

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP# 142

TITLE: Senior Level Communication and Marketing Research Expert

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis
Phone: 301-402-3073 Fax: 301-435-6101

Proposal Address:
6011 Executive Blvd., Rm. 529S
Rockville, MD 20892-7663

Billing Address:
Accounts Payable, OFM, NIH
Bldg. 31, Rm. B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Twelve months from the date of task order award with two additional option years.

C. PRICING METHOD: Labor Hour – Estimated Level of Effort is 2060 hours of professional time. The firm shall be compensated only for hours actually worked. Please submit an hourly price for the base year and an hourly price for each of the option year.

D. PROPOSAL INSTRUCTIONS: Submit an original proposal and 5 hard copies to the POC above. (Also, please submit an electronic copy by e-mail). Proposals should be limited to no more than 10 pages. Only one copy of a sample of work needs to be submitted (not included in page limit).

E. RESPONSE DUE DATE: July 22, 2003 at 1 pm (EDT)

F. TASK DESCRIPTION:

The National Cancer Institute (NCI) Director is seeking contract support and expert consultation on communication and marketing research.

Statement of Work

The contractor shall place a senior-level communication and marketing research expert on-site at NCI, full-time (more than 40 hours per week may be required for high profile projects), for a period of up to one year. The marketing research expert, in collaboration with other marketing research staff, and under the supervision of the Acting Director of the Office of Communication or another senior NCI manager, will:

- Conduct qualitative and quantitative communication and marketing research studies on a variety of issues related to cancer prevention, detection, treatment and survivorship;

- Advise scientific staff at all levels in NCI Divisions, Offices and Centers with regard to how communication and/or marketing research can be used to improve the outcome of NCI research, education, and dissemination efforts;
- Collaborate with other NCI contractors involved in communication and marketing research studies;
- Report the results of communication and marketing research studies, orally and in writing, in required venues both internal and external to NCI. This will likely include presentations at advisory board meetings and professional conferences, formal written reports, and manuscripts published in peer-reviewed journals.

The marketing research expert must have the following minimum qualifications:

- A PhD in a relevant social or behavior science discipline (preferably communication research, marketing research, or social psychology).
- Five years of post-doctoral experience conducting public health communication and/or marketing research for health organizations.
- Three years of experience conducting research on behalf of NIH or other HHS agencies.
- Extensive experience with both quantitative and qualitative research methods including telephone, mail, and web-based surveys, focus groups, and in-depth interviews.
- Proven ability to orally communicate research findings successfully to a variety of audiences, and publish research findings in a variety of venues, including the media and peer-reviewed professional journals.
- Proven ability to consult with both junior and senior level scientific personnel on issues related to marketing research.

1. Need for the Procurement/Background

The National Cancer Institute, National Institutes of Health, U.S. Department of Health and Human Services, is the world's foremost cancer research institution and the lead Federal agency for funding cancer research in the United States. The NCI mission is to eliminate the suffering and death due to cancer. The NCI plans, coordinates and conducts a national program involving: (a) research on the detection, diagnosis, cause, prevention, treatment and palliation of cancers and rehabilitation of the cancer patient and (b) demonstration of the effectiveness of cancer control methods and techniques.

NCI seeks expert senior level communications and marketing research support. The communication and marketing research expert will be located in the Office of Communications (OC), National Cancer Institute. The Market Research and Evaluation component of the OC will lose its current staff of two federal employees; one staff member is leaving for retirement on August 8, 2003; the other staff member is anticipated to be on maternity leave in September and will be out of the office a

minimum of three months. There are no other staff in the OC that can assume the responsibilities of these two employees. The OC works on a multitude of simultaneous research projects and consulting efforts that support NCI program and Divisions, and other federal agencies. The expert will serve as an advisor to a variety of stakeholders on the best methods to use to approach marketing research, data collection and analysis of primary and secondary data, and will apply standard health communication theory and research methodology to the measurement and evaluation of attitudes, knowledge and behavior of various NCI audiences including members of the public (especially minority and medically underserved audiences), cancer patients and families, health professionals, the advocacy community, and the media.

F. EVALUATION FACTORS

1. Technical Proposal (40 points)

The Offeror should submit sufficient information with the technical proposal to demonstrate how they will accomplish the tasks in the Statement of Work. Proposals need to be evaluated on the basis of a demonstrated knowledge and understanding of NCI's needs and concerns regarding the following: qualitative and quantitative communication and marketing research on issues related to cancer prevention, detection, treatment and survivorship; how communication and/or marketing research can be used to improve the outcome of NCI research, education, and dissemination efforts; and reporting the results of communication and marketing research studies, orally and in writing. Expert must demonstrate hands-on experience in consumer research and evaluation including quantitative and qualitative research design and measurement, strategic communications planning, analysis of primary and secondary data, and interpretation of relevant literature in behavioral science, market research and evaluation.

2. Proposed Personnel and Quality of Work (30 points)

Please propose a primary person and an individual to provide backup support. Submit resumes for each (not included in page limit). The Offeror's proposal will be evaluated for experience, education, training, and availability and role in performing task work. NIH is particularly interested in experience in health communications, social marketing and research design and measurement. Please document staff qualifications for designing communications and marketing research studies, evaluating data, communicating research results orally and in writing, and advising stakeholders on research methodologies. Proposals are sought that demonstrate creativity and innovation in responding to this challenge.

3. Price.

TO # NICS-142 TITLE: Senior Level Communication and Marketing Research Expert

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact: Anthony Revenis

Phone- 301-402-3073

Fax- 301-435-6101

Address:

TOTAL ESTIMATED COST:	Pricing Method: Labor Hour	\$??/hr
TOTAL ESTIMATED NUMBER OF HOURS:	2060 hours	
PROPOSED COMPLETION DATE:	8/1/04	

FOR THE CONTRACTOR: _____

Signature	Date
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SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED:

FAX #	Signature - Project Officer	Date
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APPROVED: _____

FAX #	Signature - Contracting Officer	Date
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NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____

Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date