



## TASK DESCRIPTION

### 1. Background

The Health Resources and Services Administration (HRSA), an Agency of the U.S. Department of Health and Human Services, is the principal Federal Agency charged with increasing access to basic health care for those who are medically underserved. HRSA established the Division of Independent Review (DIR) as a centralized independent office to plan, direct and carry out the objective review process of applications for all HRSA discretionary grant programs and cooperative agreement funding. The goals of the objective review process are to ensure that:

- Each application receives a fair and impartial assessment consistent with the published application criteria or guidance document;
- Recommendations for funding consideration are given only to the highest-quality applications;
- The review process is conducted efficiently and economically; and
- The review process can withstand internal and external scrutiny.

These goals are achieved through the work of reviewers, who possess knowledge and expertise equivalent (peer) to those individuals' whose applications are being reviewed. In light of the published criteria or guidance document, the reviewer's goal is to provide a comprehensive evaluation of the technical merits of each assigned grant application.

In order to ensure the integrity of HRSA's objective review process, careful training of new reviewers is critical. The purpose of creating a web-based reviewer training course is to certifiably educate reviewers on HRSA's objective review process and reviewer responsibilities.

Through this training module, the prospective reviewer should be able to achieve the following learning objectives:

- Explain HRSA's mission and its operating units.
- Describe the purpose of an objective review, including various review approaches.
- Identify the roles and responsibilities of the reviewer and the roles of other constituents involved in the review process.
- Recognize what would constitute a conflict of interest and a breach in confidentiality.
- Describe the objective review process, including the conduct of a review, the scoring process, and how to write clear and concise summary statements.
- Describe the reimbursement process and other logistical arrangements.

There are a number of sequential steps that must be completed successfully in order to become a HRSA reviewer:

1. Electronic registration at the HRSA Web site to obtain a user name and password.

2. Completion and submission of a Reviewer Application Form.
3. Completion of the online reviewer training course.
4. Third party verification of reviewer credentials and identity.
5. HRSA approval of the reviewer candidate.

## 2 Description of the Work

The objective of this contract is to develop a web-based reviewer training course for reviewers on behalf of DIR, HRSA.

The Contractor shall develop a 30-minute web-based training course with several learning modules based on the identified learning objectives described previously. Each module may include slides, audio, video, and various interactive components to educate and test the individual. All content and audio/visual components will be provided by the Project Officer (PO).

Within one week after the contract is awarded, the Contractor shall have a post-award strategy session at the DIR office with the PO to discuss the specific tasks of the contract, the schedule of performance of the work assigned, and any aspects of the contract that needs clarification. The Contractor shall develop and submit a project plan which shall describe and outline the tasks to be accomplished within two weeks of the post-award strategy session.

The Contractor shall provide the concept for the design and an outline of the course within 6 weeks after a contract award. The Contractor shall collaborate with the PO and an online education consultant to aid in the development of the course. The proposed course design should be engaging, provide effortless navigation and be intuitive. Moreover, the Contractor shall develop a learner-centric course that allows for self-regulated learning and provides a mechanism to measure and display the individual's progress in completing the course.

The Contractor shall integrate appropriate media tools to provide an effective learning environment, as well as consider providing alternative modes of viewing the content depending on the web capabilities the individual has available to him/her. The technology used should allow for the individual to have the opportunity to adjust the pace of the presentation (i.e. pause, rewind, review, correct, or repeat information, as well as enter, exit, and reenter the program without repetition.)

When developing the course, the Contractor shall take into account potential technology barriers that may impair the individual's ability to successfully complete the course. Issues relating to under-performing connections, bandwidth, download times, outdated browsers, alternative platforms and other major technological obstacles should be considered.

Quality design demands learning to be tested throughout the training cycle and offer remediation through feedback or reinforcement. Therefore, there should be multiple

opportunities throughout the course to assess the individual's performance. Individuals will be assessed through various forms of quizzes.

The Contractor shall develop a post-training evaluation around the achievements of course objectives and technical issues. The Contractor shall develop an automated system that provides a summary report which compiles the results of evaluations on a monthly basis.

The Contractor shall coordinate with the current HRSA Contractor responsible for the development and maintenance of the reviewer database in order to track and record the successful completion of the training course.

The Contractor shall be responsible for assessing the degree to which the web-based educational application is user-friendly. Parameters should be used to assess the courses' effectiveness in meeting the learning objectives and to judge the adequacy, usability, and robustness of this application. In conjunction with the PO, the Contractor will recruit "potential reviewers" to test the functionality and usability of this online course based on these set parameters. The Contractor shall develop a report that provides a description of the formative evaluation results, including a description of how the course should be changed (i.e. functionality, course design) in accordance with these results. Using both the PO's comments and the evaluation results, the Contractor shall refine and make any necessary revisions to the course prior to the submission of the final version of the product to HRSA.

The Contractor shall create an administrative side of the course in order to allow for HRSA's Office of Information Technology to easily edit and update the content of the course. In addition, this administrative section should include an online instrument for recordkeeping and analysis of various data elements collected (usage, scores, etc.)

The Contractor shall submit a minimum of one progress report semimonthly, which should include, but not be limited to, details of work completed, any problems encountered, steps taken to resolve them, and issues of concern. The Contractor shall submit monthly financial reports.

Once the course is finalized, hosting of this educational application will be transferred to HRSA. Prior to moving the application over to HRSA's servers, the Contractor shall ensure its compliance with all HHS/HRSA policies and standards described below.

### 3. HHS/HRSA POLICIES AND STANDARDS

All electronic information products are required to comply with Section 508 of the Rehabilitation Act as amended and all such products intended for posting on the World Wide Web shall comply with all the following HHS/HRSA policies and standards:

- **Hosting.** HRSA web sites must be hosted on agency servers except in very rare cases in which unusual security requirements or other special concerns favor hosting outside the agency. HRSA servers are Windows NT/IIS and support ASP.NET, and MS SQL 2000. The Contractor shall discuss specific architecture requirements with HRSA OIT prior to development.

- **Section 508.** The Contractor shall be familiar with Section 508 of the Rehabilitation Act and adhere to its application in this web-based project. All federal web sites must be compliant with Section 508 of the Rehabilitation Act of 1973, as amended, effective June 21, 2001 and thereafter. Federal web sites in this context include any and all sites owned or operated by the agency and/or developed and/or maintained with Federal funds. For more information, see [www.section508.gov](http://www.section508.gov).
- **Look and feel.** Web sites developed should reflect the HRSA look and feel. HRSA OIT will make available a Dreamweaver template that comprises the design elements and the footer links that must be included on all HRSA web pages.
- **Department Identity.** All web pages developed for HRSA shall identify HRSA, and its parent, the U.S. Department of Health and Human Services. The sponsoring HRSA program may also be identified, but no other corporate identity (e.g., logo, icon) is allowed.
- **External Links.** All links to non-U.S. Government web sites should be clearly identified with a disclaimer. Relevant information sources in the government space must be provided before commercial links are provided and the use of links to commercial sites must be minimal and justified.
- **Persistent Cookies.** All HRSA web sites are prohibited from using persistent cookies for any purpose.
- **Privacy and Security.** All HRSA web sites must disclose the use and disposition of any personal information collected.
- **Site organization.** HRSA recommends the use of best practice guidelines for web site usability as described at [www.usability.gov](http://www.usability.gov).

4. DELIVERIES OR PERFORMANCE

The items specified for delivery below are subject to the review and approval of the Project Officer before final acceptance. The contractor shall be required to make revisions deemed necessary by the project officer.

The contractor shall produce the following scheduled deliverables in the amount, and within the time frame indicated. Deliverables shall be submitted to: (TO BE COMPLETED AT TIME OF AWARD)

	<b>Deliverable Description</b>	<b>Timeline</b>
1.	Project Plan	3 weeks from effective date of award (EDOA)
2.	Design Concept and Content Outline of Online Training Course	6 weeks from EDOA
3.	Draft of Online Training Course Application	14 weeks from EDOA
4.	Report on Testing & Evaluation Results	17 weeks from EDOA
5.	Final Online Training Course Application	21 weeks from EDOA
6.	Progress Reports	1 <sup>st</sup> and 15 <sup>th</sup> day of each month

7.	Financial Reports	1 <sup>st</sup> of each month
----	-------------------	-------------------------------

## 5. Qualifications

The Contractor must have the following minimum qualifications:

- Demonstrated expertise and experience in developing interactive web-based educational courses.
- Demonstrated expertise and experience in integrating audio/visual technology into web applications.

## 6. Furnished Property

HRSA will provide all content and digital audio/visual components relevant to this award.

## 7. Period of Performance

The period of performance shall be for Six (6) months from the effective date of award.

## 8. Type of Contract

It is anticipated that a Firm Fixed-Price task order award will be made from this RFTOP.

## 9. General Instructions

1. Your attention is directed to the requirement for the submission of technical, and cost contained in #8, #9, and #10. of this RFTOP. Your proposal must be submitted in accordance with these instructions.
2. The proposal must be signed by an official authorized to bind your organization. An original and three (3) copies of your technical and business proposals and past performance information must be submitted with the RFTOP number.
3. The RFTOP must be prepared in two parts: a "Technical Proposal," and "Cost Proposal. Each of these parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of evaluation of the other. The technical proposal must not contain reference to cost; however, resource information such as data concerning labor hours and categories, materials, subcontracts, etc., must be contained in the technical proposal so that your understanding of the scope of work may be evaluated. It must disclose your technical approach in sufficient detail to provide a clear and concise presentation that includes, but is not limited, to the requirements of the technical proposal instructions.

You may, at your discretion, submit alternate proposals or proposals which deviate from the requirements; provided, that you also submit a proposal for performance of work as specified in the statement of work. These proposals may be considered if overall

performance would be improved or not compromised, and if they are in the best interest of the Government. Alternate proposals, or deviations from any requirement of this RFTOP, must be clearly identified.

This RFTOP does not commit the Government to pay any cost for the preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition.

#### 10. Technical Proposal Instructions

To facilitate the evaluation of the proposal, the offeror shall submit its materials in two separate physical entities: 1) the business proposal, and 2) the technical proposal. The technical proposal should provide unpriced detail of labor hours and other direct costs but shall not contain prices.

Proposals which merely offer to conduct a program in accordance with the requirements of the Government's Scope of Work will be considered non-responsive to this request and will not be eligible for award.

The technical proposal content shall include the following:

- A. Understanding and Approach (30 pts.)
  - a. The Contractor shall provide a clear, concise proposal describing, in detail, the proposed approach that demonstrates a clear understanding of the requirements and tasks of this project.
- B. Organizational Experience & Technical Competence of Contractor (35 pts.)
  - a. The Contractor shall demonstrate their experience and expertise in developing interactive web-based educational courses.
  - b. The Contractor shall demonstrate their experience and expertise in integrating audio/visual technology into web applications.
  - c. The proposal shall specify how the professional personnel employed under the contract will organizationally operate and summarize the relevant experience and skills of each of the individuals proposed for the project.
  - d. The proposal shall provide a brief description of no more than four projects demonstrating the Contractor's ability to develop a web-based educational course.
- C. Price (35 pts.)
  - a. Price will be an important evaluation factor. Proposed prices will be considered in determining the Contractor that represents the best value to the Government. The Contractor should submit a budget table reflective of the tasks.

#### 11. Cost Proposal Evaluation

The cost proposal must be prepared and submitted separately in the following format:

## 1. Cover Page

The Offeror shall provide the name of the organization, business address, title of the project, date proposal submitted, and RFTOP Task Order number on the cover page.

## 2. Table of Contents

Include in the table of contents sufficient detail so that all important elements of the proposal can be located readily.

## 3. Cost Proposal

The Offeror, at a minimum, must submit a cost proposal fully supported by documentation adequate to establish the reasonableness of the proposed amount of this RFTOP. The information must be in sufficient detail in order to allow for a complete cost analysis. The cost proposal shall provide information that is adequate to validate that the proposed costs are consistent with the technical proposal; provide information to support an analysis of material cost; and provide supporting information such as explanations or supporting rationale as needed to permit the Contracting Officer to evaluate proposed costs.

### 3.1. Direct Labor

Direct labor cost estimates shall be supported with breakdowns by the major functional areas, including the number of person-hours and applicable actual or average hourly rates. The Offeror must submit his/her proposed wages, salary rate schedules and plan for any additional compensation resulting from employee relations, profit sharing, pension or health and welfare benefits. Indicate whether current rates or escalated rates are used. If escalation is included, state the percent and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a midpoint rate for the period of performance. Salary increases that are anticipated during the performance of the resultant contract must be proposed.

State whether any additional direct labor (new hires) will be required during the period of performance. If so, indicate the number of positions to be filled, and the anticipated date of hire. Also, specify the month and day on which your fiscal year commences. The Offeror shall also state the hourly overtime premium rate to be paid for all direct labor proposed.

### 3.2. Other Direct Costs

Include in this category estimated costs for all other direct costs associated with providing the type of services to be acquired (e.g., consultants, transportation/travel, supplies and equipment, communications, etc.). A complete explanation of each element of cost detailing the rationale used in developing the estimate must be included. In order to evaluate all Offerors equally, the Government requests that

Offerors prepare cost proposals without consideration of any Government furnishings and supplies (including consumables) currently in their possession. Upon contract award, the Government will determine the disposition/usage of any Government furnishings and property.

### 3.3. Level of Effort

Estimates of the level of effort to carry out the work described herein are given below for key personnel and are exclusive of consultants. The Government presents this description for the base period of performance of the level of effort as an example of how to carry out the scope of work.

#### Key Personnel

#### Person Hours

Offerors are expected to make their own independent assessments of the resources needed to perform the stated tasks.

### 3.4. Administrative and Management Data

1. Commitments - The Offeror shall list commitments relating to the specified work or services and indicate whether these commitments will or will not interfere with the completion of work and services contemplated under this proposal.

2. Financial Capacity - The Offeror shall indicate if he has the necessary financial capacity, working capital and other resources to perform the contract without assistance from any outside source. (If not, indicate the amount required and the anticipated source.) The following information must be submitted:

a. The name, address, and telephone number of the Offeror's cognizant Government audit agency and a copy of its current agreement on indirect cost rates; and

b. A copy of the Offeror's most recent financial statements and all information deemed relevant to convincingly demonstrate its ability to perform the requirement from a financial point of view. Similar information is requested for any proposed subcontractors.

## 12. Evaluation Factors

OFFERORS ARE ADVISED THAT IN THE EVALUATION OF THESE PROPOSALS PARAMOUNT CONSIDERATION WILL BE GIVEN TO TECHNICAL ISSUES RATHER THAN COST OR PRICE.

<u>Evaluation Criteria</u>	<u>Weight</u>
Understanding and Approach	30
Organizational Experience & Technical Competence of Contractor	35
Price	35

13. Award Criteria

The technical proposal will receive paramount consideration in the selection of the Contractor for this acquisition. The Government reserves the right to make an award based on the best value for the Government, cost and other factors considered. The Government reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that your proposal be submitted initially on the most favorable terms.

The Government reserves the right to make a single award, multiple awards, or no award as a result of this RFTOP. In addition, the RFTOP may be amended if determined to be in the best interest of the Government.

