

**INFORMATION AND COMMUNICATION  
SERVICES  
NIH - TASK ORDER**

RFTOP# 38 TITLE: NIMH Clinical Trials Information  
Development and Recruitment Strategy Support

**PART I - REQUEST FOR TASK ORDER 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, Room B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year from the date of award.  
Additional periods may be added by non-competitive modification, up to a total of  
five years.

C. PRICING METHOD: Cost Plus Fixed Fee

D.

1. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail.  
Please enter in the subject line the following text, "RFTOP# 38 – Proposal From  
(insert your firm's name)." A signed task order form (last page of the RFTOP)  
will be requested later. NIH envisions that proposals will be about 10-15 pages in  
length.
1. Clearly outline contractor's capability and experience in performing the NIMH  
work description by task.
2. Where possible, provide samples of:
  - a. Focus Group materials (Moderator's Guides, Questions, and Final Report)
  - b. Meeting summaries and reports Information for health professionals and  
the public, specifically on clinical trials (booklets, fact sheets, summaries)

E. RESPONSE DUE DATE: September 7, 2001, at 3:00 PM local time.

F. TASK DESCRIPTION:

**Background**

The National Institute of Mental Health (NIMH), a component of the National Institutes of Health (NIH), is the Federal agency whose mission is to reduce the burden of mental illness through research. The burden is staggering: a study published in 1996 by the World Health Organization, the World Bank, and Harvard University School of Public Health showed that four of the top ten causes of disability in developed countries worldwide are mental disorders. In the United States alone, an estimated 22.1 percent of individuals 18 and older suffer from a diagnosable mental disorder in a given year.

A key component of NIMH's effort to reduce the burden of mental disorders is to conduct clinical trials aimed at improving the understanding, diagnosis, treatment, and prevention of these illnesses. The recruitment and retention of study participants are essential to the success of these trials. Hence, both an overall communication strategy focused on NIMH-sponsored clinical trials that communicate the value and importance of clinical trials to the public, and specific sets of tactics to spread the word about individual trials are needed to maximize exposure to effective recruitment messages among target audiences.

### **Purpose**

The NIMH has created a Clinical Trials Communications and Recruitment Group (hereafter known as the NIMH Recruitment Group) to facilitate public understanding of and maximum enrollment of participants into the Institute's extramural and intramural clinical trials. The sooner NIMH researchers can enroll eligible participants and complete these clinical trials, the less it will cost the NIMH and the sooner there will be findings to help the millions of Americans suffering from mental disorders. See <http://www.nimh.nih.gov/studies/index.cfm> for a selected listing of the types of clinical trials being conducted and supported by NIMH.

It has become apparent that there are more recruitment needs and requests than can be handled in-house. To supplement the NIMH Recruitment Group's efforts, we are seeking the support of a contractor who has demonstrated experience in clinical trials promotion and recruitment. This contract will support the Institute by helping the NIMH Recruitment Group to develop, implement, and evaluate a strategic communications approach, including use of the Internet, to bolster clinical trials recruitment across the country and at the National Institutes of Health Clinical Center.

The Contractor must be capable of understanding and interpreting the mission, mandate, and vision of the NIMH. Under the direction of Associate Director for Information Dissemination and Communications Technology, the Contractor will work with the NIMH clinical trial staff, as well as grantees, contractors/subcontractors, study coordinators, recruitment coordinators, professional intramural program researchers, and community groups. The Contractor shall support the NIMH Recruitment Group in developing recruiting plans and strategies, providing assistance in the following activities:

**Task 1--Planning and Administrative Support (25% effort)**

- Assist the NIMH Recruitment Group in developing a comprehensive strategic plan for recruitment for NIMH clinical trials (intramural and extramural, including healthy volunteers), and in the assessment and customization of this plan for individual trials, as necessary.
- Organize, support, and accompany NIMH to on or off-site clinical trials meetings and special events. For NIMH-initiated meetings, this includes planning, recording, and reporting on the meeting content and recommendations.

**Task 2—Research (20% effort)**

- Conduct focus groups, interviews, and background research (including literature reviews) to inform the development of appropriately designed messages, informational materials, and recruitment strategies.
- Research and identify outlets and channels for increasing awareness of and participation in NIMH clinical trials.
- Test recruitment messages and materials with target audiences.
- Conduct test calls to trial sites to ensure that the phones are being answered, that correct and consistent information is communicated to potential participants, and assess readiness for increased call volume following special activities for increasing recruitment.

**Task 3—Evaluation (20% effort)**

- Evaluate the impact of the strategically designed recruitment messages, materials, and other activities on the rate of inquiries and enrollment into NIMH trials.
- Document all recruitment activities and efforts; prepare summaries, charts/graphs, and reports (which may include audiovisual reporting) on these activities and efforts, including data gathered in evaluations.
- Assist the NIMH Recruitment group in reviewing and evaluating recruitment plans for select trials.

**Task 4—Clinical Trials Information Development (35% effort)**

- Write and maintain “how to” resource materials for study coordinators and investigators to guide them in clinical trials recruitment activities.
- Provide assistance in writing, developing, updating, and maintaining information (for a variety of audiences) available on NIMH-sponsored intramural and extramural clinical trials, which would include: clinical trials summaries, general information, fact sheets, public service announcements, newsletter pieces, etc.

**G. EVALUATION FACTORS**

1. **25%** -- Demonstrated expertise in developing recruitment strategies for clinical trials, as well as experience in analyzing and evaluating efforts. Demonstrated understanding of the clinical research (single institution and multi-site operations) process and complexities.

2. **20%**-- Demonstrated expertise with promoting and supporting participation in clinical trials (government and/or industry). Demonstrated experience in communicating directly with community leaders, physicians, and potential participants, media and the general public to promote clinical trial information.
3. **20%**-- Demonstrated expertise in conducting background research, as well as focus groups and interviews with the public and health professional groups to support the formulation of targeted health information messages. Current expertise in use of the Internet and medical databases for researching and promoting health information.
4. **35%** -- Demonstrated expertise in writing/editing and developing informational materials about scientific clinical studies for diverse public and professional audiences. Demonstrated experience in writing, editing, and presenting other documents, such as focus group reports, activity reports, meeting summaries, planning documents, etc.
5. **Cost/Price**--While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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**PART II - CONTRACTOR'S REPLY:**

**TO # \_\_\_\_\_ CONTRACT #263-01-D-0\_\_\_\_\_**

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

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: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_

FAX #

Signature - Project Officer

Date

APPROVED: \_\_\_\_\_

FAX #

Signature - Contracting Officer

Date

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**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL  
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date