

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

RFTOP# 280

TITLE: Communication Support for the Cancer Biomedical Informatics Grid™
(caBIG™).

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts were awarded. This RFTOP includes tasks described in the contract as:

- Task 1: Communication Research
- Task 2: Media Analysis and Outreach
- Task 5: Outreach/Promotion
- Task 6: Press, Public Information, Marketing & Media Services
- Task 8: Product Development
- Task 9: Graphic Design

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name:	Sheryn N. Etti Contract Specialist
Proposal Address: [U.S. Mail]	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6114 Bethesda, MD 20892-7196
Proposal Address: [Hand Delivered]	Research Contract Branch, OM National Cancer Institute, Suite 600 6120 Executive Boulevard, MSC 7196 Bethesda, MD 20852
Billing Address	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6114 Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE: The award is anticipated on or about September 30, 2005, with an anticipated period of performance as follows: Base Year: September 30, 2005 to September 29, 2006 and Option Year 1: September 29, 2006 to May 6, 2007.

C. PRICING METHOD: Cost Plus Fixed Fee (Level of Effort), Incrementally funded.

D. PROPOSAL INSTRUCTIONS: Proposals **shall be submitted electronically** One (1) copy to ettis2@mail.nih.gov. Please enter in the subject line the following text, “RFTOP 280 Proposal from {insert your firm’s name}.” **Additionally, two paper copies (one original and one duplicate) shall be submitted to the address above.** A signed task order form will later be requested from the selected firm.

The narrative should

- Identify the key challenges of implementing this task order contract.
- Describe how you will address these challenges.
- Describe any special expertise you bring to this contract.
- Include a proposed timeline with key deadline dates, and a staffing plan, and resumes for all named staff.

Page length: The page limit for this procurement is 50 pages. That includes everything—even resumes and samples. Do not submit videos or audio tapes. We suggest developing a web-based sample box that we can review. If we want to see the finished product after looking at the web version, we’ll ask you for it. Samples provided in a web sample box will not count against the page limit.

Budget format: The budget should be included as an Excel spreadsheet. A budget narrative is strongly advised. Budgets, staff hours and ODCs for this Task Order Contract request should be organized around the deliverables described herein. Please sum all costs (labor and ODCs) by deliverable and in total. Any subcontract budgets should also be itemized and explained. *Additionally, for the “Optional Special Task” in tasks 2, 3, 5, 6 and Optional Task 10, a separate budget is required for each option.*

Proposed activities that go beyond the deliverables specified in this request for proposal and/or are in excess of the government’s estimated level of effort are permitted, but must be clearly designated as “options” in the technical proposal and must be presented on a separate “optional budget” spreadsheet.

ESTIMATED LEVEL OF EFFORT

It is anticipated that approximately 9,568 labor hours will be required to complete this contract during the base year. Please see additional information area for specific estimates of level of effort.

NOTE: The estimate is not intended to be restrictive for proposal purposes.

ADDITIONAL INFORMATION

The following is a sample Article, which outlines how the Level of Effort may be addressed in a resultant contract:

SAMPLE LEVEL OF EFFORT ARTICLE

- a. The Government's requirement for the work set forth in the Statement of Work of this solicitation is 15,950 direct labor hours. It is estimated that the labor hours are constituted as specified below and will be expended approximately as follows:

<u>Labor Category</u>	<u>Labor Hours Base Year</u>	<u>Labor Hours Option Period 1 [8 months]</u>	<u>Total</u>
Project Director	520	347	867
Communications evaluation expert	208	139	347
Sr. media relations expert	520	347	867
Sr. communications expert	1040	694	1,734
Sr. outreach expert	1040	694	1,734
Mid-level media relations	208	139	347
Mid-level communications	520	347	867
Mid-level outreach	2080	1,387	3,467
Mid-level communications technology (NOT Information technology)	312	208	520
Mid-level editorial and graphics	520	347	867
Junior level/support staff	2,600	1,734	4,334
Total	9,568	6,382	15,950

E. RESPONSE DUE DATE: September 6, 2005 at 2:30PM Eastern Prevaling Time (EPT)

F. TASK DESCRIPTION:

Background:

One of the most vexing, pervasive, and serious problems in biomedical research today can rightly be described as the “Tower of Babel” problem. Namely, most medical research teams cannot easily understand and integrate the various types of data they collect into a seamless information system that will allow them to ask and answer important questions about how a disease works, and what they can do to stop it. At present, the bottom line is that medical research data (i.e., information) are not being turned into knowledge and into solutions, as rapidly or effectively as they should be.

caBIG™—a cutting-edge biomedical information technology (IT) network—is helping solve this problem for the cancer community through an integrated solution. caBIG participants are developing data standards so that the data collected by all cancer researchers can be based on the same language. They are also developing data collection and data management tools that will allow laboratory and clinical researchers to integrate their own data more effectively, as well as to share data more easily with others. In addition, they are developing data analysis tools that will improve the speed and productivity of the basic cancer research and clinical trials being conducted in the cancer community across the country, and around the world.

As part of caBIG, NCI is also leading the Clinical Research Information Exchange (CRIX). CRIX is a collaboration among government, industry and academia to build a common electronic infrastructure to help speed and streamline interactions among those developing innovative biomedical therapies and those who oversee the drug development and approval process. CRIX will implement a standards-based regulatory data and document e-submission infrastructure for clinical research data exchange and regulatory submissions. NCI has also developed and is now pilot testing a lead component for CRIX. The pilot project, called FIREBIRD (Federal Investigator Registry of Biomedical Information Research Data), is testing an electronic Federal Investigator Registry at selected cancer centers across the U.S.

In short, these initiatives are developing a “fully interoperable” IT network that will strengthen the entire field of cancer research and link research to care more effectively. Indeed, caBIG™ will ultimately become the “worldwide web of cancer research” and is already beginning to link together individuals and institutions in ways that will allow them to more rapidly understand the causes of cancer, and develop better ways to prevent, detect early, and treat the disease. For more information, visit <http://cabig.nci.nih.gov/>.

caBIG™ is being developed under the leadership of the [National Cancer Institute's Center for Bioinformatics](#) (NCICB). The caBIG™ initiative was launched in February, 2004. To date, NCI and over 50 of its designated Cancer Centers have formed the first group of developers and adopters of caBIG™. In all, over 600 individuals from the Cancer Centers and 30 other organizations are collaborating on caBIG. As caBIG™ is an open-development, open-access process, other members of the cancer research community, and the private sector, are free and welcome to become involved at any time.

As the grid is further established over the next several years, the vision is to attract additional partners to the network from within the NCI and its grantees, other National Institutes of Health components, interested federal health agencies, industry groups, as

well as the broader biomedical research community. Some of these groups have already contributed ideas to the development of caBIG™ vision.

Ultimately, the hope is that caBIG™ will form into a large community of voluntary participants from national and international biomedical research fields, all of whom share a common commitment to the importance of open and shared bioinformatics tools, standards, infrastructure and data. If this occurs, it will have broad beneficial impact across the entire biomedical research and health care communities.

More information about caBIG™ can be found at <https://cabig.nci.nih.gov>.

III. Tasks/Statement of Work

Overview

The contractor shall support the on-going communication needs of NCICB, the large majority (but not all) of which will be related to caBIG™ and associated projects (e.g., Project Firebird and CRIX). For the purposes of this RFP, the term caBIG™ will be used to include CRIX. NCICB's communication efforts are currently planned and executed by a Working Group composed of NCICB staff, NCI Office of Communication and Operations Research Office staff, and the master support contractor for caBIG™ (Booz, Allen, Hamilton). In addition, the Steering Committee of the Public Affairs Network of NCI-Designated Cancer Centers plays an important communication liaison role between NCI and the cancer centers, their staff and stakeholders. The contractor will work in coordination with -- and as a member of -- this Working Group. The contractor shall not host or manage any Web sites but shall produce content for Web sites managed by other contractors.

In overview, this task order contract must successfully accomplish three broad goals:

- The first goal is to increase awareness, engagement, and collaboration among the members of the organizations (e.g., participating cancer centers) and communities (e.g., basic and clinical cancer researchers) that are involved in caBIG™. In any given cancer center currently involved in caBIG™, for example, there are perhaps several dozen bioinformaticians, clinicians and basic research scientists who are directly involved in the effort and fully apprized of its status. It is vital that they understand how they work together on both specific projects and within the broader caBIG™ initiative. Moreover, these people's colleagues--several hundreds or thousands of cancer researchers within their cancer center -- are currently far less knowledgeable about caBIG™ as a resource, and are therefore unlikely to be taking caBIG™ into consideration as they make and execute their research plans. A sub-goal is to increase understanding and collaboration among NCI staff currently involved in caBIG™ development.
- The second goal is to increase awareness and understanding of caBIG™ among organizations and communities that are not currently involved in the caBIG™ development effort and promote appropriate engagement in the initiative. The caBIG™ development effort has by design thus far involved only a broad cross-section of NCI and NCI-Designated Cancer Centers around the country. It is now

time to engage members of the larger cancer research and care community including non-profit organizations (e.g., American Cancer Society), bioinformatics application “vendors,” pharmaceutical, biotech and device companies, other government agencies, as well as perhaps the biomedical research community at large. Additional “partnership” roles are now being developed for these groups, ranging from specific technical collaboration to coordination on programs and policies.

- The third goal is to support the increasing awareness, understanding, coordination, collaboration, and, indeed, integration among diverse NCI components around caBIG. NCI programmatic activities as diverse as population science, imaging, and clinical trials management share a common need for interoperable infrastructure. According to Dr. Andrew von Eschenbach, the Director of the National Cancer Institute, nearly every facet of NCI’s strategic plan to eliminate suffering and death due to cancer is predicated on the revolutionizing potential of caBIG™. NCI leadership has determined that the caBIG infrastructure must be the foundation for enterprise-wide coordination.

ITEMS FROM NCI APPROPRIATE FOR TASK COMPLETION:

It is expected that the contractor’s work on this initiative will be conducted primarily from their own facilities. Should NCI determine that it is in the best interest of the initiative to have a member of the contract staff on-site at NCI full-time or part-time, NCI will provide appropriate facilities, equipment and supplies.

NCI will provide the contractor with all currently developed communication materials (e.g., the current caBIG Communication Plan (Attachment 1), preliminary plans for the Speaker’s Bureau and Recognition Program (Attachment 2), the Cancer Centers caBIG Communication Kit, Speakers Bureau information (Attachment 3); see caBIG website for details), drafts of materials currently in development, and timely access to all caBIG documentation as it becomes available.

NOTE: The Communication Plan, preliminary plans for the Speaker’s Bureau and Recognition Program and Cancer Centers caBIG Communication Kit, Speakers Bureau information are provided as attachments to this RFP.

NCI will take responsibility for ensuring that the contractor is invited to attend all relevant project meetings that may have relevance to the communication initiative (e.g., the Annual Meetings each spring).

*Some tasks are very specific, and both their scope and specific approach may be firmly established in advance. Offerors should clearly budget for these tasks. For other tasks, only the scope can be established in advance but creative and flexible approaches will have to be developed through discussions between the contractor and NCICB. Offerors should state their assumptions in budgeting for these tasks. In addition, NCI has identified optional tasks that may be required to expand or enhance some of the tasks specified below. **They are listed separately and Offerors should clearly separate their proposed budgets for these optional tasks.***

Specifically, the contractor shall:

Task 1: Develop and implement a 24 month communication outreach plan.

Building from the existing draft developed by NCI, the contractor shall develop a detailed Year 1 Communication Plan, and a preliminary Year 2 plan that indicates key continuing and any new activities they propose. The plan must clearly identify how communication activities will be used to make significant progress towards accomplishing each of the specific objectives listed above. The minimum components of the plan are spelled out as separate Tasks 2-6 to indicate the anticipated scope and, where known, the desired approach.

The communication plan should be written in a manner that identifies clear tasks, timelines, and performance metrics for each major component of the communication plan within a broad evaluation framework.

Deliverable Due Date: First draft: two weeks from date of award. NCI will provide feedback within 5 business days. Final draft: four weeks from date of award.

Task 2: Stakeholder Relationship Management

- Offerors should include at a minimum:
 - Development and maintenance of a fully searchable contact database that exports reports in a variety of formats and permits the publication (print and online) of materials listing participants by a variety of groupings. For budget purposes, offerors should assume a database of 2000 individuals. Contractor shall work with caBIG General Contractor to harmonize its database with the database maintained by that General Contractor.
 - Implementing a recognition program (preliminary plan provided in Appendix)
 - Facilitating personal or small group contacts between NCICB and caBIG leadership and/or senior Contractor staff and current and potential participants (e.g. series of scheduled telephone calls with note taking and summaries—budget for 10/month).
 - A series of small briefings or meetings with staff/divisions within NCI, with other NIH entities or NIH initiatives, and other new partners. For bidding purposes, offeror should estimate 12 per year of 12 people. Offeror shall provide scheduling and other logistical support and materials; space shall be provided by NCI or host organization. No on-site contractor participation shall be required.
 - Support for a Partners Program for organizations who are not actively engaged in caBIG development activities but who wish to maintain close communication and occasional collaboration with caBIG. For bidding purposes, offerors should assume limited communication activities for up to 50 organizations.
 - Offerors should suggest innovative approaches that are consistent with the highly advanced technical and scientific expertise of the caBIG stakeholders.
 - Offerors will obtain input from and coordinate with the caBIG General Contractor on this Task.

- **Optional Special Task.** Contractor shall provide for an additional stakeholder relationship management activity that represents a level of effort which is 15 percent of that budgeted for Task 2 (additional to Task 2 budget).

Deliverable Due Date: On-going from date of approved plan.

Task 3: Support for Outreach to Other Stakeholders

- Offers should include at a minimum:
 - Encouraging and supporting caBIG™ co-developers (in cancer centers) in conducting outreach to their colleagues through the maintenance of materials via online, downloadable channels;
 - Developing and maintaining an indexed inventory of powerpoint slides (online) for use by caBIG™ co-developers and others
 - Supporting a speakers bureau of caBIG participants (preliminary plan provided in Appendix)
 - Support for an exhibits and outreach program at 4 major meetings (the exhibit structure and payment for any registration costs shall be provided by NCI). The contractor shall maintain a list of potential meetings, work with NCI staff to determine specific meetings and additional outreach sessions required, work with NCI's Office of Communication exhibit program on any logistics, and provide a minimum of 1 staff for each meeting. For budget purposes, assume 1 local meeting, 1 in Boston, 1 in Chicago, and 1 in San Francisco, for a duration of 3 days each.
 - Support for special educational/training sessions at 4 major meetings (include cost of room rental for up to 50 people and rental of computer/projection equipment)
- **Optional Special Task:** Contractor shall provide for an additional stakeholder outreach activity that represents a level of effort which is 15 percent of that budgeted for Task 3 (additional to Task 3budget).

Deliverable Due Date: On-going from date of approved plan.

Task 4 Outreach to news media and trade press.

- Contractor shall maintain a list of individual contacts in key media and trade press and shall regularly contact them to promote coverage of caBIG™.
- Contractor shall write a variety of materials for use by diverse media/press, working closely with the NCI. The caBIG General Contractor shall provide background material on technical substance as needed. For budget purposes, Offerors should assume writing 12 articles in the base period and 6 in option year I.
- Working in coordination with the NCI Office of Communication, contractor shall support the NCI Public Affairs Network in caBIG™-related outreach efforts. Specific deliverables will be specified in Communication Plan.

Deliverable Due Date: On-going from date of approved plan.

Task 5: Outreach to key government agencies, professional associations, and trade associations.

At a minimum Contractor should provide for:

- A contact database of all actual or potential stakeholders. For budget purposes, offerors should assume 1000 individual entries.
 - A package of materials, messages, and other communications tailored to up to six different kinds of stakeholders. For budget purposes, offerors should assume a total of 1,000 packages consisting of 15 pages, of which 10 would be four-color.
- ***Optional Special Task:*** Contractor shall provide for an additional outreach activity that represent a level of effort which is 15 percent of that budgeted for Task 5 (additional to Task 5 budget).

Deliverable Due Date: On-going from date of approved plan.

Task 6: Develop messages, materials (including fully interactive multi-media for multiple platforms) for current activities and new caBIG sub-projects.

- At a minimum the offeror shall provide:
 - Development of key materials – e.g., brochure, web-content – to convey critical information about current caBIG™ activities to various audiences. For budget purposes, offerors should assume 300 pages of material in four color.
 - Development of materials for specific outreach activities. For budget purposes, offerors should assume a total of 250 pages of material in four color.
 - Monitoring of the caBIG Web site for opportunities to enhance communication and outreach activities, including currency. Note that the General Contractor will develop a significant proportion of the caBIG Website content that is related to the work of the participants and shall provide basic draft content and other substantive input for many of the print and Web materials. NOTE: Final production and hosting of technology-based communications shall be performed by other NCICB contractors.
 - Graphic designs, formats, and production-ready files for all materials in a consistent ‘look and feel,’ harmonizing with established NCI and NCICB graphics requirements.
 - NOTE REGARDING PRODUCTION OF PRINT MATERIALS: All texts produced for public distribution will be printed through the NCI Office of Communications. For budget purposes, offerors should assume responsibility for printing a total of 25 items of up to 4 pages each with 25 copies each, which would be used solely for specific meeting attendees.
- The offeror should also budget for up to 4 new sub-projects per year.
- ***Optional Special Task:*** Contractor shall provide for additional messages and materials development that represent a level of effort which is 15 percent of that budgeted for Task 6 (additional to Task 6 budget).

Deliverable Due Date: On-going from date of approved plan.

Task 7: Support for Publications

The Contractor shall provide editorial services, including but not limited to copy editing, 'heavy editing,' and editorial management for materials ranging from descriptions of programs and projects to White Papers addressing key issues. These services are designed to ensure a consistent, high level editorial standard. For budget purposes, offerors should assume 20 four-page documents and 3 twenty-five-page documents.

Task 8 Execute performance measurement.

The contractor will execute this component of the Communication Plan. The deliverables will be specified in the plan. Note again that the contractor will not be responsible for executing any surveys or other outcomes assessment activities, which will be conducted through other NCI mechanisms with pre-existing OMB clearance.

Deliverable Due Date: On-going from date of approved plan.

Task 9 Develop final Year 2 Communication Plan

Six months after approval of the initial 24 month plan, the contractor shall begin to flesh out the Year 2 plan. The contractor should expect to make two revisions to the plan, based on NCI feedback, prior to finalizing it.

OPTIONAL Task 10: Web content editorial support

The Contractor shall provide one FTE editorial and content management support for the Web activities for the NCICB; the caBIG Web site shall be a primary responsibility. The Contractor shall not provide Web design or development nor manage Web sites. Contractor shall ensure that the content on the Web sites meet the needs of a diverse audience in terms of substance, placement, presentation, timeliness, and overall communication effectiveness. Contractor shall be responsible for collecting, organizing, and editing key information needed for maintaining and upgrading the Web sites. Most of this information shall be received from NCICB, from the caBIG General Contractor, or from other caBIG entities. Contractor shall coordinate with NCICB technical staff and technical contractors who have responsibility for implementation and maintenance of the site.

Deliverable Due Date: Draft plan is due seven months after Year 1 plan is approved. NCI will provide feedback within 10 business days. Revised plan is due 9 months after Year 1 plan is approved. NCI will again provide feedback within 10 business days. Final plan is due 10 months after Year 2 plan is approved.

DELIVERABLES SUMMARY AND TIMELINE:

The following table outlines the reporting/deliverables due dates:

Task Description:	Due Date:	Deliverable:
Task 1. Develop 24 month Communication Plan	First draft is due two weeks after award; final draft is due 4 weeks after award.	Draft plan; final plan.
Task 2: Stakeholder Relationship Management	On-going, as specified in plan.	As specified in the plan.
Task 3: Outreach to other stakeholders	On-going, as specified in plan.	As specified in the plan.
Task 4. Outreach to news media and trade press.	On-going, as specified in plan.	As specified in the plan.
Task 5. Outreach to key government agencies, professional associations, and trade associations	On-going, as specified in plan.	As specified in the plan.
Task 6 Develop messages, materials (including fully interactive multi-media for multiple platforms) and outreach for current activities and new caBIG sub-projects.	On-going, as specified in the plan.	As specified in the plan.
Task 7. Support for Publications (editorial)	On going, as needed.	Per specific publication.
Task 8: Execute performance measurement and program evaluation	On-going, as specified in the plan.	As specified in the plan.
Task 9: Develop draft and final Year 2 Communication Plan	Draft plan is due seven months after 24 month plan is approved. Final plan is due 10 months after 24 month plan is approved.	Draft plan; final plan.
OPTIONAL Task10: Support for Web site	On going, as needed	Per specific task.
Report 1. Monthly Technical Report	10 calendar days after end of each month. Submitted electronically	Report on task activity and performance metrics
Report 2. Monthly Financial Report	25 calendar days after end of each month. Submitted electronically	Summary, break out, and supporting material for all charges.
Report 3. Annual Exhibit Plan	Base period: 45 days after award. Option period: 30 days after beginning of period. Submitted electronically.	List or proposed conferences and descriptions of specific activities, including special educational or promotional sessions.
Report 4. Final Report/ Evaluation Report	30 days prior to end of task order period.	Summary of accomplishments including performance metrics.
Close out items	End of task order period.	All data files, disks, media master copies, and electronic copies of all Web pages

G. EVALUATION FACTORS

The major evaluation factors for this solicitation include technical (which encompasses technical approach, key personnel qualification and organizational experience as outlined below) past performance (which encompasses the factors as outlined below) and cost/price factors. Although technical and past performance factors are of paramount consideration in the award of the contract, cost/price is also important to the overall contract award decision. All evaluation factors other than cost or price, when combined, are significantly more important than cost or price. *In any case, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.*

Technical factors are as follows:

Technical Approach

- Clearly demonstrate an understanding of the work and creativity in addressing challenges and opportunities, including the use of appropriately sophisticated communication technologies.
- Quality of project management plan, including thoroughness shown in planned execution of the tasks and allocation of personnel and resources

Key Personnel Qualifications

- Clearly demonstrate the currency, quality and depth of experience of individual personnel in similar work.
- Clearly demonstrate experience and expertise of proposed Project Director in the following areas: communication and outreach, supervising project staff, monitoring contract progress, and maintaining budget control.

Organizational Experience

- Clearly demonstrate that the organization and the key personnel can successfully complete this work.

Past Performance factors are as follows:

- Fully document the organization's history of successful completion of similar work, including staying on schedule and within budget, and effectiveness of cost control.
- Provide details about how the organization has demonstrated success in similar communication efforts and demonstrated ability to work collaboratively with multiple contractors
- Provide contact information for Project Officer(s) for each contract cited.

TO # PICS-280 TITLE: Communication Support for the Cancer Biomedical Informatics Grid™ (caBIG™).

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

Contractor:
Points of Contact:
Phone- Fax-
Address:

TOTAL ESTIMATED COST: Pricing Method CPFF-LOE
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

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

APPROVED: _____
FAX # Signature - Contracting Officer Date

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: _____
FAX-301-435-6101 Signature – Larry Manning , NIH-PICS Coordinator Date