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: GSAAdvantage.gov.

Multiple Award Schedule (MAS)
Federal Supply Group: Professional Services
Contract Number: GS10F0090T
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
Contract Period: December 28, 2006 – December 27, 2021
Effective as of PS-0021 dated 12/27/2016

Contractor: Integrity Services Inc
1801 West End Avenue, Suite 530
Nashville, TN 37203

Business Size: Small Business

Telephone: 615-385-2246 or 800-646-8347
FAX Number: 615-806-8747
Web Site: www.integritysolutions.com
E-mail: mesterday@integritysolutions.com
Contract Administration: Mike Esterday

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s):

333318TDTM, OFF-THE-SHELF TRAINING DEVICES AND TRAINING MATERIALS
ANCILLARY, ANCILLARY SUPPLIES AND SERVICES
541611, MANAGEMENT AND FINANCIAL CONSULTING, ACQUISITION AND GRANTS
MANAGEMENT SUPPORT, AND BUSINESS PROGRAM AND PROJECT MANAGEMENT SERVICES
611430, PROFESSIONAL AND MANAGEMENT DEVELOPMENT TRAINING
611512, FLIGHT TRAINING
OLM, ORDER-LEVEL MATERIALS

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

SEE HOURLY RATES BELOW
1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job
titles, experience, functional responsibility and education for those types of employees or
subcontractors who will perform services shall be provided. If hourly rates are not applicable,
indicate “Not applicable” for this item.

SEE DESCRIPTION BELOW

2. Maximum Order: $1,000,000.00

3. Minimum Order: $300.00

Note that support products under SIN 33318TDTM are sold only in conjunction with services sold
under SIN ANCILLARY

4. Geographic Coverage (delivery Area): Domestic

5. Point(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
(DISCOUNTS ALREADY DEDUCTED).

7. Quantity discounts: NONE OFFERED

8. Prompt payment terms: NET 30 DAYS - Information for Ordering Offices: Prompt payment terms
cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin): NONE

10a. Time of Delivery (Contractor insert number of days): REGULAR UPS SHIPPING WITHIN ONE
WEEK OF NON-CUSTOMIZED SUPPORT MATERIALS – SPECIFIED ON TASK ORDER.

10b. Expedited Delivery. All non-customized support materials available for expedited delivery.
Expedited delivery paid by Customer. Contact Contractor.

10c. Overnight and 2-day delivery. All non-customized support materials available for overnight
and 2-day delivery. Customer may contact the Contractor for rates for overnight and 2-day
delivery. Contract Contractor

10d. Urgent Requirements. NONE

11. F.O.B Points(s): DESTINATION

12a. Ordering Address(es): SAME AS CONTRACTOR

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket
Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es): SAME AS COMPANY ADDRESS

14. Warranty provision.: CONTRACTOR’S STANDARD COMMERCIAL WARRANTY

15. Export Packing Charges (if applicable): N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
17. Terms and conditions of installation (if applicable): N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

19. List of service and distribution points (if applicable): N/A

20. List of participating dealers (if applicable): N/A

21. Preventive maintenance (if applicable): N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). NONE

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor’s website or other location.) The EIT standards can be found at: www.Section508.gov/. N/A

23. Unique Entity Identifier (UEI) number: DUNS 010523772

24. Notification regarding registration in System for Award Management (SAM) database: REGISTERED

Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>SIN ANCILLARY &amp; 333318TDTM SUPPORT PRODUCTS (All Healthcare Specific; Per Person)</th>
<th>Price Awarded (Incl IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Staff – Healthcare Specific</td>
<td>$75</td>
</tr>
<tr>
<td>Customer Service Leadership – Healthcare with Audio Messages</td>
<td>$175</td>
</tr>
<tr>
<td>Customer Service Leadership – Healthcare without Audio Messages</td>
<td>$140</td>
</tr>
<tr>
<td>Customer Service Healthcare - Trainer Kit</td>
<td>$895</td>
</tr>
<tr>
<td>Customer Service – Healthcare Audio Messages</td>
<td>$35</td>
</tr>
<tr>
<td>Customer Service – Healthcare Trainer Manual</td>
<td>$150</td>
</tr>
<tr>
<td>Customer Service Refresher – Healthcare Version 1</td>
<td>$50</td>
</tr>
<tr>
<td>NOTE: Shipping other than regular UPS will be invoiced.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIN 611430 TRAINING COURSES (Per Person)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Public Certification</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

SIN 541611 CONSULTING/FACILITATION SERVICES
Facilitation Labor Categories

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive</td>
<td>$215 /Hour</td>
</tr>
<tr>
<td>Senior Project Manager</td>
<td>$165 /Hour</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$140 /Hour</td>
</tr>
<tr>
<td>Senior Facilitator II</td>
<td>$200 /Hour</td>
</tr>
<tr>
<td>Senior Facilitator</td>
<td>$175 /Hour</td>
</tr>
<tr>
<td>Facilitator</td>
<td>$150 /Hour</td>
</tr>
<tr>
<td>Customer Service Trainer</td>
<td>$150 /Hour</td>
</tr>
<tr>
<td>Customer Service Leadership Trainer</td>
<td>$175 /Hour</td>
</tr>
<tr>
<td>Certification Trainer</td>
<td>$175 /Hour</td>
</tr>
<tr>
<td>Research Analyst</td>
<td>$135 /Hour</td>
</tr>
<tr>
<td>Subject Matter Expert</td>
<td>$125 /Hour</td>
</tr>
<tr>
<td>Administration Assistant</td>
<td>$65  /Hour</td>
</tr>
<tr>
<td>Senior Consultant II</td>
<td>$210 /Hour</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>$180 /Hour</td>
</tr>
<tr>
<td>Consultant II</td>
<td>$165 /Hour</td>
</tr>
<tr>
<td>Consultant</td>
<td>$150 /Hour</td>
</tr>
</tbody>
</table>

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract 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/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

SIN 541611 LABOR DESCRIPTIONS

Senior Consultant II
Experience: 30 years experience working with organizations to improve service and leadership skills
Education: College B.A. or B.S. graduate
Responsibilities: 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.

Senior Consultant
Experience: 15 years experience working with organizations to improve service and leadership skills
Education: College B.A. or B.S. graduate
Responsibilities: 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.

### Consultant II

**Experience:** 10 years experience working with organizations to improve service and leadership skills  
**Education:** College B.A. or B.S. graduate  
**Responsibilities:** 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.

### Consultant

**Experience:** 5 years experience working with organizations to improve service and leadership skills  
**Education:** College B.A. or B.S. graduate  
**Responsibilities:** 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.

### Executive

**Experience:** 20 years experience working with organizations to improve service and leadership skills  
**Education:** College B.A. or B.S. graduate  
**Responsibilities:** 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.

### Senior Project Manager

**Experience:** 15 years experience working with organizations to improve service and leadership skills  
**Education:** College B.A. or B.S. graduate  
**Responsibilities:** 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.

### Project Manager

**Experience:** 5 years experience working with organizations to improve service and leadership skills  
**Education:** College B.A. or B.S. graduate  
**Responsibilities:** 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.

### Research Analyst

**Experience:** 5 years successful experience in the topic  
**Education:** College B.A. or B.S. graduate
<table>
<thead>
<tr>
<th>Role</th>
<th>Experience:</th>
<th>Education:</th>
<th>Responsibilities:</th>
<th>Rate:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Responsibilities:</strong> 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.</td>
<td></td>
<td></td>
<td></td>
<td>Fully loaded hourly rate</td>
</tr>
<tr>
<td><strong>Subject Matter Expert</strong></td>
<td>15 years</td>
<td>College B.A. or B.S. graduate</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Administration Assistant</strong></td>
<td>10 years</td>
<td>College B.A. or B.S. graduate</td>
<td>Coordinate and support the implementation of training sessions and consulting projects to help organizations enhance service and leadership skills. Must have an extensive understanding of all products and services to provide client support. Fully loaded hourly rate.</td>
<td></td>
</tr>
<tr>
<td><strong>Senior Facilitator II</strong></td>
<td>30 years; at least 10 years</td>
<td>College B.A. or B.S. graduate</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Senior Facilitator</strong></td>
<td>10 years; at least 5 years</td>
<td>College B.A. or B.S. graduate</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Facilitator</strong></td>
<td>5 years; at least 2 years</td>
<td>College B.A. or B.S. graduate</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Customer Service Trainer</strong></td>
<td>5 years as a trainer</td>
<td>College B.A. or B.S. graduate; certified trainer for The Customer program</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Customer Service Leadership Trainer</strong></td>
<td>10 years as a trainer; certified trainer for The Customer program</td>
<td>College B.A. or B.S. graduate; certified trainer for The Customer program</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Responsibilities: 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.

Certification Trainer
Experience: 15 years successful experience in the topic and 3 years experience leading the selected training session.
Education: College B.A. or B.S. graduate; certified trainer of The Customer program with at least one year of experience conducting the program.
Responsibilities: 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.

NOTE: Reasonable travel expenses will be invoiced.
These prices are based on our Commercial Price List dated effective 12/09/16 and ending 12/31/17. None of these awarded labor categories are subject to the Service Contract Act.

SIN ANCILLARY & 333318TDTM SUPPORT PRODUCTS DESCRIPTIONS

<table>
<thead>
<tr>
<th>Support Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Staff – Healthcare Specific</td>
<td>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, Hey, I’m the Customer; graduation diploma</td>
</tr>
<tr>
<td>Customer Service Leadership – Healthcare Specific</td>
<td>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, Hey, I’m the Customer; graduation diploma</td>
</tr>
<tr>
<td>Customer Service – Healthcare Trainer Kit</td>
<td>Trainer Manual to conduct all seminar and follow-up sessions, 4 posters, video with 3 service and 1 coaching messages</td>
</tr>
<tr>
<td>Customer Service - Healthcare Audio Messages</td>
<td>6 audio messages used during the follow-up sessions to reinforce and expand the learning</td>
</tr>
<tr>
<td>Customer Service - Healthcare Trainer Manual</td>
<td>Manual with details on how to implement the process and outlines for conducting all seminar, follow-up and ongoing training sessions</td>
</tr>
<tr>
<td>Customer Service Refresher – Healthcare Version 1</td>
<td>3-ring binder with a half-day of refresher activities and follow-ups that reinforce the learning from The Customer for Healthcare process</td>
</tr>
<tr>
<td>Customer Service Refresher – Healthcare Version 2</td>
<td>Manual with 2-hour activities to reinforce the healthcare customer service content</td>
</tr>
</tbody>
</table>
SIN 611430 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:

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