HELPING TO IMPROVE OUR NATION’S HEALTHCARE

Advertising and Integrated Marketing Solutions (AIMS 541)

Contract Number: GS-07F-0246Y
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)
   SIN   DESCRIPTION
   541-1 Advertising
   541-3     Web Based Marketing Services
   541-4A  Market Research and Analysis
   541-4D Conference Events and Tradeshows
   541-4F Commercial Art and Graphic Design
   541-5 Integrated Marketing Services
   541-1000 Other Direct Costs

1c. HOURLY RATES: See Price List

2. MAXIMUM ORDER*: $1,000,000.00 per SIN

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION: White Plains, NY

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, discount deducted.

7. QUANTITY DISCOUNT(S): +1% >$150,000.00

8. PROMPT PAYMENT TERMS: Net 30 Days

9a. Government Purchase Cards must be 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: As specified on task order and as mutually agreed upon

11b. EXPEDITED DELIVERY: As specified on task order and as mutually agreed upon

11c. OVERNIGHT AND 2-DAY DELIVERY: As specified on task order and as mutually agreed upon

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: Same as Company address

14. PAYMENT ADDRESS: Same as Company address

15. WARRANTY PROVISION: Standard Commercial Warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: N/A

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR: N/A

19. TERMS AND CONDITIONS OF INSTALLATION: N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES: N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS: N/A

22. LIST OF PARTICIPATING DEALERS: N/A

23. PREVENTIVE MAINTENANCE: N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 619297976

26. NOTIFICATION REGARDING REGISTRATION IN the SYSTEM FOR AWARD DATABASE: JumpStart Healthcare Communication Consultants, LLC is currently registered in the SAM database.
JumpStart has a clear and simple mission: Support health promotion and disease prevention for our nation’s citizens. We understand and appreciate that such a mission is essential for improving the quality of people’s lives and is achievable with comprehensive health education, clinical preventive services, health behavior change coaching, and support to enhance self-management. Toward this end, we offer a full range of marketing and communication services aimed at healthcare providers (HCPs), patients and the public at large.

JumpStart has depth and breadth of experience in developing, writing, and implementing healthcare solutions for individuals desiring to make better healthcare decisions and for trusted HCPs who directly influence patient health and behavior. JumpStart routinely collaborates with subject matter experts (SMEs) to refine and tailor key messages, themes, and campaigns to enhance impact and achieve desired outcomes across targeted audiences and collect feedback. Creation of multi-faceted health communications programs including meaningful branding, videos, infographics, pamphlets, slide decks, articles, blogs, and Web-based materials is at the heart of what we do.

On behalf of federal clients such as the Substance Abuse and Mental Health Services Administration (SAMHSA), the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and the U.S. Department of Veterans Affairs (VA), we create healthcare communication campaigns that are not only compelling, timely, and accessible, but also fully aligned with their core objectives and directives. Our medical and health writers all have advanced degrees and have perfected their craft by working in the field of healthcare communications for decades.

We are a growing and evolving company and we plan on staying smart, nimble and savvy to help our clients adapt to whatever new challenge emerges in this complex industry. We are smart enough to know we succeed when you succeed – your success is our success.

A Message from our Founder

Healthcare is a complex industry; constantly changing and evolving, particularly over the last few years, whether you are a patient, healthcare provider, hospital, or professional association.

It is from this climate of change that JumpStart was founded in 2005, making it uniquely poised to help clients adapt to a healthcare environment in flux with its agile structure and robust network of healthcare experts representing all facets of the healthcare continuum. More importantly, we are committed to helping our partners navigate roadblocks, overcome barriers and seize opportunities with the right strategy, tools and execution while continuously striving to improve patient outcomes and care each step of the way.

On the topic of outcomes, optimizing care by partnering with HCPs is foundational to our thinking and everything we do. Simply put, our mission is to equip healthcare providers with scientific evidence and clinical insights empowering them to make better, more informed healthcare decisions about patient care.

To help us achieve this tall order, I have drawn upon a few key insights I learned along the way in my 25-year career working in healthcare and applied these ‘lessons’ to JumpStart. It is these guiding principles that truly set us apart:

Firstly, creativity grounded in science and fueled by passion is the cornerstone to our success. The patient is always centric to our thinking and behind our passion and creativity when we work with providers and professional associations. Ultimately, we are dedicated to creating innovative solutions to meet the demands of contemporary healthcare challenges.

Secondly, we truly listen to our clients’ needs and desires. We strive to understand what makes them tick and also how they define success so we can help them achieve their goals. We treat each client’s business as our own and have a process in place to clearly define project scope, elements and metrics so that we deliver on time and on budget.

Finally, people matter (a great deal). As a healthcare communications and educational consultancy firm – our people are our lifeblood – we are only as good as the counsel and expertise we provide to our clients. So hiring and partnering with only the best talent – whether subject matter experts, doctors, CEOs, associations – is a mantra I stand by. For each specific project, I recalibrate my talent pool to assign only individuals who are experts in their fields. After all, demanding excellence in performance is the only way to deliver truly excellent results that our clients will look to us again and again as their business grows, faces challenges and embraces opportunities.
THE JUMPSTART APPROACH

JumpStart, a woman-owned small business, offers our clients significant advantages in engaging HCPs, patients and the public regarding the prevention and management of chronic illness including a strong track record in the creation of public health education programs that effectively change behavior. We have worked extensively in numerous chronic disease categories with expertise in heart failure, diabetes, hypertension, depression, pain management, asthma and chronic obstructive pulmonary disease to name a few. In short, JumpStart improves outcomes by translating scientific information of into compelling and motivating content; we “get” the science and know how to present it.

Formative research is the basis for developing effective strategic communications that drive behavior change. We use the data (inclusive of literature searches, recent gray literature, and slide presentations) to help us identify and understand the interests, behaviors, and needs of target populations that influence their decisions and actions. We also conduct propriety qualitative and quantitative research such as focus groups, interviews and surveys to understand the campaign environment, challenges and potential creative, strategic solutions. The following table summarizes recent interviews and collaboration efforts with subject matter experts (SMEs).

Armed with understanding from our formative research and client direction, we begin to define and characterize the gap between knowledge awareness and adoption. We identify health behaviors that need to change, and develop creative concepts, materials, and tools to drive this change. Our health writers and editors ensure that we accurately translate complex chronic disease prevention and management concepts into messages that are easily understood and that resonate and motivate the target audience. We know that content must be clearly communicated and compelling, and capture readers’ attention, especially in this fast-paced world where HCPs and consumers have little time and are over burdened with information. Our graphics experts include art directors, artists, layout designers, instructional and wireframe designers, and specialists in interactive/online design.

CREATING AND DELIVERING EFFECTIVE HEALTHCARE EDUCATIONAL AND COMMUNICATION PROGRAMS TO ACCELERATE AWARENESS AND ADOPTION OF EVIDENCE-BASED FINDINGS

Below are three examples of our work:

1. Office of Substance Abuse and Mental Health Services Administration (SAMHSA)

JumpStart recently completed an on-line interactive training program which includes a self-directed PowerPoint-based learning module to be used by members of the juvenile justice system when interacting with youth with Fetal Alcohol Spectrum Disorders (FASD).

In addition to the six PPT modules, we wrote, designed and programmed the online tutorial version of the program. JumpStart conducted formative research and worked with a cadre of SMEs throughout the program to ensure accuracy and resonance with the target audience.

COMFORT COUNTS

Integrated campaign, aimed at HCPs to improve acute pain for hospitalized patients and those coming through the emergency room.

Healthcare practitioner’s tools and materials included branding, development of the core curriculum, instructional videos, website, and a 50 page hospital quality assurance workbook.
THE JUMPSTART APPROACH

2. Connecticut Children’s Medical Center – Sickle Cell

JumpStart provided technical assistance and communication expertise to Connecticut Children’s Medical Center for the creation of certified educational video regarding the implementation of a proven protocol to better manage sickle cell disease (SCD) in the emergency department. Specifically, JumpStart developed and implemented a Web-based, self-directed activity that included: a video of a panel discussion featuring patients and SCD experts who discussed key SCD concerns (e.g., the current state of treatment, healthcare disparities, drug diversion, best practice protocols, and outcomes); downloadable PowerPoint slides for the learners’ future use; a downloadable Continuing Medical Education (CME) test and evaluation.

JumpStart was responsible for all facets of the educational activity including working with the hospital accreditation department to ensure that the program is certified for CME/CE credit and working with subject matter experts and patients from CT hospitals to provide real world perspectives and clinical expertise. At the end of the activity learners were able to better understand the clinical presentation of SCD, distinguish SCD patients from drug-seeking individuals, and implement the ED SCD pain protocol.


JumpStart created a dehydration infographic to assist clinicians’ ability to quickly assess dehydration levels. Specifically, we worked with 10-nationally recognized hydration experts to create a practical, evidence-based approach to pediatric dehydration that harnessed the existing science and clinical realities. It was critical to demonstrate the clinical symptoms of dehydration so that clinicians would readily make the appropriate diagnosis. Our illustrator captured the pediatric presentation. This infographic was designed to display in the emergency room on posters and point of care materials.
# GSA Labor Rates

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>GSA Price</th>
<th>UNIT OF ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Director</td>
<td>$192.54</td>
<td>Hourly</td>
</tr>
<tr>
<td>Account Manager</td>
<td>$148.11</td>
<td>Hourly</td>
</tr>
<tr>
<td>Project Manager</td>
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<td>Hourly</td>
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<td>Account Coordinator</td>
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<td>Medical Director</td>
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<td>Medical Writer</td>
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<tr>
<td>Scientific Writer</td>
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<tr>
<td>Copywriter</td>
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<tr>
<td>Editor</td>
<td>$83.93</td>
<td>Hourly</td>
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<tr>
<td>Proofreader</td>
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<td>Hourly</td>
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<td>Reference Manager</td>
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<td>Operations Director</td>
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<td>Creative Director</td>
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<td>Senior Art Director</td>
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<td>Graphic Design PPT</td>
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<td>Print Production Manager</td>
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<td>Admin. Support</td>
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<td>Finance Director</td>
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<td>Meeting Planner</td>
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<td>Hourly</td>
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<tr>
<td>On-Site Meeting Planner</td>
<td>$83.93</td>
<td>Hourly</td>
</tr>
<tr>
<td>SERVICE PROPOSED</td>
<td>GSA PRICE</td>
<td>UNIT OF ISSUE</td>
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<tr>
<td>----------------------------------------------</td>
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<tr>
<td>Video Production</td>
<td>$100,251.89</td>
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<td>Simulation Training</td>
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<td>Per Event</td>
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<td>Stock Images</td>
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<td>Audio Visual</td>
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<td>CD Duplication</td>
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<td>Signage</td>
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<tr>
<td>Web Meeting Registration Service</td>
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<tr>
<td>Attendee Packet Printing and Assembling</td>
<td>$50.38</td>
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<tr>
<td>Meeting Attendee Ground Transportation</td>
<td>$114.26</td>
<td>Each</td>
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<tr>
<td>Meeting Attendee Food and Beverage</td>
<td>$8,863.92</td>
<td>Per One Day Event</td>
</tr>
<tr>
<td>Meeting Attendee Hotel Accommodations</td>
<td>$505.63</td>
<td>Per Day</td>
</tr>
</tbody>
</table>
JUMPSTART HEALTHCARE COMMUNICATION CONSULTANTS:
HELPING TO IMPROVE OUR NATION’S HEALTH

Labor Category Descriptions

Managing Director - Develops and manages client relationships; responsible for
program/campaign design, directs strategic and tactical planning to provide sound
recommendations for achieving client objectives; remains on the frontlines of client interaction
and program execution through direct involvement in the day-to-day operations; identifies and
assigns top-tier talent to meet program requirements and ensure execution excellence; reviews
and contributes to all program components to ensure adherence to strategic objectives and
provide quality control; monitors fiscal management of all business elements to ensure cost-
efficiency; interfaces with government program manager to ensure client satisfaction. Requires a
Bachelor’s or Master’s degree; 15-20 years’ industry experience; and demonstrated marketing
devvvy, grasp of market issues, industry guidelines, and educational design.

Medical Director - Responsible for contributing educational program design and ensuring medical
accuracy and relevance. Accurately interprets data and the medical literature; advises clients on
potential interpretation of communications in real-world clinical practice; serves as point person
with healthcare-professional faculty regarding content development, including faculty
identification and recruitment; conducts preceptorships for clients to educate them on clinical
practice and real-world settings; provides guidance to the writers, illustrators, and graphics team
regarding interpretation of data and clinical practice; resolves editorial queries. This position
requires an MD degree and experience in education design.

Medical Writer - Writes scientific communications for medical audiences, such as articles, slides,
monographs, manuals, and newsletters; reviews the medical literature, market research reports,
and other sources and incorporates these findings into a cohesive story that is supported by
published references; prepares reference packages with highlighted citations and annotated
manuscripts to facilitate reviewers’ verification of accuracy and validation; interfaces with
program faculty to ensure materials are reviewed by the experts and that their comments are
incorporated accurately. Requires an MD degree, excellent written-communication skills, and 3+
years’ relevant experience.

Scientific Writer - Writes scientific communications for various audiences (physicians,
pharmacists, nurses, patients) such as articles, slides, monographs, manuals, and newsletters;
reviews the medical literature, market research reports, and other sources and incorporates
these findings into a cohesive story that is supported by published references; develops detailed,
annotated outlines prior to manuscript development; prepares reference packages with
highlighted citations and annotated manuscripts to facilitate reviewers’ verification of accuracy
and validation; interfaces with program faculty to ensure materials are reviewed by the experts
and that their comments are incorporated accurately. This position requires an advanced
scientific degree such as PhD, PharmD, or RN.

Library Services – Conducts research into program topics to uncover important issues, provide an
overview of the current medical landscape, identify medical experts, and help reveal educational
opportunities. Identifies and obtains medical literature to support content development.
JUMPSTART HEALTHCARE COMMUNICATION CONSULTANTS:
HELPING TO IMPROVE OUR NATION’S HEALTH

Requires a Bachelor’s or Master’s degree, with an MLS preferred, as well as 8+ years’ relevant research experience.

**Creative Director** – Oversees and directs all creative components to ensure creative excellence, targeted concepts, and budget adherence; interfaces with clients to present concepts and ensure understanding of client direction; ensures client objectives are executed as high-quality design solutions; manages department resources and contributes to proposals and budgets. Requires a BA, BFA or BS degree in graphic design and 15+ years’ relevant experience.

**Sr. Art Director** – Develops program concepts and conceptualizes their execution across program materials; directs the application of these concepts in collateral execution, such as print pieces, slide templates, and e-based materials. Requires a Bachelor’s degree and 10+ years’ relevant experience.

**Art Director** – Oversees all conceptual execution, including design and production services; provides quality control; coordinate materials with outside parties such as client Web developers and printers; translates the science into visually compelling and understandable campaigns. Requires a Bachelor’s degree, preferably in graphic design, and 5-7 years’ professional experience.

**Graphic Designer (PPT)** – Provides PowerPoint expertise to develop and optimize slide presentations with respect to formatting, charts, and readability; applies templates; provides recommendations for slide enhancements; identifies and inserts appropriate artwork and illustrations; applies custom settings as needed, such as animation and transitions. Requires a Bachelor’s degree and 4+ years’ relevant experience.

**Print Production Manager** – Supervises all print and production services, including vendor selection and management, fiscal oversight for these services, production timelines, and quality control; recommends print formats and techniques in accordance with program specifications and budget; negotiates best rates through bulk purchasing and/or established business relationships. Requires a Bachelor’s degree and 5+ years’ relevant experience.

**Copywriter** – Develops copy for various collateral, such as brochures, Web sites, and newsletters; revises copy according to reviewers’ feedback; ensures material adheres to established objectives and goals.

**Editor** – Copyedits and fact-checks all manuscripts, slides, and print pieces; queries the writer/faculty to resolve any discrepancies and ensure accuracy; edits copy for style and consistency, including adherence to established style guides (e.g., a journal’s instructions to authors); ensures supporting documentation is appropriate highlighted and annotated; identifies materials that require obtaining permissions to use. Requires a Bachelor’s degree and 7+ professional experience.

**Proofreader**/Provides proofreading services for written materials including manuscripts, slides, and print pieces to ensure that edited copy is intact following graphic layout; to confirm that corrections are entered correctly and that no new errors are introduced in the process; and “do a
cold read” to ensure no errors were overlooked. Requires a Bachelor’s degree and 4+ years’ relevant experience.

**Reference Manager** – maintains electronic database of all cited references and ensures compliance with a project referencing style; Bachelor’s degree preferred

**Project Manager** - Prepares and submits ballpark and final estimates; develops program timeline; updates status reports and convenes team meetings to ensure adherence to project objectives and timeline; schedules faculty planning meetings; coordinates development and shipping of meeting materials; reconciles program budgets; prepares financial documents such as check requests and honorarium requests. Requires a Bachelor’s degree and 3+ years’ relevant experience.

**Account Manager** - Responsible for supportive client service functions, including tracking the status of work in progress; developing and maintaining program timelines and status reports; oversees the services of the internal team, including event planners, graphics, editorial, PowerPoint/WP, and administrative support. Participates in client meetings as needed, creates contact reports, and directs follow-up. Requires Bachelor’s degree and 5-8 years’ relevant experience.

**Account Coordinator** - Responsible for basic client service functions fundamentally related to job execution, including creation and maintenance of databases, faculty lists and CVs, and program files; coordinates back-up for budget reconciliations; applies for permissions to utilize previously published materials; provides general supportive services to the team. Requires a Bachelor’s degree and 1+ year’s professional experience.

**Operations Director** – Directs agency-wide resource utilization to ensure quality control, timeline adherence, and cost-effectiveness; develops and maintains tracking systems and works with project teams to ensure client needs are met; provides guidance on project estimates and timelines based on historical experience; reviews and negotiates contracts; maintains a library of project files and samples. Requires a Bachelor’s degree and 10+ years’ relevant experience.

**Administrative Support** – Provides general administrative services such as Word processing, scheduling, photocopying, collation, shipping, Web-conference arrangements, etc. A Bachelor’s degree is preferred, as is 1+ year’s professional experience.

**Finance Director** – Ensures fiscal accountability for all client programs; reviews all budget estimates and reconciliations; reviews and negotiates contracts; issues honoraria and expense-reimbursement payments; processes vendor invoices and ensures their accuracy; manages client invoicing and collection. Requires an MBA degree and 7+ years’ relevant experience.

**Meeting Planner** – Pre-arranges all program logistics, including venue selection and negotiation, travel (air/rail), ground transportation (airport pick-ups and drop-offs), lodging, audio-visual services, food and beverage, online registration, attendee travel correspondence, welcome packets, on-site oversight or preparation of the on-site meeting planner. A Bachelor’s degree is preferred, as is 4+ years’ professional experience.
On-Site Meeting Planner – Ensures successful execution of logistical services on-site, including arrivals/departures, pre-cons with hotel staff, hotel accommodations, food and beverage, audio-visual arrangements, meeting-room set-up and breakdown, on-site registration, shipping, directing attendees and addressing questions, hospitality, meeting-room comfort, distribution of honoraria payments, collection of evaluation forms, hotel-staff gratuities; responds to emerging needs (e.g., client requests, travel challenges, etc.). A Bachelor’s degree is preferred, as is 4+ years’ professional experience.