

# INTEGRITY SERVICES INFORMATION

## GSA # GS10F0090T

1a.	Table of Awarded Special Item Number(s) with appropriate cross-reference to page number(s) (attach separate sheet if necessary)	874-1, 874-2, 874-4 and 874-5
1b.	Identification of the lowest-priced item or service and lowest unit price for that item or service for each special item number awarded (attach separate sheet if necessary)	See attached pages
2.	Maximum order limitation	\$1,000,000
3.	Minimum order	\$300 Note that support products under SIN 874-5 are sold only in conjunction with services sold under SINs 874-1, 874-2 or 874-4.
4.	Geographic coverage (delivery area)	United States
5.	Points(s) of production (city, county, and state or foreign country)	Same as Contractor
6.	Discount from list prices or statement of net price	Government net prices attached
7.	Quantity discounts	None offered
8.	Prompt payment terms	Net 30 days
9a.	Annotate if Government commercial purchase card is accepted	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
9b.	Discount for payment by Government commercial credit card	None
10.	Foreign items (list items by country of origin)	None
11a.	Time of delivery	Regular UPS shipping within one week for non-customized support materials
11b.	Expedited delivery	Paid by customer
11c.	Overnight and 2-day delivery	Paid by customer
11d.	Urgent Requirements	No
12.	FOB point(s)	Destination
13.	Ordering address(es)	Same as Contractor
14.	Payment address(es)	Integrity Services Attention: Accounts Receivable 2002 Richard Jones Road, C305 Nashville, TN 37215
15.	Warranty provision	Contractor s standard commercial warranty
16.	Export packing charges	N/A

17.	Terms and conditions of Government commercial credit card acceptance (if applicable)	N/A
<b>THE FOLLOWING ITEMS, 18-23, ARE TO BE INCLUDED ON THE PRICE LIST IF APPLICABLE</b>		
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
21.	List of service and distribution points	N/A
22.	List of participating dealers	N/A
23.	Preventive maintenance	N/A

NOTE: This company has been authorized to process disaster recovery purchases from state and local governments.

Contact:

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2002 Richard Jones Road, Suite C305  
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800-646-8347  
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[esterday@integrityservices.com](mailto:esterday@integrityservices.com)  
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## **INTEGRITY SERVICES GSA Pricing**

### **SIN 874-5 SUPPORT PRODUCTS (All Healthcare Specific; Per Person)**

Customer Service Staff Materials	\$75
Customer Service Leader Materials	\$175 or \$140 without audios
Customer Service Facilitator Kit	\$895
Customer Service Audio Messages	\$35
Customer Service Facilitator Manual	\$150
Customer Service Refresher Materials (Version 1)	\$50
Customer Service Refresher Materials (Version 2)	\$25

NOTE: Shipping other than regular UPS will be invoiced.

### **SIN 874-4 TRAINING COURSES (Per Person)**

Customer Service Public Certification	\$1,295
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### **SIN 874-2 FACILITATION**

<b>Facilitation Labor Categories</b>	<b>Hourly Rate</b>
Executive	\$215 / Hour
Senior Project Manager	\$165 / Hour
Project Manager	\$140 / Hour
Senior Facilitator II	\$200 / Hour
Senior Facilitator	\$175 / Hour
Facilitator	\$150 / Hour
Customer Service Trainer	\$150 / Hour
Customer Service Leadership Trainer	\$175 / Hour
Certification Trainer	\$175 / Hour
Research Analyst	\$135 / Hour
Subject Matter Expert	\$125 / Hour
Administration Assistant	\$65 / Hour

NOTE: Reasonable travel expenses will be invoiced.

### **SIN 874-1 CONSULTING**

<b>Consulting Labor Categories</b>	<b>Hourly Rate</b>
Senior Consultant II	\$210 / Hour
Senior Consultant	\$180 / Hour
Consultant II	\$165 / Hour
Consultant	\$150 / Hour
Executive	\$215 / Hour

**SIN 874-1 CONSULTING (continued)**

Senior Project Manager	\$165 / Hour
Project Manager	\$140 / Hour
Research Analyst	\$135 / Hour
Subject Matter Expert	\$125 / Hour
Administration Assistant	\$65 / Hour

## INTEGRITY SERVICES PRODUCTS / SERVICE LABOR DESCRIPTIONS

### SIN 874-5 SUPPORT PRODUCTS DESCRIPTIONS

Applicable to SIN	Support Product	Description
874-5	Customer Service Staff – Healthcare Specific	Participant 3-ring binder with all materials for initial half-day seminar, 6-weekly follow-ups and ongoing reinforcement; Pocket Guide; Customer Service cards to reinforce good service; Behavior Styles worksheets; Problem-Solving worksheets; the book, <i>Hey, I'm the Customer</i> ; graduation diploma
874-5	Customer Service Leadership – Healthcare Specific	Manager 3-ring binder with all materials for initial one-day seminar, 6-weekly follow-ups with service and coaching content, ongoing 24 monthly reinforcements; Service and Coaching Pocket Guides; Customer Service cards to reinforce good service; Coaching Commitment cards; 6 service and 2 coaching audio messages; Behavior Styles worksheets; Problem-Solving worksheets; Coaching worksheets; service culture questionnaire; the book, <i>Hey, I'm the Customer</i> ; graduation diploma
874-5	Customer Service – Healthcare Trainer Kit	Trainer Manual to conduct all seminar and follow-up sessions, 4 posters, video with 3 service and 1 coaching messages
874-5	Customer Service Healthcare Audio Messages	6 audio messages used during the follow-up sessions to reinforce and expand the learning
874-5	Customer Service Healthcare Trainer Manual	Manual with details on how to implement the process and outlines for conducting all seminar, follow-up and ongoing training sessions
874-5	Customer Service Refresher – Healthcare Version 1	3-ring binder with a half-day of refresher activities and follow-ups that reinforce the learning from The Customer for Healthcare process
874-5	Customer Service Refresher – Healthcare Version 2	Manual with 2-hour activities to reinforce the healthcare customer service content

## **SIN 874-4 TRAINING COURSE DESCRIPTION**

### **Customer Service Healthcare Public Certification**

- Length: Three days
- Participants: Managers or trainers who want to be certified to conduct Integrity's customer service training processes in a healthcare environment
- Class size: minimum 6, maximum 40
- Objective: Learn how to personally apply and train others to deliver stronger customer service to internal and external customers and ultimately create a more positive healthcare service culture
- Materials included with fee: Customer Service Leadership Materials – Healthcare Specific; Customer Service Healthcare Facilitator Manual
- Content: Experience the customer service staff and leader training seminar and follow-up modules as a participant; understand the Leader Manual outlines; practice leading segments of the training; implementation and project management tips

Attendees learn how to conduct The Customer for Healthcare program. The primary market for this will be VA and other military hospitals and clinics. There is currently a strong emphasis on improving both the quality of care and level of service provided to veterans and current members of the military and their families. Integrity has a proven record of improving the service culture in these types of organizations.

Each participant attending this course or sessions conducted by facilitators certified in this course will learn:

- o a simple six-step communication process to understand people's needs and provide outstanding service
- o how to relate effectively with different personality styles of customers
- o to identify their internal and external customers
- o benefits they provide for their customers
- o the purpose of their job (not just the function) and how it supports the organization's purpose
- o problem-solving principles for process improvement and customer problem resolutions
- o ideas to create stronger team synergy
- o how to deal with change and increased workloads and still provide excellent levels of service
- o nuances of delivering service in today's healthcare environment
- o the importance of attitude, motives and values

Managers also learn how to model, coach and lead these principles and understand their role in creating a strong customer-focused culture. They are introduced to Harvard's Service-Profit Chain model which helps them analyze the service culture of their organization.

Participants in this certification will also learn how to manage an implementation of these concepts throughout their organization. Additional topics are covered such as selection of in-house trainers, gaining management buy-in for success, scheduling and monitoring progress.

After being certified, in-house trainers will deliver this content in a half-day initial seminar, followed by a six-week structured follow-up. Participants are held accountable to apply the

ideas in their job each week and during the one-hour follow-up group sessions, they report on their practice and what they learned. This creates an environment for new behaviors and attitudes to be developed. After the follow-up sessions, managers have a series of monthly Service Moments that can be conducted in monthly staff meetings.

Measurable results have included improved patient, employee and physician satisfaction, enhanced teamwork, decreased turnover, higher productivity, stronger communication between departments and better relationships between managers and staff.

A series of assessments help each person develop a game plan for improvement. This information can also be used by their manager as a coaching tool. The format of the materials and facilitation of the course allows each program to be personalized to meet the needs of the participants.

## **SIN 874-2 FACILITATION LABOR DESCRIPTIONS**

<b>Facilitation Labor Categories</b>	<b>Hourly Rate</b>
<p><b>Executive (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 20 years experience working with organizations to improve service and leadership skills  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Interacts with client leadership teams to provide direction and feedback. Oversees and is totally responsible for all service and leadership consulting and facilitation engagements which includes all individuals involved. Conducts audits to be sure projects are completed as proposed and agreed upon. Available for advice from clients and internal consultants and facilitators. Fully loaded hourly rate.</p>	\$215 / Hour
<p><b>Senior Project Manager (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 15 years experience working with organizations to improve service and leadership skills  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Responsible for understanding the scope of each project and desired outcomes. Assigns appropriate individuals to each task and oversees delivery of the consulting and/or facilitation services. Provides advice and guidance to Integrity's team and clients to design a successful engagement. Fully loaded hourly rate.</p>	\$165 / Hour
<p><b>Project Manager (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 5 years experience working with organizations to improve service and leadership skills  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Responsible for understanding the scope of each project and desired outcomes. Assigns appropriate individuals to each task and oversees delivery of the consulting and/or facilitation services. Provides advice and guidance to Integrity's team and clients to design a successful engagement. This person will be used to oversee more common projects. Fully loaded hourly rate.</p>	\$140 / Hour
<p><b>Senior Facilitator II</b>  <u>Experience:</u> 30 years; at least 10 years leading sessions on the selected topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Work with any and all departments within an organization in small or large groups to enhance issues such as customer service, communication between departments, manager coaching, problem-solving, service recovery, goal achievement, process improvement and change management. Fully loaded hourly rate.</p>	\$200 / Hour
<p><b>Senior Facilitator</b>  <u>Experience:</u> 10 years; at least 5 years leading sessions on the selected topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Work with any and all departments within an organization in small or large groups to enhance issues such as customer service, communication between departments, manager coaching, problem-solving, service recovery, goal achievement, process improvement and change management. Fully loaded hourly rate.</p>	\$175 / Hour

## **SIN 874-2 FACILITATION LABOR DESCRIPTIONS (continued)**

<p><b>Facilitator</b>  <u>Experience:</u> 5 years; at least 2 years leading sessions on the selected topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Work with any and all departments within an organization in small or large groups to enhance issues such as customer service, communication between departments, manager coaching, problem-solving, service recovery, goal achievement, process improvement and change management. Fully loaded hourly rate.</p>	<p>\$150 / Hour</p>
<p><b>Customer Service Trainer</b>  <u>Experience:</u> 5 years as a trainer  <u>Education:</u> College B.A. or B.S. graduate; certified trainer for The Customer program  <u>Responsibilities:</u> Facilitate small or large groups of front-line employees and teams in discussions concerning issues and challenges of providing excellent customer service to internal and external customers. Different departments are mixed to better understand needs of various groups and open up lines of communication and problem-solving processes to deal with common customer problems. Existing patient and employee satisfaction scores are analyzed and discussed. Participants learn communication and problem-solving processes to deal with common customer problems. Lead activities to understand what skills they are using now and what new skills, attitudes and process improvement are needed to improve these scores. Fully loaded hourly rate.</p>	<p>\$150 / Hour</p>
<p><b>Customer Service Leadership Trainer</b>  <u>Experience:</u> 10 years as a trainer; certified trainer for The Customer program at least 2 years training our customer service process or experience as a leader in an organization.  <u>Education:</u> College B.A. or B.S. graduate; certified trainer for The Customer program  <u>Responsibilities:</u> Facilitate small or large groups of leaders, managers and supervisors in discussions concerning issues and challenges of providing excellent customer service to internal and external customers. Leaders from different departments are mixed to better understand needs of various groups and open up lines of communication. Existing patient and employee satisfaction scores are analyzed and discussed. Participants learn communication and problem-solving processes to deal with common customer problems. Lead activities to understand what skills they are using now and what new skills, attitudes and process improvement are needed to improve these scores. Facilitate discussions of how managers and leaders can improve their personal skills to model and coach their people on customer service and lead a stronger service culture. Fully loaded hourly rate.</p>	<p>\$175 / Hour</p>
<p><b>Certification Trainer</b>  <u>Experience:</u> 15 years successful experience in the topic and 3 years experience leading the selected training session.  <u>Education:</u> College B.A. or B.S. graduate; certified trainer of The Customer program with at least one year of experience conducting the program.  <u>Responsibilities:</u> Facilitate train-the-trainer sessions to prepare an organization's in-house trainers to facilitate discussions and custom training with front-line employees, supervisors, managers and leaders to improve individual customer service and the service culture of the organization. Fully loaded hourly rate.</p>	<p>\$175 / Hour</p>
<p><b>Research Analyst (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 5 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Analyze and understand data from organizations and outside sources that affect service, leadership, and organizational development issues. Take the results of this information and package it in ways that client leaders and employees can understand how they can affect positive change. Work with other team members to prepare our consultants and facilitators for successful project engagements. Fully loaded hourly rate.</p>	<p>\$135 / Hour</p>
<p><b>Subject Matter Expert (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 15 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Bring years of experience to the table so everyone involved can understand the specific subject matter's impact on the proposed situation or results. Most projects will require extensive experience with improving behaviors, attitudes, processes and communication within healthcare organizations. Fully loaded hourly rate.</p>	<p>\$140 / Hour</p>
<p><b>Administrative Assistant (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 10 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Facilitate train-the-trainer sessions to prepare an organization's in-house trainers to facilitate discussions and training with front-line employees, supervisors, managers and leaders to improve individual customer service and the service culture of the organization. Fully loaded hourly rate.</p>	<p>\$65 / Hour</p>

NOTE: Reasonable travel expenses will be invoiced.

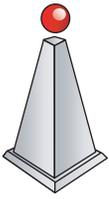
## SIN 874-1 CONSULTING LABOR DESCRIPTIONS

Consulting Labor Categories	Hourly Rate
<p><b>Senior Consultant II</b></p> <p><u>Experience:</u> 30 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> Involved in the most complex client consulting engagements. Provide advice and guidance to individuals or selected teams on methods of improving the organization's service, coaching and leadership culture. Lead group discussions to understand current situations and ideas for improvement. Additional topics include organization effectiveness, process improvement and change management. Historical data is analyzed on subjects such as customer/patient satisfaction, employee satisfaction, performance evaluations, leadership effectiveness, policies and procedures and then action plans are developed. Assistance is provided to develop and put into place business and action plans. Sometimes customized training is one of the solutions. Fully loaded hourly rate.</p>	\$210 / Hour
<p><b>Senior Consultant</b></p> <p><u>Experience:</u> 15 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> Provide advice and guidance to individuals or selected teams on methods of improving the organization's service, coaching and leadership culture. Lead group discussions to understand current situations and ideas for improvement. Additional topics include organization effectiveness, process improvement and change management. Historical data is analyzed on subjects such as customer/patient satisfaction, employee satisfaction, performance evaluations, leadership effectiveness, policies and procedures and then action plans are developed. Assistance is provided to develop and put into place business and action plans. Sometimes customized training is on of the solutions. Fully loaded hourly rate.</p>	\$180 / Hour
<p><b>Consultant II</b></p> <p><u>Experience:</u> 10 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> Provide advice and guidance to individuals or selected teams on methods of improving the organization's service, coaching and leadership culture. Lead group discussions to understand current situations and ideas for improvement. Additional topics include organization effectiveness, process improvement and change management. Historical data is analyzed on subjects such as customer/patient satisfaction, employee satisfaction, performance evaluations, leadership effectiveness, policies and procedures and then action plans are developed. Assistance is provided to develop and put into place business and action plans. Sometimes customized training is on of the solutions. Fully loaded hourly rate.</p>	\$165 / Hour
<p><b>Consultant</b></p> <p><u>Experience:</u> 5 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> This individual is used for more simple projects and to support more senior consultants on complicated projects. Provide advice and guidance to individuals or selected teams on methods of improving the organization's service, coaching and leadership culture. Lead group discussions to understand current situations and ideas for improvement. Additional topics include organization effectiveness, process improvement and change management. Historical data is analyzed on subjects such as customer/patient satisfaction, employee satisfaction, performance evaluations, leadership effectiveness, policies and procedures and then action plans are developed. Assistance is provided to develop and put into place business and action plans. Sometimes customized training is on of the solutions. Fully loaded hourly rate.</p>	\$150 / Hour
<p><b>Executive (approved for SIN 874-1 and 874-2)</b></p> <p><u>Experience:</u> 20 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> Interacts with client leadership teams to provide direction and feedback. Oversees and is totally responsible for all service and leadership consulting and facilitation engagements which includes all individuals involved. Conducts audits to be sure projects are completed as proposed and agreed upon. Available for advice from clients and internal consultants and facilitators. Fully loaded hourly rate.</p>	\$215 / Hour
<p><b>Senior Project Manager (approved for SIN 874-1 and 874-2)</b></p> <p><u>Experience:</u> 15 years experience working with organizations to improve service and leadership skills</p> <p><u>Education:</u> College B.A. or B.S. graduate</p> <p><u>Responsibilities:</u> Responsible for understanding the scope of each project and desired outcomes. Assigns appropriate individuals to each task and oversees delivery of the consulting and/or facilitation services. Provides advice and guidance to Integrity's team and clients to design a successful engagement. Fully loaded hourly rate.</p>	\$165 / Hour

**SIN 874-1 CONSULTING LABOR DESCRIPTIONS (continued)**

<p><b>Project Manager (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 5 years experience working with organizations to improve service and leadership skills  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Responsible for understanding the scope of each project and desired outcomes. Assigns appropriate individuals to each task and oversees delivery of the consulting and/or facilitation services. Provides advice and guidance to Integrity’s team and clients to design a successful engagement. This person will be used to oversee more common projects. Fully loaded hourly rate.</p>	<p>\$140 / Hour</p>
<p><b>Research Analyst (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 5 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Analyze and understand data from organizations and outside sources that affect service, leadership, and organizational development issues. Take the results of this information and package it in ways that client leaders and employees can understand how they can affect positive change. Work with other team members to prepare our consultants and facilitators for successful project engagements. Fully loaded hourly rate.</p>	<p>\$135 / Hour</p>
<p><b>Subject Matter Expert (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 15 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Bring years of experience to the table so everyone involved can understand the specific subject matter’s impact on the proposed situation or results. Most projects will require extensive experience with improving behaviors, attitudes, processes and communication within healthcare organizations. Fully loaded hourly rate.</p>	<p>\$140 / Hour</p>
<p><b>Administrative Assistant (approved for SIN 874-1 and 874-2)</b>  <u>Experience:</u> 10 years successful experience in the topic  <u>Education:</u> College B.A. or B.S. graduate  <u>Responsibilities:</u> Facilitate train-the-trainer sessions to prepare an organization’s in-house trainers to facilitate discussions and training with front-line employees, supervisors, managers and leaders to improve individual customer service and the service culture of the organization. Fully loaded hourly rate.</p>	<p>\$65 / Hour</p>

NOTE: Reasonable travel expenses will be invoiced.



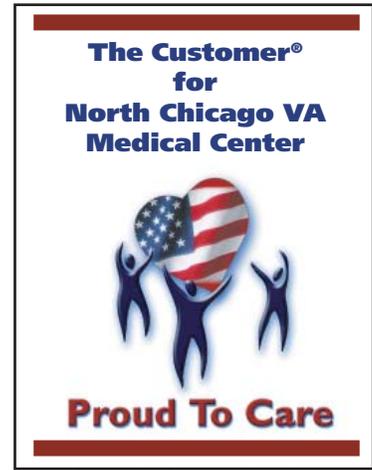
# The Customer® for VA Healthcare

*Making a Difference in VA Healthcare . . . One Person at a Time*



The Customer is a comprehensive service skills training curriculum that has been customized to support the mission and values of the VA Healthcare System. Through proven learning dynamics, service and coaching skills are introduced, practiced and reinforced until new behaviors are formed. Our approach:

- Engages leaders, managers and supervisors
- Supports Service Recovery
- Improves patient and employee satisfaction
- Supports the HPDM and Baldrige Criteria
- Reinforces other training initiatives such as AES, SHEP Survey, CREW



Sample Customization

## Why Our Training Is Different

- **Structured Follow-Up**      Accountability to practice concepts until new behaviors are formed.
- **Managers Model and Coach**      Engages leaders, managers and supervisors to reinforce positive behaviors through supportive coaching.
- **Employee Focus**      Enhances teamwork and job satisfaction.
- **Self-Leveling Principles**      Principles-based concepts easily applied by everyone in the organization.
- **More Than Skills**      Stresses attitudes, motives and values as a key component of service delivery.

## Implementation Timeline



# What People Learn

All Employees	Leadership, Managers and Supervisors Also Learn
To identify and serve internal and external customers	To model and coach service behaviors
A simple communication model - G,VAL,HI	A supportive coaching process
Problem solving skills that support service recovery	To create a culture where staff feel valued
How attitudes, motives and values affect service	To recognize and reward customer-focused behaviors
To communicate with different Behavior Styles	Strategies for ongoing reinforcement

## Benefits to Your Organization

Other VA Healthcare clients have mentioned the following benefits:

- Improved employee satisfaction
- Increased patient satisfaction
- Better communication between departments
- Improved managers/staff relationships
- Stronger teamwork
- Greater sense of purpose to the VA Mission

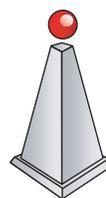
## Experience The Difference

Once each quarter in Nashville, TN, we hold a 2.5 day conference that provides a unique opportunity for interested healthcare organizations to *experience the difference* in our approach. Potential clients may attend without any investment except travel.

Call for upcoming dates and a detailed agenda.



For more information, contact



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[www.integrityhealthcareservices.com](http://www.integrityhealthcareservices.com)

**Making a Difference in Healthcare . . .  
One Person at a Time**