least five years of relevant experience, and include research associates and analysts. Junior technical advisors may collect and compile data, maintain project databases, and prepare financial analyses. They work under the direction of senior project staff.
Programmers have a minimum of a Bachelor’s degree, combined with at least five years of programming experience. Programmers have specific technical skills that include developing databases, using statistical software, developing scanning or data management routines, and creating web-based and mobile applications for projects.

Project associates have a minimum of a Bachelor’s degree and 2 years of relevant experience. Project associates take leadership roles in managing administrative/operational, non-technical subtasks within projects. Project Associates are responsible for such project tasks as running webinars, setting meeting agendas, or organizing project data.

Data managers have a minimum of a Bachelor’s degree, combined with at least three years of relevant experience. Data managers work with programmers or other senior project staff to collect and manage project data.

Junior project associates have a minimum of a Bachelor’s Degree. Junior project associates are responsible for essential administrative and project support including non-technical subtasks within projects. Junior project associates support project tasks such as running webinars, setting meeting agendas, or organizing project data.

Education and Experience Substitutions

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>Education</th>
<th>Experience</th>
<th>PhD</th>
<th>Masters Degree</th>
<th>Bachelors Degree</th>
<th>High School</th>
</tr>
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<tr>
<td>Principal</td>
<td>Masters</td>
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<td>10</td>
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<td>6</td>
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## SERVICES PRICE LIST

Option Period 3, June 13, 2018 - June 12, 2023

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<td>Senior Technical Advisor</td>
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