



**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.ebuy.gsa.gov>.

**SCHEDULE TITLE:** Multiple Award Schedule (MAS)  
**Federal Supply Group:** Professional Services

**GSA Contract: GS-07F-0150Y**

for the contract period **December 6, 2016, through December 5, 2021**

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:** BioCentric, Inc.  
700 Collings Ave  
Collingswood, NJ 08107-1726

**CONTRACTOR'S  
ADMINISTRATION SOURCE:** Sherine O. Aly  
President & CEO  
BioCentric, Inc.  
700 Collings Ave  
Collingswood, NJ 08107-1726  
Phone: 856.854.3500  
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Email: [saly@biocentricinc.com](mailto:saly@biocentricinc.com)  
Web address: [www.biocentricinc.com](http://www.biocentricinc.com)

**BUSINESS SIZE:** Small Woman-Owned Business

## CUSTOMER INFORMATION

### 1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

512110 Video/Film Production Services  
541430 Graphic Design Services  
541511 Web-Based Marketing Services  
541910 Marketing Research and Analysis Services  
561920 Conference, Meeting, Event, and Trade Show Planning Services  
Order Level Materials (OLMs)  
541810ODC Other Direct Costs (ODCs) for Marketing and Public Relations Services

### 1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	Category	PRICE
(all)	Editorial Assistant	\$93.81

### 1c. HOURLY RATES: See Attachment I – FSS Pricelist

#### 2. MAXIMUM ORDER\*: \$1,000,000

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you will have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned Contactor for a better price. The Contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

#### 3. MINIMUM ORDER: \$100

#### 4. GEOGRAPHIC COVERAGE: CONUS, Alaska, Hawaii, Puerto Rico, DC, and all US Territories

#### 5. POINT(S) OF PRODUCTION: Collingswood, NJ

#### 6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the Contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). The current IFF rate is 0.75%.

#### 7. QUANTITY DISCOUNT(S): 1%+ \$250,000.00 labor only

#### 8. PROMPT PAYMENT TERMS: 0.5%-20 Days Net 30 Days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

#### 9a. Government Purchase Cards are accepted at or below the micro-purchase threshold.

#### 9b. Government Purchase Cards are not accepted above the micro-purchase threshold.

#### 10. FOREIGN ITEMS: None

#### 11a. TIME OF DELIVERY: To be determined at time of task order.

#### 11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at the time of order placement and depends on the size and nature of order.

- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:**        **BioCentric, Inc.**  
   **700 Collings Ave**  
   **Collingswood, NJ 08107-1726**
- 13b. **ORDERING PROCEDURES:** For supplies and services, and the ordering procedures, information on Blanket Purchase Agreements (BPAs) is found in the Federal Acquisition Regulation (FAR) 8.405-3.
14. **PAYMENT ADDRESS:**        **BioCentric, Inc.**  
   **700 Collings Ave**  
   **Collingswood, NJ 08107-1726**
15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. **EXPORT PACKING CHARGES:** Not applicable (N/A)
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** N/A (Any thresholds below the micro-purchase level.)
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS' PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES, SUCH AS ENVIRONMENTAL ATTRIBUTES (eg, recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOWS WHERE FULL DETAILS CAN BE FOUND. THE EIT STANDARDS CAN BE FOUND AT [WWW.SECTION508.GOV](http://WWW.SECTION508.GOV): Contact Contract Administrator for more information.**
25. **DUNS NUMBER:** 104241471
26. **NOTIFICATION REGARDING REGISTRATION IN .in System for Award Management (SAM) database:**  
Currently active

## ATTACHMENT I – BIOCENTRIC, INC., FSS PRICELIST

Subject: 5-Year Option Period / GSA Price List for MAS

BioCentric, Inc. – SINs 512110, 541430, 541511, , 541910, 561920, Order Level Materials (OLMs)

Labor Hour Category	SIN	Year 6	Year 7	Year 8	Year 9	Year 10
		12/6/2016 12/5/2017	12/6/2017 12/5/2018	12/6/2018 12/5/2019	12/6/2019 12/5/2020	12/6/2020 12/5/2021
<b>General Manager</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$256.74	\$261.83	\$267.01	\$272.30	\$277.69
<b>Director of Operations</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$256.74	\$261.83	\$267.01	\$272.30	\$277.69
<b>Account Manager</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$185.04	\$188.71	\$192.44	\$196.26	\$200.14
<b>Medical Director</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$248.65	\$253.57	\$258.59	\$263.71	\$268.94
<b>Senior Medical Writer</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$231.31	\$235.89	\$240.56	\$245.32	\$250.18
<b>Medical Writer</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$208.18	\$212.30	\$216.50	\$220.79	\$225.16
<b>Senior Project Manager</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$138.78	\$141.53	\$144.33	\$147.19	\$150.11
<b>Project Manager</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$133.00	\$135.63	\$138.32	\$141.06	\$143.85

Labor Hour Category	SIN	Year 6 12/6/2016 12/5/2017	Year 7 12/6/2017 12/5/2018	Year 8 12/6/2018 12/5/2019	Year 9 12/6/2019 12/5/2020	Year 10 12/6/2020 12/5/2021
<b>Project Coordinator</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$115.65	\$117.94	\$120.28	\$122.66	\$125.09
<b>Senior Meeting Planner</b>	561920	\$138.78	\$141.53	\$144.33	\$147.19	\$150.11
<b>Meeting Planner</b>	561920	\$133.00	\$135.63	\$138.32	\$141.06	\$143.85
<b>Copy Editor</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$104.08	\$106.14	\$108.24	\$110.39	\$112.57
<b>Graphic Designer</b>	541430	\$150.34	\$153.32	\$156.36	\$159.45	\$162.61
<b>Web Designer</b>	541511	\$150.34	\$153.32	\$156.36	\$159.45	\$162.61
<b>Animator/3D Modeler</b>	541430	\$150.34	\$153.32	\$156.36	\$159.45	\$162.61
<b>Video Producer</b>	512110	\$150.34	\$153.32	\$156.36	\$159.45	\$162.61
<b>Editorial Assistant</b>	512110, 541430, 541511, 541910, 561920, OLMs	\$86.74	\$88.45	\$90.21	\$91.99	\$93.81

## BIOCENTRIC, INC., MAS PRICELIST OTHER DIRECT COSTS

SINs 541810 ODC

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (eg, hour task, sq ft)	PRICE OFFERED TO GSA (including IFF)
541810 ODC	Meeting Room	Daily	\$3022.67
541810 ODC	AV Rental / LCD Projector / Screen	Daily	\$755.67
541810 ODC	Chart Package	Daily	\$80.60
541810 ODC	Laptop Rental	Daily	\$201.51
541810 ODC	Wireless Mic Rental	Daily	\$156.17
541810 ODC	Phone/Internal Rental	Daily	\$50.38
541810 ODC	Phone/Internal Rental	One-Time Connection	\$151.13
541810 ODC	Transcription	Hourly	\$46.35
541810 ODC	Security Guard	Hourly	\$24.69
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx First Overnight	\$63.98

SINs 541810 ODCs

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (eg, hour task, sq ft)	PRICE OFFERED TO GSA (including IFF)
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx Priority Overnight	\$35.26
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx Standard Overnight	\$30.55
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx 2Day A.M.	\$20.78
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx 2Day	\$18.67
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx Express Saver	\$17.40
541810 ODC	Shipping FedEx 5-lb Packages Each	FedEx Ground	\$9.66
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx First Overnight	\$69.66
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx Priority Overnight	\$40.95
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx Standard Overnight	\$36.24
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx 2Day A.M.	\$24.75
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx 2Day	\$22.12

SINs 541810 ODC

SIN(s)	SUPPORT PRODUCT /LABOR (ODCs)	UNIT OF ISSUE (eg, hour, task, sq ft)	PRICE OFFERED TO GSA (including IFF)
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx Express Saver	\$20.44
541810 ODC	Shipping FedEx 10-lb Packages Each	FedEx Ground	\$10.78
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx First Overnight	\$84.31
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx Priority Overnight	\$55.60
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx Standard Overnight	\$47.20
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx 2Day A.M.	\$34.90
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx 2Day	\$30.95
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx Express Saver	\$28.43
541810 ODC	Shipping FedEx 20-lb Packages Each	FedEx Ground	\$12.45

**Service Contract Act (SCLS):** SCLS Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to entire Multiple Award Schedule per the MAS solicitation. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR22.1101, 22.1102, and 29 CFR5413.300), 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 an 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.

# BIOCENTRIC, INC. – LABOR HOUR CATEGORY DESCRIPTIONS

## Labor Hour Categories – MAS

### General Manager

**Experience:**

23 years

**Functional Responsibility:**

Responsible for all aspects of the organization's operation. Plans, directs, and coordinates various aspects of the operation and ensures that operations run smoothly and according to company policy. Responsibilities also include implementing company policies; inspiring innovation; dealing with Human Resources, Administrative Services, and Policies and Procedures; and being directly involved in the profitability of the organization. As the head executive, she ensures that the work culture and working environment in the organization is conducive to promote a positive work environment.

**Education:**

BPharm

### Director of Operations

**Experience:**

25 years

**Functional Responsibility:**

Directs and oversees the organization's operational policies, objectives, and initiatives. Responsible for evaluating current and proposed systems and procedures and determining and implementing changes as necessary. Familiar with a variety of the field's concepts, practices, and procedures. Has extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. Individual has a wide degree of creativity and latitude.

**Education:**

B.S.

### Account Manager

**Experience:**

17 years

**Functional Responsibility:**

Manages the client relationship across several account teams. Has a strong understanding of each brand, actively participates in strategic development and market research, leads creative development and ensures all creative is in line with the project goals, provides leadership to account staff, and oversees all financial aspects of the projects. Interfaces with client and management to ensure that jobs are being performed satisfactorily; requisitions material required for job in a timely manner; schedules and maintains adequate timelines for jobs; and owns the project executions process, which includes identifying deliverables, specifications and business rules, timelines, resource allocation, budgets, process documentation, and invoicing.

**Education:**

B.S.

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## Medical Director

**Experience:**

15 years

**Functional Responsibility:**

Manages and develops a team of Medical Personnel, ensuring the highest quality of scientific products delivered. Ensures scientific integrity, technical accuracy, and delivery of the highest-quality editorial projects. Optimizes productivity, profitability, and recoverability. Contributes to the design, implementation, and maintenance of publication planning and editorial management methodologies.

Provides peer review and develops this skill in subordinates. Attends client meetings to develop project opportunities with clients. Interacts with clients to ensure their needs are understood and expectations are being met/exceeded.

**Education:**

PharmD

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## Senior Medical Writer

**Experience:**

5 years

**Functional Responsibility:**

Individual is responsible for overseeing all medical writing projects, including but not limited to clinical protocols, investigator's brochures, clinical study reports, subject consent forms, integrated safety and efficacy summaries, clinical sections of regulatory submission such as NDAs or INDs, presentation materials, and publications. Key functions include the following: prepares and maintains timelines for medical writing projects. Collaborates with Clinical Development, Regulatory Affairs, and other departments as needed to align timing and resources. Assigns projects to medical writers and manages workflow of writing assignments. Meets regularly with staff to review projects. Ensures effective communication and transfers of appropriate information among team members and between teams/groups/departments.

**Education:**

PharmD

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## Medical Writer

**Experience:**

10 years

**Functional Responsibility:**

Responsible for developing and maintaining knowledge of assigned scientific field(s), including understanding important clinical issues and industry trends. Directly involved in planning, coordinating the development of, editing, and reviewing all clinical content assigned. This entails working closely with internal and external stakeholders, including various educational partners, to develop appropriate, high-quality content. Develops, maintains, and leverages existing relationships with recognized leaders and other knowledgeable experts within the medical/healthcare communities.

**Education:**

PhD

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## Senior Project Manager

**Experience:**

22 years

**Functional Responsibility:**

Manages the strategic aspects of large engagements and mitigates any risk. Oversees project managers and manages working on client engagements with practice. Reviews high-level deliverables across practice. Ensures engagement reviews and quality assurance procedures take place for all practice engagements. Reviews status reports of Project Managers and Senior Managers and addresses issues when required. Enforces standard policies and procedures.

**Education:**

B.S.

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## Project Manager

**Experience:**

8 years

**Functional Responsibility:**

Manages the day-to-day operational and tactical aspects of multiple or large-SCLSIe projects. Anticipates clients' needs and proposes alternative business solutions. Oversees project coordinators working on client engagements within practice. Reviews high-level deliverables across projects. Implements engagement review and quality assurance procedures in accordance with proper methodology to ensure profitable and successful executions of consulting engagements and customer satisfaction. Serves as a key participant in team and client meetings.

**Education:**

B.S.

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## Project Coordinator

**Experience:**

5 years

**Functional Responsibility:**

Develops and maintains a detailed project schedule, which includes administrative tasks and all **deliverable timelines** involved in the project. Coordinates meetings, including travel arrangements and expense reports. Maintains Project Managers' calendars. Prepares meeting minutes, presentations, and documents. Files all project documents—both hard and soft copies. Responsible for tracking project changes and produces updated schedules as agreed upon with the project management team. Compiles summary documents, eg, product development plan, management summary, and target product profile. Responsible for gathering input from the business analysts and project managers to develop and maintain the detailed project schedule.

**Education:**

B.S.

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## Senior Meeting Planner

**Experience:**

9 years

**Functional Responsibility:**

Designs and executes all aspects of external and internal meetings and conferences, including public meetings that support the company's business strategies and objectives. Engages with contractors and vendors in the execution of meetings and conferences. Interacts with multiple external and internal stakeholders to ensure business objectives are met. Plans and implements external and internal meetings and conferences. Manages all logistical details of events including site evaluation and selection, facility contract negotiation, audiovisual planning and execution, food and beverage planning, agenda planning, on-site administration, and registration tools. Handles all meeting and conference administration activities including budget management, project plan, development and management, invoice payments, and billing reconciliation.

**Education:**

B.S.

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## Meeting Planner

**Experience:**

7 years

**Functional Responsibility:**

Manages assigned projects in meeting/event planning for a variety of meetings, conferences, and workshops. Tracks budgets to ensure revenue and expenses are kept within established boundaries and reconciles event bills. Ensures all logistical details—including room setup, audio-visual, transportation, housing, and food and beverage for meetings—are planned effectively. Participates in contract negotiations and evaluations with a variety of vendors for meetings. Participates in the strategic planning process for all meetings and events to ensure continual improvement and quality customer services. Monitors timelines for multiple events. Assists in developing relationships with association members and workshop instructors.

**Education:**

B.S.

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## Copy Editor

**Experience:**

13 years

**Functional Responsibility:**

Works with IT-based publishing systems and databases, as well as via the internet, CD-ROMs, or paper manuscripts. Checks that authors have provided all the required materials and paperwork. Resolves queries directly with the author, eg, style and text inconsistencies. Corrects spelling mistakes and grammatical errors. Codes manuscripts for design features, such as hierarchy of headings, to instruct the production team. Produces or works with a style checklist to ensure consistency in hyphenation, capitalization, formatting of references, etc. Discusses and resolves any potentially libelous sections with the editor and author.

**Education:**

B.S.

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## Graphic Designer

**Experience:**

5 years

**Functional Responsibility:**

Utilizes creative skills to design a variety of objects, products, materials, and displays for clients. Designers may create packaging and promotional displays for new products, distinctive logos for a product or business, or the visual design for a client's literature. Collaborates with members of the project teams to produce copy layout, charts, graphs, illustrations, and other visual communications designs. Evaluates and maintains the graphic style and color for assignment based on established standards and policies. Provides information and recommendations on productions and costs.

Understands the fundamentals of visual organization/composition, information hierarchy, aesthetics, typography, and the use of symbols.

**Education:**

B.S.

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## Web Designer

**Experience:**

10 years

**Functional Responsibility:**

Designs and implements web-based user interfaces to enterprise energy management systems. Converts marketing requirements into actionable items that can be implemented in a user interface. Designs and develops user interface prototypes. Works with Marketing to develop and administer user experience research and provide analyses and recommendations from participants' hands-on testing. Works with other groups in Engineering and Operations to develop and deploy web-based user interfaces as a productive component of server-based applications.

**Education:**

B.S.

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## Animator/3D Modeler

**Experience:**

10 years

**Functional Responsibility:**

Experience in understanding the importance of the storytelling element to convincingly create believable characters. Manages all aspects of the project that involve the pacing, timing, and character development and creates characters that can show a wide range of emotions. Duties include designing characters, backgrounds, sets, and environments. Also, creates models and storyboards, works on movements, and works to match soundtracks and script requirements. Uses computer software tools and works with a management team to meet with clients to flesh out characters or pitch ideas.

**Education:**

B.S.

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## Video Producer

**Experience:**

10 years

**Functional Responsibility:**

A multifaceted position that includes shooting, editing, coordinating, managing, and producing live and prerecorded video content for distribution. Has extensive experience in creative shooting and editing. Major responsibility is on-location production of high-end video packages within tight deadlines. Works with internal clients to develop and produce live and archived videos.

**Education:**

B.S.

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## Editorial Assistant

**Experience:**

3 years

**Functional Responsibility:**

Individual provides editorial, administrative, and required materials, in print and electronic formats, to ensure timely and efficient production and support for client projects. Assists editors in pre-publication fact-checking and proofreading. Solicits information, compiles, and drafts editorial copy for assigned projects. Prepares electronic document files and handles other final preparations that involve the projects. Researches and writes occasional articles as requested by the medical writer. Individual works independently with only general guidance on a variety of special projects concurrently.

**Education:**

B.S.