PERFORMANCE WORK STATEMENT

FOR

COMPREHENSIVE HEALTH COMMUNICATIONS AND IMPLEMENTATION PROGRAM

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C.1 GENERAL INFORMATION

C.1.1 INTRODUCTION

The SP (SP) shall provide all services, materials, supplies, supervision of SP employees, labor, and equipment, except that specified herein as Government-furnished, to provide a Comprehensive Health Communications and Implementation Program (CHCIP) for the Agency for Healthcare Research and Quality (AHRQ). The SP shall provide services in accordance with the terms, conditions, and specifications of this Contract. The SP shall assume total responsibility for all requirements stated herein on the commencement date of the period of full performance.

C.1.2 BACKGROUND

C.1.2.1 Mission Statement

The mission of AHRQ is to support research designed to improve the quality, safety, efficiency, and effectiveness of health care for all Americans. The research sponsored, conducted, and disseminated by AHRQ provides information that helps people make better decisions about health care.

C.1.2.2 Overall Organization

AHRQ is the lead Federal Agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. As one of twelve agencies within the Department of Health and Human Services (HHS), AHRQ supports health services research to improve the quality of health care and promote evidence-based decisionmaking. AHRQ's broad programs of research bring practical and science-based information to medical practitioners, consumers, health system leaders, purchasers, and policymakers.

The Agency is comprised of the Office of the Director and eight major functional components consisting of three Offices and five Centers. The Office of the Director directs the activities of the Agency to ensure that strategic objectives are achieved. The Office of Performance Accountability, Resources, and Technology directs and coordinates Agency-wide program planning and evaluation activities and administrative operations. The Office of Extramural Research, Education, and Priority Populations directs the scientific review process for grants and Small Business Innovation Research (SBIR) contracts; manages Agency research training programs; evaluates the scientific contribution of proposed and ongoing research, demonstrations, and evaluations; and supports and conducts health services research on priority populations. The Office of Communications and Knowledge Transfer (OCKT) designs, develops, implements, and manages programs for disseminating the results of Agency activities with the goal of changing audience behavior.

The Center for Outcomes and Evidence conducts and supports research and assessment of health care practices, technologies, processes, and systems. The Center for Primary Care, Prevention, and Clinical Partnerships expands the knowledge base for clinical providers and patients, and assures the translation of new knowledge and systems improvement into primary care practice. The Center for Delivery, Organization, and Markets provides a locus of leadership and expertise for advances in health care delivery, organization, and markets through research. The Center for Financing, Access, and Cost Trends (CFACT) conducts, supports, and manages studies on the cost and financing of health care, access to health care services, and other related trends. CFACT also

develops data to support policy and behavioral research and analyses. The Center for Quality Improvement and Patient Safety works to improve the quality and safety of the health care system to prevent medical errors, and supports research on the measurement and improvement of the quality of health care. Additional information can be found at www.ahrq.gov.

AHRQ has strategic goals that reflect the needs of its stakeholders and align with HHS strategic goals through 10 portfolios of work (see table below). In short, the AHRQ goals are to:

- Reduce the risk of harm from health care services by using evidence-based research to promote the delivery of the best possible care;

- Transform research into practice to achieve wider access of effective health care services and reduce unnecessary health care costs;

- Improve health care outcomes by encouraging providers, consumers, and patients to use evidence-based information to make informed treatment choices/decisions; and

- Develop efficient and responsive business processes.

	AHRQ STRATEGIC GOAL AREAS			
HHS STRATEGIC GOALS	**SAFETY/QUALITY** – Reduce the risk of harm from health care services by using evidence based research to promote the delivery of the best possible care.	**EFFICIENCY** – Transform research into practice to achieve wider access of effective health care services and reduce unnecessary health care costs.	**EFFECTIVENESS** – Improve health care outcomes by encouraging providers, consumers, and patients to use evidence-based information to make informed treatment choices/decisions.	**ORGANIZATIONAL EXCELLENCE** – Develop efficient and responsive business processes.
1. Reduce Major Threats to the Health and Well-Being of Americans.	X			
2. Enhance the Ability of the Nation's Public Health System to Effectively Respond to Bioterrorism and Other Public Health Challenges.	X		X	
3. Increase the Percentage of the Nation's Children and Adults Who Have Access to Regular Health Care and Expand Consumer Choices.		X		
4. Enhance the Capacity and Productivity of the Nation's Health Science Research Enterprise.		X	X	
5. Improve the Quality of Health Care Services.	X			
6. Improve the Economic and Social Well-Being of Individuals, Families, and Communities, Especially Those Most in Need.	X			
7. Improve the Stability and Health Development of Our Nation's Children and Youth.				
8. Achieve Excellence in Management Practices.				X
AHRQ PORTFOLIOS OF WORK				
System Capacity and Bioterrorism.	X	X	X	
Data Development.	X	X	X	
Care Management.	X	X	X	
Cost, Organization, and Socio-Economics.	X	X	X	
Health Information Technology.	X	X	X	
Long-Term Care.	X	X	X	
Pharmaceutical Outcomes.	X	X	X	
Prevention.	X	X	X	
Training.	X	X	X	
Quality/Safety of Patient Care.	X	X	X	
Organizational Support.				X

C.1.2.3 Stakeholders and Partners

C.1.2.3.1 AHRQ Stakeholders

- **Clinical decisionmakers:** The evidence developed through AHRQ-sponsored research and analysis helps clinicians, consumers, patients, and health care institutions make informed choices about what treatments work, for whom, when, and at what cost.

- **Health care system decisionmakers:** Health plan and delivery system administrators use the findings and tools developed through AHRQ-sponsored research to make choices on how to improve the health care system's ability to provide access and deliver high-quality, high-value care. Purchasers use the tools and products of AHRQ-sponsored research to improve the quality of their health care services.

- **Public policy decisionmakers:** Public policymakers use the information produced by AHRQ to expand their capability to monitor and evaluate changes in the health care system and to devise policies designed to improve its performance. Federal, State, and local policymakers, as well as private-sector policy advisory groups such as the Institute of Medicine (IOM), professional societies, patient advocacy groups, and health care associations, make decisions based on AHRQ information.

C.1.2.3.2 AHRQ Partners

In an attempt to better support its stakeholder and partner base, AHRQ has launched several partnerships. These partnerships cover the target audience groups as previously delineated in C.1.2.3.1 and a broad range of intermediaries, including health providers, health insurers, health services researchers, public health and emergency preparedness organizations and response teams, health information technology leaders, employers, educators, librarians, publishers, and interactive media producers.

C.1.3 GENERAL REQUIREMENTS

C.1.3.1 Lay-Out of Section C

C.1.3.1.1 Section C Contents

Section C of this document is structured as follows:

C.1: General Information

C.2: Acronyms and Definitions

C.3: Government-Furnished Property and Services

C.4: SP-Furnished Property and Services

C.5: CHCIP Requirements

C.6: Publications and Forms

Paragraphs in Section C.1 all begin with the number "1," paragraphs in Section C.2 all begin with the number "2," and the pattern continues for the other sections.

C.1.3.1.2 Technical Exhibits

Technical exhibits are used to provide supplementary information and may be referenced from any part of the Contract. Technical exhibits for Section C have a 3-digit number that

links them to a designated Performance Work Statement (PWS) Section; e.g., Technical Exhibit 1-002 is the second technical exhibit referenced from Section C.1.

C.1.3.1.3   Pagination

Pagination for all parts of Section C begins with the letter "C." Examples are C.1-10 or C.4-1. Technical exhibits will have a page number that looks like TE 5-002-2, which would designate the second page of Technical Exhibit 5-002 referenced from Section C.5 of this PWS.

C.1.3.2   Data

C.1.3.2.1   Data Definition

Data means all recorded non-technical information (e.g., administrative, financial, management) and all recorded technical information (e.g., formulas, statistics, measurements, evaluations) regardless of the form (e.g., records, reports, files, documents,   correspondence,   drawings, graphs, software, and other forms of documentation) or the media (e.g., paper, computer disks, audio/video disks, tapes, microfische, and other media) on which it may be recorded.

C.1.3.2.2   Data Preparation, Recording, and Storage

Unless otherwise specified in the Contract, the SP shall prepare, record, and store all data using generally accepted commercial standards (i.e., best practices). If not acceptable to the Government based on the intended use of the data, the Government reserves the right to require the SP to change the method of preparation, recording, and storage of data.

C.1.3.2.3   Creation and Maintenance of Files

The SP shall create and maintain files to generally accepted commercial standards (i.e., best practices). If not acceptable to the Government based on the intended use of the files, the Government reserves the right to require the SP to change the method of creation and maintenance of files.

C.1.3.2.4   Submittal of Data

The SP shall submit data as specified by the Contract Data Requirements List (CDRL) in this contract.   The CDRL entries applicable to Section C have a 3-digit number that links them to a designated Contract section; for example, CDRL entry 104R001 is the first CDRL referenced in Section C.1.4. A listing of all CDRLs is located in Technical Exhibit 1-002.

C.1.3.2.5   Access to Data

The SP shall make all data created, acquired, or used in the performance of this contract available for review by the Contracting Officer (CO) and other CO-authorized Government representatives.   Before releasing any SP data applicable to the performance of this contract to any entity (e.g., the SP's corporate or other off-site offices, other Government agencies or activities, other SPs, or private parties) other than those previously authorized by the CO to receive such data, the SP shall obtain the CO's approval or, as delegated by the CO, Project Officer's (PO) approval.

C.1.3.2.6   Marking Proprietary Data

The SP shall clearly mark all data deemed proprietary by the SP. However, the CO will make the final determination as to whether the data is proprietary or non-proprietary.

C.1.3.2.7   Data as Records

Unless otherwise determined by the CO, all data created, acquired, or used by the SP during the performance of this contract which is created by or for Government use and subsequently delivered to, or falling under the legal control of the Government, are considered to be Federal records. Federal records shall be managed in accordance with the records management legislation as codified at 44 United States Code (USC) Chapters 21, 29, 31, and 33, the FOIA Act (5 USC 552), and the Privacy Act (5 USC 552a), and shall be scheduled for deposition in accordance with 36 Code of Federal Regulations (CFR) 1228.

C.1.3.2.8   Destruction and Retirement

The SP shall not destroy or retire records, documents, or media created by or for the Government in the performance of this contract without prior written approval of the Designated Government Representative (DGR).   Records, documents, or media approved for destruction or retirement shall be destroyed or retired in accordance with the appropriate current National Archives and Records Administration (NARA) General Records Schedule for retention or disposal of the class of records, documents, or media per 36 CFR 1220.12 and 44 USC 3301.

C.1.3.2.9   Ownership of Data

All data created, acquired, or used in the performance of this contract, except the SP's internal business files, are Government property and shall be provided to the Government upon completion or termination of the work with no limiting provisions or expiration dates.

C.1.3.2.10   Ownership of CHCIP Materials

CHCIP materials submitted to the Government under this Contract, such as exhibits, publications, presentations, mailing lists, videos, promotional materials (electronic or otherwise), Web sites, and all other deliverables/outputs described in this Contract shall remain the property of the Government.

C.1.3.2.11   Freedom of Information Act and Privacy Act Programs

The SP shall comply with all aspects of the FOIA and Privacy Act programs. The SP shall not forward FOIA data or files to a requestor without approval of the CO or, if delegated by the CO, approval of the PO.

C.1.3.2.12   Workload Data

Projected CHCIP workload data is presented in Technical Exhibit 5-001. This workload data is based on historical and anticipated information, where available, or estimates of the workload.

C.1.4 MANAGEMENT AND ADMINISTRATION

C.1.4.1   Contracting Officer

The term CO, which is used throughout this document, refers to the only person with the authority to obligate Government funds and enter into, administer, and terminate contracts. The CO will designate specific technical representatives, henceforth designated as POs. The individual POs, Assistant Project Officers (APOs), and DGR at each location may delegate contract oversight and technical work approval authorities to specific Government personnel as approved by the CO.

C.1.4.2 Phase-In Period

C.1.4.2.1   Phase-In Plan

The SP shall develop comprehensive procedures for phasing in performance to the level prescribed, and within the time allowed under the terms of this Contract. The SP shall submit a Phase-In Plan for evaluation and approval by the Government as part of the proposal. Changes to the Phase-In Plan after award shall be submitted for evaluation by the PO and approval by the CO prior to any changes being implemented. (CDRL 104R001)

C.1.4.2.2   Phase-In Tasks

The period between the Contract award date and the start of the period of full performance will constitute the Phase-In period. During the Phase-In period, the SP shall partially perform and prepare itself to assume full responsibility by the end of the Phase-In period for all areas of operation in accordance with the terms and conditions of this Contract. The SP shall take all actions necessary for a smooth transition of the CHCIP operations.   This period will not exceed 6 months in duration.   During the Phase-In period, the SP shall, at a minimum:

- Establish a Program Management Office in the Washington, DC area;

- Recruit employees (including those covered under the Rights of First Refusal clause)

- Provide workforce management and supervision of SP personnel;

- Lease/acquire SP equipment, as necessary, to successfully perform the required tasks;

- Interface with the Government during Phase-In, to include meetings or status reports as considered necessary;

- Conduct and/or attend initial systems training, and perform indoctrination and orientation of new employees;

- Develop and disseminate SP operating instructions, procedures, and control directives;

- Participate in joint inventories for the transfer of Government-Furnished Property (GFP) and develop procedures to control GFP; and

- Establish and administer proposed subcontracts.

By the end of the third month of the Phase-In period, the SP shall assume responsibility for and be performing at least 50 percent of the tasks in the PWS, and by the end of the Phase-In period be fully staffed and assume full responsibility for and be performing the entire PWS effort.

C.1.4.3 Phase-Out Period

C.1.4.3.1   Phase-Out Plan

The SP shall also establish and implement plans for an orderly Phase-Out of the OCKT support services operations to a successor entity. The SP's Phase-Out procedures shall not disrupt or adversely impact the day-to-day conduct of Government business. The Phase-Out plan shall demonstrate how the SP will ensure a smooth and orderly transfer

of Contract responsibility to a successor and, at a minimum, shall fully describe how the SP will approach the following issues: retention of key personnel; turn-over of work-in-progress, inventories, and Government property (if applicable); removal of SP property (if applicable); data and information transfer; and any other actions required to ensure continuity of operations. The plan shall, at a minimum, state the SP's plans and procedures to perform:

- An inventory of Government-Furnished Equipment (GFE) by the incumbent and the Government before conduct of a joint inventory between the incumbent and the successor (if applicable);

- Reconciliation of all property accounts, requisitions, and work-in-progress;

- Turn-in of excess property;

- Clean-up of SP work areas;

- Training of the successor's personnel on Government-furnished software packages and automated systems used in the performance of this Contract, specialized equipment, and ongoing work that the successor would be required to complete; and

- Migration of any data in systems proprietary to the SP to a non-proprietary, manipulatible format approved by the DGR.

The plan shall be submitted to the CO for review and approval no later than 180 calendar days prior to predecessor Contract expiration date. After approval, the SP shall provide to the CO any proposed changes and revisions to the Phase-Out plan for review and approval prior to implementation. (CDRL 104R002)

C.1.4.4   Service Provider Administration

C.1.4.4.1   Responsiveness

The SP's Program Manager (or alternate) shall return all calls from the CO or PO in a time specified by the CO or PO.

C.1.4.4.2   Agency Interest

The SP's Program Manager (or alternate) shall personally contact the CO or PO concerning events or occurrences within the scope of this Contract which negatively affect satisfactory performance of this Contract. The more serious the event or occurrence, the more quickly the SP shall contact the CO or PO. In addition, the SP shall follow-up with a detailed written report within 2 workdays of the discovery of the events or occurrence. (CDRL 104R003)

C.1.4.4.3   Federal Holidays and Designated Days Off

All Government offices will be closed, except for minimum essential personnel required for in-house operations, during Federal holidays. Except as otherwise specified, the SP shall not schedule or conduct routine work that requires Government personnel to participate on Federal holidays. When such holidays fall on a Saturday, the preceding Friday will be considered the holiday. When such holidays fall on a Sunday, the succeeding Monday will be considered the holiday. The 10 Federal holidays per year are as follows:

Holiday	Date
New Years Day	1st day of January (or observed)
Martin Luther King, Jr. Birthday	3rd Monday of January
Presidents Day	3rd Monday of February
Memorial Day	Last Monday of May
Independence Day	4th day of July (or observed)
Labor Day	1st Monday of September
Columbus Day	2nd Monday of October
Veterans Day	11th day of November (or observed)
Thanksgiving Day	4th Thursday of November
Christmas Day	25th day of December (or observed)

When specified by higher authority, additional days (e.g., snow days, inaugurations, and emergencies) may be designated as days off for Federal personnel. The SP shall not schedule or conduct routine work that requires Government personnel to participate on such designated days off.

C.1.4.4.4 Hours of Operation

The SP shall render all CHCIP services described in Section C.5 between the hours of 8:30 AM to 5:00 PM local time, Monday through Friday, excluding Federal holidays and Federally designated off days. In addition, the SP shall have a minimum of at least two staff available between the hours of 8:00 AM and 8:30 AM and 5:00 PM and 6:30 PM, local time, to provide services as dictated by ongoing activities and/or to respond to immediate, unanticipated needs. The SP's Program Manager (or alternates) shall be available during the core hours of 8:30 AM to 5:00 PM local time, and the SP's Program Manager, or one or more of the alternates, shall be available whenever the SP is providing CHCIP services in the performance of this contract. The SP shall ensure adequate staffing during these hours. Work outside these hours may be required to meet the performance standards specified in the Performance Requirements Summary (PRS), provided in Technical Exhibit 1-001, and to perform functions such as event-related support.

C.1.4.5 Interfaces

C.1.4.5.1 Other Service Providers

Other SPs may be performing services in areas associated with the requirements of this Contract. Examples may include SPs who support the AHRQ Publications Clearinghouse and Information Technology Support Center, as well as those who perform custodial services, equipment maintenance/repair, or other Government-provided services. The Government will facilitate initial contact between the SP and other SPs. The SP shall provide all further required coordination with other SP personnel for any task specified in this Contract that relates to or impacts any other contracted work.

C.1.4.5.2   Disputes with Other Service Providers

The SP shall notify the PO in writing of disputes in receiving support from or providing support to other SPs. If the SP is not able to resolve the dispute with another SP, the issue shall be forwarded to the CO and PO for resolution. The SP shall provide written notice of dispute resolution(s) to the PO no later than 2 workdays after resolution.

C.1.4.6   Personnel

C.1.4.6.1   Management Employee Roster

No less than 10 workdays after the start of the Phase-In period and 10 workdays prior to the start of the period of full performance, the SP shall provide the PO with a roster listing all management employees and their job titles. The SP shall provide an updated roster to the PO no later than 10 workdays after changes occur. (CDRL 104R004)

C.1.4.6.2   Key Personnel Requirements

The SP shall submit resumes for key personnel in the Technical Proposal. Key personnel may not be replaced by the SP without the review of the PO and approval of the CO. Key personnel include the Program Manager and alternates.

C.1.4.6.2.1   Program Manager. The SP shall provide a Program Manager to conduct overall management coordination and serve as the central Point of Contact (POC) with the Government for overall performance of work under this Contract. This position shall be full-time and shall be located at the Government-provided AHRQ headquarters.

C.1.4.6.2.1.1   Duties. Duties shall include serving as the SP's principal POC with the CO and PO regarding all contract management matters, providing overall supervision and direction of all SP activities and personnel, ensuring the successful and timely performance of all contract tasks in accordance with Government requirements and standards and Section C of the contract, meeting with customers and partners of AHRQ to investigate and resolve difficulties and to explain procedures and requirements, and providing oral and written status reports to the PO.

C.1.4.6.2.1.2   Required Education and Experience. The Program Manager shall have professional experience in the integration of health services research, dissemination, and implementation for a diverse line of health services research findings. The Program Manager shall also hold an advanced clinical, technical, or other degree, at the Masters, Ph.D., or M.D. level, or the equivalent experience, with a minimum of 10 year's experience in managing a comprehensive program similar to CHCIP in research or a related field.

C.1.4.6.2.2   Alternate Program Manager. The SP shall designate an Alternate Program Manager during periods when the Program Manager is unavailable, such as vacation and sick leave periods. The alternate shall meet the education and experience requirements as specified above for the Program Manager.

C.1.4.6.3   Other Personnel Requirements

All personnel proposed by the SP shall have experience and be skilled in their proposed positions. All staff, at a minimum, shall have experience with or be knowledgeable of the AHRQ mission, research areas for which they are providing support, the history and current activities of the CHCIP, and software used.

C.1.4.6.4   Language Requirement

The SP shall employ persons able to read, write, and understand English fluently for those positions interacting with Government personnel in the performance of this Contract, and additionally where English is necessary to provide a service under this Contract. As required in Section C-5, the SP shall also employ persons with Spanish language capabilities who can translate English documents into Spanish, speak with Spanish language media, and facilitate focus groups in Spanish.

C.1.4.6.5   Residency Requirement

The SP shall only provide U.S. citizens or permanent legal resident citizens of the U.S. for performance of work under this Contract.

C.1.4.6.6   Training

C.1.4.6.6.1 Automated Systems and Procedural Training. The SP shall provide trained SP employees in the use of applicable commercial automated systems and procedures prior to the start of the period of full performance. See Technical Exhibit 3-004 for a list of current automated systems and software used for CHCIP support services. During the Phase-In period, one-time training for AHRQ proprietary, new, or upgraded automated systems will be provided by the Government for up to 10 SP personnel, who shall then train other SP employees. Training at Government expense will not be authorized for replacement of SP personnel. SP employees shall maintain current knowledge of the AHRQ services for which they are providing support and shall participate in any training required by AHRQ. Training for new and upgraded systems will be provided by the Government as necessary.

C.1.4.6.6.2 Annual Information Technology Security Awareness Training. All SP employees using Government-furnished computers shall complete Annual Information Technology (IT) Security Awareness training. The initial training shall be completed during the Phase-In period. This training will be provided by the Government.

C.1.4.6.7   Subcontractors

The SP shall enter subcontracting report data into the Government Electronic Subcontracting Reporting System (eSRS) Web site. Access to the eSRS Web site will be provided to the SP at time of contract award. If eSRS is not available, the SP shall submit the report in hard copy.

C.1.4.6.8   Conduct of Personnel

The SP shall be responsible for the performance and conduct of SP personnel at all times. Personnel employed by the SP in the performance of this Contract, or any representative of the SP entering AHRQ facilities, shall abide by established rules, policies, regulations, and procedures (e.g., smoking policies, general housekeeping requirements, safety requirements, and waste disposal requirements), and shall be subject to physical checks by the Government as may be deemed necessary. The SP personnel shall only conduct business covered by this Contract during periods paid for by the Government, and shall not conduct any other business (commercial or personal) on Government premises or using Government supplies, information, and equipment.

C.1.4.6.9   Removal

C.1.4.6.9.1   Personnel Removal. Government rules, regulations, laws, directives, and requirements that are in place or issued during the Contract term relating to law and order and security in the CHCIP locations shall be applicable to all SP employees, representatives, or subcontractor employees who enter Government-provided CHCIP locations or perform CHCIP functions. Violation of such rules, regulations, laws, directives, or requirements shall be grounds for removal (permanently or temporarily as the Government determines) from the work site. Such removal of employees does not relieve the SP from the requirement to perform Contract tasks in accordance with the specified performance standards.

C.1.4.6.9.2   Removal by the Contracting Officer. The CO may require the SP to remove from this contract any employee working under this Contract for reason of misconduct or security. SP personnel shall be subject to removal upon determination by the CO that such action is necessary in the interest of the Government.

C.1.4.6.10   Strikes

In accordance with Federal Acquisition Regulation (FAR) 52.222-1, Notice to the Government of Labor Disputes, the SP shall notify the Government of actual or potential labor disputes which may delay timely performance of this Contract.

C.1.5   SECURITY

C.1.5.1   Identification Badges

When performing work under this contract in Government facilities, SP personnel shall display AHRQ identification at all times in accordance with local protocol. Identification badges will be furnished by the Government.

C.1.5.2   Keys, Key Cards, and Security Codes

The Government will issue keys, key cards, or door codes to SP personnel as necessary for each facility. All keys and key cards will be issued to individual employees and are not transferable. The SP shall maintain records to ensure accountability of keys. The SP shall ensure that keys issued to the SP by the Government are not lost, misplaced, or used by unauthorized persons. The SP shall not duplicate Government keys unless authorized by the Government.

C.1.5.3   Termination of Service Provider Personnel

SP personnel shall return identification badges, keys, and key cards to the PO or DGR immediately upon termination of employment.

C.1.6 PERFORMANCE

C.1.6.1   Performance Standards

The SP shall ensure that all work meets the standards in the Performance Requirements Summary (PRS), Technical Exhibit 1-001.

C.1.6.2   Quality Control

The SP shall be responsible for the quality of products and services provided under this Contract in accordance with acceptable quality performance levels, to include those provided by subcontractors. The SP shall re-perform work that does not meet Contract requirements, unless otherwise directed by the PO. Re-performance of work shall not constitute an excusable cause to miss any timeliness standards or deadlines.

C.1.6.2.1   Service Provider Quality Control Plan

The SP shall develop and implement a proactive Quality Control Plan (QCP) that describes the internal staffing, procedures, and programs that the SP shall use to ensure that the services/products being provided are meeting the quality, quantity, timeliness, responsiveness, customer satisfaction, and other requirements of the PWS. The QCP shall describe how continuous quality improvement shall be attained, with an emphasis on deficiency prevention over deficiency detection. It shall contain procedures to ensure that unsatisfactory performance is not repeated and shall be addressed and corrected in a time period not to exceed 7 workdays. (This shall include steps for implementing changes resulting from deficiencies reported in Contract Discrepancy Reports [CDRs]). The initial QCP shall be submitted as part of the proposal. Any proposed changes to the QCP shall be submitted to the CO and PO for review and approval before implementation of these changes can occur. The CO will review any proposed changes and respond back to the SP with approval/rejection/comments no later than 5 workdays after receipt. See Technical Exhibit 1-003 for minimum requirements of the QCP. (CDRL 106R001)

C.1.6.2.2   Government Quality Assurance

C.1.6.2.2.1   Inspections by the Government.   The CO and Government Quality Assurance Evaluators (QAEs) will inspect for compliance with contract terms throughout the performance period.   Evaluation will be based on the SP's compliance with the requirements set forth in the PRS (Technical Exhibit 1-001).   The Government will monitor the SP's performance under this Contract by performing checks as contained in the Quality Assurance Surveillance Plan (QASP).   Typical procedures include random sampling, planned sampling, incidental inspections, customer satisfaction surveys, and validated customer complaints.

C.1.6.2.2.2   Contract Discrepancy Reports. The Government will record surveillance inspections and issue a CDR when the SP's performance is unsatisfactory in accordance with the PRS.   The SP shall reply in writing to the PO within 5 workdays from the date the CDR was received, giving the reasons for the unsatisfactory performance, corrective action taken, and procedures to preclude recurrence. (CDRL 106R002)

C.1.6.2.2.3   Participation in Government Quality Assurance. The SP shall participate in the Government's quality assurance program. Participation may include:

- Providing access to specific databases, logs, etc.;

- Providing complete listings of various tasks performed in the last month, quarter, etc. (e.g., listing of all requests processed);

- Providing needed documentation for items randomly selected by the Government (i.e., specific requests); and

- Responding to Government questions and initial judgments concerning specific items.

C.1.6.2.2.4 Performance Evaluation Meetings. The SP's Program Manager shall meet with the PO and Government QAEs to review Contract performance monthly. These meetings will be held in Rockville, MD. Performance evaluation meeting topics shall include review and analyses of key process indicators, analyses of process deficiencies, problem discussion and resolution, and reinforcement of quality and timely performance of Contract requirements. At these meetings, the Government and the SP will discuss the SP's performance as viewed by the Government and any problems being experienced. The SP shall take appropriate actions to resolve outstanding issues. The SP shall take minutes during performance evaluation meetings, and shall provide a copy to the PO within 2 workdays. (CDRL 106R003)

C.1.7 COMPLIANCE

The SP shall comply with all applicable Federal, State, and local laws and regulations while engaged in the performance of this Contract.

C.1.7.1 Copyright and Permissions

When delivering any materials in print or electronic formats to the Government, customers, and/or partners, the SP shall provide products that conform with the provisions of Title 17 of the U. S. Code. (Also see specific instructions in Technical Exhibit 5-012: *AHRQ Publishing and Communications Guidelines*, referenced in Section C-5.)

C.1.7.2 Section 508 Compliance for Electronic and Information Technology

When delivering any electronic information or other electronic and IT products to the Government, customers, and/or partners, the SP shall provide products that conform with provisions from Subpart B of Section 508 of the Rehabilitation Act of 1973, as amended in 1998. (Also see specific instructions in Technical Exhibit 5-012: *AHRQ Publishing and Communications Guidelines*, referenced in Section C-5.)

C.1.7.3 IT Security

The SP shall ensure that IT equipment is operated in accordance with the AHRQ Local Area Network (LAN), WAN, and Network Connectivity Policy, AHRQ Workstation and Personal Computer Policy, AHRQ IT Security Policy, AHRQ Rules of Behavior Policy, AHRQ Acceptable Use Policy, AHRQ Privacy Policy, and AHRQ Communications Security Policy.

C.1.7.4 Safety Inspections

The SP shall comply with Federal, Occupational Safety and Health Administration (OSHA), and local safety regulations and standards. In addition, the SP shall inspect and survey SP work areas for potential safety hazards. Safety discrepancies that are caused by the Government will be corrected by the Government. Safety discrepancies that are caused by the SP shall be corrected by the SP. The SP shall provide a copy of the inspection report to the PO quarterly. (CDRL 107R001)

C.1.7.5 Conservation of Utilities and Resources

The SP shall participate in Government utility conservation and abide by building policies regarding resource recycling programs. The SP shall instruct all SP personnel in energy and resource conservation practices and require them to operate utilities under conditions that preclude wasteful use of energy. Current recycling programs may include cans, paper, and printer ink cartridges.

C.1.7.6 Accident Reporting

The SP shall comply with accident reporting requirements in accordance with OSHA, AHRQ, and other regulatory agency policies for all accidents in the course of SP work resulting in death, trauma, occupational disease, property damage, or environmental damage. The SP shall comply with all workers' compensation forms, notices, and reporting requirements of the jurisdiction in which the work is located. Whenever an accident involving personal injury occurs, the SP shall provide a written report that delineates all aspects of the accident and personal injury to the PO within 24 hours of the accident's occurrence. (CDRL 107R002)

C.2 ACRONYMS AND DEFINITIONS

C.2.1 GENERAL

As used throughout this Contract, the following acronyms and definitions shall have the meaning set forth below.

C.2.2 ACRONYMS

Acronyms shown in the table below are those stated throughout this Contract, and do not necessarily reflect all CHCIP-related acronyms.

Acronym	Complete Name
AHRQ	Agency for Healthcare Research and Quality
ANR	Audio News Releases
AP	Associated Press
APO	Assistant Project Officer
AQL	Acceptable Quality Level
ASCI	American Customer Satisfaction Index
A/V	Audio/Visual
AVI	Audio Video Interleave
CDC	Centers for Disease Control and Prevention
CDR	Contract Discrepancy Report
CDRL	Contract Data Requirements Lists
CFACT	Center for Financing, Access and Cost Trends
CFR	Code of Federal Regulations
CHCIP	Comprehensive Health Communications and Implementation Program
CLIN	Contract Line Item Number
CMS	Centers for Medicare and Medicaid Services
CO	Contracting Officer
COB	Close of Business
COOP	Continuity of Operations Plan
COTS	Commercial Off The Shelf
CRM	Customer Relationship Management
DGR	Designated Government Representative
DPA	Division of Public Affairs
DPEP	Division of Print and Electronic Publishing
DULRT	Division of User Liaison and Research Translation
DVCAM	Digital Video Camera
EN	Electronic Newsletter
EPC	Evidence-based Practice Center
EPR	Evidence-based Practice Report
eSRS	Electronic Subcontracting Reporting System
FAQ	Frequently Asked Questions
FAR	Federal Acquisition Regulation
FDA	Food and Drug Administration
FOIA	Freedom of Information Act
FTE	Full-Time Equivalents

Acronym	Complete Name
FTP	File Transfer Protocol
FY	Fiscal Year
GFE	Government-Furnished Equipment
GFF	Government-Furnished Facilities
GFP	Government-Furnished Property
GPO	Government Printing Office
GPRA	Government Performance and Results Act
HHS	Department of Health and Human Services
HTML	Hyper Text Markup Language
IA	Information Architecture
IOM	Institute of Medicine
IPR	In-Process Briefing
IRC	Information Resources Center
ISBN	International Standard Book Number
ISSN	International Standard Serial Number
IT	Information Technology
ITSC	Information Technology Service Center
KT	Knowledge Translation
LAN	Local Area Network
LOC	Library of Congress
LTC	Long-Term Care
MEO	Most Efficient Organization
MS	Manuscript
NAC	National Advisory Council
NARA	National Archives and Records Administration
NLM	National Library of Medicine
NTIS	National Technical Information Service
OCKT	Office of Communications and Knowledge Transfer
ODC	Other Direct Cost
OMB	Office of Management and Budget
OSHA	Occupational Safety and Health Administration
PBCH	AHRQ Publications Clearinghouse
PID	Project Initiation Document
PO	Project Officer
POC	Point of Contact
PRS	Performance Requirements Summary
PSA	Public Service Announcement
PSC	Parklawn Service Center
PSEN	Patient Safety Electronic Newsletter
PWS	Performance Work Statement
QA	Quality Assurance
QAE	Quality Assurance Evaluator
QASP	Quality Assurance Surveillance Plan
QC	Quality Control
QCP	Quality Control Plan
RFP	Request for Proposals
RGO	Residual Government Organization
SBIR	Small Business Innovation Research

Acronym	Complete Name
SC	Service Center
SDI	Selective Dissemination of Information
SF	Standard Form
SOP	Standard Operating Procedures
SOW	Statement of Work
SP	Service Provider
TRIP	Translation of Research Into Practice Program
URL	Universal Resource Locator
VNR	Video News Release

C.2.3 DEFINITIONS

Definitions listed below are for CHCIP-related terminology used throughout this Contract.

Term	Definition
Acceptable Quality (AQL)	Represents the minimum percent acceptable (on-time or correct) for purposes of a sampling inspection.
Contract	A mutually binding legal relationship obligating the seller to furnish the supplies or services (including construction) and the buyer to pay for them. It includes all types of commitments that obligate the Government to an expenditure of funds and that, except as otherwise authorized, are in writing. In addition to bilateral instruments, contracts include awards and notices of awards; job orders or task letters issued under basic ordering agreements; let contracts; orders, such as purchase orders, under which the contract becomes effective by written acceptance or performance; and bilateral modifications. Contracts do not include grants and cooperative agreements covered by 31 United States Code (USC) 6301 et seq. A contract may be initiated through use of a contract award, letter of obligation, or a fee-for-service agreement.
Contract Discrepancy Report (CDR)	A report notifying a SP that his performance does not comply with the standards in the PWS.
Contracting Officer (CO)	An agent of the Government with the authority to enter into, administer, and terminate contracts and make related determinations and findings. Only the PO can enter into a contract and modification agreement binding on the Government.
Customer	An entity external or internal to AHRQ who procures AHRQ products and/or services. See also requestor.
Design	Using principles of composition, color, and art theory to create high quality graphic images and layouts that convey specific Agency messages.

Term	Definition
Designated Government Representative (DGR)	Government employee responsible for interacting with the SP primarily involving the review of technical documentation and information to ensure compliance to contractual requirements. The DGR has no authority to approve contractual changes.
Government-Furnished Property (GFP)	Facilities, equipment, and supplies in the possession of the Government or acquired by the Government and subsequently made available to the SP for performance of work under this Contract.
Impact Case Study	Relatively short reports describing AHRQ research or products in current use in real-life situations by States, health plans, clinical associations and groups, etc.
Inspect	To examine thoroughly; to view closely in critical appraisal.
Performance Work Statement (PWS)	The document that describes the work to be performed, including results or outputs and required performance standards. The PWS is the basis for the resulting solicitation and the Government's proposal for performing the required work.
Performance Requirements Summary (PRS)	A summary chart that identifies the required services of the Contract that will be evaluated by the Government to ensure that the SP meets Contract performance standards. See Technical Exhibit 1-001.
Performance Standard	The results-oriented measure that describes the level of performance expected for a particular job element. It prescribes what the SP is expected to produce in such dimensions as quality and timeliness.
Phase-In Period	The period between Contract award and the beginning of the period of full performance.
Points of Intersection	Specific activities or programs in which elements of each program or activity meet.
Portfolio Leads	Within AHRQ, the appointed leader in each of 10 key areas of research emphasis, called portfolios of work (see table in Section 1.2.2)
Program Manager	The SP representative who acts as the Point of Contact (POC) with the Government and coordinates contract management with the authority and responsibility to commit and make decisions on behalf of the SP. The Program Manager is responsible for the SP's work at all CHCIP locations.
Program Staff	Staff within each Office or Center in the AHRQ—generally excludes Office and Center Directors.
Project Officer	The individual appointed by the Contracting Officer (CO) to act as the authorized Government representative and to monitor overall SP performance. In addition to the primary PO, Assistant Project Officers (APOs) may also be used. Neither the PO nor APO have authority to approve contractual changes.

Term	Definition
Quality Assurance (QA)	Functions, including inspection, performed to determine whether a SP has fulfilled the contract obligations pertaining to quality and quantity. QA is performed by the Government.
Quality Assurance Evaluator (QAE)	An individual responsible for quality assurance surveillance and evaluation of the work performed under the PWS. QAEs are not SP employees.
Quality Assurance Surveillance Plan (QASP)	A document used by the Government for quality assurance. The QASP is used to ensure that the performance of the SP meets the requirements of the PWS.
Quality Control (QC)	The process used by the SP to ensure that its performance meets the requirements specified in the PWS, to including meeting all performance standards.
Quality Control Program	The SP's system to control services so that they meet the requirements of the Contract.
Releasing Events	Any event, such as a press conference, meeting, press release, public forum, etc., that is a mechanism or venue through which to announce the availability of information that is the direct result of AHRQ research. Releasing events may well be coordinated with other HHS components and/or stakeholders and partners.
Requestor	An entity internal to AHRQ who is authorized to request work from the CHCIP.
Service Provider	An entity, public or private, providing the services specified by the Government and described in this solicitation or in the subsequent award document administered by the Government.
SP Personnel	The term "SP personnel" as used herein refers to employees of both the prime SP and any subcontractors.
Shall	Indicates a mandatory, contractual requirement on the SP. Whenever the word "shall" is used, the term "the SP" is understood, whether or not explicitly stated. (Used in phrases such as "shall perform" and "shall repair.")
Standard	An acknowledged measure of comparison.
Surveillance	The process of monitoring SP performance, either by direct evaluation, observation, or other information sources.
Syntheses	Any product or activity that processes or provides a forum to process a body of information in a cogent analysis of the information and helps to draw inferences, identify gaps, or propose future direction of research, implementation, or other activities.
Technical Exhibit	A part of the PWS that provides supplementary information. Technical exhibits can be in the form of text, tables, graphs, or maps.
Will	Indicates the intent of the Government to perform an action. Whenever the word "will" is used, the term "the Government" is understood, whether or not explicitly stated. (Used in phrases such as "will provide" and "will be provided.")

Term	Definition
Workday	Throughout this document, workday is defined as Monday through Friday, except Federal holidays.

C.3 GOVERNMENT-FURNISHED PROPERTY AND SERVICES

C.3.1 GENERAL

The Government will furnish or make available to the SP the facilities, utilities, equipment, supplies, and services described in this Section as GFP if the SP performs the CHCIP services at the Government-provided sites in accordance with FAR Subpart 45.3 and 45.5. GFP consists of Government-Furnished Facilities (GFF), Government-Furnished Equipment (GFE), and Government-Furnished supplies, utilities, and services that are made available by the Government or other Government SPs for the SP's use in the performance of Contract requirements. The SP shall not use GFP for any other purpose than execution of work under this Contract.

If the SP proposes alternate work sites, the Government will not provide any property or services unless otherwise specified herein. The Government will also not relocate property from one GFF building to another. The SP shall not propose alternate work sites for any tasks identified for on-site performance.

Note that the Government will supply the services of the AHRQ Publications Clearinghouse contract (Technical Exhibit 3-001: Statement of Work for AHRQ Publications Clearinghouse). Current/existing contracts for CHCIP-related services will be terminated, renegotiated, and/or allowed to expire no later than the end of the Phase-In period.

C.3.2 GOVERNMENT-FURNISHED FACILITIES

The Government will provide or make available to the SP facilities or space as specified in Technical Exhibit 3-002: Government-Furnished Facilities. Some facilities and spaces may be occupied jointly with the Government.

The SP shall occupy GFF in accordance with local AHRQ facility management policies and procedures. These policies and procedures will be provided after Contract award. The SP shall maintain Government-furnished workspaces to the same standards as similar areas occupied by the Government. The Government will provide maintenance and repair associated with normal wear and tear of Government-furnished spaces.

Upon termination of this Contract, the facilities the SP occupied shall be returned to the Government in the same or better condition as received, except for reasonable wear. The initial condition of these facilities shall be established during the initial inventory.

C.3.2.1   Facilities Maintenance, Repair, and Alteration

C.3.2.1.1   Maintenance and Repair of GFF

The Government will provide maintenance and repair of GFF. This shall include painting; lighting and other electrical maintenance and repair; heating, ventilation, and air conditioning maintenance and repair; and other facility maintenance and repair services. The SP shall submit a request for maintenance and repair services to the DGR. In an emergency, the SP shall immediately notify the CO by telephone of the need for emergency maintenance or repair of GFF.

The SP shall be liable for the cost of any repairs caused by the SP's negligence.

C.3.2.1.2   Alteration

The SP shall not alter the space except with written permission from the DGR and CO. Any such alterations or improvements become the property of the Government; however,

the CO may require the SP to remove or dismantle such alterations or improvements and restore the facilities to their original condition upon expiration or termination of the Contract. This dismantling and restoration shall be performed at the SP's expense.

C.3.2.2   Access

C.3.2.2.1   Service Provider Access to Other Facilities

The Government will provide for SP access to local facilities or space not assigned to the CHCIP such as the Parklawn Building, HHS headquarters located in Washington, DC, dining rooms, break areas, training and conference rooms, and areas where equipment is co-located.

C.3.2.2.2   Service Provider Access to Parking

The cost of monthly parking for all SP staff who are required to work on-site may be an allowable expense.

C.3.2.2.3   Government Access to GFF

The SP shall permit visits by authorized Government personnel to SP-occupied facilities. Government personnel may perform unscheduled official business visits to any facility or work area at any time. The Government will adhere to any policies or procedures mandated at SP-occupied facilities.

C.3.2.2.4   Government Access to Service Provider Facilities

The SP shall permit visits by authorized Government personnel to SP facilities. Government personnel may, at any time, perform unscheduled official business visits to any SP facility or work area where CHCIP-related work is being performed.

C.3.3 GOVERNMENT-FURNISHED EQUIPMENT

C.3.3.1   General

As necessary to accomplish the work or services required to be performed on-site as described in this Contract, the Government will provide standard office equipment (e.g., printers, facsimile machines, copiers, shredders, computers, telephones) as GFE to the SP. The GFE provided may be jointly shared with Federal employees and other SPs collocated in the same GFF. In the event of conflicts with regard to access to standard office equipment that cannot be satisfactorily resolved by the SP, the matter shall be referred to the CO for resolution. See Technical Exhibit 3-003: Government-Furnished Equipment for GFE information.

C.3.3.1.1   Work Stations

The Government will provide up to 55 workstations, including a telephone and a personal computer, for each SP employee that the PO, in consultation with the Project Manager, determines is needed on-site.

C.3.3.1.2   Access to Automated Systems and Software

The Government will provide access to the AHRQ electronic mail system. In addition, the Government will provide access to automated systems and software (e.g., MS Office 2003, Adobe 7.0 Professional, and TMS for Windows 98). See Technical Exhibit 3-004: Automated Systems and Software for a list of systems and software. Software and system updates will be provided and installed by the Government according to the

Government's use and schedule. The SP shall use the automated systems and software for "official business" only.

C.3.3.2   Maintenance and Repair of GFE

The Government will provide all maintenance and repair of GFE. The SP shall coordinate through the DGR for all equipment maintenance and repairs for GFE. In an emergency, the SP shall immediately notify the CO by telephone of the need for emergency maintenance or repair of GFE.

The SP shall be liable for the cost of any repairs caused by the SP's negligence.

C.3.3.3   Replacement of GFE

If the SP determines that the useful life of GFE has expired or that the equipment is beyond economical repair, the SP shall notify the DGR in writing. The DGR will review the request and make a final determination, and the Government at its option may elect to replace the equipment. The SP shall coordinate with the DGR for replacement of GFE to ensure that adequate quantities of equipment are available for uninterrupted accomplishment of the work and services specified in this Contract.

The SP shall replace, at no expense to the Government, GFE that is damaged beyond economical repair due to SP misuse or negligence, as determined by the CO. Replaced equipment title will be vested in the Government.

C.3.3.4   Moving of GFE

The SP shall not move GFE within GFF buildings without prior written approval of the DGR. Approved moves will be ordered by the Government using an approved moving contractor where applicable. Moving costs, if any, shall be paid by the SP.

C.3.3.5   Return of GFE

At the completion of the Contract, the SP shall return all GFE equal in type, kind, quality, and quantity of items as originally furnished by the Government and accepted by the SP (excluding those items of equipment turned over to the Government for disposal during the course of performing the Contract). At Contract termination, the SP shall also return all equipment for which title was vested in the Government. Such property shall be in the same or better condition as when originally furnished, except for normal wear and tear.

C.3.4 GOVERNMENT-FURNISHED SUPPLIES

The Government will furnish common office supplies (e.g., paper, pens, pencils, paper clips, staples, marking pens, notepads, and disks) used to accomplish the requirements delineated in this PWS for on-site personnel only. If the SP elects to acquire common office or audio/video supplies from other than the Government, the cost of such supplies shall be the sole responsibility of the SP. The SP shall be responsible for submitting timely requests to the Government for supplies in order to maintain an adequate stock. (SP-provided supply requirements are identified in Section C-4.)

C.3.5 INVENTORIES

C.3.5.1   Initial Inventory

Within 15 workdays prior to the start date of the period of full performance, a 100 percent inventory shall be conducted by the SP. The inventory of all on-site facilities, equipment, and material to be made available to the SP will be conducted jointly with the Government. The SP shall be responsible for providing its own off-site facilities/equipment/material, at its own cost, to ensure contractual requirements are satisfied. Condition, serviceability, and value of GFE will be jointly decided between the Government and the SP. Items not desired for use by the SP shall be identified on the joint inventory and shall be staged by the SP at a location indicated by the PO. The SP shall prepare and certify a detailed final computer-generated inventory (jointly approved by the Government and the SP) and shall maintain the inventory of GFF and GFE in a current status during the performance period. The SP shall provide one electronic copy of the joint inventory to the PO by the start date of the period of full performance. (CDRL 305R001)

C.3.5.2   Periodic Inventory

No later than 15 workdays before the end of each performance period, a joint inventory and inspection of all GFF and GFE provided to the SP shall be conducted. The SP shall submit to the PO an electronic copy of the updated inventory within 5 workdays after inventory completion. (CDRL 305R002)

C.3.5.3   Final Inventory

No later than 30 calendar days prior to the completion of the term of this contract, the SP and Government shall conduct a joint final inventory of all GFF and GFE. The SP shall submit to the PO an electronic copy of the final inventory within 5 workdays after inventory completion. (CDRL 305R003)

C.3.6 GOVERNMENT-FURNISHED SERVICES

C.3.6.1   Utilities

The Government will furnish utility services as currently installed in GFF, such as telephone lines (local and long distance), electricity, water, sewage, and seasonal heat and air conditioning. The SP shall use utilities effectively and efficiently to conserve energy and financial resources. The SP shall not make any changes to utilities in Government-provided spaces, unless approved by the DGR.

C.3.6.2   Administrative and Secretarial Services

The Government will provide the SP with administrative and secretarial support services up to a maximum of three personnel at 1,776 hours each per year, as assigned by the PO and based on mutually agreed upon SP administrative and secretarial requirements.

C.3.6.3   Visual and Graphic Arts Services

The Government will provide the SP with visual and graphic arts services up to a maximum of two personnel at 1,776 hours each per year, as assigned by the PO and based on mutually agreed upon SP visual and graphic arts requirements.

C.3.6.4   Custodial Services

The Government will provide custodial services at GFF, such as cleaning and vacuuming floors, cleaning bathrooms, and removing trash.

C.3.6.5   Emergency Medical Service

Medical services for the SP's personnel are the responsibility of the SP. However, if available, the Government will provide emergency medical services for injuries incurred while an employee is performing under the Contract. The emergency medical services that the Government will provide are initial first aid only. The SP shall reimburse any resultant third-party medical costs borne by the Government.

C.3.6.6   Relocation Service

The Government will provide GFE relocation services (moving, but not packing/unpacking) for the SP if the GFF are reassigned during the course of the performance period.

C.3.6.7   Postal Distribution

Official Government mail that is generated as a result of performance of this Contract will be handled via the U.S. Postal Service, approved Government expedited or express delivery contracts, or inter-office mail handling service at Government expense. The inter-office mail handling section will not handle non-Government mail to or from the SP. The AHRQ Publications Clearinghouse handles the Agency's direct mailing campaigns and other related mailings.

C.3.6.8   Local Area Network

The Government will furnish the SP with access to the existing LAN. The SP shall notify the DGR for approval when maintenance, repair, or change in service is required and then coordinate with the applicable Help Desk. SP personnel shall not relocate Government-furnished access points to the LAN or in any way alter the LAN lines without Government authorization.   The SP shall be responsible for all costs associated with SP-initiated upgrades, changes in service, or the addition or relocation of an access point to the LAN.

C.3.6.9   Computer Help Desk

The Government will provide Help Desk services, to on-site personnel, for the troubleshooting, maintenance, and repair of Government-provided computers and peripherals. The Government will also provide Help Desk services for the troubleshooting, maintenance, and repair of Government-provided software where such services are currently available.

C.3.6.10   Government Printing Office Services

The Government will provide and require use of the GPO for all printing jobs unless otherwise approved by the CO or specified in Section C-5. GPO services will be provided and required regardless of whether GFF are used. (Payment for and ordering of printing of giveaway promotional items, such as mouse pads, pens, and shopping bags will not be Government-provided.)

C.3.7 TRAVEL

Any travel costs and per diem expenses associated with required meetings, conferences, briefings, and events related to this Contract and the tasks required herein must be reasonable and necessary for the work to be performed and may be considered an allowable cost under this contract in accordance with the Federal Travel Regulations. Travel related to day-to-day internal SP operations and monthly Performance Evaluation meetings will not be separately reimbursed by the Government. All proposed travel must be approved in advance by the DGR. Registration fees for all DGR approved conferences/seminars/events will be reimbursed by the Government.

C.4   SP-FURNISHED PROPERTY AND SERVICES

C.4.1   GENERAL

The SP shall provide all property and services not specifically identified as Government-furnished in Section C.3 of this Contract that the SP considers necessary to comply with the requirements of this Contract.

C.4.2   SERVICE PROVIDER-FURNISHED EQUIPMENT

Equipment acquired by the SP, at the SP's discretion, to supplement that provided as Government-furnished shall remain the property of the SP upon termination or completion of the Contract. Equipment to which the SP has title shall be marked with a label that reflects the SP's commercial name or logo and clearly identifies the SP's identity and ownership.

C.4.2.1   Hardware and Software

All SP-furnished hardware and software shall be in accordance with AHRQ Information Technology (IT) Standards, provided in Technical Exhibit 4-001: AHRQ IT Standards. In addition, hardware and software shall be operated in accordance with the AHRQ LAN, WAN, and Network Connectivity Policy, AHRQ Workstation and Personal Computer Policy, AHRQ IT Security Policy, AHRQ Rules of Behavior Policy, AHRQ Acceptable Use Policy, AHRQ Privacy Policy, and AHRQ Communications Security Policy.

Remote access to the LAN, security, and interconnectivity will be reviewed and approved by AHRQ IT personnel based on documented need.

C.4.3 SERVICE PROVIDER-FURNISHED FACILITIES

If SP-furnished facilities are used to perform CHCIP services, the SP shall not commingle work performed under this Contract with other work.

C.4.3.1   Collocation of Government Employees

When the QAEs and DGR are on-site at the SP-furnished facilities, the SP shall provide on-site space for the QAE and DGR. During those periods, the SP shall provide a standard office environment for these Government employees, to include furniture, telephone (local), data connectivity, utilities, and access to restrooms and meeting rooms. The Government will provide computer equipment and software for these collocated personnel.

C.4.4 SERVICE PROVIDER-FURNISHED SUPPLIES AND MATERIALS

The SP shall furnish all supplies and materials necessary to meet the requirements of the Contract when such supplies and materials are not furnished by the Government. Supplies and materials provided by the SP shall be of equal or better quality than those approved by the DGR.

C.4.5 REMOVAL OF PROPERTY

Within 5 workdays after expiration or termination of this Contract, the SP shall remove all SP-furnished property from the CHCIP operations. The Government will not be responsible for any SP-furnished property left in Government facilities after Contract expiration or termination. If the SP does not remove said property within the stated time, the Government will dispose of the property at the SP's expense.

C.5 SPECIFIC REQUIREMENTS

C.5 SPECIFIC REQUIREMENTS

Comprehensive Health Communications and Implementation Program

C.5.1 OVERVIEW

The SP shall provide a comprehensive health communications and implementation program to the Agency for Healthcare Research and Quality (AHRQ).

C.5.1.1 GENERAL REQUIREMENTS

The following sections of the PWS provide descriptions of the specific requirements the SP shall perform in providing a comprehensive health communications and implementation program. The SP shall provide all services, supervision, and labor to perform these specific requirements.

C.5.1.2   WORKLOAD AND PERFORMANCE

Technical Exhibit 5-001: Workload Data, provides information on the workload indicators related to the various requirements and projected annual frequencies for the level of work involved. Technical Exhibit 1-001: Performance Requirements Summary consolidates information on the performance standards the Government will use to assess SP performance in providing the requirements described in the following sections.

C.5.1.3   BACKGROUND

AHRQ's mission is to support research to improve the quality, safety, efficiency, and effectiveness of health care for all Americans. To make that mission a reality, AHRQ shares the results of its research with its stakeholders--clinicians, health system leaders, purchasers, health plan executives, policymakers, consumers, and others--in a way that they can apply it to improve current practices or policies. Improving practice and policy is contingent on getting the research results into the hands of the people who can put it to work in their own health care environment. Through its publishing, public affairs, research dissemination, and knowledge translation activities, OCKT ensures communication between AHRQ-supported researchers and AHRQ stakeholders.

C.5.1.3.1   Producer-Push Issues: Assessing Knowledge Ready for Action and Priority Setting

In determining priorities to disseminate research findings that hold the greatest prospect for affecting change, OCKT in concert with AHRQ leadership, ascertains which findings, products, and tools are ready for action now. OCKT advises AHRQ Office and Center Directors and their staffs on allocating limited dissemination resources by helping to evaluate AHRQ research findings and tools using, in part, the following criteria:

➢ **Science:** How does a finding, product, or tool rate in terms of advances in the science of health care improvement? Does it confirm existing knowledge, refute previously held beliefs, or examine areas not previously studied? Is it unique because of the size, range, or newness to the field? Is the study methodologically sound?

➢ **Impact:** What is the impact in number of patient lives affected, potential for improvement (i.e., the scope and magnitude of the improvement possible), cost savings that can be achieved, reductions in disability and lost productivity, and/or other factors?

➢ **Adoptability:** To what extent has the finding, product, or tool already been shown to be effective in changing practice or policy? Is there already a track record demonstrating its effectiveness? Is it compatible with existing beliefs, values, and practices? Is adoption simple or complex?

➢ **Readiness:** Is the finding, product, or tool in its current form ready to be acted on, does it require packaging with documentation, user manuals, helplines, or technical assistance or other refinements? Does it need to be grouped with other similar findings to be acted on, or does it represent an early, basic stage of research that requires additional study before any action can be taken? If acted on, how long will it take to implement? Are networks, partnerships, and other channels already in place to move on the finding?

Once the AHRQ senior management team generates a prioritized list of the findings, products, and tools, OCKT resources can then be brought to bear as the process moves toward the strategies, methods, tactics, and discrete activities to transfer knowledge to the

appropriate audience(s). OCKT scans activities in the area of health care services and related research, works with its organizational partners in the Centers and Offices across the various portfolios of work (Quality/Safety of Patient Care, Prevention, Long-Term Care, Pharmaceutical Outcomes, Health Information Technology, etc.) to develop effective knowledge translation, social marketing, and diffusion approaches within the Rogers derived framework.

OCKT develops and executes a comprehensive program integrated between public affairs, publishing, and knowledge translation services to effectively communicate, gain acceptance of, and support implementation strategies for underutilized and breakthrough health care practices at the industry and end-user levels of society. Most of OCKT's traditional projects have had the following components in common:

- **Broad Awareness Building**

   Activities that are intended to raise awareness among a broad range of audiences about individual findings, products, tools, or groups of findings.

- **Targeted Dissemination (Persuasion)**

   Targeted dissemination based on identifying likely users of AHRQ's research findings, products, and tools and developing customized information that capitalizes on the channels of communication that these groups access. The goal is to move beyond general awareness building to inform potential users of the value of particular findings.

- **Decision**
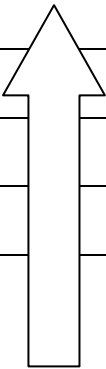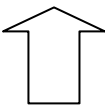
   Activities that facilitate action on the part of users. AHRQ/OCKT provides users with "models" or examples of how others have been successful in acting on findings, products, or tools. This may involve identifying "champions" who can act on behalf of the Agency and provide peer-to-peer assistance.

- **Implementation**

   Presentation of "how to" advice or training that allows the receiver to understand what they need to do in their own organizations or institutions to make a program work. This step involves providing any necessary procedures, guidelines, information materials, training, and other similar aids. These tools have to be adaptable to local needs, perhaps in several iterations, to ensure a fit between the finding, product, or tool and the organizational contexts of the users.

- **Confirmation**

   Support activities so that it is institutionalized in official policies and procedures. Evaluation of the practice or policy is also a critical part of the process of making sure that practices and policies become part of the regular routine organizations follow.

Diffusion Stages and Tactics (Derived from Rogers, 1995)					
	Diffusion Stages				
	Awareness	**Persuasion**	**Decision**	**Implementation**	**Confirmation**
Tactics					
Mass Media	Knowledge				
Customization					
Vicarious Modeling					
How-to Specifics					
Evaluation					Improvement

Examples of Specific Tactics Applicable for Each Stage:	• General media • Trade press • Web mktg • AHRQ's Electronic newsletter, LISTSERVs • Journal articles	• Direct mail • Exhibits • Presentations at professional meetings • Fact sheets, issue briefs, other AHRQ pubs	• Web casts • Case studies • Workbooks and manuals • Packaged Web and print resources	• Technical assistance • Training programs • Challenge grants • Partner-ships with intermedi-aries	• Evaluation studies • Integration into practice standards

Once research results have been identified and assessed, OCKT in consultation and coordination with program experts, can begin to develop initial plans that include dissemination of information and steps that will support the implementation of specific findings, products, or tools. Those decisions should be inextricably linked to how findings are rated using the criteria established for doing so (Technical Exhibit 5-050: Criteria for Identifying Newsworthy Topics) and through a process of sharing information across the portfolios so that maximum value is achieved with the Agency resources available. OCKT is an important player in working with Center and Office Directors and Portfolio Managers to objectively assess the types of tactics and activities that are both efficient and effective in promoting diffusion. In its knowledge broker role and its understanding of the larger field of knowledge transfer, OCKT can help develop options that researchers and program specialists may never have considered.

C.5.1.3.2 User-Pull Issues: Assessing the Need and Demand for Information and Products

OCKT considers the demand side of the equation as well as the science and readiness "supply" aspect of AHRQ's research. If the research is ready for action, but the targeted audience is unaware or disinterested in a particular area or specific finding, the potential for application and change will be limited. OCKT informs the producers of findings (i.e., federally supported researchers) about what the Agency's customers really need, want, and are prepared to adopt.

OCKT applies its capabilities to assist AHRQ leadership and Portfolio Managers to gain a better understanding regarding target audiences (customers). This often occurs concurrently but independently of producer-push activities. It is critical that the push-pull phases interact and that OCKT synthesizes information gleaned from both phases to develop knowledge transfer plans, approaches, and activities.

As AHRQ identifies the knowledge that is ready for transfer, OCKT understands the needs and wants of various segments of patient, provider, and other target markets. The OCKT team assists AHRQ Center and Office Directors and Portfolio Managers through scanning the external environment, analyzing AHRQ databases, and then assessing the needs and wants of the various markets for timely, actionable research and the most viable means for delivery. To develop the appropriate approaches, it is essential to gain a thorough understanding of the scope and complexity of the different groups of customers and the specific informational needs of each. How do they receive information? What dictates whether they act upon it or not? In which areas are they seeking increased guidance? What are the best methods for distribution? How will they act on it, and what might be the ultimate impact of these actions?

In assessing customers' needs and demands, OCKT assists the Agency in making the best use of resources, developing a set of goods and services that resonate across desirable markets and further solidify the AHRQ design while supporting the specific products from the Centers and Offices.

C.5.1.3.2.1 Bridging the Interests of Producers (Researchers) and Users (Customers)

Knowledge translation can be appreciated as a process to arrive at a solution that aligns the needs of various stakeholders. The major challenge is merging the divergent needs, interests, and cultures of researchers with the diverse interests of the various audiences with whom the research can have an impact. Therefore, for the producers and users in turn, OCKT must reframe and refine issues from the perspective of the "other side" in order to reach common ground. OCKT facilitates two-way communication between users and producers and nurtures relationships with local, regional, State, and national networks that are positioned to promote uptake of AHRQ research. OCKT develops creative approaches that improve the relationships between researchers and their target audiences. These include, but are not limited to, developing specific programs to train users (providers, purchasers, decision-makers, and others) in the merits and value of evidence-based research and to train researchers to think about their customers and how to most effectively communicate with them about their research findings.

C.5.1.3.2.2 Supporting and Sustaining Stakeholder Networks

Improved knowledge transfer can be attained through strengthening alliances and coalitions with people and organizations that are influential and can effectively spread the word about better incorporating evidence-based research into practice and policy. Viable networks can further stimulate the demand for evidence-based research products. These networks can also be an important means for closing the gap between researchers and their target audiences as networks provide feedback on the types of research products

they need and the forms in which these products would be most useful. OCKT focuses on strengthening relationships with networks that are positioned to assist AHRQ researchers in how to design research to be maximally useful (e.g., keeping the needs of the target audience in mind at the outset). In this way, researchers gain insight and become cognizant of the many factors that affect how their target audiences make practice, purchasing, and policymaking decisions.

C.5.1.3.2.3 Synthesis, Analysis, Environmental Scanning, and Expert Consulting

OCKT performs synthesis and analytic services to support AHRQ Centers/Offices and Portfolio Managers. In this way, OCKT also makes research accessible to the Agency's target audiences that have difficulty keeping up with the explosion of information. This function is performed with a keen eye and understanding of the overall current state of the art in knowledge transfer and an overall acute awareness of the delivery, purchasing, and policymaking environment in today's health care. This research and analysis function may identify and uncover potential topic areas/themes where AHRQ research results could be effectively synthesized and transferred to specific target audiences interested in a given area, such as the case of diabetes care.

C.5.1.3.2.4 Capturing Knowledge, Data Mining, and Evaluation

In order for AHRQ to fulfill its mission and make its research accessible to both broad and distinct audiences across a range of both general and specific topic areas for its Centers/Offices and portfolios, OCKT must develop and maintain data systems that can organize and ensure timely access to the latest information. In this way, OCKT not only serves the Agency in reaching out to its target audiences, but also serves the senior leadership of the Agency in having ready access to all of the Agency's research in a just-in-time environment.

C.5.2 WORK MANAGEMENT AND CONTROL

C.5.2.1 WORK REQUEST SYSTEM

The SP shall create a Web-based work request system for use by the Government in submitting work requests. (CDRL 502R001)The system shall meet all AHRQ IT standards as specified in Technical Exhibit 4-001: AHRQ IT Standards**.** As part of this system, the SP shall develop an on-line work request form for use in requesting work. This system and form shall utilize account key as the customer/organizational code and be capable of reporting by account key. See Technical Exhibit 5-002: Work Request System - Minimum Requirements and Technical Exhibit 5-003: Work Request System - Sample Form.

C.5.2.1.1 System Development Timing

The SP shall develop and refine the Web-based work request system during the Phase-In period and the first six months of the initial Performance Period.

C.5.2.1.1.1   Phase-In. During the Phase-in period, the SP submit to the PO for review and approval an initial design of the work request system, develop the system based on feedback from the PO and begin to populate and test the system. The SP shall upload to the system: 1) carry over projects from the current SP, and 2) projects in functional areas where the SP assumes responsibility during the Phase-in period.

C.5.2.1.1.2   First Six Months of Initial Performance Period. During the first six months of the initial Performance Period, the SP shall work with the Government to refine

the Web-based work request system to capture and present all required information. The SP shall implement a fully operational and compliant work request system by the end of the first six months of the initial Performance Period.

C.5.2.1.2   System Accessibility

C.5.2.1.2.1   Read-Only Access. The work request system shall provide read-only access of live data (i.e., real-time) to authorized Government representatives. The system shall provide read-only access to all fields in the work request form.

C.5.2.1.2.2   Copy of Database. The SP shall, by the fifth workday of the month, submit via File Transfer Protocol (FTP) to a Government-designated Web site a read-only copy of the work request system's database through the last workday of the previous month. (CDRL 502R002)

C.5.2.1.2.2.1   System Reporting Capabilities

C.5.2.1.2.2.1.1   Workload Report. The SP shall provide a Workload Report to the PO on a monthly basis showing the number of services and tasks performed. In addition, a cumulative report shall be provided to the PO on a quarterly and annual basis. Each report shall be in a spreadsheet format, include workload for all tasks listed in Technical Exhibit 5-001, and show workload by requesting office. (CDRL 502R003)

C.5.2.1.2.2.1.2   Ad-Hoc Report. The SP shall prepare ad-hoc reports within 5 workdays of request using various system codes as requested by the PO. (CDRL 502R004)

C.5.2.1.3   Receipt of Work Requests

The SP shall receive work requests from authorized Government representatives, who will have reviewed and approved requests submitted by requestors. The SP shall respond to each request in the timeframe specified in the PRS (see Technical Exhibit 1-001) or as coordinated with the requestor. Upon receipt of each approved work request, the SP shall coordinate with the requestor regarding requestor requirements, options, time requirements, and cost limitations, as necessary. The SP shall not process work requests that have not been properly coordinated or approved by the PO.

C.5.2.1.4   Tracking of Work Requests

The SP shall electronically track all work requests for the tasks described herein and in coordination with the AHRQ Publications Clearinghouse (PBCH) database. The tracking shall include date of receipt, timeframe coordinated with requestor, requestor information (name, department, branch, or group requesting service), and date completed. Tracking shall also include status (e.g., active, closed, on hold, or cancelled).

C.5.2.2   BUDGET TRACKING

The SP shall track all expenditures versus authorized budgets for all OCKT support service activities, to include events and collateral materials. The SP shall notify the PO when discrepancies in these areas are identified.

C.5.2.2.1   Monthly Budget Report

The SP shall provide a monthly Budget Report to the PO showing budget versus expenditures during the previous month (CDRL 502R005). The submission shall be in both electronic and hardcopy format not later than the seventh working day of the new month.

C.5.2.2.2 Quarterly and Annual Budget Reports

The SP shall submit a cumulative report to the PO on a quarterly (CDRL 502R006) and annual basis (CDRL 502R007). Each report shall be in a spreadsheet format created in Microsoft Excel. The submission shall be in both electronic and hardcopy format not later than the 10th working day of the new quarter and not later than the 20th working day of the new fiscal year.

C.5.2.3 DESIGN REQUIREMENTS

In the course of performing the tasks and services described herein, the SP shall ensure that all designing is in accordance with the *AHRQ Publishing and Communications Guidelines*. See Technical Exhibit 5-012. In addition, see other Technical Exhibits cited in this Section that identify documents that contain background information about the current AHRQ design specifications.

C.5.2.4 OMB REVIEW AND APPROVAL

In the course of performing the tasks and services described herein, the SP shall ensure that OMB review and approval is performed for all activities and products (e.g., use of focus groups to test products, KT evaluation plans) that require OMB review and approval. The SP shall work with the PO to determine if a clearance from the OMB is required associated with a specific task. If AHRQ determines that such a clearance is required, the SP shall prepare all required documentation for the OMB request for submission by AHRQ.

C.5.3 COORDINATION AND INTEGRATION OF HEALTH COMMUNICATIONS AND IMPLEMENTATION SERVICES

C.5.3.1 BASELINE INTEGRATION ANALYSIS

Based on the AHRQ's strategic goals and plans (see description in Section C.1.2 above), the SP shall perform an analysis of the current level of coordination and integration of communications and implementation activities, support services, and materials across AHRQ and its portfolios of work. The objectives are to: (1) provide a roadmap to follow over the entire period of performance; (2) track and improve how these activities are connected to one another; (3) support reaching the outcome goals for the portfolios and for the Agency as a whole; and (4) provide a plan for tracking and relating the activities of the existing AHRQ coordinating centers in operation, such as the Patient Safety Research Coordinating Center, the National Resource Center for Health Information Technology, and the coordinating center for the Agency's Centers for Education and Research on Therapeutics program, with the communications strategy of the Agency.

The scope of the integration analysis shall include a review of recent and current OCKT strategies, plans, research, and resulting marketing initiatives (i.e., materials, tools, events, and campaigns) used by existing AHRQ Centers. OCKT materials, plans, and external research activities shall be reviewed by the SP during the study.

The study tasks are to:

(1) Document past attempts to integrate OCKT services, messages, and products within AHRQ and identify success and failures;

(2) Document the current business models and resulting OCKT strategies and activities;

(3) Assess the level of intra-AHRQ organization communications and implementation activities;

(4) Identify opportunities for integration of OCKT messages and materials to improve cross-selling and reduce redundancies;

(5) Rank order recommendations for future integration based on a balance of implementation cost, potential for operations savings to AHRQ, and for customer service optimization; and

(6) Present a timeline for increased integration based on the rank ordering of opportunities.

C.5.3.2   OCKT POSITIONING PLAN

The SP shall submit the results of the tasks (numbered 1-5 above) in a draft OCKT Positioning Plan to the PO within 120 calendar days of the start date of the first period of full performance, covering the remainder of the first Performance Period and the Second Performance Period. The SP shall submit a final Plan to the PO within 15 calendar days after receipt of Government comments. Task six shall be provided in the final Positioning Plan, after the Government has reviewed the identified opportunities and accompanying rank order recommendations for implementation. (CDRL 503R001) The SP shall participate in one on-site In-Process Review (IPR) meeting at the study's mid-point and present a briefing on the study's progress, activities, upcoming actions, and any roadblocks or issues affecting the analysis. The SP shall provide a briefing to the AHRQ senior management at the time of delivery of the draft Positioning Plan and final Positioning Plan, and shall receive and incorporate the Government's comments on the draft Positioning Plan.

The OCKT Positioning Plan shall address the SP's recommendations for increasing the integration of all components of the OCKT services categories including the following and further defined in Section 5.4 through 5.8.

- Publishing Program

- Public Affairs Program

- Web Resources Management

- Information Resources Center

- Knowledge Translation Program

C.5.3.3   QUARTERLY PROGRESS REPORTS

The SP shall submit to the PO a quarterly report of its assessment of the level of operational integration of OCKT's program tasks requested over the past 3 months by the Government. The Quarterly Progress Reports shall also provide an assessment of the progress being made toward the approved integration goals as described in the OCKT Positioning Plan. (CDRL 503R002) The SP shall submit the first Quarterly Progress Report following the first full quarter after the Positioning Plan is finalized and approved. This report and subsequent Quarterly Progress Reports shall be submitted electronically not later than the 10th working day of the new quarter and shall include:

- An assessment of operational integration of OCKT services within and across the five service categories;

- Identification of functional or programmatic areas where requests appear to be outliers from the approved OCKT Positioning Plan;

- Highlights and examples of the successful integration of products, messages, or services provided to customers within AHRQ; and

- Recommendations for policies and practices to be reviewed by AHRQ senior management during deliberations for the next release of the annual OCKT Positioning Plan.

C.5.3.4 WORK MANAGEMENT REPORTS

C.5.3.4.1 Semi-Annual Work Management Report

The SP shall submit to the PO semi-annually an updated report on how the SP plans to manage the components of OCKT services and make progress on current year program goals. The plan shall document how the SP plans to organize, manage, and expend personnel, subcontract personnel (if any), and financial resources to accomplish its next 6 months of work within the framework of meeting (1) AHRQ's strategic mission and goals, (2) OCKT's communications integration goals (as described in the OCKT Positioning Plan and most recent Quarterly Progress Report), (3) the SP's own quality control goals, and (4) the workload requirements of this PWS herein and as further defined in Section 5.4 through 5.8. A full version of this report containing parts 1-4 shall be submitted electronically to the PO not later than the 15th working day of the 3rd and 1st fiscal quarters starting in Performance Period 2. (CDRL 503R003)

C.5.3.4.2 Initial Work Management Report

A simplified version of the Semi-Annual Work Management Report shall be submitted electronically to the PO not later than 10 working days prior to the end of the Phase-in Period. The initial report shall include, but not be limited to, describing its work management plans within the frame work of (1) AHRQ's strategic mission and goals, (2) the SP's own quality control goals, and (3) the workload requirements of this PWS herein and as further defined in Section 5.4 through 5.8. The Initial Work Management Report shall be based on and provide an update of the approved aspects of the SP's Technical Approach Section (from its Technical Proposal), PO-approved project requests submitted by OCKT customers and stakeholders during the Phase-in Period, carry-over projects from the current SP, and the actual management and staffing of the SP's new organization at that time. (CDRL 503R004)

C.5.3.5 ADMINISTRATIVE SUPPORT

In assisting with the coordination and integration of OCKT activities, the SP shall provide administrative support for OCKT, which includes but is not limited to the following functions:

C.5.3.5.1 Expenditure Records

Maintain records on expenditures against budget allocations to ensure that funds expended do not exceed amount authorized. Maintain records for both Operational and Management Budgets.

C.5.3.5.2 Reconciliation

Develop recommendations for DGR review and approval to reconcile all administrative issues (e.g., budgets, personnel) with appropriate AHRQ administrative offices: financial management, personnel management.

C.5.3.5.3 Accounts

Review expenditures and develop recommendations for DGR review and approval to settle accounts.

C.5.3.5.4   Administrative Processes

Track processing of all administrative paperwork through appropriate channels to make certain that rules are adhered to and that "red tape" does not prevent accomplishing important tasks.

C.5.3.5.5   Procurements

Assist in the management of procurements for the CHICP including the interface with AHRQ and HHS administrative electronic systems.

C.5.3.5.6   Administrative Issues

Assist in the management and process of all AHRQ and HHS administrative forms and issues related to CHCIP operations including, but not limited to, budgets, personnel, contracts, inter-agency agreements, evaluations, performance plans for staff, and training.

C.5.4 PUBLISHING PROGRAM

C.5.4.1   INTRODUCTION

AHRQ's Publishing Program provides comprehensive publishing services (publication planning, writing, editing, proofreading, art direction, production), and is responsible for developing, testing, translating, and distributing AHRQ's many and varied information products in both print and electronic formats (Web, DVD, CD-ROM, PDA, and other emerging technologies). The Publishing Program, working with other OCKT programs, ensures that findings and information from research conducted or funded by AHRQ are translated in forms useful for both the intended purpose (advertising, promotional, scientific, technical, informational) and recipients (patients, policymakers, researchers, providers, and the general public) in both English and foreign languages, and at an appropriate grade and language level for the audiences.

The Publishing Program also manages a variety of distribution outlets—the AHRQ Web pipeline of information products; provides management and oversight to the AHRQ Publications Clearinghouse (which incorporates the Publications Clearinghouse product database infrastructure, electronic inventory, and on-line ordering system); manages the AHRQ exhibits program and presentation support program; and interfaces with other Federal distribution outlets, such as the NTIS and the National Library of Medicine (NLM). The Publishing Program has responsibility for AHRQ printing management, works directly with HHS/GPO/PSC printing offices and manages HHS clearance of all published products within AHRQ. The Publishing Program also has the responsibility for overseeing and granting copyright requests for AHRQ products, and overseeing and providing direction to contractors/grantees that produce products to ensure that they are in compliance with AHRQ requirements and Federal regulations.

C.5.4.2   PLAN, CONSULT, AND MANAGE THE PUBLISHING PROCESS

The SP shall assist in planning, consultation, and coordination of publishing activities.

C.5.4.2.1   Print and Electronic Publishing Plan

The SP shall annually draft for PO approval AHRQ's Print and Electronic Publishing Plan in consultation with program leaders in each of AHRQ's Offices and Centers. This involves proactive projection of need for specific products based on program requirements, AHRQ strategic goals, legislative mandates, and dissemination goals. (See Technical Exhibit: 5-

004: AHRQ's Print and Electronic Publishing Plan)   In developing the annual Print and Electronic Publishing Plan, the SP shall:

C.5.4.2.1.1   Annually, not later than the last working day in October, meet with respective Agency program leaders (i.e., portfolio managers, Office and Center Directors, project officers on major Agency contracts and deliverables) and the project manager for the AHRQ Publications Clearinghouse (for administrative printing and reprints) to plan parameters of new or existing products and series, (specifications, new series or part of existing series, style, content, schedule, and clearance). The SP shall compile and submit the printing plan to the designated PO by the last working day of the first quarter of the fiscal year. (CDRL 504R001) In addition, the SP shall:

C.5.4.2.1.1.1 Prepare a spreadsheet of the printing plan by program, including administrative printing of supplies for AHRQ Publications Clearinghouse, such as envelopes, letterhead, labels, etc.).

C.5.4.2.1.1.2 Develop forecasts for quantities, costs, and timelines using previous actual printing costs for similar products and as a result of discussions with public affairs staff and Agency program staff, and then populate the Printing Plan spreadsheet.

C.5.4.2.1.1.3 Update the Publishing Plan during the last business week of each quarter. The updated Plan shall reflect changes in priorities and other factors, including end-of-year printing deadlines. Submit plan to the PO for approval no later than the fifth working day of the new quarter (CDRL 504R002). Distribute the approved Plan to SP and AHRQ staff (including to a publications POC in each AHRQ Center and Office).

C.5.4.2.1.1.4 Prior to the end of the fiscal year, submit a draft first fiscal quarter plan for the next fiscal year to the PO by the end of the fourth quarter of the current fiscal year. Update the plan to reflect the PO's comments and the availability of funds after the first of the new fiscal year.

C.5.4.2.1.2   New and Spin-Off Materials

The SP shall consult with AHRQ program and public affairs staff, AHRQ's external contractors, and other Federal staff (internal and external to AHRQ) to coordinate and evaluate the need for new and spin-off materials to support AHRQ distribution activities, such as conferences, press events, Web seminars and other electronic broadcasts, and public and private demand. This is an ongoing process that evolves as need in the Agency arises. It includes planning for consumer materials, foreign language translations, low literacy, promotional materials, etc. In addition, the SP shall attend bi-weekly meetings and report minutes of the meetings, as stated in section C.5.4.3.1.1.

C.5.4.2.1.3   Reprints

The SP shall evaluate the need for reprints of existing publications based on current AHRQ Publications Clearinghouse inventory and projection of future marketing and other distribution plans, such as conferences, press events, Web seminars and other electronic broadcasts, and public and private demand. The SP shall develop and submit to the PO for review and action, recommendations for reprinting existing publications. (See Technical Exhibit 5-005: AHRQ Publications Clearinghouse Inventory)

C.5.4.2.1.4   Inventory of Administrative Materials

The SP shall evaluate existing inventory of administrative materials necessary to ensure the continued operation of distribution efforts (i.e., envelopes, labels, kit folders, marketing flyers, and other materials) based on current AHRQ Publications Clearinghouse inventory and projection of future marketing distribution plans. The SP shall develop and submit to the PO for review and action, recommendations for purchases of administrative materials.

C.5.4.2.1.5   Clearances

For each item to be published, the SP shall develop a recommendation for the PO's approval whether the product requires HHS clearance, and write departmental clearances (HHS Form 615 and others) based on the product specifications, including all required justification criteria and submit required documentation to the PO for approval and signature. (See Technical Exhibit 5-006: HHS Form 615). In addition, the SP shall:

C.5.4.2.1.5.1   Maintain on-site an electronic listing on the publishing program's Web-accessible shared directory and update the status of the clearance requests weekly.

C.5.4.2.1.5.2   Maintain on-site and update a central backup hard copy file of all clearance requests and dispositions.

C.5.4.2.1.5.3   Distribute dispositions of clearance requests when received through the PO in hard copy and by e-mail.

C.5.4.2.1.5.4   Notify Agency program staff of any problems with clearances.

C.5.4.3   PROVIDE PROJECT MANAGEMENT AND EDITORIAL GUIDANCE FOR PRINT AND ELECTRONIC PRODUCTS

C.5.4.3.1   Project Management

The SP shall perform the continuum of work for all Agency publishing projects, as described herein. Project management involves the planning and scheduling of a range of products and activities related to a specific program (i.e., Bioterrorism, Health IT, Prevention Programs, etc.) or a project. A program typically has multiple projects and a project may have multiple products. For example, there are multiple projects within the prevention program, and each project has multiple products, as well as potential derivative products. Both the entire program's publishing continuum and the products within each project must be managed. Products shall be developed and produced to ensure convergence with agreed-upon target publication dates. (See Technical Exhibit 5-007: Publications Process)

C.5.4.3.1.1   Consultation

C.5.4.3.1.1.1   The SP shall consult with authors (e.g., staff from AHRQ Offices, program staff from Centers, AHRQ-sponsored researchers, other stakeholders) and designated AHRQ directors of programs and projects at least weekly, or more often as necessary, in order to expedite workflow and meet production schedules. Based on work volume, at least 20 authors or points of contact are made on a weekly basis.

C.5.4.3.1.2   Workgroups

C.5.4.3.1.2.1   The SP shall participate, on an ad hoc basis, in workgroups to discuss agreed-upon and finalized editorial and content changes to specific products written by managing editors (See Writing Section).

C.5.4.3.1.3   Production Meetings

C.5.4.3.1.3.1   The SP shall attend a weekly or bi-weekly production meeting related to each project, as appropriate to the phase of the product's lifecycle, to keep abreast of new developments.

C.5.4.3.1.3.2   The SP shall report the minutes of the meetings (including project status listings and decision outcomes) to the PO and meeting participants in writing within 2 working days.

C.5.4.3.1.3.3   The SP shall track production activities on a bi-weekly basis, using a spreadsheet (See Technical Exhibit 5-008: Bi-weekly Production Report), and post the spreadsheet on the Publishing Program Web-accessible shared directory, and report the status of various aspects of the project to the Office/Center client at the weekly or bi-weekly meeting to resolve issues and keep on schedule. (CDRL 504R003)

C.5.4.3.1.4   Bi-weekly Client Meetings

C.5.4.3.1.4.1   Attend bi-weekly meetings with PO and Offices and Centers' POCs on planning for new major programs, publications, etc.

C.5.4.3.1.5   Project Activities

The SP shall serve as the Managing Editor for an estimated 100 projects per year. Each project may result in multiple products. In functioning as the Managing Editor for the OCKT's publishing program day-to-day operations and long-term strategic processes, the SP shall:

C.5.4.3.1.5.1   Develop project management schedule including milestone target dates. (See Technical Exhibit 5-009: Project Management Schedule and Updates) Provide bi-weekly updates of the schedule to designated program POC with status of deliverables to meet established deadlines and coordinate with releasing events. Examples of target dates include, but are not limited to: first manuscript draft, peer review, clearances, briefing schedule, timing and development of derivative projects, establishment of production schedule(s), final target date, dates of specific events, deliveries, and timing, posting of Web-based products in appropriate formats. (See also Technical Exhibit 5-007: Publications Process – listed earlier)

C.5.4.3.1.5.2   Serve as liaison and POC with the public affairs staff to keep abreast of new developments that may require adjustments to schedule due to changes in marketing strategies or other considerations.

C.5.4.3.1.5.3   Maintain current and up-to-date knowledge of departmental and Agency initiatives and policies to ensure that their proper significance is reflected in the final product.

C.5.4.3.1.5.4   Meet with program staff and contractors with sufficient frequency so as to effectively discuss parameters, expectations, and timelines with regard to their role in the process.

C.5.4.3.1.5.4.1   Make formal presentations at meetings on key issues affecting programs from the print and publishing perspective. Submit outline of presentation to PO for approval not later than 2 working days prior to the presentation, or within 1 working day if the request for a presentation is issued on short notice.

C.5.4.3.1.5.4.2   Work with internal and external staff to determine the need for and development of ancillary and derivative products. Related activities include:

C.5.4.3.1.5.4.2.1   Meet with the designated program points of contact to proactively determine the need for ancillary materials, such as flyers, posters, advertisements, kits, and exhibit displays.

C.5.4.3.1.5.4.2.2   Within 1 week of meeting with Program staff on a specific project, draft a preliminary plan and cost estimate for updating the publishing plan for derivative products such as quick reference guides; extranet materials; summary reports; consumer materials; tool kits; and DVDs, CDs, and other media. (See Technical Exhibit 5-010: Product Plan)

C.5.4.3.1.5.4.2.3   Propose a schedule for both ancillary and derivative products, determine and propose formats and other specifications. Proposed products and schedules shall take into account the requirement for the Managing Editor to maintain project control and achieve all key milestones.

C.5.4.3.1.5.4.2.4   The SP shall convey to the Web Manager completed PO-approved products for posting to the Web site in the appropriate format, complete with all AHRQ Web Manager-required information regarding landing pages and directory sections. The SP shall convey products no later than 48 hours prior the scheduled release date.

C.5.4.3.1.5.5 Provide timely expert analyses and resolution of publishing issues and problems and respond to program staff using e-mail, telephone, and written communication to convey information.

C.5.4.3.1.5.6 Provide information to the Government's desktop publishing staff to maintain and update printing distribution lists (See Technical Exhibit: 5-011: Printing Distribution) for programs with large contractor deliverables, such as Evidence-based Practice Reports.

C.5.4.3.2   Editorial Guidelines and Guidance

Upon request of PO, the SP shall compile, write, and submit for PO approval, editorial guidance documents for AHRQ staff and external contractors and provide ongoing assistance.   (See Technical Exhibit: 5-012: *AHRQ Publishing and Communications Guidelines.)* The SP shall:

C.5.4.3.2.1   Compile and write a draft for PO approval new guidance documents that provide instructions regarding style, format, copyright, design, Web requirements, and so forth, as needed. This task requires the collection and arbitration of input from other arms of the publishing and communications group. (CDRL 504R004)

C.5.4.3.2.1.1 During the second and fourth fiscal quarters, solicit comments from program POCs on the current version of the *AHRQ Publications and Communications Guidelines.*

C.5.4.3.2.1.2 Monitor changes in the publishing and communications field and Federal regulations, and recommend updates to the *AHRQ Publishing and Communications Guidelines*, and other guidance documents to the PO.

C.5.4.3.2.1.3 Identify other guidance documents for possible incorporation into the *AHRQ Publishing and Communications Guidelines* and identify requirements for additional instructions where problems have been discovered.

C.5.4.3.2.1.4 In the third and first fiscal quarters, write or revise the *AHRQ Publishing and Communications Guideline* sections and submit the proposed updates to the PO for comment and approval.

C.5.4.3.2.1.5   Issue updates to the *Publishing Guidelines* via a PO-approved distribution format, including via PDF files, Intranet documents, print products, and CDs.

C.5.4.3.2.1.5.1   Establish and maintain an up-to-date list of appropriate project directors, procurement staff, and contractors who should receive revised specification guidance requirements and any additional updates. The list of recipients shall be updated by the SP when notified by the PO that new contracts are awarded by AHRQ and new programs are initiated.

C.5.4.3.2.1.5.1.1   Print hard copy and generate CD updates of final products of the guidance documents through approved AHRQ processes.

C.5.4.3.2.1.5.1.2   Notify the PO of availability of updates for e-mail notification to all AHRQ staff.

C.5.4.3.2.1.5.1.3   Submit files to Government Intranet Manager for posting to AHRQ Intranet. Provide link to PO for all AHRQ e-mail notification.

C.5.4.3.2.2   Hand-deliver hard copies and CDs to program points of contact for distribution to contractors. Distribute the final approved, printed, and updated *Publishing Guidelines* within 10 working days of receipt.

C.5.4.3.2.3   Serve as point of contact for questions from Agency contractors and other editorial staff assigned to the project, recommend resolutions to conflicts or other issues and problems, and verify compliance with guidance documents. Notify the PO on non-compliance and unresolved issues.

C.5.4.4   WRITE, EDIT, AND PUBLISH A VARIETY OF PRODUCTS DESCRIBING AHRQ RESEARCH FINDINGS AND PROGRAM INITIATIVES

The SP shall write, edit, and publish a variety of products describing AHRQ research findings and program initiatives. Technical Exhibit: 5-013: AHRQ Publications Series and Examples provides a detailed description of most of the various types of documents the SP shall be resopnsible for producing. The Publications Series is not exhaustive.

C.5.4.4.1   Original Writing

The SP shall analyze, synthesize, and translate highly technical, statistical, and scientific health information to develop a variety of outputs for Agency stakeholders including policymakers, clinicians, researchers, health officials, consumers, and professional organizations. The SP shall draft original written products.

C.5.4.4.1.1   Syntheses

In accordance with the approved Publications Plan and, occasionally on an ad-hoc basis, at the direction of the PO, the SP shall develop syntheses.

C.5.4.4.1.1.1 Utilizing its existing understanding of research methodology and familiarity with the research literature within specific areas of importance to AHRQ and its stakeholders, develop research syntheses that, at a minimum, include identifying potential topic areas within current AHRQ research portfolios that can be translated into useful clinical practices as well as areas of AHRQ research with the capacity to inform policy debates. Syntheses shall also, at a minimum, include appropriate emphasis on non-AHRQ-funded research. Syntheses must include a description of the program or policy that achieved the result as well as how the program/policy was implemented. (See Technical Exhibit: 5-014: Research Synthesis Development Process)

C.5.4.4.1.1.2 Draft and then produce a final PO-approved version of research syntheses of a body of evidence that examines how a particular problem or issue affects various aspects of the health care system and shows how AHRQ research addresses the problem or issue (e.g., prescribing errors, advance-care planning for end-of-life care, employer-sponsored health insurance, cost and access trends). (See Technical Exhibit: 5-015: Research Synthesis document - format and sample)   The SP shall produce final research syntheses in accordance with the Publishing Plan.

C.5.4.4.1.2   Other Original Documents

In accordance with the approved Publishing Plan and, occasionally on an ad-hoc basis, at the direction of the PO, the SP shall write products to include, but not be limited to, the types of items described below.   These projects require the following stages of development: research of topic area, draft development, revisions, program approvals, and production management. (See Technical Exhibit: 5-013: AHRQ Publications Series and Examples for a list of other documents and their approximate quantity and page count. Examples of various documents are available on the AHRQ Web site.) The SP shall:

C.5.4.4.1.2.1 Develop reports, program briefs, fact sheets, research findings, conference summaries.

C.5.4.4.1.2.2 Develop other products describing program initiatives that include AHRQ's annual accomplishments and cross-Agency research highlights (i.e., patient safety; health IT; effective health care; health care costs, access, and use; clinical preventive services; and other key Agency programs).

C.5.4.4.1.3   Research Activities

The SP shall prepare a monthly publication of AHRQ's *Research Activities*, averaging 24–32 typeset pages, in accordance with a dated periodical schedule. (See Technical Exhibit 5-016: Example of *Research Activities*; Technical Exhibit 5-017: *Research Activities* Schedule; and Technical Exhibit 5-018: *Research Activities* Features.) The SP shall perform the following tasks in producing each monthly issue of *Research Activities*::

C.5.4.4.1.3.1 Obtain information from IRC resources and contacts with other AHRQ staff on new periodicals, journals, books, etc. to identify, collect, and copy AHRQ-staff authored or funded research articles in peer-reviewed journal publications.

C.5.4.4.1.3.2 Identify and forward AHRQ-staff authored articles for reprographics and distribution through the AHRQ Publications Clearinghouse. Copies of articles must be available by the time each monthly issue of *Research Activities* is released in print and on the Web to the public.

C.5.4.4.1.3.3 Compile a listing of articles identified with project grant numbers.

C.5.4.4.1.3.4 Identify articles and determine which will have complete summaries written and which articles are more suitable for writing research briefs (abstracts) for electronic monthly issue.

C.5.4.4.1.3.5 Establish a *Research Activities* production schedule to meet the milestones for the next issue.

C.5.4.4.1.3.6 Identify lead article for approval by PO.

C.5.4.4.1.3.7 Write syntheses and summaries of articles based on their categorization. On average, there are 32 article summaries and 10 briefs (abstracts) for each monthly edition.

C.5.4.4.1.3.8 Identify appropriate Agency announcements and "overmatter" for inclusion as space allows in each issue. Submit for PO approval.

C.5.4.4.1.3.9 Distribute summaries to principal investigators, POs, and Center/Office Directors for approval according to the dated periodical schedule.

C.5.4.4.1.3.10 Review and edit syntheses and summaries for accuracy and compliance with Department and Agency publishing guidelines and GPO style.

C.5.4.4.1.3.11 Proofread summaries and briefs for final review for errors, GPO style, and consistency.

C.5.4.4.1.3.12 Follow appropriate steps as detailed in section on editing, production, and production management.

C.5.4.4.1.3.13 Prepare annual author and subject indexes. This must be done and published in the January issue for the previous calendar year, January through December. (See Technical Exhibit 5-019: *Research Activities* Author and Subject Index)

C.5.4.4.1.3.14 Convey AHRQ-authored journal articles to the AHRQ Publications Clearinghouse for article reprint program.

C.5.4.4.1.4   Other Newsletters

On an Ad-hoc basis, and at the request of the PO, the SP shall write brief topic or program-specific newsletters that convey AHRQ research findings to constituency groups. The SP shall prepare a draft of the proposed newsletter for PO review and approval within 2 weeks of the request. The SP shall complete revisions as determined by the PO. The SP shall publish the final newsletter on the AHRQ Web site. Up to 3 Web-based newsletters may be written monthly and each may be published 12 times annually.

C.5.4.4.1.5   Consumer Materials and Tools.

The SP shall prepare AHRQ consumer materials and tools written specifically for patients, health consumers, and caregivers on topics related to AHRQ research to inform, empower, and promote behavior change (i.e., quitting smoking, being an active health care consumer, choosing health insurance, acquiring appropriate clinical preventive services). The SP shall propose the topic-appropriate format for the materials and tools, such as booklets; kits; check lists; posters; and interactive tools, such as PDAs, DVDs, CDs, pathfinder/splash pages, and other Web-based materials. (See Technical Exhibit: 5-020: Examples of Consumer Materials and Tools.) These products shall be initiated, developed, produced, and distributed in accordance with the approved Publishing Plan and client needs, and, occasionally, at the direction of the PO when new breakthroughs are announced. As many as 10 consumer products and 6 clinician tools may be developed in 1 year. In developing consumer materials and tools, the SP shall function as the Managing Editor and shall:

C.5.4.4.1.5.1 Based on direction from AHRQ management, initiate meetings with internal and external staff, including partner organizations and other Federal agencies, to determine parameters of requested product.

C.5.4.4.1.5.2 Undertake research using appropriate sources to inform the content of the product.

C.5.4.4.1.5.3 Write and translate materials for a variety of audiences to reflect educational levels and cultural and dialectic nuances of special populations, (e.g., Spanish and Asian languages; low reading levels below 7th grade; low literacy in accordance with Department guidance). Note: AHRQ translates

consumer materials primarily into Spanish. This is based on demand through the AHRQ Publications Clearinghouse statistics.

C.5.4.4.1.5.4 Write first draft of product for review by partners and internal stakeholders according to production schedule.

C.5.4.4.1.5.5 Revise draft based on input. This task may require multiple revisions.

C.5.4.4.1.5.6 Provide guidance to designer to generate options for cover and internal art (three designs and color options are required on average).

C.5.4.4.1.5.7 Plan and conduct focus groups (English and Spanish) for testing of products. Plans shall include consideration of geographic dispersion. Conduct a minimum of two focus groups for each target audience. Submit plans to the PO for review and approval. (CDRL 504R005) Implement approved plans to include recruitment, all logistics, preparation of screeners guide CDRL 504R006, post report CDRL 504R007, and all other related services. (See Technical Exhibit 5-021: Screener's Guide and Technical Exhibit 5-022: Focus Group Final Report. Note: The PO may request a preliminary report of focus group findings prior to submitting the final report.

C.5.4.4.1.5.8 Revise content and design according to focus group feedback.

C.5.4.4.1.6   Write materials in a format appropriate for the Web and other non-print media (i.e., Web context statements, PDAs, closed captioning, and information mapping). Note: Also see Web Repurposing.

C.5.4.4.1.7   Write text for advertising, marketing, and promotional materials that stimulate interest and convey key features and attributes of AHRQ products to target audiences. Products should encourage audiences to use, order, and/or purchase AHRQ products and resources or visit AHRQ's Web site. These materials are developed in conjunction with various AHRQ marketing, communications campaigns, and dissemination strategies. Products include order forms; flyers; print and electronic advertisements for journals, and conference programs; publications catalogs; and more. (See Technical Exhibit: 5-023: Sample Flyers, Catalogs, and Other Promotional Products.)

C.5.4.4.1.8   Transcribe and synthesize notes and audiotapes of meetings and conferences.

The SP shall attend meetings; take notes; record, as needed; synthesize notes; provide electronic files of resulting minutes approximately six times per year, at the direction of the PO. The SP shall provide drafts of transcriptions for PO review within 15 working days of the end of the meeting.

C.5.4.4.2   Editing of Documents and Publications

C.5.4.4.2.1   Determine Editing Requirements

The SP shall evaluate AHRQ written products (print and electronic) to determine the appropriate level of editorial intervention required. Technical Exhibit: 5-024: Levels of Editing provides descriptions of intervention required. Preliminary projections for the level of SP editing required will be made by the PO at the project planning stage. However, it is the task of the SP Managing Editor to recommend the appropriate level of edit based on actual review of the deliverable. The SP's review shall also use the AHRQ *Publishing and Communications Guidelines* (See Technical Exhibit: 5-012) and accepted standards in the publishing field.

C.5.4.4.2.2   Edit Documents

The SP shall perform editing, meeting the minimum standards required. The level of editing is provided in three categories of complexity. The level of editing to be performed shall be executed based on the PO's direction after receipt of the SP's initial product review and assessment of editing needs. Each level of edit mandates the degree of scrutiny and resource allocation that a document receives. Note: At each level of editing, the SP managing editor shall review and evaluate the SP copy editor's work to verify that it complies with requirements. The SP must resolve any outstanding issues prior to consulting with the author or Project Director. The SP (Managing Editor) shall negotiate and resolve problems at all levels of the publishing continuum. Issues that cannot be resolved within 4 working hours shall be referred to the PO with a summary of the issue and the attempts to resolve it. (See Technical Exhibit: 5-001: Workload Data – for the number of products requiring various levels of editing.)

C.5.4.4.2.2.1 Journal Article Editing—The SP shall review and edit documents that are not directly published by AHRQ, but may be authored by AHRQ staff for submission to professional journals, for presentation at meetings, and so forth. This review includes editing to ensure that the article complies with journal submission instructions and style.

C.5.4.4.3   Proofread, Peer Review, Index, and Abstract Documents

The SP shall proofread, Peer Review, index and abstrct various documents. The SP shall::

C.5.4.4.3.1   Proofread documents for Web-only posting and Web site materials that are published by AHRQ but do not go through the full print production process. Submit recommended changes to author upon completion of review. This includes Web-only content submitted for all third-level domains sponsored by AHRQ (i.e., health IT, CAHPS®, PSNET and electronic newsletters, Podcasts, transcriptions, weekly reports, press releases, invitations, flyers, special announcements, Web announcements, and documentation on Web-based tools, etc.). Note: see also Presentation Support.

C.5.4.4.3.1.1 Review source products that have been HTML coded for the Web to ensure that high quality standards in the publishing field are met (i.e., text has been chunked appropriately, no text has been dropped, levels of heads are correct, and descriptors of graphics and other visuals are comparable for accessibility). Note: All Web-based products must conform to accessibility standards under Section 508 of the Rehabilitation Act).

C.5.4.4.3.2   Evaluate contract deliverables (at peer review stage) to verify compliance with product submission requirements, including editorial/formatting style and conformance to programmatic standards. Provide written feedback to the contract PO and contractor on necessary revisions to bring deliverable into compliance within 10 business days of receipt of raw document.

C.5.4.4.3.3   Provide subject and author indexing and write abstracts of information products to comply with standard library and publishing practices.

C.5.4.4.4   Formatting

The SP shall properly format AHRQ documents prior to submission of drafts to the designated approver and again prior to publication of the final product. The SP shall:

C.5.4.4.4.1   Format documents using Word processing program to generate camera-ready pages according to specifications of series (large reports, such as Evidence-based Practice Reports are not typeset). Criteria and selection of

materials for typesetting will be determined by the PO. (See Technical Exhibit: 5-012)

C.5.4.4.4.2   Convert electronic files for automated publishing activities, troubleshoot problems assessing and using Word files; and make files usable in various formats, such as PDF, HTML, and Word, that conform to Section 508 accessibility requirements.

C.5.4.5   PROVIDE PRODUCTION MANAGEMENT, ART DIRECTION, AND QUALITY CONTROL FOR PRINT AND ELECTRONIC PRODUCTS

C.5.4.5.1   Production Management

Production management involves the oversight of the actual output in print and electronic form. Production management is handled on a per product basis. In performing production management, the SP shall:

C.5.4.5.1.1   Develop and submit a draft production schedule (See Technical Exhibit 5-007: Publications Process – listed earlier.) for each product to PO based on agreed upon timelines to meet deadlines dictated by specific releasing events. (CDRL 504R008)

C.5.4.5.1.2   Consult with public affairs staff and Office/Center publication POCs or the Office's/Center's designated Project Directors to determine final quantities, formats and other specifications, and special marketing requirements for final output and distribution.

C.5.4.5.1.3   Track jobs at various intervals using the AHRQ PBCH database. Within 1 working day of receipt or generation, enter new or updated data into fields in the PBCH database that relate to publication production, e.g., generate publication numbers for products and track all stages of publication production and desktop publishing activities. (See Technical Exhibit: 5-025: Sample Tracking Report and Screen Shots from PBCH Database.) In addition, the SP shall:

C.5.4.5.1.3.1   Enter information in the database to allow for assignment of appropriate series and publication number, and provide information in other required fields. (See Technical Exhibit: 5-026: PBCH Database Software User Manual.)

C.5.4.5.1.3.2   Generate a tracking form required to assign jobs to designers and desktop publishers.

C.5.4.5.1.3.3   SP staff shall work with Government desktop publishers on key design features and design parameters for projects to ensure that they comply with various AHRQ series and design specifications.

C.5.4.5.1.3.3.1   At the request of the PO, the SP shall provide high-level graphic design and layout services to augment Government furnished graphic design services (see Section C.3.6.3).

C.5.4.5.1.3.3.2   Review, proofread, and propose revisions, as appropriate, for an average of 3-5 versions of designed or desktop published products and miscellaneous special projects to arrive at first final design. Note: See Production Editing.

C.5.4.5.1.3.3.3   After PO approval, submit document for the Government's program staff review and approval at the following specific stages in the production process:

- First final design

- Final design

- Final page proofs

C.5.4.5.1.3.4 Submit final version to PO for approval for printing and distribution in compliance with the deadlines of the approved Publishing Plan and the specific project milestones.

C.5.4.5.1.3.4.1 Review all final products before they go to press or on the Web site to verify quality and accuracy. (See also Technical Exhibit 5-024: Levels of Editing; and sections Edit Documents and Proofread, Peer Review, Index, and Abstract.)

C.5.4.5.1.3.4.2 Submit final camera-ready version to PO for approval to print.

C.5.4.5.1.3.4.3 Obtain PDF and text files to provide for Web pipeline and project staff.

C.5.4.5.2 Art Direction and Presentation Support

The SP shall act as interface between the Government desktop publishing contractor and AHRQ staff and other contractors for the design of a variety of products and for graphics services. The SP shall:

C.5.4.5.2.1 As instructed by the PO, arrange for photography services (furnished by the Government).

C.5.4.5.2.1.1 Determine the need for photo session and obtain PO authorization for coordinating photographer and model release, where necessary.

C.5.4.5.2.1.2 Generate and maintain model releases, oversee photo shoots and arrange for payment of model invoices through the PO, select photographs, and provide electronic and print output.

C.5.4.5.2.1.3 Compile photographs for historic records and protect them in accordance with archival procedures based on the expected length of requirement of the photos.

C.5.4.5.2.2 Based on the PO's direction, provide quick turnaround (i.e., 24 hours to 5 business days) offset printing (under AHRQ's direct printing authority of limited quantities, and color reprographics), binding, collating, and delivery.

C.5.4.5.2.3 Manage, oversee, and provide quality control of the Presentation Support Program for the Agency.

C.5.4.5.2.3.1 Oversee and manage the AHRQ Slide Program and Slide Library on the Intranet so that staff can access slides that reflect the Agency's mission and areas of special interest. (See Technical Exhibit: 5-027: Slide Library Organization and Master Slide Template)

C.5.4.5.2.3.1.1 Create and write new slides from source material (i.e., press releases, impact case studies, journal articles, charts, and graphs); edit and format slides.

C.5.4.5.2.3.1.2 Design and create slide templates for specific projects (e.g., patient safety, health IT, and other program areas); update and redesign templates to reflect current Agency needs and graphics.

C.5.4.5.2.3.1.3 Merge existing slides into current templates, as needed.

C.5.4.5.2.3.1.4 Appropriately categorize and load slides into Slide Library.

C.5.4.5.2.3.1.5   Review AHRQ staff-submitted slide presentations in the Slide Library to ensure that content is accurate, current, and easy to navigate.

C.5.4.5.2.3.1.6   Provide descriptors for slides to conform to Section 508 accessibility requirements and provide HTML coding for all text.

C.5.4.5.2.3.2 Manage production and produce high-quality posters, poster sessions, exhibits (See also Exhibit and Conference Support Section C.5.4.10), and wall displays.

C.5.4.5.2.3.2.1   Review all materials, consult with AHRQ program staff to verify that current visual presentations are reflective of their programs, and review materials, as needed. This includes writing and designing advertisements, promotional posters, signs and banners, and exhibits.

C.5.4.5.2.3.2.2   At least semi-annually, conduct a building survey to determine the need for and produce visuals throughout the John M. Eisenberg Building (AHRQ site) common areas that reflect Agency goals, priorities, and program activities, (e.g., National Advisory Council wall display, poster session display, commemorative plaques, branding design identity, lobby display cases, AHRQ Office/Center Director display boards, conference room art, wall art, Office of the Director displays, and portraits of high-ranking public officials).

C.5.4.5.2.3.2.3   Provide recommended updates to presentation and display materials at least semi-annually, not later than April 15 and October 15. (CDRL 504R009)

C.5.4.5.2.3.2.4   Based on the PO's approval, design and develop poster sessions, signs, banners, and exhibits (See also Exhibit and Conference Support Section C.5.4.10); edit; arrange for layout; and send for final output to poster size.

C.5.4.5.2.3.2.5   Produce final output.

C.5.4.5.2.3.2.6   Review final product for agreement with pre-production final, approved version to verify that the product is complete and error-free.

C.5.4.5.2.3.3 Provide ongoing consultation and technical assistance to Agency staff and contractors on design-related features of Agency design identity.

C.5.4.5.2.3.3.1   Review print, electronic, and Web products and Web sites to ensure that they conform to guidelines. (See Technical Exhibit: 5-012: *AHRQ Publishing and Communications Guidelines.*)

C.5.4.5.2.3.3.2   Develop options for integrating Agency design specifications into programs and products.

C.5.4.5.2.3.3.3   Develop design elements and colors to identify products related to specific programs (referred to as family of products).

C.5.4.5.2.3.3.4   Provide direction for and create three design options for templates for Agency and Office/Center bulletins and reports, making sure to tie together the AHRQ Web banner and the AHRQ design elements.

C.5.4.6   PROVIDE WEB SITE COORDINATION, CONTENT MANAGEMENT, REPURPOSING AND CODING, AND QUALITY ASSURANCE FOR THE WEB PIPELINE OF PRODUCTS

C.5.4.6.1   Web Site Coordination and Content Management

C.5.4.6.1.1   The SP shall plan and coordinate work of the Web team to ensure timely publication of information on the Web site as determined by Agency priorities and production and project management schedules. The SP shall prepare recommendations for the best way to accomplish this task taking into consideration the complexities of the work, the deadline, resources, and other priorities. (See Technical Exhibit: 5-028: Criteria for Determining Development Priorities)

C.5.4.6.1.2   The SP shall manage the Web pipeline of information products generated by the AHRQ publishing program and ensure that all other Web-only communication products are posted to the Web site in appropriate formats, have received necessary clearances, and have been edited prior to submission. The SP shall:

C.5.4.6.1.2.1 Develop a weekly Web Pipeline Status report on the status of Web projects, listing recently posted projects in pipeline by staff assignments, projects in development, projects on the test site, etc. (CDRL 504R010) See Technical Exhibit 5-029: Web Pipeline Status Report.

C.5.4.6.1.2.2 Maintain detailed records on a daily basis and generate a monthly report of cost center accounting, listing products, center and portfolio, and point of contact. (CDRL 504R011) (See Technical Exhibit: 5-030: Cost Center Report.)

C.5.4.6.1.2.2.1   Track the progress of work assignments and review and assess the document at various stages of coding and uploading to ensure appropriate placement on the site.

C.5.4.6.1.2.2.2   Provide directions and instructions to internal and external staff regarding coding specifications and placement on the Web site, and provide sample files as appropriate.

C.5.4.6.1.2.2.3   Verify that the AHRQ Web site pages are in compliance with Office of Management and Budget policies, Federal laws, departmental guidelines, AHRQ and GPO style, AHRQ requirements, and recommendations and guidelines of the Web Content Management Working Group. The SP shall utilize the guidance found at http://www.webcontent.gov as a source for evaluating Web compliance. This includes conformance to Section 508 and the Privacy Act requirements, following AHRQ external linking criteria, and ensuring user-friendliness.

C.5.4.6.1.3   Repurpose, Code, and Upload Web Pages.

The SP shall work with AHRQ program staff; publishing and public affairs staff; and others to develop, maintain, code, load, and continuously update AHRQ Web pages. This includes the AHRQ home page, directory pages, subdirectory pages, browse pages, pathfinder pages, etc.

C.5.4.6.1.3.1 Develop and apply AHRQ templates for various types of Web pages and documents using Dreamweaver templates.

C.5.4.6.1.3.2 Update and/or change as necessary items on Web pages, such as appropriate navigation bars, bread crumbs, headers, footers, skip navigation for

visually disabled, and all elements required by HHS for Government Web sites. (See Technical Exhibit: 5-028: Criteria for Determining Development Priorities)

C.5.4.6.1.3.3   Develop, maintain, and continuously update *What's New* page listing new Web postings to the Web site in the past 30 days (See Technical Exhibit: 5-031: Example of a *What's New* Page)

C.5.4.6.1.3.4   Develop, maintain, and continuously update various specialty pages, such as A-Z menus, site maps, information in Spanish.

C.5.4.6.1.3.5   Repurpose printed documents so that they communicate effectively on the Web.

C.5.4.6.1.3.5.1   Chunk documents in logical groupings to highlight important information and make the text more readable for the Web.

C.5.4.6.1.3.5.2   Create .gif or .jpeg images by capturing and converting figures, charts, or graphics from multiple file formats of origin.

C.5.4.6.1.3.5.3   Write context statements and interface pages to provide background or summaries for readers. Note: See Original Writing Section.

C.5.4.6.1.3.6   Code documents and interface pages (containing context statements) in HTML or other appropriate languages, including captioning of streaming applications, Web-based production of text and tables, and conversion for tabular material and documentation that meet publishing specifications as described in Technical Exhibit 5-012 *AHRQ Publishing and Communications Guidelines.*

C.5.4.6.1.3.7   Prepare Podcasts and other multimedia files for upload to AHRQ-maintained public Web sites, extranets, or the Agency Intranet in suitable and accessible formats.

C.5.4.6.1.3.8   Upload all Web pages to test site for approval by managing editor, and publish approved documents to live sites.

C.5.4.6.1.3.9   Assign a file name (URL) for each Web page according to Agency Web site standards and naming conventions.

C.5.4.6.1.4   Quality Assurance

Quality assurance includes XHTML code validation; adherence to AHRQ and GPO style; and other standards of the Agency, as well as linking criteria and implementation of departmental formatting. (See Technical Exhibit 5-032: Web Pipeline 10-Step Process.) In undertaking Web site quality assurance, the SP shall:

C.5.4.6.1.4.1   Monitor quality of work performed by the Web team to ensure that all standards are met.

C.5.4.6.1.4.2   Provide feedback to ensure continuous improvement.

C.5.4.6.1.4.2.1   Arrange for proofreading of coded documents.   See also Proofreading of Web Documents and Production Editing Sections.

C.5.4.6.1.4.3   Make certain that the AHRQ Web site works correctly, including internal and external hyperlinks, troubleshoot content problems, and report hardware problems to the PO or other designated entity.

C.5.4.6.1.4.4   Review completed products that are on line at least quarterly to test for broken links or rescinded information, and recommend updates to the content owners at least annually (i.e., new prevention task force recommendations).

C.5.4.6.1.4.5   Review products on test site for accuracy and functionality; and secure appropriate sign offs from program and publishing staff.

C.5.4.6.1.4.6   Maintain electronic archive of Web pages.

C.5.4.6.1.4.7   Review content on an ongoing basis to ensure that information is current and correct, and update documents and files accordingly.

C.5.4.7   COORDINATE WITH THE MANAGEMENT OF THE AHRQ PUBLICATIONS CLEARINGHOUSE

The SP shall coordinate with the PO for the AHRQ Publications Clearinghouse and, as noted in Section C.1.4.5.1, the Service Provider operating the Clearinghouse to distribute Agency publications, respond to requests for materials, and maintain the database. In assisting the AHRQ Clearinghouse PO, the SP shall:

C.5.4.7.1   Perform Interface Actions

C.5.4.7.1.1   Review all activities (e.g., requests, reports, correspondence, etc.) between the AHRQ PO and AHRQ Publications Clearinghouse on a daily basis.

C.5.4.7.1.2   Provide information to the Clearinghouse on distribution requirements and work with the Clearinghouse to ensure distribution deadlines are met.

C.5.4.7.1.3   Evaluate, recommend improvements, and assist in the implementation of approved new and efficient strategies to disseminate Agency products.

C.5.4.7.2   Coordinate Direct Mail with Publications Clearinghouse Service Provider and Office/Center Requesters

The SP shall:

C.5.4.7.2.1   Interface with public affairs and clearinghouse staff to maintain and update the master mailing lists.

C.5.4.7.2.2   Identify regular mailings and ensure that products are mailed in a timely and efficient manner.

C.5.4.7.2.3   Oversee special mailings of AHRQ publications that may coincide with exhibits, conferences, and special releases.

C.5.4.7.2.4   Serve as interface between public affairs staff and desktop publishing with regard to public/private partnerships. In performing interface activities, the SP shall:

C.5.4.7.2.4.1   Maintain a tracking system of requests for print files for partnerships, including name, address, files requested, date of request, and date request is filled. Enter this information on the publishing program shared directory in an Excel spreadsheet.

C.5.4.7.2.4.2   Procure files in the appropriate format (either as PDF or MacIntosh files) from desktop publishing to provide to requestor.

C.5.4.7.3   Maintain AHRQ Publications Clearinghouse Database

The SP shall maintain and populate the PBCH database of over 4,000 records of current and past Agency publications. The SP shall:

C.5.4.7.3.1   Record information daily in the PBCH database.

C.5.4.7.3.2   Populate and continuously update data fields in the PBCH database such as key words, Internet and catalog descriptions, bibliographic information, location of PDF files and Web links, ordering information, and costs.

C.5.4.7.3.3   Run monthly reports from the PBCH data base as requested by the PO and submit reports to the PO for review. (CDRL 504R012)

C.5.4.7.3.4   Monitor on-line ordering systems to ensure that all orders have been processed by the AHRQ Publications Clearinghouse. Resolve any customer problems.

C.5.4.7.3.5   Monitor on-line inventory systems.

C.5.4.7.3.6   Meet with technical staff monthly to update and enhance the infrastructure of the PBCH system.

C.5.4.7.4   Perform Quality Assurance Checks

The SP shall conduct quality assurance checks on AHRQ Publications Clearinghouse and resolve any issues/problems arising during quality checks. Checks are done to verify timeliness of mailings and to spot check customer service, responsiveness, and accuracy of actions at the clearinghouse. Spot checks shall be done at various times during the year at the PO request or proactively.

C.5.4.7.5   Respond to Requests

The SP shall:

C.5.4.7.5.1   Respond to and triage requests for publications that exceed established limits as entered by the PO in the PBCH data base.

C.5.4.7.5.2   Respond to and triage special requests for unanticipated activities, (i.e., attaching labels to publication covers).

C.5.4.7.5.3   Respond to and triage requests from the public that can not be answered at the clearinghouse or that come directly through the AHRQ switchboard regarding AHRQ, HHS, and other Federal programs.

C.5.4.7.5.4   Manage the "publications request" mailbox.

C.5.4.7.5.4.1 Respond to the "publications request mailbox," determine whether the requests are to be handled in-house or at the clearinghouse, (based on adequate in-house samples, complexity of request, need for labor, etc.), and ensure that the requests are handled in a timely and efficient manner (usually within 1 working day).

C.5.4.7.6   Maintain On-site Publications Room

The SP shall maintain the inventory of the A. Judy Wilcox Publications Room to facilitate easy access by staff. (See Technical Exhibit: 5-033: AHRQ Publications Room Category List.) The SP shall:

C.5.4.7.6.1.1 Inform all Agency staff via e-mail of the arrival of new publications within 1 day of arrival and distribute all new publications to key Agency staff via AHRQ mailboxes on first floor.

C.5.4.7.6.1.2 On a daily basis, maintain the on-site publications room by marking boxes of new arrivals, shelving new publications, tracking inventory, and completing receiving forms for new publications that arrive for the AHRQ Publications

Clearinghouse. Room must be neat, clean, well organized, and free from obstructions to shelves.

C.5.4.7.6.1.3 Within 90 days of contract award, map the location of products in the on-site publications room to the specific location (by 2x2 lektriever, shelf, and section) using a database system that is searchable.

C.5.4.7.6.1.4 Maintain inventory map and update daily.

C.5.4.7.6.1.5 Generate and regularly update (6 times per year), hard copy notebooks (six each) and Web accessible shared directory listing of current AHRQ publications in the AHRQ Publications Clearinghouse inventory.

C.5.4.8   DISTRIBUTE AND ARCHIVE AHRQ PUBLICATIONS THROUGH OTHER FEDERAL OUTLETS

C.5.4.8.1   Distribute and Archive AHRQ Publications

In distributing and archiving AHRQ publications, the SP shall:

C.5.4.8.1.1   Accession print publications and final reports to NTIS.

C.5.4.8.1.1.1   Send original print copies of all AHRQ printed publications to NTIS within 1 week of receipt from printer, ensuring that appropriate documentation and completed forms accompany accession.

C.5.4.8.1.1.2   Submit final reports of grants and contracts to NTIS in appropriate formats (PDF files) with completed documentation for accession.

C.5.4.8.1.2   Notify GPO sales program of upcoming publications of interest.

C.5.4.8.1.2.1   Make recommendations to AHRQ regarding publications potentially appropriate for sale, submit appropriate forms, and coordinate with AHRQ desktop publishing.

C.5.4.8.1.3   Work with NLM to identify appropriate series for inclusion in PubMed and Medline.

C.5.4.8.1.3.1   Prepare products to meet requirements for NLM inclusion and provide quality control.

C.5.4.8.1.3.2   Ensure products for NLM bookshelf meet template requirements and document type definition formats for submission.

C.5.4.8.1.3.3   Resolve problems or issues on an ongoing basis.

C.5.4.8.1.4   Work with Library of Congress and Bowker to catalog AHRQ publication series.

C.5.4.8.1.4.1   Identify appropriate series for cataloging with the Library of Congress' International Standard Serial Number (ISSN).

C.5.4.8.1.4.2   Submit appropriate paperwork to secure ISSN numbers for publications series.

C.5.4.8.1.4.3   Maintain account with Bowker for International Standard Book Number (ISBN) numbers for Agency book series and submit appropriate information into database to secure ISBN number.

C.5.4.9   COORDINATE COPYRIGHT PERMISSIONS, LICENSING, AND CONTENT USE OF AHRQ-PUBLISHED MATERIALS

C.5.4.9.1   Develop Copyright Database

Within 180 days of contract award, the SP shall develop a proposal for a database of information regarding terms of copyright, licensing, and permissions for all AHRQ-published materials; and submit the proposal to the PO for review and approval.

C.5.4.9.2   Maintain Copyright Database

The SP shall establish and maintain a PO-approved database (See also requirements in 5.6.6). (CDRL 504R013). The SP shall:

C.5.4.9.2.1   As appropriate, coordinate with the Web publishing team to provide information about special copyright and licensing conditions on the AHRQ Web site.

C.5.4.9.2.2   Maintain a record of all materials the Agency includes in its published products that are copyrighted by others.

C.5.4.9.2.3   Maintain a tracking system of outside requests for copyright, licensing, and content use of AHRQ-published materials (See also Section C.5.6.6.3).

C.5.4.9.2.4   Maintain a record of all agreements the Agency has made regarding copyright and licensing with its contractors and grantees.

C.5.4.9.2.5   Research requests for copyright and licensing permissions from outside sources.

C.5.4.9.2.6   Draft appropriate response for review and approval by the PO.

C.5.4.9.2.7   Maintain a hard copy backup file of all requests.

C.5.4.10   PROVIDE EXHIBIT AND CONFERENCE SUPPORT SERVICES

The SP shall provide planning and logistic support for AHRQ's exhibit and conference activities.

C.5.4.10.1   Annual Exhibit and Conference Plan

The SP shall develop a proposed annual schedule for AHRQ exhibits at major, national, professional conferences and meetings as well as smaller venues taking into account Agency priorities and initiatives and funding availability. The SP shall submit the proposed annual schedule by the required due date to the PO for review and approval. The SP shall update the schedule quarterly. (CDRL 504R014) (See Technical Exhibit: 5-034: Sample AHRQ Exhibit Schedule.)

C.5.4.10.2   Exhibit Properties and Display Materials

The SP shall maintain and make accessible on the shared directory and in hard copy an inventory of the exhibit booth properties and display materials and a calendar showing their planned usage on a monthly basis. . (CDRL 504R015) (See Technical Exhibit: 5-035: Exhibit Logistics and Expenses)

C.5.4.10.3   Logistical Support Activities

The SP shall provide total logistical support for the entire AHRQ exhibits program. The SP shall plan and report the results of the various logistical support activities listed below to the PO for review and final approval. The SP shall:

C.5.4.10.3.1   Negotiate with professional organizations concerning logistical requirements and registration prior to each meeting, considering deadlines.

C.5.4.10.3.2   Select exhibit space and determine what services, furniture, equipment rentals, etc. are required for each meeting.

C.5.4.10.3.3   Communicate with target organizations to negotiate "complimentary" booth space, if possible; special locations or additional space, time for seminars and demonstrations; and other special needs.

C.5.4.10.3.4   Prepare a typed pre-meeting planning trip report that must include all logistical details such as name, place, dates, and hours of meeting; number of boxes/crates/cases shipped, and the shippers and shipping addresses; descriptions of all on-site rentals and services and names of companies providing such services; the names of persons staffing the exhibit, as well as phone numbers and hotels where the exhibit staff can be reached; and name and telephone number of the SP's contact who can be reached for emergencies during set up, meeting, and dismantling. Set up and dismantle times are to be noted as well as times for laborers to assist, if required. The SP shall submit the trip report to the PO in accordance with the delivery schedule. Prepare a kit for each exhibit staffer containing logistical information and instructions, including return shipment information. (CDRL 504R016) (See Technical Exhibit: 5-036: Pre-Meeting Planning Report)

C.5.4.10.3.5   Prepare and submit space application forms to the appropriate exhibit coordinators of the organizations sponsoring the selected meetings. Each application shall be typed and submitted in advance of the specified deadline. The SP shall send copies of these applications to the PO.

C.5.4.10.3.6   The SP shall prepare documentation for prepayment of all space and expenses for the exhibits and submit this information to the PO for approval and action.

C.5.4.10.3.7   Determine exhibit staffing based on appropriateness of staff, availability, and size of conference. Submit proposed staffing plan to the PO for review and approval.

C.5.4.10.3.7.1   Provide knowledgeable professionals to staff exhibits during meetings.

C.5.4.10.3.7.2   Train AHRQ staff to assemble and break down the exhibit structure, set up the booth, display publications, and complete logistical requirements.

C.5.4.10.3.7.3   Train staff on frequently asked questions, resources, and other tips for successful interface with conference attendees.

C.5.4.10.3.8   Determine appropriate exhibit structure for each meeting or conference.

C.5.4.10.3.9   Develop a publications list for each conference and meeting determined by subject, focus of meeting, Agency priorities, special initiatives, report from previous year (if attended), and so forth, and coordinate with any Agency program staff who are attending or presenting at the meeting or conference. Submit final publications list to PO for approval. The SP shall provide an order form and publications list 30 days prior to each meeting shipment date. (CDRL 504R017) See Technical Exhibit: 5-037: Order Form and Publications List

C.5.4.10.3.10 Coordinate with AHRQ Publications Clearinghouse for shipping of exhibit structure and products.

C.5.4.10.3.10.1   Arrange shipping in accordance with any and all requirements of the specific meeting, complying with stated labor and union rules for the region in

which the meeting will take place. Note: All shipping must be done using approved (licensed, bonded) carriers. The PO will approve any variations or proposed changes in carriers.

C.5.4.10.3.10.2   Arrange and pay for shipping exhibit structure(s), art panels, publications, and support materials to each meeting site in time to meet the designated deadlines. Delivery of all outgoing and incoming shipments must be verified and reported to the PO.

C.5.4.10.3.11   Assemble kit folders for conferences and meetings (includes as many as 25 on-site meetings).

C.5.4.10.3.12   Track all costs related to AHRQ exhibit program and include this information in a monthly summary report submitted to the PO. (CDRL 504R018) See Technical Exhibit: 5-035: Exhibit Logistics and Expenses

C.5.4.10.4   Staff AHRQ Exhibits

The SP shall:

C.5.4.10.4.1   Provide staff for AHRQ exhibits.

C.5.4.10.4.2   Set up and break down Agency booth at scientific meetings.

C.5.4.10.4.3   Resolve all logistical problems that may arise at exhibit booth to ensure successful set up.

C.5.4.10.4.3.1   Track lost or misplaced shipments.

C.5.4.10.4.4   Represent and promote AHRQ and its goals and products at conferences and respond to requests for information or provide appropriate resources or referrals.

C.5.4.10.4.5   Collect subscriptions and orders for additional information at exhibit site and convey to AHRQ Publications Clearinghouse for fulfillment.

C.5.4.10.4.6   Arrange shipment after each meeting to the next meeting or back to the AHRQ Publications Clearinghouse.

C.5.4.10.4.7   Prepare a post-meeting report for the PO within 10 days following each meeting (CDRL 504R019) (See Technical Exhibit 5-038: Post-Meeting Evaluation Report) that includes:

C.5.4.10.4.7.1   Meeting name, location, dates, and persons attending.

C.5.4.10.4.7.2   Structure used.

C.5.4.10.4.7.3   All costs associated with the meeting (i.e., application fees, services, labor, rentals, etc.).

C.5.4.10.4.7.4   An evaluation/analysis of the impact of each exhibit in terms of the success of exhibit strategy in reaching target audiences and in generating interest in AHRQ programs.

C.5.4.10.4.7.5   Suggestions about future attendance.

C.5.4.10.5   Maintain Exhibit Structures and Table Top Displays

The SP shall:

C.5.4.10.5.1   Maintain and update exhibit structures and table top display art as appropriate.

C.5.4.10.5.1.1   The SP shall conceptualize, design, and prepare art for exhibits, including table top displays, upon approval of the concept by the DGR and detail

them as such to represent the AHRQ design and product or service being promoted. Exhibits shall meet requesting office specifications such as size, ease of assembly, and transport.

C.5.4.10.5.1.2   The SP shall keep abreast of new technologies and advances in exhibit display and make recommendations for purchase of new exhibit structures that AHRQ should acquire to keep pace with tradeshow exhibit trends and take advantage of economies of scale and other efficiencies while providing a consistent presence across all tradeshows and events at which AHRQ exhibits. Exhibit properties obtained at the approval of the DGR shall be readily configurable into various sizes and adaptable to appeal to a variety of different audiences using easily replaceable graphics.

C.5.4.10.5.1.3   The SP shall make recommendations for the purchase of display holders for promotional materials, as well as audiovisual and IT equipment.

C.5.4.10.5.1.4   Semi-annually examine exhibit structures and make recommendations to the PO regarding for the need to repair or replace whole or parts, as needed. (CDRL 504R020)

C.5.5 PUBLIC AFFAIRS PROGRAM

C.5.5.1   BACKGROUND INFORMATION

AHRQ's Public Affairs Program plays a critical role in helping the Agency meet its goal of improving the quality and safety of health care services that all Americans receive. The Public Affairs program is the focal point for much of the communication that AHRQ has with a wide number of audiences, including members of the news media. Often, members of the Public Affairs staff are the first and primary point of contact with the Agency. In addition, members of the Public Affairs staff serve as liaisons between AHRQ's Offices and Centers, OCKT Publishing and Knowledge Translation (KT) Programs, and external stakeholders.

The Public Affairs staff works closely with Agency Project Officers and their contractors that serve as official coordinating bodies for AHRQ Portfolios to ensure that those activities are integrated across the Agency. For example, the Public Affairs staff works closely with AHRQ's Patient Safety Research Coordinating Center and the National Resource Center on Health Information Technology.

The Public Affairs program develops and implements strategic communication plans that publicize the results of AHRQ research findings and related tools, and lead to the use of those findings and tools to change the way that health care is delivered. Public Affairs manages all of the Agency's media relations targeting a wide variety of news outlets; responding directly to members of the media who contact AHRQ; and arranging interviews for other staff, contractors, and grantees, as well as preparing them for interviews by providing information and media training.

The Public Affairs Program is also responsible for conducting public information campaigns; speech writing and message development; partnership outreach and development; distribution of AHRQ's electronic newsletters; writing commentaries for placement in leading health care journals; tracking articles produced by AHRQ grantees; and maintaining the Impact Case Study Program.

These activities require sophisticated analyses of the value and potential usefulness of AHRQ-supported research from a news and more general informational standpoint, with an emphasis on matching the most effective dissemination strategies with the goals for any particular initiative or group of initiatives. And, in an increasingly diverse health care system

in which patient care is provided, it requires that these analyses and subsequent activities be conducted in a culturally appropriate and sensitive way.

C.5.5.1.1   Annual Plan

C.5.5.1.1.1   To assist in the coordination, management, and integration of public affairs activities with other communications and implementation functions carried out by the SP and through other components in the Agency, the SP shall produce and submit an annual public affairs plan for review and approval by the PO. The plan will be updated quarterly. It will include forecasts for each of the public affairs functions described in the PWS, with listings of expected work products and timetable for completion. (CDRL 505R001)

C.5.5.1.2   Project Management

The Public Affairs program is responsible for the coordination, management, and integration of the partnership, media relations, public information campaigns, speech writing, Web and other functions described below. It is imperative that these functions and any related activities mutually support one another and specifically track with AHRQ's strategic goals. Public affairs, publishing, KT and Web development staff must work closely to help ensure the timely development, distribution, dissemination, posting, and promotion of the products and activities. Public affairs staff must also work closely with the program components in AHRQ who are the content area specialists for the materials being developed.

C.5.5.1.2.1   At the direction of the PO, the SP shall produce a weekly "Public Affairs Activity Report" that shows by category all of the activities that Public Affairs staff are managing, including the topic, staff member responsible, and date due. (Technical Exhibit 5-039: Public Affairs Weekly Summary.)

C.5.5.2   DEVELOP PARTNERSHIPS IN SUPPORT OF AHRQ PROGRAM GOALS

Partnerships are a strategic and tactical means to leverage resources and assist in the dissemination of information to target audiences and the implementation of evidence-based practices in order to improve the efficiency and effectiveness of health services.

Partnerships involve both public- and private-sector groups (e.g., other Federal agencies, provider groups, purchasers, policymakers, continuing medical education community, patient/consumer organizations). (Technical Exhibit 5-040: Comprehensive List of Current and Past Partners).

Many of AHRQ's partnerships are focused on agreements to reprint Agency publications when outside groups are interested in large quantities (e.g., 1,000 copies or more) for distribution to their employees, members, or constituents; or to facilitate Web linkages between another organization's site and material on AHRQ's Web site. In the case of these reprint or electronic partnerships, a specific agreement is negotiated outlining the details of the copyright and other issues involved. (Technical Exhibit 5-041: Examples of a Reprint Partnership Agreement and an Electronic Partnership Agreement)

The SP shall assist in the development and support of AHRQ working partnerships.

C.5.5.2.1   Alliance Building

C.5.5.2.1.1   Research

At the direction of the PO, the SP shall:

- Undertake research to determine critical interfaces with ARHQ stakeholders to identify opportunities in which AHRQ can collaborate to meet its strategic goals.

- Consult with AHRQ staff in the assessment and determination of which organizations present the best opportunity to reach specific audiences.

- Meet with the PO to review results of the research assessments conducted; participate in discussions and priority setting with the PO and other AHRQ staff.

- Prepare a brief (one- to two-page) summary of potential opportunities and submit to the PO, as requested (CDRL 505R002)

C.5.5.2.1.2   Planning

Based on guidance from the PO, the SP shall:

C.5.5.2.1.2.1   Develop plans for the PO's review and approval identifying conferences and meetings with strategic partners on specific topic areas that support the Agency's portfolio.

C.5.5.2.1.2.2   Attend/facilitate meetings: At the direction of the PO, the SP shall attend meetings, conferences and other forums to make multiple contacts with outside groups. In addition, the SP shall use telephone, e-mail, and other means to discuss potential projects products, and activities that would help further AHRQ's mission and goal. Approximately 24-36 external meetings may occur annually.

C.5.5.2.1.2.3   Identify strategic partnerships that result in the development of new products, increasing public awareness, and/or the distribution of existing materials, tools, and information resources to AHRQ stakeholders.

C.5.5.2.1.2.4   Follow-up on all potential partnerships to bring together organizational or other decision-makers to formalize partnerships and carry out partnership activities.

C.5.5.2.1.2.5   Provide a written plan for the activities related to each partnership that provides critical logistical information.(e.g., schedules, target dates, listing of materials supplied by AHRQ, any commitments for speeches or other remarks, etc.)

C.5.5.2.1.2.6   Work with OCKT Exhibit and Conference Support Services and with the OCKT Art Direction and Presentation Support Program in coordinating exhibit staffing, posters, slides, or other materials necessary for meetings, conferences, or other forums. (See C.5.4.10 and C.5.4.5.2).

C.5.5.2.1.2.7   Provide a written plan for all activities, including logistics, and coordinate all logistical details (e.g., agendas, schedules, speakers, etc.) of an AHRQ on site meeting, and occasional off-site meeting. In the case of off-site meetings, the SP shall work with AHRQ logistics contractors. Conferences and meetings may involve a small number (5-10) of key Agency staff to discuss mutual goals and activities or may involve larger numbers of staff (15 or more) across multiple Agency offices and centers. (CDRL 505R003

C.5.5.2.1.3   Related Activities

The SP shall:

C.5.5.2.1.3.1   At the direction of PO, work closely with AHRQ Offices and Centers and the Publishing Program in the development of outreach strategies and packaging of AHRQ products and tools in which other AHRQ staff are involved.

C.5.5.2.1.3.2   Arrange and provide ongoing assistance for high-level policy partnerships with other HHS components, including The Centers for Disease Control and Prevention (CDC), The Centers for Medicare & Medicaid Services (CMS), and The Food and Drug Administration (FDA). Assistance can include making initial contact with staff from these agencies to assess partnership possibilities, negotiating details of partnerships, preparation of agreements summarizing what AHRQ and partners will do, and executing details of partnerships, as required.

C.5.5.2.1.3.3   At the direction of the PO, work with partnership organizations to draft language involving reprints and/or electronic partnerships. Present draft agreements to the PO for review; assist the PO, as necessary, during the Office of General Counsel's review of the draft agreements. Upon approval, execute partnerships as detailed in the agreement and coordinate with the Publishing Program to secure print/electronic files.

C.5.5.2.1.3.4 For situations where partnerships propose to use AHRQ products, provide information required to the PO to obtain a legal review. (See Section C.5.6.6 In Web Resources)

C.5.5.2.1.4   Outreach Strategies

C.5.5.2.1.4.1 In consultation with PO, the SP shall interface with Agency staff and contractors involved in AHRQ coordinating centers for other portfolios to ensure that efforts of coordinating centers are integrated with other similar Agency work; prepare analyses and reports on coordinating Center efforts, and submit to PO, as requested. (CDRL 505R004)

C.5.5.2.1.4.2 At the direction of the PO, the SP shall organize conference calls; staff exhibit booths (see Exhibit and Conference Support Services Section); develop themes and messages; and work with the publishing staff to develop presentation materials, posters, slides, and brochures as part of AHRQ's participation in outside conferences.

C.5.5.2.1.5   Maintain Databases

C.5.5.2.1.5.1 The SP shall develop, populate, and maintain two databases that track and report AHRQ's partnerships and partnership activities.

- Database 1 shall serve as a record for tracking partnerships of reprints of AHRQ publications, tools, and products, and must include contact information about the partner organizations, number of copies reprinted, any special considerations, and calculated cost savings.

- Database 2 shall list current and potential partnerships, contact information, and any activities proposed or completed.

C.5.5.2.1.5.2 At the request of the PO, the SP shall generate reports from the databases. At a minimum, one status report per month will be generated from each database.

C.5.5.3   SUPPORT SPEECH WRITING PROCESS FOR AGENCY DIRECTOR AND OTHER SENIOR STAFF

C.5.5.3.1   General Requirement

C.5.5.3.1.1   The SP shall interface with the staff from the Office of the Director and attend AHRQ Speech Team meetings. The SP shall assist in the development of related speeches for the AHRQ Director and other senior staff. The "final"

speech product will vary (i.e., full text, Powerpoint slide presentation, bullet outline).   The SP shall also assist in the maintenance of the AHRQ speech schedule. The SP shall perform the following specific activities:

C.5.5.3.2   Weekly Meetings

C.5.5.3.2.1   Attend weekly scheduling meetings of the AHQ Speech Team in the Office of the Director.

C.5.5.3.3   Collect Information

C.5.5.3.3.1   Gather information on various speech opportunities (e.g., topic, audience, location, Director's role as keynote speaker vs. panel participant, logistical arrangements), analyze and provide information to the PO to assist in updating and maintaining speech and scheduling databases.

C.5.5.3.4   Review Requests

C.5.5.3.4.1   Assist in the review of all requests and invitations (received by e-mail or letter) for the Director to give a speech, presentation, or other remarks. Assist in the review of speech invitations to other senior AHRQ staff members to determine if those speeches might more appropriately be given by the Agency Director. Participate in discussions of whether speech invitations received by the Director are ones more appropriate to be given by senior AHRQ staff, and if so, which Office or Center Director or other staff member to assign the speech.

C.5.5.3.5   Recommendations

C.5.5.3.5.1   Work with the Speech Team to develop recommendations for each request/invitation. The SP shall use the following criteria in recommending that engagements be accepted or declined.

- Criteria – Audience, topic, agency priority.

- Availability – Current schedule of the Director or Center/Office Directors.

- Travel time—Reasonableness in terms of other commitments.

- Travel budget.

C.5.5.3.6   Invitation Responses

C.5.5.3.6.1   The SP shall:

- Prepare the information needed to develop responses to requests/invitations.

- As instructed by the PO, draft a letter that will accept, accept with different date proposed, propose an alternate speaker, or decline an invitation and submit the draft to the AHRQ Director's designated assistant within 2 working days of receipt of the decision from the Director.

- Develop draft responses for review and approval: for declines, prepare information describing why the speech is being declined (e.g., the Director is unable to participate because of a previous engagement). For speech invitations that are accepted, coordinate speech-related issues with the inviter (e.g., logistics, delivery of slides, handouts/background materials).

C.5.5.3.7   Primary Speech Writer

C.5.5.3.7.1   The SP shall function as the primary Speech Writer assisted by the AHRQ Speech Team. The SP shall perform the following tasks in the speech development process:

C.5.5.3.7.1.1   Assemble all background information.

C.5.5.3.7.1.2   Produce speech development schedule.

C.5.5.3.7.1.3   Prepare Speaking Engagement Fact Sheet (Technical Exhibit 5-042: Speaking Engagement Fact Sheet).

C.5.5.3.7.1.4   Meet with the AHRQ Director to determine messages/themes for speech and potential handouts and/or written materials.

C.5.5.3.7.1.5   Develop speech outline for review and approval.

C.5.5.3.7.1.6   Develop draft of text speech and related materials (e.g., slides) for review and approval. (Technical Exhibit 5-043: Example of Speech)

C.5.5.3.7.1.7   Review draft speech with speech team and program staff.

C.5.5.3.7.1.8   Draft and prepare slide presentations. (Technical Exhibit 5-044: Example of Slide Presentation)

C.5.5.3.7.1.9   Edit/revise speeches within established timeframes (e.g., submit draft to AHRQ Director not later than 5 working days before speech; submit final hardcopy version of text, slides or bulleted outline to Director 2 days before speech).   For planning purposes, approximately 25 percent of speeches are prepared and submitted for review 2 weeks before the date the speech is to be given; 50 percent are submitted for review 5 days before the speech; and 25 percent are prepared and given to the Director for expedited review and completion 2 days before the speech.

C.5.5.3.7.1.10   Clear the speech with program staff from the involved AHRQ Office/Center.

C.5.5.3.7.1.11   Assist in the speech development process for speeches by AHRQ substitutes; assistance tasks include:

C.5.5.3.7.1.12   Assemble and forward all background information to the substitute speaker.

C.5.5.3.7.1.13   Coordinate messages with the substitute speakers.

C.5.5.3.7.1.14   Perform follow-up actions after a speech is delivered (e.g., distribute additional materials upon request, provide answers to general information questions related to the speech topic).

C.5.5.3.7.1.15   Work with host organizations in drafting articles for their journals related to a delivered speech or speech topic (Technical Exhibit 5-045: Example of Article Related to Director's Speech).

C.5.5.3.7.1.16   Maintain an archive of past speeches and packages of speeches on similar topics (e.g., health IT, evidence-based health care, quality and patient safety).

C.5.5.3.8   Promotion Activities

The SP shall actively promote Agency staff as speakers at meetings of the approximately 100 largest U.S. health-related groups. The SP shall also provide recommendations to the PO on other potential outside speaking opportunities. Promotion activities include phone calls, letters, e-mail pitches, and face-to-face meetings when needed. Whenever possible, the goal for promotion of the AHRQ speaker is to place AHRQ staff as the keynote speaker in plenary sessions at those meetings.

C.5.5.4   WRITE, CLEAR, AND PLACE COMMENTARIES AND ARTICLES IN MAJOR PUBLICATIONS

C.5.5.4.1   Commentaries

The SP shall write commentaries for the AHRQ Director to submit to specific major journals. Commentaries focus on major Agency priorities and/or a theme of the journal issue. Commentaries are generally approximately 1,600 words in length. (Technical Exhibit 5-046: Example of a Commentary) The SP shall:

C.5.5.4.1.1   Meet the requirements of the formal agreements AHRQ has established with journal officials (editors) concerning the use on commentaries by the AHRQ Director through on-going contacts.

C.5.5.4.1.2   Identify potential topics for commentaries on a monthly basis; brief the PO on recommendations for review and approval.

C.5.5.4.1.3   Develop proposed schedules for development and submission of approved commentaries.

C.5.5.4.1.4   Develop an initial outline of an approved commentary.

C.5.5.4.1.5   Submit the outline for the commentary to, and work with, staff in various Centers identified by the PO or Center Director to author/develop draft Commentaries; activities include reviewing drafts for content and format, checking for technical accuracy, submitting for editorial reviews, complying with other editorial and citation guidelines, and making revisions.

C.5.5.4.1.6   Review and revise the commentary to comply with all journal specifications.

C.5.5.4.1.7   Submit the commentary to the PO for review and the Director's review; revise the commentary based on the Director's and PO's comments; submit the Final commentary to the PO for final approval 10 calendar days prior to the journal's required submission date.

C.5.5.4.1.8   Upon receipt of the PO's approval, prepare all commentary materials in accordance with journal requirements and submit by required date.

C.5.5.4.2   Place Articles and Commentaries

The SP shall assist in the placement of articles and commentaries in major publications (Technical Exhibit 5-047: Listing of Journals that have Published Articles and Commentaries). The SP shall:

C.5.5.4.2.1   Perform content reviews of peer-review articles identified by the PO.

C.5.5.4.2.2   Submit a listing to the PO of major publications that could be interested in publishing the article or commentary.

C.5.5.4.2.3   Contact the editors of selected publications, based on the PO's feedback, to negotiate including the article or commentary in a future edition of the publication.

C.5.5.5   PRODUCE AGENCY ELECTRONIC NEWSLETTERS

AHRQ prepares electronic newsletters for people who are interested in receiving announcements and information by e-mail about AHRQ activities. The Service Provider shall prepare assigned newsletters for approval and then distribute the approved documents using the specified media (e.g., via e-mail or Web posting).

C.5.5.5.1   Produce Newsletters for General Distribution

The SP shall produce two electronic newsletters; a three times per month general AHRQ Electronic Newsletter (EN) and a monthly audience-specific Patient Safety Electronic Newsletter (PSEN).   (Technical Exhibit 5-048: Samples of Electronic Newsletters.)   In producing each Newsletter, the SP shall:

C.5.5.5.1.1   At the minimum and in accordance with production schedules, identify potential items, topics, subject areas for inclusion in the electronic newsletters based on a review of various sources:

- Recent press releases.

- Contacts and liaison with Center and specific program officials.

- Weekly reports and notices of meetings from AHRQ Offices, Centers, and programs.

- E-mail pitches of funding for studies.

- Public Affairs activity reports.

- Standard outputs – items to be published, information for grantees.

- Contacts with researchers.

- Funding announcements.

C.5.5.5.1.2   Edit information from various sources and draft 10-12 preliminary items (4-6 sentences per item) for the newsletter.

C.5.5.5.1.3   Submit a draft newsletter to the PO for review, comment, and approval.

C.5.5.5.1.4   Prepare a final version of the newsletter based on PO comments.

C.5.5.5.1.5   Develop two versions of each approved newsletter, i.e., a PDF and an HTML version, for compliance with Section 508 guidelines.

C.5.5.5.2   Maintain Electronic Distribution Lists

The SP shall maintain the EN and PSEN LISTSERVs and use the lists to distribute the newsletters according to the agreed upon schedule.

C.5.5.5.2.1   Correct all mailing error messages resulting from the dissemination of the newsletter.

C.5.5.5.2.2   Maintain the LISTSERV mailing list; update the mailing list as additions (e.g., postcards from conferences requesting to receive future editions of the newsletter) and deletions (e.g., individuals no longer with an e-mail account) are identified.

C.5.5.5.2.3   Respond to inquiries related to newsletter items. Inquiries could include: requests for more information, assistance in contacting an identified researcher, requests to include an item in a future issue of the newsletter.

C.5.5.5.3   Monitor AHRQ LISTSERVs

C.5.5.5.3.1   The SP shall maintain the overall inventory of 46 LISTSERVs, including the LISTSERV for the general electronic newsletter and the patient safety newsletter, as well as LISTSERVs used for other promotional purposes (see Technical Exhibit 5-049: Catalogue of LISTSERVs).

C.5.5.5.3.2   The SP shall have primary responsibility for maintaining the EN and PSEN LISTSERVs, as described above.

C.5.5.5.3.3   The SP shall coordinate with the Web staff or other appropriate service providers to ensure that all technical problems with regard to the LISTSERVs are resolved within 24 hours.

C.5.5.5.4   Newsletter Promotion Activities

At the direction of the PO, the SP shall conduct actions to further promote knowledge of the newsletter and to increase readership:

- Prepare flyers and materials for conferences to promote the EN and PSEN.

- Analyze the results of promotional actions and provide feedback to the PO as part of a quarterly report. (CDRL 505R005).

C.5.5.6   DEVELOP, ADMINISTER, AND EXECUTE APPROVED MEDIA RELATIONS ACTIVITIES

C.5.5.6.1   Overview

C.5.5.6.1.1   At the request of the PO, the SP shall undertake activities to analyze the news and information value of new and ongoing AHRQ and AHRQ-supported research; promote AHRQ research findings and tools with an emphasis on using the most effective media relations techniques; assist with all of the required AHRQ and HHS clearances; and provide media training, as needed, to AHRQ staff and grantees.

C.5.5.6.2   Media Releases

C.5.5.6.2.1   The SP shall draft media releases for approval and revise them for final submission in English and Spanish. Materials include press releases, media tip sheets, press kits, health messages for incorporation in television program content; and copy for newspaper and magazine advertisements.

C.5.5.6.2.2   Develop Press Releases

C.5.5.6.2.2.1 The SP shall develop and submit to the PO for review and approval, draft press releases on AHRQ activities. In developing the press releases, the SP shall:

C.5.5.6.2.2.2 Identify newsworthy topics (e.g., publication of research findings in journals, publication of major reports; or release of findings, products, and tools in other ways) by conducting weekly analyses and using established criteria for judging news value of findings and tools. Brief the PO on recommendations for future press releases. (CDRL 505R006) Technical Exhibit 5-050: Criteria for Identifying Newsworthy Topics.

C.5.5.6.2.2.3 Write draft press releases, develop initial documentation in HHS-approved format and consistent with Web requirements, and prepare other supporting materials, including fact sheets, Qs and As, message points, and media distribution plan (See Technical Exhibit 5-051: Sample Press Release and Media Distribution Plan)

C.5.5.6.2.2.4 Discuss draft releases with AHRQ program staff and appropriate external sources (e.g., grantees, grantee institution's press office, partners, cited research contractors) to obtain their input on how to characterize the findings, projects, or tools, or other topics of releases; develop quotes by grantees or others; and/or discuss information in releases referencing grantees' institutions or outside groups.

C.5.5.6.2.2.5   Circulate draft press releases to AHRQ program staff and external sources for their review and comment to produce press releases with accurate content, proper tone, and the appropriate portrayal of findings.

C.5.5.6.2.2.6   Respond to comments and rewrite drafts, and re-circulate to internal staff and external sources for further review, as required. The average press release is revised approximately 8 to 10 times.

C.5.5.6.2.2.7   Provide draft e-mail messages and other correspondence and support materials that may be needed to obtain all required AHRQ and HHS clearances, using guidelines established for AHRQ and for HHS' Office of the Assistant Secretary for Public Affairs. Technical Exhibit 5-052: AHRQ Press Release Clearance Form and the HHS Clearance Description.

C.5.5.6.2.3   Script Development

The SP shall draft, then finalize, radio scripts, television news releases, and public service announcements; writing scripts for (and working with) developers of audiovisual products, including scripts for videos and video news releases, audio news releases, and public service announcements, both in English and Spanish.

C.5.5.6.2.3.1   Develop ANRs, Podcasts, and VNRs

C.5.5.6.2.3.1.1   At the direction of the PO, the SP shall develop and submit to the PO for review and approval, ANRs, Podcasts and VNRs on AHRQ activities. In developing ANRs, Podcasts and VNRs, the SP shall:

C.5.5.6.2.3.1.1.1   As directed by the PO, often in lieu of or in conjunction with full print releases, prepare ANRs, Podcasts, and VNRs by proposing appropriate content, writing scripts or talking points, and clearing scripts and talking points with internal AHRQ program staff and external sources (e.g., grantees, Partners, research contractors involved in the specific topic).

C.5.5.6.2.3.1.1.2   Work with AHRQ program staff to produce messages in ANR, Podcast, and VNR that are customer-oriented messages that will be understood by lay audiences and can be easily acted upon.

C.5.5.6.2.3.1.1.3   Develop and submit to the PO for review and approval, a plan for the production of each ANR, Podcast, or VNR. (CDRL 505R007) The plan shall describe the proposed audio or video services to be used, staffing requirements, and proposed location.

C.5.5.6.2.3.1.1.4   Provide all necessary logistical arrangements to produce ANRs, Podcasts, and VNRs, including arranging schedules with staff, traveling to off-site locations, and working with other organizations' audio or video production staff if ANR or VNR is being developed by another organization (e.g., university, or private-sector group or business). Current production equipment at AHRQ is listed in Technical Exhibit 3-003: Government-Furnished Equipment.

C.5.5.6.2.3.1.1.5   Edit/consolidate elements (e.g., sound bites) to meet output requirements (e.g., ANRs one-minute in length, VNRs as MPS files and other downloadable formats).

C.5.5.6.2.3.1.1.6   Prepare additional versions of ANRs, Podcasts, and VNRs as necessary (e.g., 100 percent of ANRs are translated into Spanish), and prepare different lead-ins for various locations, when required.

C.5.5.6.2.3.1.1.7   Prepare and submit to the PO standard HHS audiovisual clearance forms, when required. (Technical Exhibit 5-053: Audio Visual Clearance Form.)

C.5.5.6.2.3.1.1.8   Prepare, for the PO's review and approval, a proposed tailored distribution plan for a variety of potential audiences for ANRs and VNRs using general media lists or a modified distribution plan, as appropriate (e.g., modified distribution for a message to persons 65 or older), and coordinate with distribution outlets, as needed.

C.5.5.6.2.3.1.1.9   As directed by the PO, conduct follow-up evaluations of the "coverage" of each ANR, Podcast, and VNR. Analyze and provide the result from the coverage evaluation to the PO for review and possible action. (CDRL 505R08) (Technical Exhibit 5-054: Example of a Coverage Evaluation).

C.5.5.6.2.3.1.1.10   Follow Web guidance for development of Podcasts.

C.5.5.6.2.3.1.1.11   Post Podcasts to vendor Web site, and ensure, working with Web staff that the vendor site is seamless to the user.

C.5.5.6.2.3.1.1.12   The SP shall pay for all vendor services related to technical assistance and posting or blasting on external servers or other resources for Podcasts, ANRs, and VNRs.

C.5.5.6.3   Media Contact Development/Placement Enhancement

The SP shall draft plans for and execute approved press events; smaller-scale background press briefings; pitching media outlets; arranging television, radio, print, and electronic media interviews of AHRQ officials and grantees; providing media training to AHRQ staff and grantees, securing story placements with widely read syndicated columnists, trade journals, and consumer publications, including writing news stories or reviewing and editing news stories for media outlets.

C.5.5.6.3.1   Develop and Distribute E-Mail News Pitches and Other Communication. The SP shall:

C.5.5.6.3.1.1 Analyze potential media marketing and other communications opportunities and, on a monthly basis and submit recommendations to the PO for possible future E-mail pitches and other communications. (CDRL 505R009)

C.5.5.6.3.1.2 Develop and submit to the PO for review and approval, e-mail pitches and other communications on AHRQ activities, and develop appropriate distribution plan.

C.5.5.6.3.1.3 Distribute approved e-mail pitches and other electronic communications to appropriate recipients.

C.5.5.6.3.1.4 Assist the Government to maintain existing and to cultivate new relationships with members of the press that cover AHRQ and health related topics, in general. The SP shall conduct media tours, arrange meetings with reporters, attend major meetings of health care journalists, and maintain formal and informal contacts with members of the health care press.

C.5.5.6.3.1.5 Provide media training to AHRQ staff, as needed, when outreach to press results in opportunities for interviews and/or when needed for media events. (See C.5.5.6.2.5)

C.5.5.6.3.1.6 Maintain e-mail press lists for appropriate targeting of outreach and correspondingly maintain a database with names, e-mail addresses, fax

numbers, and other contact information that currently contains more than 40 distinct categories of targeted media groups.

C.5.5.6.3.1.7   Draft for PO approval, a weekly "News and Numbers" summary that captures key discreet, quantifiable research findings, and work with program staff to develop and maintain the information program for "News and Numbers" summaries. Distribute "News and Numbers" summary to selected members of the media using AHRQ media LISTSERV. (Technical Exhibit 5-055: Sample of "News and Numbers")

C.5.5.6.3.1.8   Prepare and submit to the PO a weekly report that summarizes news items and coverage of AHRQ research activities and interests.(CDRL 505R010) (Technical Exhibit 5-039: Public Affairs Weekly Summary Report)

C.5.5.6.4   Host Media Events

The SP shall:

C.5.5.6.4.1   Analyze potential media event opportunities and, on a monthly basis, submit recommendations to the PO for possible future events. (CDRL 505R011)

C.5.5.6.4.2   Based on direction from the PO, plan and host media events. Media events could be in person and on-site or at other locations such as the National Press Club or at the offices of a major healthcare organization. Alternatively, these events can also be held as "virtual" events via the Web, audio conference, or a combination of the two. In planning and hosting such events the SP shall:

C.5.5.6.4.3   Poll Office/Center Directors for possible topics for media events. Submit to the PO the proposed topic for the event with an outline of the content to be covered and the members of the media to be invited.

C.5.5.6.4.3.1   Recommend whether the event will be an in-person, virtual, phone, or Web event.

C.5.5.6.4.4   Collect necessary background information and data (e.g., definitions, statistics) that will be needed by participants at the event.

C.5.5.6.4.5   Prepare a checklist of all logistical and financial resources requirements for approval.

C.5.5.6.4.6   Coordinate with PO to schedule the event (e.g., in-press conference, small group briefing, interview), referring to the Director's schedule and verifying the Director's level of interest in participating in the event.

C.5.5.6.4.7   Recommend the appropriate person(s) for the event/interview (e.g., individual requested, expert) by analyzing the topic and issues to be covered in the event and identify which combination of AHRQ staff, grantees, or others are best able to address the topic.

C.5.5.6.4.8   Research the event topic and write talking points, Qs and As, and other materials to be used by interviewees. Submit all event-related materials to the PO for review and approval. Distribute PO-approved versions of these items to the Center Directors for review not later than 7 working days prior to the event.

C.5.5.6.4.9   Review any last minute revised talking points, Qs and As, and other materials with interviewees after approval of documents by PO. (See Technical Exhibit 5-056: Sample Briefing Packet - Interviewees from Past Event)

C.5.5.6.4.10   Perform follow-up activities, as required by the PO (e.g., distribute additional materials upon request, answer general information questions, and/or arrange side interviews).

C.5.5.6.5   Reactive Activities

As described below, the SP shall perform supportive tasks for public affairs activities involving processing calls and e-mails from the press and general public, processing requests for interviews and tracking audio, video and other news releases.

C.5.5.6.5.1   Respond to Calls and E-mails

The SP shall:

C.5.5.6.5.1.1   As directed by the PO, route calls and e-mails from major national print, electronic and broadcast media to the PO for evaluation and appropriate action.

C.5.5.6.5.1.2   Process calls involving requests for routine and general information, and assist in responding to calls and e-mails from the press and general public. For these requests, the SP shall:

C.5.5.6.5.1.2.1   Respond immediately if appropriate.

C.5.5.6.5.1.2.2   Assume responsibility for finding an answer for general information requests or redirect the inquiry to a more appropriate source (e.g., Program Coordinating Centers), as dictated by the request.

C.5.5.6.5.1.2.3   Respond within 24 hours or by requested time if assuming responsibility for finding an answer; or refer all calls seeking policy interpretations to appropriate government officials.

C.5.5.6.5.1.3   Work with the Web staff in developing and populating responses for routine public inquiries to AHRQ's Web mailbox. This is being developed using RightNow Technologies and in accordance with HHS requirements as described in section C.5.6.4 of this SOW.

C.5.5.6.5.2   Assist in processing requests for interviews.

AHRQ receives requests for interviews from members of the press, HHS and other Federal Agencies. In assisting in processing requests for interviews, the SP shall:

C.5.5.6.5.2.1   Determine the availability of the requested interviewee or potential interviewees and forward this information to the PO for further action.

C.5.5.6.5.2.2   Collect necessary background information and data (e.g., definitions, statistics) for an approved interview.

C.5.5.6.5.2.3   Assist PO or Agency/Center/Office Director staff in scheduling an approved interview.

C.5.5.6.5.2.4   Prepare draft talking points, prepare the interviewee, and develop final talking points.

C.5.5.6.5.2.5   Conduct follow-up activities, as needed (e.g., distribute additional materials upon request and answer general information questions related to the interview topic).

C.5.5.6.5.3   Track Coverage from Audio, Video, and other News Releases and Provide Media Content Analysis

The SP shall track coverage and provide content analysis from audio, video and news pick up of AHRQ research or activities. The SP shall:

C.5.5.6.5.3.1   Work with audio, video and news monitoring services, as needed, to obtain copies of any audio or video clips. This may occur up to 20 times per year.

C.5.5.6.5.3.2 Working with the AHRQ IRC, compile a weekly collection of news clippings relevant to AHRQ research activities and topics of direct relevance to AHRQ's mission and goals. Clips are to be submitted to the PO for review and approval each Monday or on the first work day of the week for the previous week. Once approved, e-mail clips to all AHRQ staff.

C.5.5.6.5.3.3 Conduct and provide a semi-annual analysis of media coverage detailing how the agency is bring depicted, by which media outlets, who from AHRQ is being quoted, and any associated trends in coverage.

C.5.5.7   RESEARCH ARTICLES AND IMPACT CASE STUDY PROGRAM

C.5.5.7.1   Track AHRQ Grantee and Staff Articles

The SP shall manage the process of tracking grantee and staff articles, and, based on an assessment of the significance of each article, implement appropriate actions to promote the article and its findings.

C.5.5.7.1.1   Identify and Collect Information on Articles

The SP shall identify grantee and staff research articles and update the journal tracking database. (Technical Exhibit 5-057: Recent Journal Tracking DB Printout)The SP's priority efforts shall focus on identifying articles before they are published. At the same time, the SP shall seek to identify all articles that have already been published. In performing these identification and information collection activities, the SP shall:

C.5.5.7.1.1.1 Canvass Center POs and grantees and staff quarterly to identify articles under development and/or articles that have been accepted for publication.

C.5.5.7.1.1.2 Contact the journal to obtain publication date, embargo dates, and maintain contact with the journal to monitor that the article is progressing as scheduled.

C.5.5.7.1.1.3 Review an array of health care journals and similar publications to identify articles based on the research of, and/or prepared by, AHRQ-sponsored grantees and staff.

C.5.5.7.1.1.4 Gather all required information concerning each identified grantee and staff article.

C.5.5.7.1.1.5 Add required information on each article within 2 days of identification to the journal tracking database and provide a monthly printout to the PO. (CDRL 505R012)

C.5.5.7.1.2   Assessment and Promotion of Grantee and Staff Articles

The SP shall:

C.5.5.7.1.2.1 Conduct an assessment of the significance of each identified article and provide the assessment and recommendations related to the promotion of the article to the PO for review and possible follow-up action. (Technical Exhibit 5-050: Criteria for Identifying Newsworthy Topics provides a listing of the factors the SP shall use in evaluating the significance of each article.)

C.5.5.7.1.2.2 Based on the assessment of the article, develop recommendations for the type of supporting activities (e.g., press release, e-marketing pitch) AHRQ should carry out to promote the article and its findings. The SP shall submit recommendations on supporting activities within 1 working day of entering the article in the journal tracking database.

C.5.5.7.1.2.3 If the PO decides to promote the article, communicate with the grantee, AHRQ PO and/or staff about the press release being prepared and/or any media pitching to be carried out.

C.5.5.7.1.2.4 Work with the grantee's institutional press office to obtain their input, review, and clearance of descriptions of findings, quotes, and other information releases.

C.5.5.7.1.2.5 Develop a press release as described in Section C.5.5.6.2

C.5.5.7.1.2.6 Update the journal tracking database.

C.5.5.7.2   Maintain Impact Case Study Review and Clearance Program

The SP shall:

C.5.5.7.2.1   Prepare impact case studies of two- to six-pages describing AHRQ research or products being used in real-life situations by States, health plans, clinical associations and groups, and others. (Technical Exhibit 5-058: Listing of Sample Impact Case Studies and Example) The PO will determine the topic for specific impact case studies. Based on directions from the PO, the SP shall conduct specific impact case studies. In conducting an impact case study, the SP shall:

C.5.5.7.2.1.1 Identify and contact the users of AHRQ research and introduce the program and its purpose, explaining the purpose for the specific impact case study.

C.5.5.7.2.1.2 Conduct a review to validate the information for the proposed impact case study to ensure the accuracy and reliability of the information.

C.5.5.7.2.1.3 Once validated, develop the draft impact case study. Share a draft of the case study with the appropriate AHRQ staff person (e.g., grantee's AHRQ project officer) and the individual or institution using AHRQ's research findings, products, or tools for preliminary review of case study's content and accuracy.

C.5.5.7.2.1.4   Manage the internal clearance process for case studies, performing any necessary rewrites, edits, or changes and obtaining sign-off by user and AHRQ staff.

C.5.5.7.2.1.5 Route the impact case study to the user for final user review and clearance, and develop recommendations on whether the case study can be used outside of AHRQ for external purposes such as articles, Web postings, fact sheets, Congressional testimony given by Agency officials, or whether the case study is to be limited to internal AHRQ use.

C.5.5.7.2.1.6 Upload the case study to the electronic "case studies notebook." Work with the Government Intranet Manager to post the study on the AHRQ Intranet site, and route the study to staff, as appropriate.

C.5.5.8   DEVELOP AND IMPLEMENT PUBLIC INFORMATION CAMPAIGNS

C.5.5.8.1   General Activities

The SP shall conduct public information campaigns to further promote AHRQ research, products, and tools. The campaigns shall cover diverse health care areas related to AHRQ research portfolios (e.g., quality of care, patient safety, health IT, or preventive health care).

The SP shall:

C.5.5.8.1.1   Conduct campaigns that differ in the level and intensity of effort, distinguished by the number of outreach activities employed. The duration of the majority of campaigns shall be less than 1 year. Each marketing effort shall include:

- Developing background information about the product.

- Developing a description of the product.

- Developing Key messages.

- Identifying target audiences.

- Implementing outreach tactics.

C.5.5.8.1.2   The SP shall implement three categories of public information:

- Minimal marketing effort (Bronze).

- Medium marketing effort (Silver).

- High marketing effort (Gold).

The level and type of outreach activities distinguishes minimal, medium, and high marketing campaigns. (Technical Exhibit 5-059: Descriptions of Bronze, Silver, and Gold Public Information Campaigns; provides descriptions of the elements and outreach tactics of each category of campaign.)

C.5.5.8.1.3   The SP shall write strategies for conducting audience research that profiles target audiences through analysis of their demographics, media usage, credible information sources, and significant intermediary channels. Audience research shall include any of the following activities:

- Personal interviews.

- Focus groups (See section on Focus Groups C.5.4.4.1.5.7 and Technical Exhibit 5-021: Screener's Guide).

- Web-based surveys.

- Other strategies to gather information for targeting key audiences (See Technical Exhibit 5-039: Public Affairs Weekly Summary for information on recent and on-going public information campaigns. Technical Exhibit 5-060: Examples of Materials Produced for Public Information Campaigns.)

C.5.5.8.2   Develop Recommendations for Information Campaigns

On a quarterly basis, the SP review on-going AHRQ research activities and provide to the PO, a list of recommendations for future information campaigns. (CDRL 505R013) The recommendations should focus on the promotion of AHRQ research, products and tools that can be used for clinical or policy purposes.

C.5.5.8.3   Conduct Information Campaigns

The SP shall perform a number of activities for information campaigns identified by the PO. For each information campaign topic selected by the PO, the SP shall develop and submit to the PO for review and approval a campaign plan containing information and proposed activities addressing the components listed in Technical Exhibit 5-059. (CDRL 505R014) In developing and implementing each approved campaign, the SP shall perform tasks that include, but are not limited to:

C.5.5.8.3.1   Identify potential campaign priorities.

C.5.5.8.3.2   Using the traditional strength-weaknesses-opportunities-threats (SWOT) format, conduct situational analyses that provide all necessary information on the environment of the target group, dynamics in the health care system governing the behavior of that group's members, and how AHRQ should position its research findings, products, and tools to ensure the highest probability that they will be adopted. Submit SWOT analyses to the PO for review.

C.5.5.8.3.3   Create key messages.

C.5.5.8.3.4   Identify proposed audiences to receive campaign materials.

C.5.5.8.3.5   Identify potential intermediate organizations and dissemination partners.

C.5.5.8.3.6   Conduct research on target audiences; develop assessments of communications vehicles and methods (e.g., Medscape), and develop outreach strategies focused on target audiences (Technical Exhibit 5-061: Example of an Information Campaign Assessment)

C.5.5.8.3.7   Develop proposed timeframe and schedule for campaigns; submit to the PO for review and approval.

C.5.5.8.3.8   Develop campaign marketing plan; submit the plan to the PO for review and approval. (Technical Exhibit 5-062: Example of Information Campaign Marketing Plan).

C.5.5.8.3.9   Develop internal and external campaign-related materials and obtain all required clearances.

C.5.5.8.3.10   Implement campaigns through the distribution of campaign materials, enlisting spokespersons, educating agency officials, and other activities.

C.5.5.8.3.11   Develop a list of Web sites as "targets of opportunities" to promote the AHRQ campaign, and contact the sites to identify the places where campaign material would fit.

C.5.5.8.3.12   Contact the Web masters of such sites and promote AHRQ supported materials in e-mail and phone pitches to achieve success in getting AHRQ supported material to organization constituents.

C.5.5.8.3.13   Prepare and submit monthly status reports to the PO on campaign activities (CDRL 505R015).

C.5.5.8.3.14   Scan media outlets at least monthly for articles/events related to the campaign and provide summaries of findings to the PO.

C.5.5.9   DEVELOP PUBLIC SERVICE ANNOUNCEMENT CAMPAIGNS

C.5.5.9.1   Background

OCKT develops and manages Public Service Announcement (PSA) campaigns that focus on areas related to AHRQ's strategic goals of quality, patient safety, efficiency and effectiveness in healthcare, and emergency preparedness. AHRQ plans to have three PSA campaigns. Currently, one campaign is on-going on the subject of patient safety and patient empowerment, and a second campaign is in development. The third PSA campaign is scheduled for Fiscal Year 07. The first and second campaigns will continue to be supported in FY 07.   Campaigns are 3 years in duration and are "refreshed" every 18 months (i.e., planned activities are reviewed and revised).

C.5.5.9.2   Developing PSA Campaigns

In developing PSA campaigns, the SP shall:

C.5.5.9.2.1   Focus on those individuals and their families who currently use the nation's healthcare system and reflect racial and ethnic diversity.

C.5.5.9.2.2   Conduct background and market research with consumers. A research-based campaign strategy shall detail each campaign's message, target, communication vehicles, and measures of change.

C.5.5.9.2.3   Develop and test creative approaches to direct the overall campaign strategy and messaging through focus groups and individual interviews in respondent's homes with the target audiences.

C.5.5.9.2.4   Test specific messages with the target audiences to ensure that they are clearly communicating the campaign strategies and are motivating to consumers.

C.5.5.9.3   Implement, Manage, and Monitor PSA Campaigns

In implementing, managing, and monitoring PSA campaigns, the SP shall:

C.5.5.9.3.1   Manage the development and creation of all multimedia products by one or more major advertising agencies. Create products from the approved campaign strategies to motivate the target audiences to be more actively involved in their healthcare.

C.5.5.9.3.2   Include the following elements in a yearly multimedia campaign plan:

- Two (2) television public service announcements of varying lengths.

- Radio commercials of varying lengths.

- Newspaper and magazine ads in varying sizes.

- An integrated Web site and Web advertising campaign. This Web site shall be compliant with Section 508.

C.5.5.9.3.3   Conduct communications checks/tests through focus groups to ensure that products are clearly communicating the campaign strategy and are motivating to consumers.

C.5.5.9.3.4   Develop and implement an in-depth media distribution and outreach plan enabling the delivery of advertising materials to targeted, multimedia sponsored networks in order to effectively communicate to the widest possible audience. Use several efforts to promote the use of the PSAs by the various media outlets.

C.5.5.9.3.5   Manage the process of developing and distributing PSA materials to more than 20,000 media outlets, including broadcast and cable television, radio, print alternative, and Internet media.

C.5.5.9.3.6   Develop and distribute packaging with advertising elements to all national media outlets. Design materials in accordance with the campaign message to ensure synergy with the campaign.

C.5.5.9.3.7   Feature these campaigns in a nationwide mailing every 2 months to Public Service Directors.

C.5.5.9.3.8   Monitor the results of the media dissemination and launch effort by tracking media support and placement. Track media placement by media type, geographic area, and to the extent possible, audience composition. Provide a quarterly report to the PO on media support and placement. (CDRL 505R016)

C.5.6 WEB RESOURCES MANAGEMENT

C.5.6.1   BACKGROUND

The AHRQ Web site provides electronic dissemination support across the Agency. The AHRQ Web site enhances and builds upon OCKT's mandate to provide dissemination and research translation functions to AHRQ using a variety of venues. The Web staff coordinates their activities with other components of OCKT (public affairs, publishing, and KT staff), as well as other AHRQ Offices and Centers, other Federal Agencies, and HHS. Many of the Agency's programs and constituency groups depend heavily on timely, accurate, and reliable information provided on the Web.

The Web staff provide the support required to maintain and enhance on-line information access for the AHRQ Web site, other third-level domain Web sites supported by AHRQ, Web-based tools and services, related electronic products from Agency programs, and HHS and other inter-agency and partnership portal projects. Extranets established to facilitate on-line collaboration. The Intranet contributes to knowledge management activities of the Agency and access to research resources through the Virtual Library.

The Web work involves providing leadership for the AHRQ Web site to ensure that products and tools are generically accessible to users; troubleshooting and archiving Web resources; and providing advice and consultation to Agency users. AHRQ is held accountable for using the Web in a manner consistent with the Agency's mission and within the context of the Agency's strategic planning. Web applications must: demonstrate value; maximize efficient use of Agency resources; and prepare for consistent service, maintenance, and product delivery.

All Agency-sponsored Web sites and Web-based resources operated directly, by contract or cooperative agreement, or as a public-private partnership are monitored by the AHRQ Web staff. The Agency must ensure compliance with Federal laws and departmental policies and directives for IT, capital planning and investment, and Internet information management. These resources also need to be consistent with the technologies and standards adopted by HHS for infrastructure management, systems administration, and enterprise architecture (EA).

Web development for the AHRQ Web site includes concept approvals, design, production, testing, and deployment of Web-based resources, Web-based products or tools, Intranet and Extranet sites, and redesign of existing Web-based resources.

Major functions include management of the AHRQ Web site and related activities, Web coding and template development using specific programs, and consultative and technical assistance to users. The sources and categories of work are provided in Technical Exhibit 5-063: Categories and Sources of Web Work.

C.5.6.2 COORDINATE IT INFRASTRUCTURE SUPPORT REQUIREMENTS FOR ELECTRONIC DISSEMINATION

C.5.6.2.1   Background

The AHRQ electronic dissemination program and Web activities shall be coordinated with two other SP under an IT consolidation model.

- The HHS IT Services Center (IT-SC), through a contract service-level agreement, provides support to the AHRQ network, infrastructure, connectivity, e-mail distribution and lists, and the production environment for Web servers.

- The AHRQ IT Services Team manages the development environment, including applications, requirements management, quality assurance, software licensing, and systems support for the Intranet and enterprise-wide systems deployed inside the AHRQ firewall.

C.5.6.2.2   Coordination Activities

The SP shall be responsible for shared activities that affect the Web site, Web development, and electronic dissemination. The SP shall:

C.5.6.2.2.1   Prepare requests for Web or development support including justification and required documentation for sign-off by DGR. This shall be initiated enough in advance to allow sufficient time for processing and response, depending on the forms, format, and supporting materials required and the schedule for roll-out or other project plan to meet assigned due dates. (Technical Exhibit 5-064: IT Request Form)

C.5.6.2.2.2   Submit requests to HHS IT-SC (by phone and e-mail) to initiate ticket for support request within 24 hours of sign-off by DGR or designate whether the request is routine, high priority, or critical.

C.5.6.2.2.3   Provide copies of requests and related documentation to DGR, HHS IT-SC Desk Officer for AHRQ, and AHRQ IT Service Team Lead either concurrently or within 2 hours of submitting requests through HHS IT-SC channels.

C.5.6.2.2.4   Provide feedback, coordinate, and follow-up with HHS IT-SC and AHRQ IT Services Team contacts to track progress on requirements, fulfillment, and/or implementation and monitor resolution of problems in meeting requirements or target dates to DGR.

C.5.6.2.2.5   Certify that work request has been satisfactorily completed and that HHS IT-SC can close out ticket.

C.5.6.2.2.6   Maintain records on daily transactions initiated by the SP through HHS IT-SC support request system and AHRQ IT Services Team and document problems in response to electronic dissemination support requests and actions taken by the SP to rectify coordination problems, including after-action summaries.

C.5.6.2.3   Provide Management for AHRQ Main Web Site Development Activities

The SP shall provide project management for all AHRQ main Web site-related development projects.

C.5.6.2.3.1   Web Development Project Requests

AHRQ program staff will submit requests to the PO for AHRQ main Web site-related projects and tools. Based on the PO's direction, the SP shall:

C.5.6.2.3.1.1 Determine with program clients and stakeholders appropriate products or services to define project scope, requirements, and deliverables.

C.5.6.2.3.1.2 Develop a Project Initiation Document (PID) on concept, resources, and timeline and submit the PID to the PO for approval under the Agency's IT investment review process. (CDRL 506R001) (Technical Exhibit 5-065: Example of a PID) The PID serves as a project's introduction and the initial phase of a development lifecycle. The PID is intended to be a statement of purpose and scope for the proposed project and also serves as a guide to manage expectations, in both process and deliverables, through the System Development

Life Cycle (SDLC). The PID also outlines the milestones, process and artifacts utilized and produced for the project.

C.5.6.2.3.2   Develop and Manage Web Projects

For each approved Web development project related to the AHRQ main Web site, the SP shall:

C.5.6.2.3.2.1 Develop a project management plan. (CDRL 506R002) In developing each project management plan, the SP shall address the key aspects of the project management core processes, including the project team roles and responsibilities, a work breakdown structure, and a project schedule. The SP shall submit each project management plan to the PO for review and approval.

C.5.6.2.3.2.2 Develop, modify, and provide input to project plans.

C.5.6.2.3.2.1   Recommend project documentation requirements and procedures for the PO's approval.

C.5.6.2.3.2.2   Implement project plans to meet objectives and ensure generic accessibility to users.

C.5.6.2.3.2.3   Coordinate specific tasks and integrate project activities with project team members based on individual assignments of respective members.

C.5.6.2.3.2.4   Meet at least monthly with the PO and project sponsor to discuss all aspects of the project and progress to date.

C.5.6.2.3.2.5   Participate in phase, milestone, and final project reviews.

C.5.6.2.3.2.6   Administer project resources and report on the status at weekly Web Management Team production meetings.

C.5.6.2.3.2.7   Monitor project activities and resources to mitigate risk, identifying and working to promptly address issues that will impact schedule due dates.

C.5.6.2.3.2.8   Analyze problems when they arise, develop proposed solutions and take corrective action approved by the PO.

C.5.6.2.3.2.9   Identify project information systems requirements, including analysis of different environments and cost-benefit trade-offs. Provide recommendations to PO and project teams for final decision.

C.5.6.2.3.2.10   Provide recommendations to the PO as requested on information services equipment, products, supplies, property, or other items needed for project implementation.

C.5.6.2.3.2.11   Evaluate and monitor product development to achieve compliance with the laws, regulations, policies, standards, and procedures that define Federal information resources requirements.

C.5.6.2.3.2.12   Implement or maintain quality assurance processes, according to Agency-established protocols and review requirements.

C.5.6.2.3.2.13   Conform to information systems testing strategies, plans, or scenarios for beta testing and usability studies that meet project requirements and AHRQ and HHS review procedures as approved by PO.

C.5.6.2.3.2.14   Conform to standards or requirements for infrastructure configuration, change management, and security procedures as delineated by

HHS enterprise architecture, the Rational Unified Process, and HHS security certification and procedures.

C.5.6.2.3.2.15   Develop appropriate documentation, user help materials, and product-related training to provide technical assistance to users as requested.

C.5.6.2.3.2.16   Determine target date and implement product release, coordinating announcements, and marketing plans with project teams, partners, publishing, and public affairs staff.

C.5.6.2.3.2.17   Maintain and update the Web development projects inventory weekly for status meetings with the Web Management Team (CDRL 506R003) and prepare a monthly summary (CDRL 506R04) for hand-out at the I-NET Work Group meeting. (Technical Exhibit 5-066: Examples of the Weekly Inventory Status Report and Monthly Web Projects Update)

C.5.6.3   PROVIDE GUIDANCE, ASSISTANCE, AND OVERSIGHT TO PROGRAM PLANNING, DEVELOPMENT, AND MAINTENANCE OF WEB RESOURCES.

OCKT staff consults with program staff on the development of Web-based resources early in the planning process. They advise clients on requirements throughout the development process of electronic products. The Web governance model followed by HHS is a shared responsibility between Content Managers and IT support.

POs for Web-based projects in the Centers are accountable for ensuring that electronic resources meet AHRQ requirements, Federal laws, and standards as described in their contracts and in accordance with *AHRQ Publishing and Communications Guidelines*.

C.5.6.3.1   Provide Assistance on Web Projects and Maintain Related Information

C.5.6.3.1.1   The SP shall provide consultation to POs in Offices and Centers on the development of Web-based projects to determine requirements in order to interface the projects with the AHRQ Web site. The SP shall submit to the PO, information that identifies OCKT and Office/Center resources needed to complete the development project so that the appropriate interfaces to the AHRQ Web site are created during the development of the Web project.

C.5.6.3.1.2   Within the scope of this PWS, the SP shall provide technical assistance to POs in Offices/Centers on the development of Web-based projects and maintain related project information. The SP shall:

C.5.6.3.1.2.1   Consult with program staff on product concepts, site structure, information architecture, interface design, back-end applications and databases, development platforms, prototypes, beta testing, requirements, management, production environments, quality assurance, domain names, and launch.

C.5.6.3.1.2.2   Provide technical expertise to system administrators and information resources staff on technical support required for electronic services.

C.5.6.3.1.2.3   Meet with Agency program staff and official partner organizations to share Internet expertise and discuss efforts on joint projects for resource development.

C.5.6.3.1.2.4   Meet monthly with Office and Center representatives on the I-NET Work Group. Develop a proposed agenda for the PO's review and approval and relevant handout materials to discuss content issues; legal and policy requirements; and support for Internet, Extranet, and Intranet information needs and offerings and other electronic resource services.

C.5.6.3.1.2.5 Collect information from POs on their respective Web resources to respond to requests for information to complete the annual inventory of Web resources, as well as periodic review and reporting requirements from HHS on privacy policies, accessibility and Section 508 implementation, linking criteria and maintenance, E-Government Act requirements for content management, and electronic FOIA compliance. (Technical Exhibit 5-067: Example of the input to the annual inventory)

C.5.6.3.1.2.6 Prepare and maintain the AHRQ input to the HHS annual inventory of Web resources, soliciting input from project officers on sponsorship, use, and resource commitments. Submit input data to the PO for review and approval to complete the inventory spreadsheet. (CDRL 506R005)

C.5.6.3.1.2.7 Consult with program staff and target audiences on a quarterly basis for needs assessment and feedback on ways to maintain the quality and utility of the Agency's Internet services and products and provide and update coverage of relevant health care issues. Provide a report to the PO on the results of the needs assessment and feedback process.

C.5.6.3.1.2.8 Annually develop and submit to the PO for review and approval, recommendations for development or redesign and reengineering of Internet services and products that can be presented to program staff and senior managers for consideration. (CDRL 506R006)

C.5.6.3.1.2.9 At least annually, but more frequently as necessitated by new or revised guidance from OMB and HHS, review, update, and distribute appropriate guidelines for design and maintenance of Web-based resources. (CDRL 506R007)

C.5.6.3.1.2.10   Monthly, determine an appropriate feature to highlight from the electronic dissemination program that relates to authoring, utilizing, and managing Internet, Extranet, and Intranet resources. Develop orientation materials for presentation at the I-NET Work Group meeting and subsequent distribution to Agency staff and programs for capacity building in the use of resources.

C.5.6.3.1.2.11   On a quarterly basis, develop proposals for the PO's review, for content placement within external electronic resources (CDRL 506R008) by monitoring the Web, LISTSERVs, and other Internet resources to identify those related to Agency mission and programs that could serve as potential distribution channels for AHRQ electronic content and products.

C.5.6.3.1.2.12   On an annual basis, develop and submit to the PO, a briefing paper on possible approaches to improve access to Agency information and business processes through multiple formats and channels. (CDRL 506R009) Monitor developments in IT and explore customized Web extensions, including enhanced indexing, electronic forms, and future Web development tools and applications.

C.5.6.3.2   Multimedia Support

Working with publishing, public affairs and KT staff, the SP shall respond to requests for multimedia support, following the PO's approval. The SP shall:

C.5.6.3.2.1   Coordinate the uploading of multimedia format files for Web-based access and develop interface pages with instructions for download and system requirements for use.

C.5.6.3.2.2   Provide post-production editing and troubleshooting on streaming media files for Web casts, video, and audio clips that are handled in-house.

C.5.6.3.2.3   Maintain an inventory of all titles and multimedia file formats available from the AHRQ Web site.

C.5.6.3.2.4   Storyboard, produce, and edit multimedia presentations, including 3D graphics, animation, and background music for PowerPoint presentations; Web-based products; and CD-ROMs and DVDs.

C.5.6.3.3   Mapping Services

The SP shall coordinate on project development using geographic information systems and mapping services that are integrated as part of Web-enabled applications. The SP shall:

C.5.6.3.3.1   Conform to licensing agreements for use and dissemination with ESRI for ArcWeb Services.

C.5.6.3.3.2   Review HTML templates for the GUI, ASP with VBScript business objects, and XML configuration files for adherence to design specifications and usability.

C.5.6.3.3.3   Provide map-based information in an accessible manner, including a heading hierarchy and alternative text content for screen readers.

C.5.6.3.4   System Administration Support

The SP shall provide systems administration support and program coordination for enterprise-based environments that affect Web resources and extranets. The SP shall:

C.5.6.3.4.1   Establish and monitor Web PO accounts for access and use of the HHS Watchfire environment for Web site maintenance and quality assurance review. Provide report scores on Web resources on a quarterly basis to PO for benchmarking purposes. (CDRL 506R010)

C.5.6.3.4.2   Assist in Web site backup for disaster recovery by producing monthly a DVD snapshot of the Web site and coordinate with Akamai on distributed hosting services, and monitoring operational efficiency and support requirements. Provide reports on a quarterly basis to PO on system performance and use. (CDRL 506R011)

C.5.6.3.4.3   Perform reviews of test sites and prototype products as requested by the PO using AHRQ software licenses to determine Section 508 accessibility conformance. Provide summary reports of violations to POs for remediation. (CDRL 506R012)

C.5.6.3.4.4   Manage and upgrade the Google Search Appliance for federated searching across all AHRQ Web domains. Coordinate with POs on their site inclusions, maintain and update the subject taxonomy, and troubleshoot operational problems.

C.5.6.3.4.5   Establish and administer Extranet resources in a variety of environments (eRoom, WebExOne, BEA Aqualogics) for electronic collaboration between AHRQ project officers and staff and business partners on various initiatives. Consult with programs on Extranet features and formats, create member accounts, and provide technical assistance to moderators and users for effective operation.

C.5.6.3.4.6   Attend off-site meetings, conferences, user groups, and/or training sessions (an average of two per month) related to electronic dissemination and Web resources, portfolio projects, and various software system environments.

The SP shall serve as a participant, but not as an official AHRQ representative, to build capacity with user groups, provide professional expertise, and identify system upgrades and approaches that can enhance the Web development and maintenance environment for AHRQ.

C.5.6.3.5   Electronic Delivery System Support

The SP shall assist programs in establishing and monitoring an electronic delivery system for broadcasting targeted information to subscribers. The SP shall:

C.5.6.3.5.1   Create interface pages on Web site with list description and subscription information.

C.5.6.3.5.2   Maintain and update GovDelivery system for e-mail alerts to users on topic areas of interest.

C.5.6.3.5.3   Develop and maintain RSS feeds for major Web resources of the Agency.

C.5.6.3.6   Administrative Support for Web Development Projects and the Electronic Dissemination Program

The SP shall provide administrative and technical support to Web development projects and the electronic dissemination program. The SP shall:

C.5.6.3.6.1   Prepare project meeting summaries.

C.5.6.3.6.2   Identify action items and distribute assignments to Web Management Team members.

C.5.6.3.6.3   Extract data from various reporting mechanisms for status reports and presentations.

C.5.6.3.6.4   Prepare correspondence according to AHRQ format standards.

C.5.6.3.6.5   Develop lists and charts of personnel and products for various initiatives.

C.5.6.3.6.6   Prepare briefing binders for projects and staff.

C.5.6.3.6.7   Prepare folders and maintain filing system for project records.

C.5.6.3.6.8   Coordinate meeting logistics for related project meetings and demonstrations of prototype products.

C.5.6.4   MANAGE, MONITOR, AND RESPOND TO CUSTOMER FEEDBACK AND WEB MAILBOX INQUIRIES

C.5.6.4.1   Background

OCKT is responsible for handling public inquiries to the Agency, (See also Public Affairs Section C.5.5.6.5.1 and Publishing Copyright Section C.5.4.9), and these inquiries are received as e-mail requests to the AHRQ Web site and as telephone calls to the public information phone line posted on the AHRQ Web site. Inquiries generally involve requests for AHRQ information products, permission for content use or copyright, information regarding Agency research programs, and requests for electronic technical assistance. The majority of inquiries are currently managed by public affairs, publishing, and Web staff for response.

An on-line system is being developed as part of the HHS deployment of RightNow Technologies and will be the major resource for use in responding to routine public inquiries in the future. For an example of how this system is deployed on the HHS Web site and the

type of categorization that occurs, go to: http://answers.hhs.gov/cgi-bin/hhs.cfg/php/enduser/std_alp.php

C.5.6.4.2   Process Requests

C.5.6.4.2.1   The SP shall process e-mail inquiries from visitors to AHRQ Web sites and telephone inquiries daily from a central location for in-take and triage responses through the RightNow Technologies customer relationship management (CRM) system. (See Technical Exhibit 5-068: Information on CRM System.)

C.5.6.4.2.2   To meet HHS customer service standards, the SP shall respond to e-mail inquiries within 5 business days of receipt.

C.5.6.4.2.3   The SP shall track referred e-mails and send alerts to the recipients if the original inquiries do not receive a response or an acknowledgment within 3 business days of receipt. Using RightNow Technologies, the SP shall:

C.5.6.4.2.3.1   Respond to inquiries by using search strategies to locate information and resources online, or by using standardized answers to frequently asked questions.

C.5.6.4.2.3.2   Forward inquiries of a more technical or specialized nature to expert staff within AHRQ for response, following a work flow process for review and approval.

C.5.6.4.2.3.3   Monitor and track inquiries that have been forwarded to other staff within the Agency and determine that a response is sent in a timely manner.

C.5.6.4.2.3.4   Maintain the electronic archives for inquiries and run reports on the knowledge base for statistics on volume and effective response times for monthly and annual reporting requirements on a fiscal-year basis under the Government Performance and Results Act. (CDRL 50R013)

C.5.6.4.3   Maintain Knowledge Base

The SP shall maintain the knowledge base in the RightNow Technologies system. Specifically, the SP shall, working with Agency program staff across AHRQ:

C.5.6.4.3.1   Identify and update the listing of expert areas and contacts.

C.5.6.4.3.2   Update the knowledge base, and develop new questions and answers for topic categories; submit proposed questions and answers to the PO for review, possible revision, and approval.

C.5.6.5   MONITOR AND REPORT ON WEB SITE CONTENT, WORKLOAD, AND METRICS.

The SP shall be responsible for the main AHRQ Web site and other third-level domains that are managed in-house (currently four other sites). Responsibility includes maintaining an archive of content for these sites, reporting on usage, and administering a customer satisfaction survey in accordance with Federal URL Records requirements. Technical Exhibit 5-069: Listing of AHRQ-supported web sites.

C.5.6.5.1   Maintain Web Sites' Content

The SP shall maintain an archive of content for the main AHRQ Web site and other third-level domains managed in-house. For each Web site, the SP shall:

C.5.6.5.1.1   Maintain weekly electronic archive copies of content upload and updates for subsequent retrieval by date and/or citation. These should be stored on CD-ROM. In addition, create a monthly updated "snapshot" of the entire contents of the AHRQ main Web site on DVD for support to the AHRQ Continuity of Operations Plan (COOP) and submit to PO. Comply with archive requirements for Web site records as defined by the NARA. For guidance on requirements, go to: http://www.archives.gov/records-mgmt/policy/managing-web-records-index.html

C.5.6.5.1.2   Maintain log files and submit a request to the PO for permission to destroy them based on an annual records retention schedule for Agency Web site records with NARA as delineated in the Request for Records Disposition Authority for AHRQ.

C.5.6.5.1.3   Maintain a monthly and an annual tally on a fiscal-year basis of all new and replacement files uploaded to a Web site for statistical purposes on size and workload. Submit the monthly and cumulative annual reports not later than the 15th day of the next month. (CDRL 506R014)

C.5.6.5.2   Develop Web Metrics

The SP shall analyze the usage of Web sites and develop Web metrics. The SP shall:

C.5.6.5.2.1   Analyze log files and search files on a monthly, quarterly, and fiscal-year basis using preferred Agency Web metrics software to determine visits, page views, and downloads of content as well as other Web traffic trends, preferred navigational routes through site content, and search terms and search channels for accessing content. Create reports and presentations on Web site usage, comparisons, and trends. (CDRL 506R015) (Technical Exhibit 5-070: Example of Web Metrics)

C.5.6.5.2.2   Track all work tasks associated with Web development projects through a cost center accounting system that allocates resources against program and portfolio funding. (Technical Exhibit 5-071: Example of a report from the cost center accounting system)

C.5.6.5.2.3   Extract customized metrics on selected content to help evaluate the effectiveness of various Web promotional and marketing campaigns. (Technical Exhibit 5-072: Example of a customized metrics report)

C.5.6.5.2.4   Based on direction from the PO, conduct usability studies and evaluations of Web sites and Web-based tools with targeted users and/or partners to improve the user experience and facilitate end-user business processes with Web resources. For more information on usability studies and guidance, go to: http://www.usability.gov (CDRL 506R016)

C.5.6.5.3   Administer Customer Satisfaction Survey

For each Web site, the SP shall administer a customer satisfaction survey in accordance with Federal URL Records requirements. The SP shall:

C.5.6.5.3.1   Deploy the American Customer Satisfaction Index (ASCI) survey instrument across Web resources and annually determine sampling frequency for presentation of the survey based on visitor traffic to the sites. (Technical Exhibit 5-073: ACSI Survey Instrument)

C.5.6.5.3.2   Monitor ASCI feedback, and semi-annually update custom questions on the survey to address changing performance measurement concerns.

C.5.6.5.3.3   Generate rating reports and analyze survey results and customer satisfaction scores on a monthly basis to identify areas for improvement to Web

sites to address user concerns. Brief the PO on recommendations for improvements (CDRL 506R017).

C.5.6.6 COORDINATE AND TRACK ELECTRONIC CONTENT USE AGREEMENTS AND LICENSING.

C.5.6.6.1 Assist in Managing Use Agreements

The SP shall perform the following activities in assisting the publishing staff in managing use agreements, licenses, and similar issues related to copyright.

C.5.6.6.1.1 On a weekly basis, review proposed agreements and permission requests for use of electronic content and make recommendations to PO on appropriate action or referral.

C.5.6.6.1.2 Develop proposed responses for the PO's review for Agency electronic permissions for external linking, use of content, and contributions to public-private portal activities and initiatives.

C.5.6.6.1.3 Provide background information and options to PO and AHRQ Center programs on use agreements and digital licensing for Web-based tools, other Internet, Extranet, and Intranet resources, and other electronic formats, including on-line training modules, electronic databases, CD-ROM, and DVD products.

C.5.6.6.2 Assist in Disseminating Use Agreement Information

The SP shall perform the following activities in assisting the publishing staff in disseminating and educating AHRQ staff on use agreements and similar documents.

C.5.6.6.2.1 Assist in developing new or reviewing substantive licensing, copyright assignment, and trademark protections for in-house development projects and software, contract deliverables, grant products, and partnership outputs, coordinating with the Office of General Counsel and respective POs.

C.5.6.6.2.2 Assist with coordination activities associated with steering committees of several interagency and public-private portal initiatives on digital resources access, constraints, and use.

C.5.6.6.2.3 Assist in meeting the requirements of AHRQ enterprise licenses with the Copyright Clearance Center and other electronic information services through the IRC and notify users of copyright compliance requirements in Agency research support and knowledge management activities. Technical Exhibit 5-074: Example of guidance on copyright compliance requirements.

C.5.6.6.3 Maintain User Agreement Information

The SP shall perform the following activities in assisting in maintaining information on use agreements and similar documents.

C.5.6.6.3.1 Develop and implement a database repository with a Web-based data input form to manage, update, and mine digital content and licensing agreements. Coordinate applications development with the AHRQ IT Services Team, including requirements analysis, functional specifications, and a relevant conceptual schema. Technical Exhibit 5-075: Model Content Agreement and DB Elements.

C.5.6.6.3.2 Develop an annual brief for the PO on content use agreements and permissions granted to outside digital resources to assess impact and adoption of Agency electronic dissemination products and services. The brief shall describe

the range and nature of electronic content agreements, including subject areas, organizations, target audiences and reach, use environment, media type, and foreign access and translation. (CDRL 506R018)

C.5.6.7　　MANAGE, COORDINATE, AND MONITOR INTRANET RESOURCES

C.5.6.7.1　　Background

The Intranet provides information access within the AHRQ firewall for AHRQ staff. Relevant content holdings, organization, and presentation of information shall be designed to support user requirements, preferences, and behavior. The efficacy of the Intranet is evaluated based on ease of use for information retrieval.

C.5.6.7.1.1　　The SP shall provide general support to the Intranet. The SP shall:

C.5.6.7.1.1.1　Upload new and revised content to the Intranet based on support requests from the program staff.　Assist program staff in developing and populating "portlets."

C.5.6.7.1.1.2　Administer and maintain the Maxamine software environment to manage the Intranet environment and to review the quality and functionality of the site. The SP shall generate and submit monthly reports to the PO and the AHRQ Government Intranet Coordinator on usage and access to content and troubleshoot content problems and linkages. (CDRL 506R019)

C.5.6.7.1.2　　The SP shall provide specific assistance to the AHRQ Intranet Coordinator. The SP shall:

C.5.6.7.1.2.1　Coordinate with HHS IT-SC and portal support teams on developing, deploying, and migrating Intranet content and portlets.

C.5.6.7.1.2.2　Assist in analyzing the overall technical design and structure of the Intranet based on business needs assessment and user metrics and feedback.

C.5.6.7.1.2.3　Administer "communities of practice" for collaboration, including establishment of Intranet work space, roles, and authorities for members.

C.5.6.7.1.2.4　Provide technical assistance on operation and features to users as needed.

C.5.6.7.2　　Assist in Administering WebEx Environment

The SP shall:

C.5.6.7.2.1　　Maintain a list of designated hosts within the Offices and Centers and provide them with instruction manuals for conducting meetings and updates as information is issued from the vendor.

C.5.6.7.2.2　　Arrange for quarterly orientation sessions and training for hosts and AHRQ staff on using this resource.

C.5.6.7.2.3　　Coordinate with program offices and vendors on special meeting requirements that exceed the AHRQ subscription level of 30 participants (such as town hall meetings) or require archive recording of events.

C.5.6.7.3　　Support for AHRQ Lobby Visitor's Kiosk

.The SP shall:

C.5.6.7.3.1　　Update and enhance kiosk content by uploading documents and files to the system as needed, including daily conference events and revised staff

telephone directories, using the Navigo software suite to manage and edit content holdings.

C.5.6.7.3.2   Coordinate design elements of kiosk presentation to match AHRQ specifications.

C.5.6.7.3.3   Provide technical liaison on system or hardware problems with the kiosk vendor and the HHS IT Services Center, reporting problems within 4 hours of notification.

C.5.6.7.3.4   Maintain and update standard operating procedures for management of the kiosk system. Technical Exhibit 5-076: Visitor's Kiosk System Description and Operating Procedures.

C.5.6.8   REDESIGN AND PROMOTE AHRQ MAIN WEB SITE DOMAIN AND RESOURCES

C.5.6.8.1   Background

The AHRQ main Web site is the primary channel for Agency electronic dissemination efforts. It is also the primary referral URL for users to the many public third-level domain Web sites and resources that are supported by AHRQ either in-house or through contracts and cooperative agreements. AHRQ has plans to move content from its current Web site configuration to an Oracle database system. This will incorporate XML tagging of content, facilitate interactive and dynamic data searching and reporting, allow for non-redundant data storage, and improve security of the site.

C.5.6.8.2   Redesign Activities

Beginning in the second quarter of the contract and over an 18-month timeframe, the SP shall work collaboratively with AHRQ management and program clients in consultation with the PO and subject to PO approval to move Agency electronic content and resources to a more improved and integrated Web presence. In doing so, the SP shall:

C.5.6.8.2.1   Plan, analyze, and gather requirements to reengineer and transition the AHRQ Web site from a static, published media to a dynamic, database-driven, collaborative environment.

C.5.6.8.2.2   Develop, implement, and enhance leading edge capabilities to make the Web site content easier to mine and recombine, provide for multi-channel delivery, and apply best practices for an intuitive, transactional site.

C.5.6.8.2.3   Recommend approaches and technical solutions for value-added applications and services for users that help them to customize information retrieval and reuse.

C.5.6.8.2.4   Determine the business case for any on-line forms and coordinate clearance requirements through AHRQ and HHS channels for OMB information collection, privacy, and security.

C.5.6.8.2.5   Standardize interfaces and build a unified platform to integrate third-level domains and improve user navigation and search functions to deliver optimum search and browse results across all Agency Web resources.

C.5.6.8.2.6   Build and deploy a taxonomy that will help determine how content will be grouped and labeled for ease of use.

C.5.6.8.2.7   Determine the revised information architecture and develop topic maps to organize, manage, and retrieve structured and unstructured content through user-centered design.

C.5.6.8.2.8   Document the revised information architecture (IA) for the site and map content to the new IA in a spreadsheet inventory.

C.5.6.8.2.9   Review best practices and academic research on information seeking behavior on the Internet to recommend relevant design features based on user experience.

C.5.6.8.2.10   Develop a simplified interface for the AHRQ main Web site that reflects a federated, integrated search architecture for Agency Web resources.

C.5.6.8.2.11   Conduct a content audit and review the content life cycle, including creation, approval, publishing, and archiving to reduce bottlenecks; add efficiencies to the electronic publishing process; and facilitate Web upload and access.

C.5.6.8.2.12   Review and evaluate alternative content management environments for workflow and approval processes to manage system users, Web site styles and templates, and system configuration. Develop a matrix for cost-benefit analysis on available systems to build, update, and maintain Web site content with their respective strengths and weaknesses. Recommend appropriate content management tools for PO approval.

C.5.6.8.2.13   Recommend an effective content management strategy, including tagging, indexing, entity extraction, attributes and definitions, navigational hierarchies, and implementation time frames.

C.5.6.8.2.14   Set up a framework for conversion that integrates content and security from different content repositories and meets HHS system architecture, standards and governance requirements.

C.5.6.8.2.15   Maintain existing features of the Web site while recommending change or removal.

C.5.6.8.2.16   Implement approved enhancements for transition and migrate content into the new framework according to a project management schedule. Provide Web support in accordance with procedures and standards approved by AHRQ.

C.5.6.8.2.17   Conduct a usability study on the redesigned prototype with beta testers prior to launch. The evaluation shall be based on established criteria set by the industry, focus group testing, and usability testing. Analyze results and prioritize issues accordingly to revise and refine Web site structure and design based on user feedback.

C.5.6.8.2.18   Develop updated help pages for each function and a new site map on features and organization of the redesigned Web site.

C.5.6.8.2.19   Create an on-line and CD-ROM tutorial on the redesigned site, its features, and uses, and highlight the various resources that are available from the main AHRQ site.

C.5.6.8.2.20   Evaluate the effectiveness, at least annually, of any major redesign following release based on site usage, information quality, user feedback, maintenance costs and savings, staff efficiency, and client satisfaction. Provide a summary report to PO on findings.

C.5.6.8.3 **Provide Support to E-Government Promotion Activities for AHRQ Web Domain**

The SP shall:

C.5.6.8.3.1   Use the results of Web site evaluations and usage analysis to provide quantitative research information and shape the development of Web resources.

C.5.6.8.3.2   Use qualitative research and prototype testing feedback to inform development of Web resources and promotional activities to target groups.

C.5.6.8.3.3   Promote the benefits and use of Web resources and potential impact of on-line services for users.

C.5.6.8.3.4   Examine search logs to determine the top referring sites and terms and factor those into promotional efforts.

C.5.6.8.3.5   Register the Web resources with search engines and directories.

C.5.6.8.3.6   Optimize the extent to which search engines and directories will list Web resources in search results.

C.5.6.8.3.7   Conduct an environmental scan for collaborative promotional initiatives on Web resources with other Web sites and recommend potential partnerships.

C.5.6.8.3.8   Review Web-traffic measurement and rankings and create comparison charts on various Web resources to assess their use and reach for target audiences.

C.5.7 INFORMATION RESOURCES CENTER

The IRC provides library services to AHRQ as a whole while providing targeted research support to Offices and Centers, program staff, and the public. Library services and research support are instrumental to the many research activities of AHRQ staff.

C.5.7.1   BACKGROUND

The IRC is a full-service library--both a physical library and a virtual library that emphasizes access to electronic resources--with increasing demands for information services on a walk-in, phone, or e-mail basis. Resources include a periodical and reference collection, on-line data retrieval systems, CD-ROM subscriptions, multi-media materials, and Web-based training. The IRC performs customized searches using on-line and CD-ROM sources, handles reference questions for clients, and fulfills interlibrary loan requests.

The IRC is a member of the National Network of Libraries of Medicine, the Federal Libraries and Information Centers Coordinating Committee, and the HHS Libraries Consortium. The IRC services include the following major functions:

- Library operations and administration.

- Information, reference, and research services.

- Library awareness, consultation, and outreach.

- Knowledge management and systems support.

C.5.7.2   LIBRARY OPERATIONS AND ADMINISTRATION

C.5.7.2.1   Provide Day-to-Day Activities of the IRC.

The SP shall provide library operations, maintenance, and information management support services integral to AHRQ mission and overall functions and the specific research and information needs of the respective Offices and Centers. This includes, but is not limited to, cataloging, acquisitions, interlibrary loan, reference, circulation, indexing and abstracting of materials, imaging, integrated library systems management, and collection maintenance. The SP shall:

C.5.7.2.1.1   Open and close the IRC, providing sufficient library staff and telephone coverage to operate the library effectively and efficiently during the core hours, 8:30 a.m. to 5 p.m.

C.5.7.2.1.2   Provide staff coverage to respond to and support AHRQ project requests and back-up and cross-training for IRC functions as needed to meet demand.

C.5.7.2.1.3   Evaluate annually library resources and identify gaps in the collection based on usage, program subject-area interests, and client input and recommend acquisitions and new subscriptions for review and approval by the Federal PO. (CDRL 507R001)

C.5.7.2.1.4   Maintain (e.g., create shelf and storage space) the public reading room within the IRC and the electronic reading room on the AHRQ Web site to meet electronic FOIA requirements. Coordinate visitor access and use of materials, update E-FOIA content on the AHRQ Web site and refer e-mail requests for information to the AHRQ FOIA Officer.

C.5.7.2.1.5   Review and evaluate the library journal subscriptions, on an annual basis, based on usage and program recommendations and submit a list of proposed titles to the PO for approval. (CDRL 507R002)

C.5.7.2.1.6   Process purchase requests and renewals for journal subscriptions and submit claims to publishers for orders that are incomplete, damaged, defective, or received in error.

C.5.7.2.1.7   Upload electronic files to the virtual library for a current awareness service that distributes journal tables of content on a weekly basis for titles received in the IRC.

C.5.7.2.1.8   Evaluate and maintain electronic resources such as e-journals, e-books, electronic information systems, databases, CD-ROM subscriptions, and audio-visual materials; base evaluations on usage, research needs, and technical review.

C.5.7.2.1.9   Assist AHRQ researchers and clients in obtaining access to resources through vendors in accordance with licensing agreements, copyright law, and publisher policies.

C.5.7.2.1.10   Assist clients (e.g., researchers and program staff) in setting up personal current awareness services and/or automatic literature searches for delivery to individual e-mail accounts.

C.5.7.2.1.11   Provide loan record clearance as part of the personnel processing for departing AHRQ staff to determine that all materials are returned to the IRC upon exit.

C.5.7.2.2 Manage IRC Resources and Operating Expenses

The SP shall:

C.5.7.2.2.1   Provide written input to the PO for preparing the library budget prior to the start of each fiscal year based on accurate expenditure records from the previous year and projections for the cost of services, materials, and equipment.(CDRL 507R003)

C.5.7.2.2.2   Maintain records on all purchases, licenses, registrations, and service agreements, including vendor, order/delivery date, cost category, and access information (such as IP addresses for electronic subscriptions, account IDs, and passwords).

C.5.7.2.2.3   Provide overall IRC budget status updates to the PO on a quarterly basis and develop ad-hoc and separate budget input for collaborative projects as requested by the PO.(CDRL 507R004)

C.5.7.2.2.4   Collect and report workload statistics for submission to the PO on resource usage on a monthly and yearly basis according to cost center and Agency portfolio codes. (CDRL 507R005) Technical Exhibit 5-077: Example of Report on Workload Statistics

C.5.7.2.2.5   Prepare and distribute to the PO, a biweekly report on IRC activities and a monthly agenda for staff meetings on accomplishments and issues for discussion, SP recommendations, and decisions by PO. (CDRL 507R006). (Technical Exhibit 5-078: Examples of Various IRC Reports)

C.5.7.2.2.6   Create charts, graphs, and tables that document facilities and services' use of IRC resources for annual reporting requirements and to provide evidence of library achievement. (Technical Exhibit 5-079: Examples of Various IRC Outputs)

C.5.7.2.3 Maintain IRC Equipment, Furnishings, and Supplies

The SP shall:

C.5.7.2.3.1   Provide annually an up-to-date inventory of hardware, software, peripherals, special equipment such as book scanners and microfiche reader/printer, surveillance systems, media room equipment, furniture, art work, and decor associated with the physical plant and operation of the IRC. (CDRL 507R007) (See Technical Exhibits 3-003 and 3-004 for Listings of IRC equipment, hardware and software)

C.5.7.2.3.2   Maintain the computer systems and equipment, network, and library services at a level sufficient, as determined by the PO, for AHRQ staff and project teams to have adequate electronic capabilities to support their research responsibilities.

C.5.7.2.3.3   Recommend annually to the PO system or equipment upgrades, retirements, or replacements and replenishment of supplies to meet IRC operational needs. (CDRL 507R008)

C.5.7.2.3.4   Implement maintenance agreements and initiate service calls to appropriate venders to achieve effective operations and address problems; submit service calls within 1 day of problem identification.

C.5.7.2.3.5   Provide systems support and troubleshoot problems for hardware, software, communications applications, and multimedia electronics that are not

covered under service agreements with the HHS IT-SC and/or AHRQ IT Services Team.

C.5.7.3   INFORMATION, REFERENCE, AND RESEARCH SERVICES

The SP shall manage the IRC's physical and virtual collections of reference materials, handle interlibrary loan borrowing and lending services, and provide information retrieval and research support to program clients. (Technical Exhibit 5-080: IRC Collection Holdings)

C.5.7.3.1   Provide Collection Management and Circulation Services for IRC Resources.

The SP shall:

C.5.7.3.1.1   Develop and maintain a reference collection to include relevant and frequently requested resources at the library.

C.5.7.3.1.2   Assist clients by locating, checking-in, and checking-out health care materials, determining the status of materials using the current automated circulation control system, placing "holds;" initiating recalls for overdue items, and issuing renewals.

C.5.7.3.1.3   Provide on-site client assistance regarding the retrieval of items in the collection by directing and, if necessary, leading library users to the correct location or by directing them, on the computer, to the appropriate electronic site.

C.5.7.3.1.4   Order, upon approval of the PO, receive, and catalog new library acquisitions.

C.5.7.3.1.5   Coordinate with the National Institutes of Health library on cataloging materials. Catalog materials according to NLM classification scheme and subject headings and the Library of Congress (LOC) classification outline, as appropriate, and process medical, health care, social science, and other research materials to include books, computer diskettes, audio-visual materials, bar codes, property stamps, and spine labels. (Classification resources are available at: http://wwwcf.nlm.nih.gov/class and http://www.loc.gov/catdir/cpso/lcco/lcco.html)

C.5.7.3.1.6   Assemble and distribute, on a monthly basis, a new acquisitions list that documents additions to the collection and their location within the cataloging system.

C.5.7.3.1.7   Check-in and shelve current AHRQ library material on a daily basis. Examine the order of the materials on the shelves on a daily basis and correctly relocate misplaced items, including shelf-reading and shifting library material as necessary.

C.5.7.3.1.8   Organize, catalog, and maintain special collections within the IRC such as the John M. Eisenberg Collection of health services research materials, subject-specific bibliographies of content, project binders of research outputs, and reference materials from conferences and meetings.

C.5.7.3.1.9   Receive and evaluate (e.g., added value to the collection, not a duplication) donated resources for possible addition to the collection.

C.5.7.3.2   Manage Interlibrary Loan Borrowing and Lending Services

The SP shall:

C.5.7.3.2.1   Determine sources for client-requested materials and process these requests using the appropriate and most cost-effective means for interlibrary loan/document delivery services based on target date for receipt.

C.5.7.3.2.2   Scan print documents into PDF for electronic delivery as needed.

C.5.7.3.2.3   Process incoming interlibrary loan materials, updating in-house and electronic system records as applicable, and route and deliver materials to clients.

C.5.7.3.2.4   Respond to requests from other libraries for materials from the IRC, providing resources in accordance with local, regional, and consortia agreements for sharing and loan. (Technical Exhibit 5-081: Consortia principles and a list of member libraries)

C.5.7.3.2.5   Manage and track payments of all interlibrary loan transactions; alert the PO for any incorrect charges.

C.5.7.3.2.6   Establish, maintain and update internal and external interlibrary loan policies and procedures and maintain user profiles in the Interlibrary Loan system.

C.5.7.3.3   Provide Reference Services and Coordinate Information Retrieval and Database Searching Activities

The SP shall:

C.5.7.3.3.1   Handle incoming reference calls received in person or via the mail, fax, or e-mail and provide accurate responses with readily-available information.

C.5.7.3.3.2   Use subject matter expertise to process more difficult questions requiring research, online access, and analysis.

C.5.7.3.3.3   Conduct customized database searches and provide searching services (e.g., search strategies) in response to requests for research support. (Technical Exhibit 5-082: IRC Search Request Form)

C.5.7.3.3.4   Download relevant materials based on search strategies from Internet resources and national and local health care databases and information retrieval systems that have been vetted for quality information.

C.5.7.3.3.5   Assist AHRQ researchers and staff in performing their own database searches of relevant reference materials through available end-user systems. (Technical Exhibit 5-083: List of end-user systems)

C.5.7.3.3.6   Process client requests for photocopies of articles, books, or items in electronic format and select the appropriate electronic or print medium to respond to their photocopy requests.

C.5.7.3.3.7   Perform citation verifications at client's request and authenticate information in bibliographies and reference lists, including identification of record in the NLM PubMed system for on-line access to citation and abstract.

C.5.7.4   LIBRARY CONSULTATION AND OUTREACH

C.5.7.4.1   Background

The IRC provides resource training, and customized research support critical to information acquisition and undertakes activities to help library clients develop and increase their awareness of library services and their proficiency in using the full array of library resources. The IRC facilitates networking and collaborations to support program initiatives and develops new services based on needs assessment and strategic planning.

C.5.7.4.2   Produce Awareness Building Materials for Library's Services and Resources

The SP shall:

C.5.7.4.2.1   Prepare, on a quarterly basis, and distribute in the library, announcements and materials promoting the library and its services. (Technical Exhibit 5-084: Examples of library promotional materials).

C.5.7.4.2.2   Working with the publishing presentations staff, set up library and reception area displays that feature new or selected IRC resources on subjects of current interest. Update the displays on a monthly basis. This includes a selected article of the month from a professional journal that has been authored by AHRQ staff or grantees.

C.5.7.4.2.3   Develop presentations, demonstrations, and handouts related to the library function for AHRQ committees, workgroups, and staff meetings on available services and resources.

C.5.7.4.3   Provide Expert Instruction in the Use of IRC Resources

C.5.7.4.3.1   Background

IRC Instruction and training are in two major categories; planned training and general/orientation training.

C.5.7.4.3.1.1 Provide Planned Training Support

The SP shall:

C.5.7.4.3.1.1.1   Develop an annual plan for group training opportunities and an instructional calendar that includes hands-on training in the AHRQ training lab, instruction by vendors on current library systems and databases, customized classes on information search and retrieval for end users, and Web-based tutorials on library resources.(CDRL 507R009) (Technical Exhibit 5-085: Example of Annual Training Plan and Schedule)

C.5.7.4.3.1.1.2   Develop objectives and support materials for instructional sessions, updating materials as required and incorporating new instructional methods to improve delivery.

C.5.7.4.3.1.1.3   Design custom training formats and instruct staff on using Internet resources, including search engines, databases, reference management systems, and subject-specific resources, and prepare related handouts and class materials.

C.5.7.4.3.1.1.4   Coordinate logistical support, such as location and equipment set-up, with necessary support services for all IRC-sponsored instructional services.

C.5.7.4.3.1.1.5   Prepare and distribute training schedules and course descriptions to AHRQ staff and handle registrations for training sessions with training sponsors.

C.5.7.4.3.1.1.6   Distribute evaluation forms to AHRQ staff during training and assess feedback to improve future offerings and provide follow-up with course participants when requested. Provide monthly summary reports to the PO on the assessment of planned training. (CDRL 507R010) (Technical Exhibit 5-086: Example of Evaluation Form)

C.5.7.4.3.1.2   Provide General/Orientation Training Support.

The SP shall:

C.5.7.4.3.1.2.1   Provide orientation and tours to groups, individual AHRQ staff, and walk-in visitors on available IRC services and resources.

C.5.7.4.3.1.2.2   Provide on-site training to library users on library equipment. This equipment includes: computers, photocopiers, microfilm/microfiche reader printers, AHRQ public access catalogs, databases on CD-ROM, access to Intranet and Internet resources, and multimedia room electronics.

C.5.7.4.3.1.2.3   Provide one-on-one instruction to AHRQ staff as requested on library services and resources, including troubleshooting and technical assistance on the use of resources and access to integrated library systems.

C.5.7.4.3.1.2.4   Update at least annually, user guides and help pages and prepare documentation for upload to the Virtual Library on the various IRC end-user systems and products available to AHRQ staff.

C.5.7.4.3.1.2.5   Maintain related documentation on training provided and received, including statistics on training taken by AHRQ staff, authorizations for access to end-user systems, and access to on-line training materials that provide user help. Provide a summary report semi-annually to the PO for review. (CDRL 507R011) (Technical Exhibit 5-087: Copy of Summary IRC Training Report)

C.5.7.4.4   Provide Information Management Expertise

The SP shall:

C.5.7.4.4.1   Provide knowledgeable resource person(s) with information management expertise to consult on specific research topic areas and to provide recommendations on appropriate information retrieval systems (including obtaining more tailored results through careful customization of search strategies and using limits, filters, and scope parameters to meet targeted information needs)

C.5.7.4.4.2   Perform complex searches, database creation, taxonomy building, and information management to support specific project teams.

C.5.7.4.4.3   General Information Management Support

In providing general information management support, the SP shall:

C.5.7.4.4.3.1   Conduct Selective Dissemination of Information (SDI) analyses monthly for Agency leadership, staff, and research teams of relevant information and resources by conducting database and professional literature searches to identify Agency-funded outputs and literature relating to specific Agency projects. (Technical Exhibit 5-088: Example of Standing Dissemination of Information Output) Review incoming journals on a weekly basis to identify agency-funded

or related literature in professional journals and newsletters and develop an Articles of Interest Alert for electronic distribution to staff. Maintain archive of outputs as a selected information repository on the AHRQ Web site to facilitate electronic retrieval of content at: http://www.ahrq.gov/news/articles.htm

C.5.7.4.4.3.2 Coordinate with public affairs staff on an internal e-mail alert service for AHRQ staff that highlights AHRQ in the news and draws from electronic news items in the Lexis/Nexis database, Burelle's Insight report on media articles and radio/TV broadcasts, and other methods for tracking AHRQ media coverage. Determine frequency of e-mail alerts based on content and special initiatives and provide for weekly archive and subsequent retrieval of outputs by issue date. (See also 5.5.6.5.3)

C.5.7.4.4.3.3 Review for currency and update on a monthly basis the alphabetical listing of titles for electronic journal access on the Virtual Library, including dates of inclusion for journal issues, table of contents and/or full-text access links, and the respective journal's Instructions to Authors to inform AHRQ staff on article submission requirements.

C.5.7.4.4.3.4 Provide expertise in bibliographic reference management to help AHRQ staff organize their knowledge information projects and respond to technical questions regarding use of reference management systems.

C.5.7.4.4.3.5 Create bibliographies and conduct citation analyses on selected topics of AHRQ research interest or outputs to develop a body of knowledge and/or show the subsequent impact of funded studies in the scholarly literature.

C.5.7.4.5 Information Management, Professional Development, and Networking Activities

The SP shall:

C.5.7.4.5.1   Attend meetings, conferences, and/or training sessions (an average of one per month) related to the library sciences, scholarly publishing, research projects and portfolios, and information management initiatives to build capacity, provide professional expertise, and explore and identify relevant approaches and enhancements to information services provided.

C.5.7.4.5.2   Participate, but not as an official AHRQ representative, in library and public health consortia, committees, and workgroups and support agenda items, tasks, and product outputs as assigned by the PO.

C.5.7.4.5.3   Subscribe to and monitor various electronic mailing lists in the library and information management arenas and report to PO on pertinent issues and implications for knowledge management from the AHRQ research perspective that could impact Agency operations.

C.5.7.4.5.4   Provide input to information industry and knowledge management surveys and reviews to help define trends and forecasts for enterprise information management benchmarks and best practices; develop and submit preliminary information to the PO for review and approval before providing input to information industry and knowledge management surveys and reviews.

C.5.7.5   KNOWLEDGE MANAGEMENT AND SYSTEMS SUPPORT

Library knowledge management addresses the systems and processes used to acquire, organize, store, and access knowledge and information in all formats—traditional and digital—as well as the integration of this content in the work processes of the organization.

C.5.7.5.1   Organize and Catalog Collections of AHRQ Information and Products for Electronic Access

The SP shall organize and catalog the AHRQ information collection and products for electronic access.

C.5.7.5.1.1   Nomenclature

C.5.7.5.1.1.1 Maintain and update a standardized health services research nomenclature to improve the efficiency and effectiveness of information mining and retrieval. (Technical Exhibit 5-089: Listing of Concept Terms and Key Words)

C.5.7.5.1.1.2 Maintain and update a controlled vocabulary/thesaurus, define terms, develop key word categories, and select synonyms that are vetted with Agency programs.

C.5.7.5.1.1.3 Select and assign appropriate concept terms and key words (including MESH headings for biomedical content) for meta-data on content holdings for Web-based and database access.

C.5.7.5.1.2   Virtual Library

C.5.7.5.1.2.1 Maintain and update the content of the Virtual Library to replicate the resources and services of the regular library.

C.5.7.5.1.2.2 Establish processes to review content for currency, and ensure that the Virtual Library meets high-quality standards for functionality.

C.5.7.5.1.2.3 Evaluate the Virtual Library holdings through user feedback and testing and revise the Virtual Library structure, content, and design accordingly.

C.5.7.5.1.3   Knowledge System

C.5.7.5.1.3.1 Categorize content and recommend mapping of documents to the appropriate information architecture on the AHRQ Web site and/or the Agency Intranet; submit recommended mapping to the PO for review and approval. (CDRL 507R012)

C.5.7.5.1.3.2 Provide inputs for database templates and knowledge management systems in accordance with current standard operating procedures and upload related content.

C.5.7.5.1.3.3 Coordinate with the HHS IT-SC and the AHRQ IT Services Team on electronic access for AHRQ staff to AHRQ structured and unstructured content through full-text retrieval systems, bibliographic databases, and public and commercial electronic distribution mechanisms.

C.5.7.5.2   Develop, Implement, and Evaluate Use of IRC Information Systems

The SP shall develop, implement, and evaluate use of IRC information systems. In evaluating IRC systems, the SP shall:

C.5.7.5.2.1   Monitor developments in IT and its application in enhancing access to Agency information to recommend systems, processes, and approaches for "next generation" information retrieval. Provide a semi-annual briefing to the PO on relevant developments in IT. (CDRL 507R013)

C.5.7.5.2.2   At the direction of the PO, conduct needs assessments through quantitative (e.g., survey) and qualitative (focus groups, usability studies) methods to determine client information requirements to improve productivity, use of IRC services and sources, and the value derived from such use. Assist the PO to revise and update the instrument used for the needs assessment survey on an annual basis and submit plans and related recommendations to the PO for review and approval for qualitative review activities (CDRL 507R014).

C.5.7.5.2.3   Use program client and stakeholder feedback to develop and maintain IRC services and resources in helping to find, mine, and synthesize information generated by AHRQ and the research it funds.

C.5.7.5.2.4   Use the Knowledge Process to Assess AHRQ Information

The SP shall support the building of a functional information environment for AHRQ staff to help mine Agency research and inform and improve the Agency's decision-making capability in support of its strategic goals, vision, and mission. The SP shall:

C.5.7.5.2.4.1 Collect and analyze feedback from program clients to improve virtual access and deploy and integrate systems to address information problems and challenges.

C.5.7.5.2.4.2 Develop and recommend to the PO more efficient channels for internal information, digital repositories, self-service models, and partnerships to better support AHRQ portfolios and cross-cutting research needs and business processes. (CDRL 507R015)

C.5.7.5.2.4.3 Explore and recommend information solutions to the PO, including analytic tools and workflow integration that extracts meaning and embeds content into staff work applications and processes on a dynamic point-of-need basis. (CDRL 507R016)

C.5.8 KNOWLEDGE TRANSLATION PROGRAM

C.5.8.1   INTRODUCTION

AHRQ's knowledge translation (KT) program is intended to accelerate the identification and implementation of research findings in health care policy and practice that have the potential to improve health care. AHRQ has identified the following stakeholders for its KT program: health system leaders; national, State and local policymakers; health care purchasers and providers.

To be successful, AHRQ stakeholders need the explicit knowledge that results from research findings about what works and does not work. They also need tacit knowledge (how others have implemented the findings within their organizations), and implicit knowledge (how the culture and values of the organization in which the research findings are to be implemented affect the uptake and continued use of the findings).

Recognizing these needs, AHRQ, through its KT program, has been developing long-term strategies and other one-time events that assist stakeholders to identify and implement research findings that hold the most promise.

AHRQ's KT program involves a range of services and activities, including providing targeted assistance to AHRQ staff, stakeholders, and awardees in understanding and using KT methods in their existing programs; design, implementation and development of one-time events to emphasize a particular topic or issue; and evaluation of specific long-term strategies for diffusing knowledge to stakeholders.

Each activity involves a series of actions that assess the current state of knowledge in the field, identify best practices and gaps, and operationalize existing research to accelerate uptake.

The KT staff work closely with other OCKT staff in public affairs, publishing, the Web, and IRC to leverage every available resource to meet the needs of AHRQ stakeholders.

C.5.8.2   PROVIDE TARGETED ASSISTANCE REGARDING KT METHODS AND IMPLEMENTATION.

The goal of targeted assistance is to help in the diffusion of innovations emanating from health services research, in general, and AHRQ-sponsored research, in particular, to accelerate the use of health services research in policy and practice. Assistance is for the purpose of helping AHRQ staff, grantees and contractors design KT activities that further that objective. Assistance includes providing centralized resources, information, and technical assistance (TA).

C.5.8.2.1   Provide a Centralized Resource for KT Expertise and Activities.

In providing a centralized resource for KT expertise and activities, the SP shall:

C.5.8.2.1.1   Conduct scans.

The SP shall conduct scans focused on the field of KT to determine the state of the art and current trends and how these may be applied to effectively accelerate the uptake of research into policy and practice.

C.5.8.2.1.1.1 Scan the literature pertaining to diffusion of innovations, training, organizational development and change, behavior change, business, and health services to identify relevant articles, recent research, new tools, and enhanced strategies for improving KT activities. All relevant literature shall be identified, with particular attention to that which has greater implications for health services. The scans of the KT function shall include searches and reports on:

C.5.8.2.1.1.1.1   Literature regarding in-process and completed KT research and other relevant research.

C.5.8.2.1.1.1.2   "Promising KT practices" and prototypes based on the above research and consultations with the relevant experts.

C.5.8.2.1.1.1.3   Reports gleaned from monitoring Web sites, journals and other media that focus on KT functions and activities.

C.5.8.2.1.2   Provide Briefings and Reports

C.5.8.2.1.2.1 The SP shall provide monthly briefings on findings (no later than the 10th working day of each month) for the PO. (CDRL 508R001) The briefings shall be based on review of KT literature as described in C.5.8.2.1.1.1. During this briefing, the SP shall provide the PO a written bibliography of noteworthy relevant materials identified. The focus should be on findings and early indications from the above scans and consultations that could be incorporated into the KT program.

C.5.8.2.1.2.2 The SP shall submit, on a semi-annual basis, a written report not to exceed 10 pages unless approved by the PO, summarizing (in bulleted format) the findings from its reviews and earlier briefings. The SP shall include a bibliography and recommendations about how to use the findings to improve the Agency's KT program and KT projects. This KT Scan Report shall be submitted

to the PO not later than the 10th working day of the second and fourth fiscal quarters. (CDRL 508R002)

C.5.8.2.1.3   Advise and support AHRQ staff, grantees and contractors on their KT activities.

C.5.8.2.1.3.1 The SP shall develop and implement a technical assistance (TA) program for AHRQ program staff, grantees, and contractors. When requests for assistance are received, the SP shall provide, following review and approval of the PO, an oral briefing and written options to the requester that include KT methods that have a high likelihood of fostering the use of research findings. Unless otherwise approved by the PO, the written options should not exceed two pages. Examples of typical requests for TA include, but are not limited to:

- How should a Web cast be designed to elicit a high degree of participant interaction?

- What is the ideal ratio of time spent on didactic information vs. group discussion during an onsite meeting?

- How is a community of practice developed, cultivated, and sustained?

C.5.8.2.1.3.2 Within 3 months of award, the SP shall submit a plan for PO approval on how to develop and implement a system to infuse KT Best Practices within AHRQ implementation activities. The result of the plan should be at least 8 requests for assistance within one year; and at least 16 requests within two years. Over the remaining years of the contract, requests should grow by 5 percent/year. (CDRL 508R003)

C.5.8.2.1.3.3 The SP shall provide TA appropriate to the level of complexity of the request. Assistance will vary:

- Complex TA -- Approximately 50 percent of the requests in any given year will necessitate multiple consultations (face to face and telephone). An array of services may be required, including, but not limited to, analysis and synthesis of research findings, assessment and analysis of requestor's needs, and development of a two-to-three page option paper for discussion of potential strategies and/or specific events.

- Non-complex TA-- Approximately 50 percent of requests will involve three or fewer phone consultations, less extensive research and analysis, and no options papers or assessment of requestor's needs.

C.5.8.2.1.3.4 The SP shall, at the direction of the PO, assist AHRQ program staff, grantees and contractors in incorporating effective KT methods into their existing projects that meet the needs of the target audience and promote dissemination and diffusion of information to accelerate the uptake of research that improves health care. The SP shall undertake activities, including, but not limited to the following:

C.5.8.2.1.3.4.1   Advising on KT methods and best practices that could be used to promote the adoption of evidence-based research.

C.5.8.2.1.3.4.2   Convening a group of KT experts or AHRQ staff to assist in the development of the best informed KT approach.

C.5.8.2.1.3.4.3   Identifying appropriate individuals to be involved in fact finding, research, and informal consultation on a new project.

C.5.8.2.1.3.4.4   Facilitating kick-off and follow-on workgroup meetings related to a new project.

C.5.8.2.1.3.4.5   Writing and distributing summaries of workgroup meetings to all members.

C.5.8.2.1.3.4.6   Maintaining continuous communication to update members about new developments through e-mail and phone contacts.

C.5.8.3   DEVELOP AN ANNUAL KT PLAN OF DETAILED LONG-TERM STRATEGIES AND ONE-TIME EVENTS

C.5.8.3.1   Overview

A KT long-term strategy is a series of sequenced-related components that occur over a 2- to 5-year period that are intended to result in the use of research findings, tools and promising practices.   After consulting with AHRQ program staff and determining stakeholder needs, the SP shall propose an annual plan of strategy topics and expected outcomes for the current and upcoming fiscal years for review and approval by the PO. Interspersed within the multi-year strategies are one-time events (e.g., broadcasting a Web-assisted national conference, sponsoring a 2- or 3-day workshop). These are designed to create awareness of research findings and spread the implementation of best practices.

Taken together, strategies and one-time events are expected to result in behavior change in the target audiences and improve the quality and efficiency in the delivery of health care services. To accomplish this type of result, the KT program emphasizes and focuses on stakeholder needs and where these needs intersect and overlap AHRQ goals and objectives.

Both long-term strategies and one-time events require understanding the needs of the target audience and involve planning, implementation and evaluation activities. Depending upon the complexity of the strategy or event, the SP's level of involvement could vary significantly.

Long-term strategies may be complex or non-complex:

- Complex Strategy – A complex strategy might involve a heterogeneous group of stakeholders who have no history of working together or stakeholders who are "early adopters". Little research will exist and few best practices will have been identified related to the specific topic area. A KT method used to achieve the strategy goal might be to cultivate a sustainable community of practice or learning network. Similar to a "just in time" approach to learning, specific activities undertaken by the community will not be conceived of in advance for the year. They will be conceived of and planned for by the community/network members on a case-by-case basis as the needs are identified by the network. Rapid response is required to meet emerging needs. Strategy components might occur simultaneously or shortly after one another. Adoptability of research findings is complex and the outcome of the strategy is difficult to achieve. Extensive consultation with experts will be required to assist in program development.

- Non-complex Strategy - An uncomplicated strategy might involve a homogeneous group of stakeholders or a group of stakeholders who have worked together in the past. The stakeholders might be "late adopters," who are ready to learn and change behavior. Significant research findings are available in the topic area that describe approaches to improve the care furnished, services provided, etc. A number of best practices exist and several organizations have implemented policies that can serve

as models of best practice. The research findings and information about others successes can be readily found in the literature. Strategy goals are relatively easy to achieve and strategy components could be planned with some certainty for the upcoming year. The KT methods used are less dependent on developing and cultivating a community or network.

At any one point in time, the SP could be involved developing a KT strategy focused on one target audience and a specific topic, and implementing other KT strategies with different audiences and topics. Technical Exhibit 5-090: Examples of Past and Current program-specific KT strategies

For the annual plan, the SP will propose strategies and one-time events for consideration of AHRQ and the PO (as described in C.5.8.3.2). Unless otherwise noted in the following narrative, references to "strategies" includes reference to "one-time events".

C.5.8.3.2   Propose Strategies and One-Time Events

In developing proposed strategies, the SP shall:

C.5.8.3.2.1   Beginning 3 months after contract award and annually thereafter, submit to the PO, a list in writing of 10 proposed long-term KT strategies and 15 proposed one-time KT events that meet stakeholder needs for consideration and further development (CDRL 508R004). This list shall include those strategies that may have been started in previous years that the SP recommends continuing. The SP shall:

C.5.8.3.2.1.1   Conduct a broad needs assessment of the various stakeholders (health system administrators, purchasers, and policymakers) to inform future KT product development, and identify, among other items, the facilitators and barriers stakeholders encounter when trying to understand and use complex scientific findings. The SP shall:

C.5.8.3.2.1.1.1   Identify specific challenges and issues that AHRQ stakeholders are confronting with regard to delivering quality and cost efficient health care.

C.5.8.3.2.1.1.2   Based on the PO's approval, conduct approximately 10 focus groups per year, 60 key informant interviews per year, and scans of the "grey" literature (e.g., trade publications, foundation reports) and news reports, and undertake similar methods to develop additional assessment information.

C.5.8.3.2.1.1.3   Meet with AHRQ staff identified by Office/Center directors to identify earlier assessments they have performed to avoid duplication, identify assessment gaps, and obtain the results of those assessments.

C.5.8.3.2.1.1.4   Provide quarterly briefings to the Project Officer and Center/Office representatives about the results of recent assessments conducted. (CDRL 508R005) The assessment briefings should highlight the identified needs and issues/barriers for each audience and recommend products/KT strategies accordingly.

C.5.8.3.3   Conduct On-Going Assessments of AHRQ Research and Tools Ready to be Used by Stakeholders.

The SP shall:

C.5.8.3.3.1   Meet with Center/Office leadership, AHRQ staff from each Center, and portfolio leaders and attend relevant AHRQ meetings to develop and maintain a catalogue of the various research findings and tools where KT opportunities exist. The SP shall also meet with AHRQ awardees identified by AHRQ staff to ensure

that appropriate findings from their efforts are effectively included in the specific KT strategies.

C.5.8.3.3.2   At least weekly, review AHRQ weekly reports, press releases, recent publications, newsletters, and Web pages to stay abreast of current research activities and gain perspective and understanding toward developing potential collaboration and synergy across KT strategies.

C.5.8.3.3.3   The SP shall provide quarterly briefings to the PO on potential KT topics and information gathered from the various meetings attended and the reviews conducted. (CDRL 508R006)

C.5.8.3.3.4   Analyze stakeholder needs identified as a result of the on-going broad assessment and identification of AHRQ research activities completed by the SP to identify areas where both the needs of the stakeholders and AHRQ goals overlap. The SP shall:

C.5.8.3.3.4.1   Before submitting its report, consult with the PO and AHRQ staff to refine the preliminary proposed listing.

C.5.8.3.3.4.2   After accomplishing the above tasks, submit the final proposed KT listing to the PO. The description for each proposed strategy should be no more than three pages. For each strategy included, the SP shall provide the following information (CDRL 508R007):

C.5.8.3.3.4.2.1   Identification of the stakeholder problem that the strategy will inform.

C.5.8.3.3.4.2.2   Identification of the AHRQ goals/objectives that the strategy will address:

C.5.8.3.3.4.2.3   The goals and objectives of the strategy.

C.5.8.3.3.4.2.4   Broad criteria for selection of proposed stakeholders.

C.5.8.3.3.4.2.5   The research findings, tools and best practices that will be included in the strategy.

C.5.8.3.3.4.2.6   The KT method(s) that shall be used and the rationale for their use that result in behavior change in the target audiences and improve the quality and efficiency in the delivery of health care services.

C.5.8.3.3.4.2.7   The sequencing of strategy components and the rationale for such sequencing (KT strategies only). Components that may be part of these KT strategies are described in Section C.5.8.4 and Technical Exhibit 5-091: Potential KT Events and Activities.

C.5.8.3.3.4.2.8   Proposed experts to be considered as part of the planning team.

C.5.8.3.3.4.2.9   Estimated timeframe (for the strategy).

C.5.8.3.3.4.2.10   Estimated budget.

C.5.8.3.4   Preliminary Development of KT Strategies and One-Time Events.

C.5.8.3.4.1   Upon approval of the PO, the SP shall draft initial plans for those strategies selected by the PO and AHRQ management for further development from the list of proposed strategies described in sections C.5.8.3.2 and C.5.8.3.3 above. The SP shall draft plans for:

- Long-term KT strategies (including revisions of any on-going strategies). Assume eight strategies shall be on-going at any one point in time. These

shall be composed of five complex KT strategies and three non-complex strategies. The exact number of initial plans to be drafted is dependent upon the number of strategies continued from previous years.

- Ten, one-time KT events.

C.5.8.3.4.2   As strategies and one-time events are completed, the SP shall work with the PO to refresh the inventory of on-going KT activities.

C.5.8.3.4.3   At any time, the Annual Plan may be modified to meet the emerging needs of the Agency or its stakeholders.

C.5.8.3.5   Perform Assessments for the Selected KT Strategies

The PO will issue a "task assignment." A task assignment refers to an assignment by AHRQ to develop and conduct a KT strategy.

The SP shall:

C.5.8.3.5.1   Within 1 week of receiving a task assignment, the SP shall appoint a project manager to the task. The project manager shall work continuously with the PO and other AHRQ staff to further refine the goals, target audiences, programs, and methods to be employed that meet stakeholder needs and the Agency's specific KT and application goals.

C.5.8.3.5.2   In developing detailed strategies, the SP shall first conduct a targeted assessment of stakeholder needs and available resources to address those needs such as research findings, best practices, prototypes, and experts. Together, the needs and resource assessments shall guide the development of long-term KT strategies and its components. The needs and resource assessment processes may be conducted separately or jointly, depending on the likely effectiveness of discussions between stakeholders and experts. These assessments may be carried out through a variety of means including face-to-face meetings, conference calls, interviews, and other data collection methods. The SP shall submit proposed methodologies to be used to the PO for review and approval.

C.5.8.3.5.3   Needs Assessment

C.5.8.3.5.3.1 The SP shall conduct a SWOT analysis that provides a full understanding of the strengths, weaknesses, opportunities, and threats faced by the target stakeholders, as well as the barriers they encounter incorporating research findings and new systems into their policy and practice, their readiness for change, and their likely receptivity regarding the content of the program. The needs assessment should provide a basis for the KT strategy meeting the real-world needs of the stakeholders, and optimizing participants' ability to learn, retain, and apply the information and skills presented. The SWOT analysis will include the following:

- A description of the needs faced by the target stakeholders.

- A full analysis of the stakeholder environment, including:

    o Problems.

    o Opportunities.

    o Barriers they encounter incorporating research findings and new systems into their policy and practice.

    o Readiness for change.

o   Likely receptivity to the program.

C.5.8.3.5.4   Resource Assessment

The SP shall:

C.5.8.3.5.4.1 Design and conduct an analysis to assess the range and depth of research findings, tools, experts, best practices, and prototypes available to support development and implementation of a high-quality strategy that will meet the needs identified above. These resources include, but are not limited to: researchers and research findings, other experts, practice leaders in the field, tools, materials, methods, and learning aides. Strategies planned under this contract are intended to support the achievement of AHRQ goals and objectives; however, it is expected that the SP shall also showcase valid and reliable research findings, best practices, and prototypes developed by others. Therefore, strategies and plans should be developed to diffuse and translate AHRQ research findings as well as non-AHRQ findings so as to provide a complete picture of the resources available. The resources identified shall provide the SP with nationally recognized experts to include in its strategy, as well as presenters and facilitators for the conduct of the activities within various strategies.

C.5.8.3.5.4.2 Perform a scan of the research, policy, and practice environments relevant to each assigned task to identify related research, tools, and existing practices or prototypes where implementation of research findings has been successful, or if unsuccessful, constructive lessons that can be learned. The scan shall include searches and reports on:

- Literature regarding in-process and completed AHRQ research and other AHRQ programs, including, but not limited to, the Evidence-based Practice Centers (EPCs), Centers for Education & Research in Therapeutics (CERTs), U.S. Preventive Services Task Force, Primary Care Practice-Based Research Networks (PBRN), the ACTION network, quality tools, PSNet, Decide program, the Innovations Clearinghouse, and AHRQ-sponsored Web site.

- AHRQ and non-AHRQ research and reports published in peer reviewed journals and trade publications and the "grey" literature published by prominent foundations and others.

- Evidence-based promising practices and prototypes identified in the literature as well as through consultations with the relevant stakeholders and experts.

- Findings and early indications from the above searches that could realistically be implemented as part of the strategy being planned that implement behavior change in the target audiences that improve the quality and efficiency in the delivery of health care services.

C.5.8.3.5.4.3   Discuss the findings of the assessments with the PO and relevant AHRQ staff prior to drafting each strategy, and include a summary of the findings within the detailed draft strategy described below.

C.5.8.3.6   Develop Detailed Strategy/Plan

C.5.8.3.6.1   Within 6 weeks of receiving the task assignment, the SP shall submit to the PO a draft strategy design.   Based on the need and resource assessments and related discussions, the SP shall develop and submit this draft to the PO for

review and approval, including a detailed logic model and narrative for each strategy as described below. The logic model should be no more than 4 pages and the narrative for each strategy plan should be no more than 15 pages. (CDRL 508R008) (For one-time KT events, the logic model should be no more than two pages and the narrative should be no more than 5 pages.)

C.5.8.3.6.2   The SP shall develop the design in consultation with an on-going committee of selected AHRQ staff, the targeted stakeholders, and experts. When approved by the PO, the design will provide the basis for the strategy. It is expected that the SP shall change the approved strategy plan as formative evaluations are completed throughout the course of strategy implementation. The components of a strategy could vary considerably from one to the other depending on the strategy goals and the needs of the stakeholder audience.

C.5.8.3.6.3   The SP shall include in each logic model the following elements:

- The targeted goals based on stakeholder needs.

- Available research findings, tools and best practices.

- Strategy components recommended or type of one-time event.

- Rationale for inclusion of each component or type of one-time event selected.

- Initial outcome expected.

- Rationale for initial outcome.

- Long-term outcome expected.

- Rationale for long-term outcome.

C.5.8.3.6.4   The SP shall include in each narrative the following elements:

- Overall programmatic goals and objectives.

- An explanation as to how the strategy supports AHRQ goals and responds to stakeholder needs.

- Intended audience reflecting readiness and receptivity, and audience segmentation analyses.

- Proposed mix and sequencing of particular components, including the rationale for selection.

- General technical approaches for each component that lead to behavior change in the target audiences and that improve the quality and efficiency in the delivery of health care services.

- Supporting references to KT literature and practice that justify strategy design.

- Proposed AHRQ and non-AHRQ experts and stakeholders to be part of the planning group.

- Organizational responsibilities (e.g., SP, AHRQ, intermediary organizations, experts, etc.).

- Schedule for major activities.

- Budget.

- Staffing plan, including roles and responsibilities for SP staff and use of selected AHRQ and non-AHRQ experts and stakeholders.

- Approach for promoting AHRQ as a science partner and resource;

- Explanation of how the strategy responds to the needs of priority populations as defined in AHRQ's authorizing legislation.

C.5.8.3.6.5   The SP shall continuously revise strategies based on stakeholder feedback gathered during the formative evaluations. On average, the plan for a complex strategy goes through six revision cycles, and a plan for an uncomplicated strategy goes through three cycles.

C.5.8.3.7   Update and Maintain the Annual KT Plan

C.5.8.3.7.1   The SP shall maintain and update the annual KT plan to include a listing of each active long-term KT strategy and one-time KT event. An "active" strategy or event could be at any stage in the KT process – design, development, implementation, and evaluation. The SP shall update the KT plan quarterly as KT strategies and events progress from one stage in the process to the next. (CDRL 508R009)

C.5.8.4   IMPLEMENT ACTIVITIES FOR LONG-TERM STRATEGIES AND ONE-TIME ACTIVITY PLANS

C.5.8.4.1   Implementing Strategies and Activities

The SP shall:

C.5.8.4.1.1   Perform a range of activities in implementing approved KT strategies. The type and frequency of these activities will be dependent on the complexity of the strategy.

C.5.8.4.1.2   Work with a designated AHRQ work group as it implements all aspects of the strategy design.

C.5.8.4.1.3   Plan for, execute, and provide all logistical support services required for all of the components included in each KT strategy and/or one time event activity plan. Technical Exhibit 5-091 includes a listing of potential components with detailed descriptions.

C.5.8.4.1.4   Develop criteria and a recruitment plan for selection of stakeholders. The SP shall develop and submit to the PO for approval, criteria for selection of stakeholders to be included in the strategy. Upon approval of the criteria, the SP shall:

C.5.8.4.1.4.1 Develop a plan to attract the specific stakeholders in numbers commensurate with the approved program design document. These plans may include telephone calls personally inviting a stakeholder to participate or traditional hard copy media (e.g., bulk mailings of personalized invitations, brochures, overviews and agendas; hold the date notifications, and blast faxes), and electronic media (e.g., e-mail, LISTSERVs, Web pages, and telephone messaging).

C.5.8.4.1.4.2 Print and prepare for mailing sufficient copies of invitations and materials for all recipients. If the number of invitations to be mailed exceeds 250, AHRQ will pay for the mailings; otherwise the SP shall pay for mailing the invitations.

C.5.8.4.1.5   Develop and maintain a registration database and determine and collect registration fees. The SP shall:

C.5.8.4.1.5.1 Establish an on-line registration system when necessary for strategy components and one-time events.

C.5.8.4.1.6   For selected components and one-time events, the SP shall collect program fees from all participants. The collected fees shall be used to pay the appropriate portion of the hotel/conference center bill, meals, and to help defray the costs for printing notebooks and other reading materials.

C.5.8.4.1.6.1 Establish a system to accept and process Visa, MasterCard, and American Express credit card charges as payments, as requested by program participants, for all program fees under this contract. The SP shall:

C.5.8.4.1.6.1.1   Establish and submit to the PO written procedures for (1) ensuring the security, protection, and handling of all personal credit card records and information; and (2) handling credit card refunds due to program cancellations and for imposing cancellation fees or surcharges to cover processing costs.

C.5.8.4.1.6.1.2   Submit to the PO a list of staff member(s) responsible for monitoring and enforcing these procedures.

C.5.8.4.1.7   Coordinate Speaker Preparation of Presentations and Materials

(NOTE: For this subtask, the term "slides" is used to mean PowerPoint shows, overheads, 35 mm and other film-based slides, or other graphics shown during a program. The term "presentation" is used to mean the complete set of methods and aides a presenter uses during a program session, including verbal presentation, demonstrations, discussions, audiovisual aides, handouts, etc.)

The SP Shall

C.5.8.4.1.7.1 Work with each presenter to ensure that slides and other presentation materials are submitted on time. The SP shall ensure they meet standards for readability and understandability, the program's learning objectives, content accuracy, and editorial soundness. In some cases, the SP shall be required to reformat slides to ensure consistency of format across sessions. In addition, the SP shall obtain permission to reprint copies of any copyrighted materials, as appropriate. For most programs, presenters shall provide presentation slides in PowerPoint format,

C.5.8.4.1.7.2 The SP shall make suggestions for readings and other background documents that stakeholders would find helpful during their presentation.

C.5.8.4.1.8   Select Program Sites in Coordination with AHRQ

C.5.8.4.1.8.1 In coordination with AHRQ staff, the SP shall arrange for meeting sites that will accommodate the Federal GSA travel per diem rates. The SP shall discuss the event room requirements with the Project Officer and other appropriate AHRQ staff to ensure that the facilities obtained meet design specifications.

C.5.8.4.1.9   Arrange for Travel, Lodging, and Meals of Participants and Presenters

The SP shall:

C.5.8.4.1.9.1 Arrange for the lodging and meals of workshop participants and presenters in accordance with Federal travel regulations. Non-Federal participants usually will pay for their own travel, lodging and meals, although AHRQ may request the SP to pay stakeholder travel and per diem costs,

particularly those of State executives and policy makers, with contract funds. Presenter and SP staff costs shall be paid with contract funds.

C.5.8.4.1.9.2 Arrange for travel, lodging, and meal expenses for presenters and SP staff and reimbursement by the SP in accordance with Federal travel regulations. AHRQ employees shall not be reimbursed for their travel, lodging or meal expenses under this contract.   The SP should anticipate providing reimbursement expenses for Federal presenters at least one-half the time.

C.5.8.4.1.10   Negotiate Speaker Fees for Presenters

C.5.8.4.1.10.1   In consultation with AHRQ, the SP shall negotiate and provide speaker fees to selected presenters of up to $1,000 per day. This shall be negotiated on an individual basis, based on experience, national reputation, and level of effort. In rare instances, and only with the approval of the contracting officer, speaker fees may exceed $1,000 per day.

C.5.8.4.1.11   Prepare and Distribute Program Materials for Participants and Presenters

The SP Shall:

C.5.8.4.1.11.1   Prepare and distribute program logistical materials to participants in advance of all meetings.

C.5.8.4.1.11.2   Prepare, assemble, and distribute materials for all program participants, presenters, and resource staff, as necessary, including agendas, overviews, logistical information, presentation slides, suggested readings, and other background documents.

C.5.8.4.1.11.3   Prepare name badges and tent cards as necessary for all participants and presenters for on-site meetings.

C.5.8.4.1.11.4   Print and distribute all materials to participants and presenters. The SP shall:

   C.5.8.4.1.11.4.1   Discuss with the appropriate AHRQ staff whether materials should be sent to participants in advance. If sent in advance, the SP shall:

   C.5.8.4.1.11.4.1.1   Consult with the PO on the specific method of packaging the materials when required (e.g., a 3-ring binder notebook), as well as the order of presentation of the materials.

   C.5.8.4.1.11.4.1.2   Mail all materials.

   C.5.8.4.1.11.4.1.3   If requests for materials are received by AHRQ from non-participants before the SP submits the material to the printer for final assembly, the SP will be notified so that adequate copies may be made. Non-participants shall pay to cover the costs of these materials by check or purchase order made payable to the SP, unless otherwise directed by the PO.

   C.5.8.4.1.11.4.1.4   Within 5 working days of the end of a program, the SP shall deliver up to 10 extra copies of the program materials, including notebooks, to the PO for further distribution.

C.5.8.4.1.11.5   Provide one copy of the materials to all subcontractors who may be working on designing and implementing KT strategies and one time events.

C.5.8.4.1.12   Coordinate with Audio-Visual Communications

C.5.8.4.1.12.1   The SP shall make available streaming audio and/or video for posting to AHRQ Web site in real-time and for archiving for Web one-time

events. In rare instances, the SP will be requested to produce audio or video recordings of the on-site meetings for streaming on the Web.

C.5.8.4.1.13   Conduct Program Events

In conducting the actual program, the SP shall perform the following activities:

C.5.8.4.1.13.1   Facilitate or provide an expert facilitator for the entire program.

C.5.8.4.1.13.2   Make selected presentations, as appropriate, and as determined by the PO.

C.5.8.4.1.13.3   Provide or coordinate all technical services required, including audiovisual equipment, teleconferencing, and Web casting services and equipment, computers, and services for other Web and e-mail-based programs.

C.5.8.4.1.13.4   Provide all logistical support.

C.5.8.4.1.14   Draft Knowledge Asset and Program Report

C.5.8.4.1.14.1   Unless otherwise instructed, following each event conducted, the SP shall prepare summaries based on the key issues (key take-home messages) covered during the program. The SP shall:

C.5.8.4.1.14.1.1   Within 4 weeks of the KT event, write and format summaries, capturing the knowledge shared, for publication on the AHRQ Web site, using current best practices and standards for optimizing materials for readability on the Web. The PO will provide guidance for formatting these documents per the AHRQ Web requirements. (CDRL 508R010)

C.5.8.4.1.14.1.2   Within 3 weeks of a KT event, write and submit a post-event report (not to exceed three pages) briefly describing any significant problems or issues encountered during the implementation, as well as suggestions for improvement. The report shall include a copy of evaluations associated with the meeting as attachments. (CDRL 508R011)

C.5.8.4.1.14.2   Write and format the summaries, capturing the knowledge shared during the program, for publication on the AHRQ Web site, utilizing current best practices and standards for optimizing materials for usability on the Web. The PO will provide guidance for formatting these documents per the AHRQ Web Master's requirements.

C.5.8.4.2   Prepare Implementation Phase Progress Reports

During implementation, the SP will have several on-going and concurrent KT implementation responsibilities. The SP shall:

C.5.8.4.2.1   Meet at least weekly with the PO and at least monthly with other involved AHRQ program staff to discuss and revise specific strategies on an as-needed based on formative evaluations done throughout implementation or other feedback from stakeholders and experts.

C.5.8.4.2.2   Brief the PO at least weekly on the progress of each strategy and one-time event being planned. (CDRL 508R012) These briefings shall cover the following:

- Activities performed during the previous week by task, the outcomes of those tasks and an explanation of deliverables submitted.

- Activities and deliverables planned for the next week.

- Issues or problems that have been resolved and the manner in which they were resolved.

- Issues and problems that require resolution.

C.5.8.4.2.3   Prepare a semi-annual written report detailing expenditures for each active long-term KT strategy and one-time event. (CDRL 508R013) These reports shall contain information on the outlays, money obligated, anticipated expenses, and the dollar amount remaining for each strategy and one-time event in comparison to the approved budget.

C.5.8.4.3   In-Process (IPR) Briefings

The SP shall:

C.5.8.4.3.1   Plan, coordinate, and conduct meetings each month for the workgroups involved with each active long-term KT strategy and one-time event. (CDRL 508R014) These meetings are intended to obtain the input of planning committee members and shall cover:

- Technical approaches for various tasks.

- Summaries of selected deliverables.

- Review and analysis of formative evaluations.

- Discussions of future plans.

C.5.8.4.3.2   Participate in monthly telephone calls and quarterly on-site meetings at AHRQ with the PO and all key subcontractors assigned to KT projects to discuss progress and issues in conducting KT activities.

C.5.8.4.4   Develop and Maintain an Electronic KT Archive

The SP shall:

C.5.8.4.4.1   Develop and maintain a searchable electronic inventory of KT strategy and one-time event documents. The SP shall:

C.5.8.4.4.1.1 Develop and maintain the inventory in an approved Web-based, searchable program and minimally include the following fields of key information for each strategy/event topic.

- Strategy/ event topic.
- Target audience.
- Objective.
- Overview.
- Approved planning documents, including proposal and logic model.
- Workgroup planning meeting minutes.
- Distributed program materials including participant lists, agendas, speaker presentations and bibliographies.
- Participant evaluations.
- Knowledge assets.
- Activities, such as TA or other components that were a result of a component.
- Impact generated as a result of KT activity.

C.5.8.4.4.2   The SP shall submit a proposal to the PO for review and approval to develop and maintain a searchable Web-based inventory of lessons learned as a result of planning, implementing, and evaluating KT strategies and one-time events. The proposal for the inventory shall include descriptions of the types of information to be included. (CDRL 508R015) The SP shall:

C.5.8.4.4.2.1 Populate the inventory with findings, tools, methods, prototypes, and implementation approaches in a manner that is cataloged and organized for easy access and use by AHRQ staff.

C.5.8.4.4.2.2 On a quarterly basis, document stories about what worked and what did not work relevant to KT methods and approaches. These stories might be based on AHRQ experiences or the experiences of others working in KT.

C.5.8.5   DESIGN AND IMPLEMENT EVALUATION PLANS

C.5.8.5.1   Design and Implement a Formative Evaluation Plan

C.5.8.5.1.1   The SP shall design a plan for assessing the effectiveness of program design and execution that assesses the extent to which the anticipated outcomes and other goals are achieved. The SP shall plan on targeting seven percent of KT funds to this activity. In conducting this task, the SP shall:

C.5.8.5.1.1.1 Develop a draft evaluation plan that is aligned with the approved KT and application strategy. (CDRL 508R016)   The plan shall address the following elements:

- Identification of program area(s) to be evaluated.

- Aspects of the strategy (both process and outcomes) being measured.

- Proposed evaluation measures.

- Information to be gathered to address evaluation questions.

- Sources of information, including secondary sources.

- Approach for obtaining information.

- Types of analyses to be performed.

- General outline of report(s) to be produced.

- Potential evaluation problems and methods to resolve them.

- Timeline for major evaluation tasks.

C.5.8.5.1.1.2 Provide approaches for assessing the following:

- Extent to which the participants acquired the knowledge and skills the KT strategy was intended to produce.

- Extent to which the KT strategy was appropriately targeted to the needs and interests and met the expectations of the participants.

- Effectiveness of the presenters, materials, and logistics of the workshop or other KT events.

- Extent to which the participants/target audience actually used the information disseminated (impact) through the KT strategy or program. This includes the impact of the use of the information in programs, policies, or practices

C.5.8.5.2   Review and Revise Evaluation Plans

The SP shall submit the evaluation plan to the PO for review and comment 1 month after the strategy design has been approved. The SP shall incorporate the PO's comments in a revised evaluation plan that shall be submitted to the PO within 10 working days after receipt of PO comments (CDRL 5R8017).

C.5.8.5.3   Implement the Approved Evaluation Plan.

C.5.8.5.3.1   The SP shall implement the approved evaluation plan in accordance with a schedule established jointly by the SP and PO.

C.5.8.5.4   Prepare Evaluation Reports

The SP Shall:

C.5.8.5.4.1   Prepare a draft report of each evaluation conducted.

C.5.8.5.4.2   Meet with the PO before the report is drafted to discuss preliminary findings, the report outline, and general contents.

C.5.8.5.4.3   Develop a draft report following the discussion of preliminary findings and submit the report to the PO for review and comment.

C.5.8.5.4.4   Incorporate AHRQ's comments in a final evaluation report and submit the final report within 2 weeks of receipt of AHRQ comments. (CDRL 508R018)

C.5.8.5.5   Revise/Update KT Strategies/Programs Based On Evaluation Results

AHRQ expects the SP to be sufficiently flexible to adopt changes in the strategy whenever new events or changes in knowledge about successful KT strategies or technologies warrant.

The SP Shall:

C.5.8.5.5.1   Modify the strategy based upon experience in the implementation of the strategy and any evaluations conducted.

C.5.8.5.5.2   Incorporate comments and submit a revised or new KT and application strategy.

C.5.8.5.5.3   Submit the revised or new KT and application strategy within 2 weeks after receipt of AHRQ comments on the draft.

C.5.8.6   PERFORM ALL RELATED PROJECT MANAGEMENT TASKS FOR EACH LONG-TERM KT STRATEGY AND ONE-TIME ACTIVITY PLAN

C.5.8.6.1   Budget and Scheduling

The SP shall prepare a staffing outline, timeline schedule, and budget for each task assignment. (CDRL 508R019) The staff outline, schedule, and budget shall include, at the minimum, the following:

- Schedule and sequence of activities.

- Names of staff proposed to work on program, their roles and responsibilities with regard to their assignment as well as their expertise related to the topic and knowledge translation experience.

- Labor hours by staff category.

- Labor costs.

- Indirect costs.
- Breakdown of other direct costs (ODCs), e.g., travel, materials, and consultants.
- Fee.

C.5.8.6.2   Provide Delivery Services

C.5.8.6.2.1   At the direction of the PO, the SP shall provide:

C.5.8.6.2.1.1   Courier delivery service from the SP's facility to designated AHRQ offices and delivery service between the SP facility and other AHRQ subcontractors.

C.5.8.6.2.1.2   Delivery services to designated drop-off points in the Washington, D.C. metropolitan area. It is estimated that an average of one delivery will be required each week.

C.5.8.6.3   Participate in Meetings on AHRQ-Wide Issues

C.5.8.6.3.1   The SP shall provide a management team-level representative to participate in up to five meetings/year to discuss, with various stakeholder groups, broad needs and issues that are AHRQ-wide, and pertain to more than the SP's KT strategy. Such meetings will normally cover multiple program areas.

C.6   STATUTES, PUBLICATIONS AND FORMS

Statutes, publications and forms referenced in this Contract are listed below.   The SP is obligated to comply with these statutes and publications, and to use these forms. The SP shall accomplish the tasks set forth in this Contract in accordance with the references listed and all other applicable guidance.

All hardcopy statutes, publications and forms listed will be provided by the Government at time of award.   On-line documents are available via the referenced Internet link.   The SP shall establish and update, as required, a file of all required statutes and publications listed in this section as well those cited throughout the Contract.   Supplements or amendments to listed statutes and publications may be issued during the life of the Contract.

The SP shall ensure that all publications are up-to-date.   Upon completion of the Contract, the SP shall return all issued publications to the Government.

Please be advised that it is the responsibility of the SP to ensure that all information obtained through electronic means is current.   The Government will not be responsible for information that it cannot control, including that contained on Web sites outside of its portals.

C.6.1   STATUTES

Statute Title	Internet Link (if available)
Federal Government Information Access Policy	http://irm.cit.nih.gov/policy/legislation.html
Information Technology Management Reform Act of 1996 (Clinger/Cohen Act - Division E of S.1124 in 104th Congress)	http://thomas.loc.gov/home/multicongress/multicongress.html
Chief Information Officers Council	http://www.cio.gov/Documents/it_management_reform_act_Feb_1996.html
Paperwork Reduction Act of 1995 Enrolled Bill (S.244, 104th)	http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=104_cong_bills
Americans with Disabilities Act	http://www.usdoj.gov/crt/ada/adahom1.htm
Rehabilitation Amendments of 1992 (H.R. 5482 in 102nd Congress)	http://thomas.loc.gov/home/multicongress/multicongress.html
Rehabilitation Act Amendments 1998 (section 508)	http://www.archives.gov/records-mgmt/ardor/records-schedules.html Section508.gov: http://www.section508.gov/ United States Access Board - Section 508 homepage: http://www.access-board.gov/508.htm
Privacy Act of 1974	http://www.usdoj.gov/04foia/privstat.htm
Freedom of Information Act (and eFOIA):	http://www.usdoj.gov/04foia/foiastat.htm

Statute Title	Internet Link (if available)
Federal Records Act	http://www.archives.gov/records-mgmt/laws/
Federal Information Processing Standard Publication 192 "Application Profile for GILS"	http://ois.nist.gov/nistpubs/technipubs/recent/search.cfm?dbibid=326
OMB Circular A-130 "Management of Federal Information Resources"	http://www.whitehouse.gov/omb/circulars/a130/a130trans4.html
OMB Circular 97-02 "Funding Information Systems Investments"	http://www.whitehouse.gov/omb/memoranda/m97-02.html
Title 44 U.S. Code	http://www.access.gpo.gov/uscode/title44/title44.html
Title 17 U.S. Code	http://www.access.gpo.gov/uscode/title17/title17.html

C.6.2 PUBLICATIONS

Publication Number	Publication Title	Revision Date	Internet Link (if available)
N/A	Associated Press (AP) Style Guide	current edition	Commercially Available Publication
AHRQ05(06)MP-164	AHRQ Publishing and Communications Guidelines	current edition March 2006	N/A
36 CFR 1220.14	Federal Records; General – General Provisions – General Definitions	05-13-02	http://www.archives.gov/about_us/regulations/part_1220.html
36 CFR 1228	Disposition of Federal Records	current edition	http://www.archives.gov/about_us/regulations/part_1228_I.html
41 CFR 300-304	Federal Travel Regulation	current edition	http://www.AHRQ.gov/AHRQ/cm_attachments/AHRQ_DOCUMENT/030205_FTR_R2QA53_0Z5RDZ-i34K-pR.pdf

Publication Number	Publication Title	Revision Date	Internet Link (if available)
44 CFR	Emergency Management and Assistance	current edition	http://www.access.gpo.gov/nara/cfr/waisidx_00/44cfrv1_00.html
5 USC 552	Freedom of Information Act	current edition	http://www.usdoj.gov/oip/foia_updates/Vol_XVII_4/page2.htm
5 USC 552a	Privacy Act of 1974	current edition	http://www.usdoj.gov/foia/privstat.htm
29 USC 794d Section 508	Rehabilitation Act of 1973, as amended – Electronic and Information Technology Accessibility Standards	1998	http://www.section508.gov/index.cfm?FuseAction=Content&ID=12
31 USC 6301 et seq.	Using Procurement Contracts and Grant and Cooperative Agreements	current edition	http://www.law.cornell.edu/uscode/html/uscode31/usc_sup_01_31_08_V_10_63.html
44 USC Chapter 21	National Archives and Records Administration	current edition	http://www.law.cornell.edu/uscode/html/uscode44/usc_sup_01_44_10_21.html
44 USC Chapter 29	Records Management by the Archivist of the United States and by the Administrator of General Services	current edition	http://www.law.cornell.edu/uscode/html/uscode44/usc_sup_01_44_10_29.html
44 USC Chapter 31	Records Management by Federal Agencies	current edition	http://uscode.house.gov/download/pls/44C31.txt
44 USC Chapter 33	Disposal of Records	current edition	http://uscode.house.gov/download/pls/44C33.txt
44 USC 3301	Disposal of Records – Definition of Records	current edition	http://uscode.house.gov/download/pls/44C33.txt
CIO 2104.1	AHRQ IT General Rules of Behavior	N/A	N/A

Publication Number	Publication Title	Revision Date	Internet Link (if available)
N/A	AHRQ Wireless Local Area Network (LAN) Security AHRQ Order	N/A	N/A
N/A	AHRQ Information Technology (IT) Security Policy	N/A	N/A
N/A	IT Security Procedural Guide: Conducting Risk Assessments	N/A	N/A
N/A	AHRQ Privacy Act Program	N/A	N/A
FAR 52.222-1	Notice to the Government of Labor Disputes	02-1997	http://www.arnet.gov/far/loadmainre.html
FAR 52.245-2	Government Property (Fixed-Price Contracts)	05-2004	http://www.arnet.gov/far/loadmainre.html
GPO Publication 305.1	Agency Procedural Handbook for the Procurement of Commercial Printing Services	01-1992	N/A
GPO Publication 310.1	GPO Contract Terms Quality Assurance Through Attributes Program	08-2002	http://www.access.gpo.gov/procurement/qatap/qatap.pdf#search='GPO%20310.1%20quality%20assurance'
GPO Publication 310.2	GPO Contract Terms Solicitation Provisions, Supplemental Specifications, and Contract Clauses	06-2001	http://www.access.gpo.gov/procurement/cterms/ct_title.html
N/A	Suitability and Personnel Security	N/A	N/A
Public Law 101-336	Americans with Disabilities Act of 1990	01-23-1990	http://www.usdoj.gov/crt/ada/pubs/ada.txt
Public Law 101-391	Hotel and Motel Fire Safety Act of 1990	09-25-1990	http://www.emergency-management.net/act_fire.htm

C.6.3 FORMS

Form Number	Form Title	Form Date	Internet Link (if available)
GPO Form 952	Desktop Publishing - Disk Information Form	01-2004	http://www.access.gpo.gov/procurement/ditsg/952.pdf#search='GPO%20Form%20952'
GPO Form 1815	Notice of Quality Defects	08-1991	http://www.easc.noaa.gov/fld/PraPub/Documents/1815.pdf#search='GPO%20Form%201815'
FBI Form FD-258	Applicant Fingerprint Card	05-11-99	http://www.fbi.gov/hq/cjisd/PDF/fpcardb.pdf
OF 306	Declaration for Federal Employment	01-2001	http://contacts.AHRQ.gov/webforms.nsf/0/047C39FC0226D01E85256AAB005DF2AD/$file/OF306.pdf
SF 1	Printing and Binding Requisition	07-1979	http://www.access.gpo.gov/procurement/ditsg/sf1.pdf#search='SF%201%20binding'
SF 85P	Questionnaire for Public Trust Positions	09-1995	http://contacts.AHRQ.gov/webforms.nsf/0/25292D2D26D8B5EC85256A730051F924/$file/sf85p.pdf
N/A	Mailing Permit Application and Customer Profile	12-2002	http://www.usps.com/forms/_pdf/ps3615.pdf
HHS Form 615	Publications Clearance	Current Edition	N/A
HHS Form524A	Audiovisual Clearance	Current Edition	N/A

Technical Exhibit 1-001: Performance Requirements Summary

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
	Work Management and Control			
C.5.2.1	Create and administer a work requests system	A comprehensive and accurate monthly Workload report provided to the PO by the fifth workday of the month	90%	100%
C.5.2.4.1	Provide monthly budget reports	A comprehensive and accurate monthly Budget report provided to the PO by the seventh workday of the month	90%	100%
	Integration of Health Communications			
C.5.3.2	Develop and update Positioning Plan	Final Positioning Plan submitted and accepted within 15 days of receipt of Government comments	90%	100%
C.5.3.3		Comprehensive quarterly progress report submitted by the 10th workday of the new quarter	90%	100%
C.5.3.4.1	Develop and implement required Work Management Plan	Comprehensive Work Management Plan Report submitted by the 15th workday of the first and third quarter	90%	100%
	Publishing			
C.5.4.2.1	Prepare and update annual print and electronic publishing plan	Plan and updates reflect input from all Centers and Offices and are finalized by required dates	90%	100%
C.5.4.2.1.3	Evaluate the need for reprints	No instances of required reprints being unavailable	90%	100%
C.5.4.2.1.5	Develop clearances	Clearances are accurately drafted and meet timing requirement	90%	Random Sampling
C.5.4.3.1.5	Prepare and update Project Management Schedules	Acceptable schedules prepared and updated appropriately (i.e., accurate due dates & resource requirements; ancillary and derivative products identified)	90%	Random Sampling

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
C.5.4.3.1.5	Publish and produce all AHRQ products (including *Research Activities*)	Products finalized by established deadline, comply with format and other specifications, and meet AHRQ *Publishing and Communications Guideline* requirements or Journal editorial standards – hard copy and Web	90%	Random Sampling
C.5.4.3.2	Write and/or update Editorial guidance documents	Guidance documents are current, comprehensive and appropriately distributed	90%	Random Sampling
	Original writing			
C.5.4.4.1.1	Translate health research information and write syntheses	Syntheses are accurate and approved by required due date	90%	100%
C.5.4.4.1.2	Write and distribute agency information in various outputs	Outputs are accurate, meet content & format requirements, are produced within required timeframe and deemed appropriate for specific audience per PO	90%	Random Sampling
C.5.4.4.1.3	Write, produce and distribute *Research Activities*	Dated periodical schedule met	95%	100%
C.5.4.4.1.5	Write and produce consumer materials and tools	Materials appropriately written for the audience; designed and produced according to production schedule	90%	Random Sampling
C.5.4.4.2	Edit and/or format documents and publications	Documents and publications appropriately edited (level of editorial intervention – production, copy, substantive and journal standards)	90%	Random Sampling
C.5.4.5.1	Provide production management	Final camera-ready/design version products comply with various series and design specifications and are approved by established deadline	90%	Random Sampling
C.5.4.5.2	Provide art direction and presentation support	Customers fully satisfied with assistance provided during the planning process	90%	Customer Satisfaction
C.5.4.5.2.3.1	Manage the AHRQ slide library	Slide library content is current and slides are appropriately formatted	90%	Random Sampling

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
C.5.4.6.1	Manage web pipeline of information products	Products are posted in accordance with AHRQ priorities and established schedules with appropriate formats	90%	Random Sampling
C.5.4.6.1		No Web site violations of OMB policies, Federal laws, or AHRQ guidelines	100%	Random Sampling
C.5.4.6.1.3	Update AHRQ Web navigation and interface pages	Updates are timely for specific Web pages (e.g., *What's New* page updated within the last 30 days)	90%	Random Sampling
C.5.4.7.1	Coordinate with the management of the AHRQ clearinghouse operations	Information on distribution requirements is provided to the Clearinghouse in a timely manner	90%	Random Sampling
C.5.4.7.3	Maintain Publications Clearinghouse Database	Publications Clearinghouse DB current and accurate	90%	Random Sampling
C.5.4.7.6	Manage on-site publications room	Requests processed accurately and within timeliness criteria	90%	Random Sampling
		On-site publications room is fully stocked, mapping of room is current and clean a	90%	Random Sampling
C.5.4.8	Distribute and archive AHRQ publications	Publications sent to appropriate outlets; all documentation and timing requirements are met.	90%	Random Sampling
C.5.4.9	Coordinate permissions, licensing, content use	Actions properly researched and handled and submitted within required timeframe	90%	Random Sampling
		Updates to the database are made in a timely manner	90%	Random Sampling
C.5.4.10.1	Provide Exhibit and conference support services	Annual Exhibit & conference plans and reports are accurate and finalized and approved by required deadlines	100%	100%
C.5.4.10.3		Required logistical actions associated with a specific conference are completed so that all items are delivered to the conference by specified time	100%	Random Sampling
C.5.4.10.4		All required meeting reports (pre and post) completed and submitted by specific deadlines	100%	100%

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
	Public Affairs			
C.5.5.2.1.2.7	Develop Partnership Plans	Partnership Plans meet all PO requirements and are finalized by required dates	90%	100%
C.5.5.2.1.5	Maintain partnership databases	Partnership databases are accurate and up-to-date	90%	Random Sampling
C.5.5.3.7	Develop speeches as the primary Speech Writer	Speeches and all supporting materials are well written, properly focused, properly coordinated and cleared and submitted to the Director not later than 48 hours before the speech	95%	100%
C.5.5.4.1	Develop Commentaries and place Commentaries in major publications	Commentaries well written, properly focused, properly coordinated and cleared, meet the requirements of formal agreements and submitted to the PO 10 calendar days prior to the journal's required submission date	90%	100%
C.5.5.5.1	Produce and distribute EN and PSEN electronic newsletters	Each newsletter includes appropriate topics and number of items and is produced according to the appropriate production schedule	90%	Random Sampling
C.5.5.5.2	Maintain distribution lists	EN and PSEN listservs mailing lists are accurate and current	90%	Random Sampling
C.5.5.6.2.2	Develop press releases	Final press releases are appropriately written, properly cleared and submitted within the required timeframe	90%	Random Sampling
C.5.5.6.2.3.1	Develop ANRs, Podcasts, and VNRs	Submitted ANRs, Podcasts, and VNRs meet all production requirements, are properly cleared and are properly distributed.	90%	Random Sampling
C.5.5.6.3.1	Develop and distribute E-marketing pitches and other communications	E-marketing pitches are appropriately written, properly cleared and submitted within the required timeframe	90%	Random Sampling
C.5.5.6.4	Host media events	For each event, logistical arrangements planned and carried out and supporting services in place	95%	100%
C.5.5.6.5.1	Respond to calls and e-mails	For calls and e-mails the SP has assumed responsibility for, appropriate responses provided within 24 hours or by requested time	90%	Random Sampling

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
C.5.5.7.1	Track AHRQ Grantee and Staff articles	Assessments of the significance of articles are submitted in a timely manner, judged by the PO to be accurate, and appropriate actions are recommended.	90%	Random Sampling
C.5.5.7.2	Maintain the Impact Case Study Program	An Impact Study's content is complete and accurate, study is properly cleared and submitted by the required due date	90%	100%
C.5.5.8	Develop and implement public information campaigns	A campaign marketing plan meets the requirements of the planned level of effort – Bronze, Silver or Gold and is submitted by the required due date. Marketing plan activities are carried out as designed.	90%	100%
C.5.5.9	Develop, implement and manage PSA campaigns	Each campaign achieves an agreed-to donated media level	90%	100%
	Web Resources			
C.5.6.2.2	Prepare infrastructure coordination requests and coordinate support activities	Provide timely and accurate information within 5 work days	90%	Random Sampling
C.5.6.2.3.1.2	Provide project management for Web development activities	Comprehensive Project Initiation Documents are submitted by required due dates	90%	100%
C.5.6.3.1	Provide assistance on Web projects	No instances of conformance violations related to information provided by the SP	No more than 2 instances per quarter	100%ing
C.5.6.3.1.2.9	Maintain guidelines for design and maintenance of web resources and content	Guidelines for development, design, and maintenance of web resources and content are comprehensive and up-to-date	90%	Random Sampling
C.5.6.3.2	Provide multi-media support	Support provided on a timely basis to meet project deadlines	90%	Random Sampling
C.5.6.3.4	Provide System administrative support	All required reports are comprehensive, accurate and submitted on time.	90%	Random Sampling

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
C.5.6.4.2	Process e-mail and telephone inquiries	For inquiries the SP has assumed responsibility for, appropriate responses provided within 5 business days of receipt	90%	Random Sampling
C.5.6.5	Monitor and report on Web sites' content, workload and metrics	Web content reports and metrics accurately developed and monthly, quarterly and fiscal-year reports submitted on time	90%	Random Sampling
C.5.6.5.3	Administer Customer Satisfaction survey	Accurate rating reports generated quarterly with evidence-based improvement recommendations generated, analyzed and submitted to the PO by required due dates	90%	Random Sampling
C.5.6.6	Coordinate and track electronic content use agreements	User agreement database repository complete, accurate and up-to-date	80%	Random Sampling
C.5.6.7	Provide Intranet support	Uploads to the Intranet of new and revised content properly performed and within required timeframe	80%	Random Sampling
C.5.6.8	Update and redesign AHRQ main web site domain and resources	Recommendations for updating and redesigning AHRQ main web site domain and resources are practical, feasible and represent major improvements	90%	100%g
	Information Resources Center			
C.5.7.2.1	Provide day-to-day IRC support activities	Achieve a customer satisfaction rating of 90% or higher	90%	Customer Satisfaction
C.5.7.2.2	Manage IRC resources and operating expenses	Accurate and comprehensive workload statistics and periodic reports submitted by required due dates	90%	Random Sampling
C.5.7.3.1	Manage IRC collection and provide circulation services	Achieve a customer satisfaction rating of 90% or higher	90%	Customer Satisfaction
C.5.7.3.2	Manage Interlibrary loan borrowing and lending program	Loan requests and related invoices processed within required timeframes	80%	Random Sampling
C.5.7.3.3	Provide reference, retrieval and searching services	Reference calls, requests and database searches processed within required timeframes	90%	Random Sampling
C.5.7.4.2	Develop library promotional and awareness materials	Promotional and awareness materials are targeted to the benefits and features for users and are generated on a	90%	Random Sampling

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
		quarterly basis		
C.5.7.4.3	Provide expert instruction	Comprehensive annual training plan submitted to the PO by required due date	100%	100%
C.5.7.4.3.1.1.6		Student evaluation satisfaction rating of training received	80%	Customer Satisfaction
C.5.7.4.4.1	Provide Information Management expertise to project teams	Achieve a customer satisfaction rating of 90% or higher	90%	Customer Satisfaction
C.5.7.4.4.3	Provide technical assistance to approved customers	Achieve a customer satisfaction rating of 90% or higher	90%	Customer Satisfaction
C.5.7.5.1.2	Organize IRC collection for electronic access	Virtual Library holdings updated consistent with user feedback	90%	Random Sampling
C.5.7.5.2	Develop, implement and evaluate IRC information systems	Prioritized recommendations for improving IRC systems are feasible, practical, responsive to needs assessment instrument	90%	100%
	Knowledge Translation			
C.5.8.2.1	Provide centralized resource for KT expertise and activities	Eight requests for assistance submitted during first performance period and 16 request per year thereafter	90%	100%
C.5.8.3.2	Develop preliminary listing of KT strategies and one-time events	Annual listing of potential KT strategies and individual program projects contains appropriate number of potential KT strategies and one-time events and required information to justify each proposal	90%	100%
C.5.8.3.6	Develop long-term strategies and one-time event plans; includes complex, and non-complex KT strategies	For each plan: • Reflects needs of target audience and known and effective KT best practices • Demonstrates thorough search of evidence-based research • Complies with PWS requirements (e.g., travel, section 508)	90%	100%

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
		• Writing and editing of plan and related products reflect sound editorial accuracy and attention to detail • Submitted in accordance with specific schedule		
C.5.8.4.1	Implement approved long-term strategies and one-time event plans	For implementation activities: • Logistical services conducted efficiently and effectively (e.g., invitation letters, electronic marketing tools, pilot tests, arrangement of travel) • Interim milestones are met in accordance with task assignments • Technical approaches and staffing effectively adjusted in response to changes in requirements • PO promptly alerted of problems that could impact successful completion of project/task (e.g., methodological, schedule, staffing, communications)	90%	Random Sampling
		Task assignment completed within approved budgets	90%	100%
C.5.8.5.1	Design and implement evaluation plans	Each evaluation plan addresses the minimum requirements defined in the PWS and is submitted by the required due date.	90%	100%
C.5.8.5.4		Comprehensive evaluation reports are submitted by required due dates	90%	100%
C.5.8.5.5	Develop revised/updated KT strategies and programs	Proposed revisions/updates to KT strategies and programs and supported by evaluation results and are submitted by the required due date	90%	100%
C.5.8.6.1	Provide budget, staffing and schedule for each program task	• Budgets submitted for task assignments are reasonable given requirements of project • Budget estimates are detailed, complete and accurate staffing and schedule information for each program task is comprehensive and submitted by	90%	100%

PWS Para.	Task Description	Performance Requirement	Acceptable Quality Level	Surveillance Method
		the required due date		
		PO promptly alerted for task assignment costs exceeding the budget	100%	100%
C.5.8.6.2	Provide required Program Reports	For reports: • Progress reports and other administrative documents are submitted in accordance with specified schedules • Reports are accurate, informative and complete • Financial information submitted in conjunction with monthly progress reports is detailed, complete and accurate	90%	Random Sampling

TECHNICAL EXHIBIT 1-002:

CONTRACT DATA REQUIREMENTS LIST (CDRLS)

(NTL = NOT LATER THAN)

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
104R001	Phase-In Plan	CO	Submitted as part of Proposal
104R002	Phase-Out Plan	CO	NLT 180 calendar days prior to contract expiration date
104R003	Report on event negatively affecting contract performance	CO	As Necessary
104R004	Updated Personnel Roster	PO	NLT 10 workdays after change
106R001	Changes to QCP	CO and PO	As Proposed
106R002	Response to Contract Discrepancy Report	PO	Within 5 workdays of receipt
106R003	Minutes of Contractor Performance Meeting	PO	Monthly
107R001	Safety Inspection Report	PO	Quarterly
107R002	Accident and Personal Injury Report	PO	Within 24 hours of accident occurrence
305R001	Copy of Joint Inventory Inspection	PO	By start date of first performance period
305R002	Inventory Update	PO	NLT 15 workdays before the end of each performance period
305R003	Final Inventory	PO	NLT 30 calendar days prior to contract expiration date
502R001	Web-based Work Request System	CO & PO	Within first 6 months of initial performance period
502R002	Work Request System Database Output	Designated Web site	NLT fifth workday of the month
502R003	Workload Report	PO	Monthly basis
502R004	Ad-Hoc Report	PO	Within 5 workdays of request
502R005	Monthly Budget Report	PO	NLT seventh workday of the month

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
502R006	Quarterly Budget Reports	PO	NLT 10th workday of the new quarter
502R007	Annual Budget Reports	PO	NLT 20th workday of the new fiscal year
503R001	AHRQ Positioning Plan	PO	Within 120 calendar days of start of 1st performance period
503R002	Quarterly Progress Report	PO	NLT 10th workday of the new quarter
503R003	Semi-Annual Work Management Report	PO	NLT 15th workday of the 1st and 3rd quarters
503R004	Initial Work Management Plan Report	PO	NLT 10 workdays prior to end of the Phase-In period
504R001	Print and Electronic Publishing Plan	PO	Annually
504R002	Updated Publishing Plan	PO	NTL fifth working day of the new quarter
504R003	Bi-weekly Production Report	PO	Bi-weekly
504R004	Updated Sections to the *AHRQ Publishing and Communications Guidelines*	PO	First and third Fiscal Year Quarters
504R005	Focus Group Plan	PO	As required
504R006	Screeners Guide	PO	As required
504R007	Post Focus Group Report	PO	As required
504R008	Production schedule	PO	As required
504R009	Recommended updates to presentation and display materials	PO	Semi-annually – NTL April 15 and October 15.
504R010	Web Pipeline Status Report	PO	Weekly
504R011	Cost Center Accounting Report	PO	Monthly
504R012	Reports from the PBCH database	PO	Monthly
504R013	Proposal for copyright, licensing, and permissions database	PO	NLT 180 days from award of contract
504R014	Proposed and Updated annual schedule for AHRQ exhibits and Updates	PO	Quarterly
504R015	Report on Planned Usage	PO	Monthly

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
504R016	Exhibit Pre-Meeting Planning Report	PO	NLT 30 days before scheduled exhibit
504R017	Final publications list for each AHRQ Exhibit	PO	NLT 30 days before scheduled exhibit
504R018	Summary of Costs related to AHRQ exhibit program	PO	Monthly
504R019	Post-meeting report	PO	Within 10 days following each meeting
504R020	Recommendations on the need to repair or replace exhibit structures	PO	Semi-annually
505R001	Annual and Updated Public Affairs Plan	PO	Quarterly
505R002	Partnership Opportunities Report	PO	As requested
505R003	Partnership Logistics Plan	PO	As requested
505R004	Coordination Center Integration Report	PO	As requested
505R005	Report on Promotion Activity Results	PO	Quarterly
505R006	Recommendations for future press releases	PO	Weekly
505R007	ANR, Podcast or VNR Production Plan	PO	As required
505R008	Coverage Evaluation Report	PO	As required
505R009	Recommendations for possible future E-mail pitches and other communications	PO	Monthly
505R010	Summary of news items and coverage of AHRQ research activities	PO	Weekly
505R011	Recommendations for possible future media events	PO	Monthly
505R012	Printout of Journal Tracking System	PO	Monthly
505R013	Recommendations for future information campaigns	PO	Quarterly
505R014	Public Information Campaign Plan	PO	As Requested

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
505R015	Public Information Campaign Status Report	PO	Monthly
505R016	Report on Media Support and Placement of PSAs	PO	Quarterly
506R001	Project initiation document	PO	As required
506R002	Project Management Plan	PO	As required
506R003	Summary of Web development project status	PO	Weekly
506R004	Summary Web development Project Status Report	I-NET Work Group	Monthly
506R005	Input to the HHS annual inventory of Web resources	PO	Annually
506R006	Recommendations for development or redesign and reengineering of Internet services and products	PO	Annually
506R007	Updated guidelines for design and maintenance of Web-based resources	PO	As necessary but at least annually
506R008	Proposals for content placement within external electronic resources	PO	Quarterly
506R009	Briefing paper on possible approaches to improve access to Agency information and business processes	PO	Annually
506R010	Report on accounts access and use	PO	Quarterly
506R011	Reports on backup system performance and use	PO	Quarterly
506R012	Summary report of violations of accessibility conformance	PO	As requested
506R013	Reports on the knowledge base statistics	PO	Monthly and Annually
506R014	Tally report on all new and replacement files uploaded to a Web site	PO	Monthly, NLT the 15 days of the new month and Annually
506R015	Analyses log files and search files for usage, comparisons and trends	PO	Monthly, Quarterly and Annually

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
506R016	Usability studies and evaluations of Web sites and Web-based tools	PO	As requested
506R017	Recommendations for improvements based on Customer Satisfaction rating reports and survey results	PO	Semi-annually
506R018	Recommendations on proposed agreements and permission requests	PO	Annually
506R019	Reports on Intranet usage, access to content and content problems and linkages	PO and AHRQ Intranet Coordinator	Monthly
507R001	Evaluation of library resources	PO	Annually
507R002	Evaluation of library journal subscriptions	PO	Annually
507R003	Report on previous year expenditures and projections for the cost of services, materials, and equipment	PO	Prior to the start of each fiscal year
507R004	Updates of IRC budget status	PO	Quarterly and as requested
507R005	Report on workload statistics	PO	Monthly and Annually
507R006	Report on IRC activities	PO	Bi-weekly
507R007	Up-to-date inventory of hardware, software, peripherals, special equipment	PO	Annually
507R008	Recommendations of system or equipment upgrades, retirements, or replacements	PO	Annually
507R009	Group Training Plan and Schedule	PO	Annually
507R010	Summary report on the assessment of planned training	PO	Monthly
507R011	Summary report training provided and received	PO	Semi-annually
507R012	Recommended mapping document	PO	Semi-annually

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
507R013	Briefing on systems, processes, and approaches for "next generation" information retrieval.	PO	Semi-annual
507R014	Plans and related recommendations on qualitative review activities	PO	Annually
507R015	Recommendations for more efficient channels for internal information, digital repositories, self-service models	PO	Semi-annually
507R016	Recommendations for information solutions critical to the knowledge worker	PO	Semi-annually
508R001	Briefing on findings of reviews of KT research and related information	PO	NLT 10th working day of each month
508R002	Report not to exceed 10 pages summarizing the KT findings from reviews and earlier briefings.	PO	Semi-annually NLT 10th working day of the 2nd and 4th fiscal quarters
508R003	Plan for promoting and increasing assistance to programs on KT activities	PO	Within 3 months of contract award
508R004	Listing of proposed KT strategies and special one-time KT activities for implementation.	PO	Within 3 months of contract award; annually thereafter
508R005	Briefings on results of recent assessments conducted.	PO and Center, Office representatives	Quarterly
508R006	Briefings on KT information gathered from meetings attended and reviews conducted	PO	Quarterly
508R007	Written descriptions of 10 proposed KT strategies and 15 one-time KT Events	PO	Annually
508R008	Detailed KT Plan and Logic Model	PO	Within 6 weeks of receiving task assignment
508R009	Updates of KT Plan	PO	Quarterly
508R010	Knowledge Assessment Report	PO	Within 4 weeks of KT event

CDRL NUMBER	TITLE	DELIVER TO:	FREQUENCY
508R011	Post-event Report	PO	Within 3 weeks of KT event
508R012	Progress of each task assigned.	PO	Weekly
508R013	Written report covering expenditures for each active long-term KT strategy and one-time activity plan.	PO	Semi-annually
508R014	Briefings for each active long-term KT strategy and one-time plan	Work groups	Monthly
508R015	Proposed Searchable KT Database	PO	NLT 180 days from award of contract
508R016	Draft Evaluation Plans	PO	For Each Completed KT strategy and one-time plan.
508R017	Final Evaluation Plans	PO	Within 10 working days of receipt of AHRQ comments
508R018	Evaluation Report	PO	Within 2 weeks of receipt of AHRQ comments
508R019	Staffing outline, timeline schedule and budget for each program task assignment	PO	Within 6 weeks of receiving task assignment

TECHNICAL EXHIBIT 3-002
GOVERNMENT-FURNISHED FACILITIES

Location	Building Name/Address	Description	Total Approximate Square Feet Provided to CHCIP Support Services*
Central Office	540 Gaithers Road, Rockville Maryland 20850	Up to 55 Individual Office spaces -	Approximately 120 per individual office
Central Office	540 Gaithers Road, Rockville Maryland 20850	Broadcast and Video production facility	300
Central Office	540 Gaithers Road, Rockville Maryland 20850	AHRQ Conference Center – 6 conference rooms	Varying sizes
Central Office	540 Gaithers Road, Rockville Maryland 20850	OCKT Conference Room	400
Central Office	540 Gaithers Road, Rockville Maryland 20850	Information Resources Center*	
		IRC Reading Room	375
		IRC Staff Offices	462
		IRC Head Librarian Office	110
		IRC Patron Space	1835
		IRC Library Technician Office	110
		IRC Media Room	130
		IRC Coordinator Office	110
		IRC Annex	280

Information Resources Center*
Agency for Healthcare Research and Quality
Virtual Tour

1. **Agency for Healthcare Research and Quality (AHRQ)** – **John M. Eisenberg Building, Rockville, Maryland** – AHRQ has 400 staff in the eight offices and centers which support the Office of the Director.

2. **Entrance to the Information Resources Center (IRC)** – The IRC main entrance is directly to the right after passing through the security guard station in the AHRQ lobby. To the left and right just inside the entrance are racks

containing handouts, a display case, the New Books rack, and the beginning of the reference collection.

3. **Main Information Desk** – The main desk is directly ahead upon entering the IRC. The reference collection continues behind the main desk.

4. **Browsing, Study, and Meeting Areas** – Interspersed throughout the IRC are reader carrels, chairs, tables, benches, and other study and meeting areas, including a wheelchair-access computer station and a meeting table with data ports.

5. **John M. Eisenberg Reading Room** – To the right of the main desk is the entrance to the John M. Eisenberg Reading Room. Sporting display racks, chairs, tables, lamps, and a love seat, the Reading Room holds newspapers and the current-year journals. Upon exiting the Reading Room, the photocopier is to the left, and the atlas stand is to the right.

6. **Patron Computer** – Proceeding forward from the Reading Room is the patron computer, for the use of visitors to the IRC. To the left of the patron computer is the revolving newsletter rack. To the right, and across the main aisle, is the summarized newsletter rack for the most recent issues.

7. **Book Collection** – The IRC book collection is located to the right of the main aisle. Following the book collection are past-year newsletters and technical reports.

8. **Movable Shelving** – The movable shelving is located to the left of the main aisle. This unit holds the John M. Eisenberg book collection, past-year issues of print journals, and AV materials. To the left of the movable shelving are a printer, a book scanner, and the CD-ROM station.

9. **Microform Machine** – Just beyond the main aisle is the microform machine, which can display and print both microfilm and microfiche. To the right of the microform machine is the cabinet containing the microfiche collection.

10. **Media Room and Offices** – Proceeding along the back hallway, the Head Librarian's office is on the right, followed by the IRC staff work area, which includes a document scanner. To the left is the IRC staff office area, followed by the continuation of the AV collection, followed by the Media Room. The Media Room can be used to view the AV collection as well as other audio-visual materials. The IRC staff office area also opens to the front of the IRC next to the main desk.

11. **IRC Annex** – The IRC Annex is located on the third floor of the John M. Eisenberg building in room 3307. The Annex contains a repository of AHRQ archival materials.

TECHNICAL EXHIBIT 3-003
GOVERNMENT-FURNISHED EQUIPMENT

Location	Equipment Description	Quantity	Notes
	Standard Workstations to include (computer, monitor, keyboard, mouse),	Up to 55	Stations are refreshed every 3 years
	Printers		20 Users for network printers or additional printer if more than 100 feet away
	Walkup Copiers	7	Shared with Gov staff
	Fax Machines	3	Shared with Gov staff
	Polycom Conference Phones	2	Shared with Gov staff

AHRQ-IRC Government Furnished Equipment

Equipment	Quantity
Card Catalogs	1
Carrels	6
Chairs/Desk/Work Station	31
Arm Chairs	6
Computers for Customer Use	5
Computers for Library Staff Use	8
TV Credenzas	1
Dictionary Stands	1
Photocopier/Fax Machines	1
Cabinet for Microfiche	1
Microform Reader/Printers	1
Display Racks/Wall	6
Display Racks, Free Standing	4

CD ROM Server	1
Printers	7
Scanners	2
Shelving (Linear Feet)	464 (180)
Sofas/Benches	6
Tables	3
Work Stations Computer	7
Tables, Conference	1
Tables, End/Coffee	7
TV Cabinets	1
TV/VCR Combinations	1
Plasma TV's	1
DVD/VCR's	1
Work Stations Wheel Chair Access	1
Storage Cabinet	1

ADDITIONAL EQUIPMENT – VIDEO/BROADCAST

Official Name	Model.
KRK Studio Monitors	V8S2
Manfrotto Tripod	3046
MXL Condenser Microphones	MXL-90
Savage Background Stand System	Port-a-stand
Primera Composer XL Duplicator	Composer XL
Manfrotto Tripod Dolly	3067
Atlas Microphone stands	TEB-E
Nikon Coolpix 7900	Coolpix 7900
Digidesign Mbox	Mbox
Lastolite Chromakey Background	Green 10' x 24'
Blue Microphone	Baby Bottle
M-Audio USB MIDI Controller	Keystation 88
Sony Compact Betacam Player	J-30
Sony DV Cam	DSR-200
Auralex Studio foam	Max Wall, D240xi Roominator
Sennheiser Headphones	HD 600
Serious Magic Ultra	Software for Green Screen Effects
Tascam Mixer	US-224 4-channel audio

Official Name	Model.
Samsung DVD combo recorder	DVD VR300
Toshiba television	14AF44
JVC VHS recorder	HR-J692U
Panasonic monitors (2)	21"
HP Media Center	Pavilion m7360n TV and PC
HP printer	Deskjet 5440 with digital camera plug
SQL Server	Software for tape asset management

ADDITIONAL EQUIPMENT AND SOFTWARE – GRAPHICS/PRINTING

Description	Quantity
Macintosh G-5 Computer	4
Macintosh G-4 Computer	2
Color Laser Printer	1
Black and White Laser Printer	1
Color Copier	1
Adobe Poster Printer	1
Software	
Adobe Illustrator CS2	N/A
Adobe End Design CS2	N/A
Adobe Photo Shop	N/A
Quarkxpress Ver. 6.5	N/A
Fireworks MX	N/A
Dreamweaver MX	N/A

Workload Data: CHCIP PWS

Draft - For Official Use Only - Procurement Sensitive

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
C.5.4		**Publishing Program**							
C.5.4.2		Plan, Consult, and Manage the Publishing Process							
C.5.4.2.1		Print and Electronic Publishing Plan							
	5.4.2.1	Annually Draft for PO Approval AHRQ's Print and Electronic Publishing Plan	# of Annual Plans	1	1	1	1	1	Annual
	5.4.2.1.1	Meet with Program Leaders to Plan Parameters of New or Existing Products and Series	# of Consultations	12	12	13	13	14	Annual
	5.4.2.1.2	Coordinate and Evaluate Need for New and Spin-off Materials	# of Consultations	176	181	187	192	198	Annual
	5.4.2.1.3	Evaluate the Need for Reprints of Existing Publications	# of Reviews	3	3	3	3	3	Annual
	5.4.2.1.4	Evaluate Existing Inventory of Administrative Materials	# of Inventory's Conducted	3	3	3	3	3	Annual
	5.4.2.1.5	Write Departmental Clearances	# of Clearance Requests	88	91	93	96	99	Annual
			# of Updates to File	88	91	93	96	99	Annual
			# of Dispositions Distributed	88	91	93	96	99	Annual
C.5.4.3		Provide Project Management and Editorial Guidance for Print and Electronic Products							
C.5.4.3.1		Project Management							
	5.4.3.1	Perform the Continuum of Work for All Agency Publishing Projects	# of Publishing Projects	100	103	106	109	113	Annual
	5.4.3.1.5.1	Develop Project Management Schedule	# of Schedules	100	103	106	109	113	Annual
	5.4.3.1.5.4	Meet with Program Staff and Contractors to Effectively Discuss Parameters	# of Meetings	1,650	1,700	1,750	1,803	1,857	Annual
	5.4.3.1.5.4.1	Make Formal Presentations at Meetings	# of Presentations	6	6	6	7	7	Annual
	5.4.3.1.5.6	Provide Information to the Government's Desktop Publishing Staff to Maintain and Update Printing Distribution Lists	# of Lists	35	36	37	38	39	Annual
C.5.4.3.2		Editorial Guidelines and Guidance							
	5.4.3.2.1	Compile and Write New Guidance Documents	# of Guidance Documents	1	1	1	1	1	Annual
	5.4.3.2.1.5	Issue Updates to *Publishing Guidelines*	# of Updates to Guidance Documents	4	4	4	4	4	Annual
	5.4.3.2.3	Serve as Point of Contact for Questions from Agency Contractors and other Editorial Staff	# of Inquiries from Contractors and Staff	1,000	1,030	1,061	1,093	1,126	Annual
C.5.4.4		Write, Edit, and Publish a Variety of Products Describing AHRQ Research Findings and Program Initiatives							
C.5.4.4.1		Original Writing							
	5.4.4.1.1.1	Develop Research Syntheses That, at a Minimum, Include Identifying Potential Topic Areas	# of Research Syntheses	12	12	13	13	14	Annual
	5.4.4.1.2.1	Develop Reports, Program Briefs, Fact Sheets, Research Findings, and Conference Summaries	# of Annual Reports	1	1	1	1	1	Annual
			# of Program Briefs	4 - 6 (16-48 pp. each)	4 - 6 (16-48 pp. each)	4 - 6 (16-48 pp. each)	4 - 7 (16-48 pp. each)	5 - 7 (16-48 pp. each)	Annual
			# of Fact Sheets	25 (5-10 ms. pp. each)	26 (5-10 ms. pp. each)	27 (5-10 ms. pp. each)	27 (5-10 ms. pp. each)	28 (5-10 ms. pp. each)	Annual
			# of Research Findings	4-6 (16-48 pp. each)	4 - 6 (16-48 pp. each)	4 - 6 (16-48 pp. each)	4 - 7 (16-48 pp. each)	5 - 7 (16-48 pp. each)	Annual

Workload Data: CHCIP PWS
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PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
			# of Conference Summaries	2-4 (60 ms. pp. each)	2-4 (60 ms. pp. each)	2-4 (60 ms. pp. each)	2-4 (60 ms. pp. each)	2-5 (60 ms. pp. each)	Annual
	5.4.4.1.3.	Prepare a Monthly Publication of AHRQ's *Research Activities*	*Research Activities*	12 (50-65 ms. pp. each)	12 (50-65 ms. pp. each)	12 (50-65 ms. pp. each)	12 (50-65 ms. pp. each)	12 (50-65 ms. pp. each)	Annual
	5.4.4.1.5	Prepare AHRQ Consumer Materials and Tools	# of Consumer Materials (including foreign language translation)	5-10 (2-40 ms. pp. each)	5-10 (2-40 ms. pp. each)	5-11 (2-40 ms. pp. each)	5-11 (2-40 ms. pp. each)	6-11 (2-40 ms. pp. each)	Annual
			# of PDA Applications	2 (multiple screens)	2 (multiple screens)	2 (multiple screens)	2 (multiple screens)	2 (multiple screens)	Annual
			# of DVDs and CDs	15 (8-15 min. DVDs each)	15 (8-15 min. DVDs each)	16 (8-15 min. DVDs each)	16 (8-15 min. DVDs each)	17 (8-15 min. DVDs each)	Annual
			# of Web Context Statements for Print Products	300	309	318	328	338	Annual
			# of Web Statements and Summaries for Web-Only Products	295	304	313	322	332	Annual
	5.4.4.1.7	Write Text for Advertising, Marketing, and Promotional Materials	# of Order Forms	5 (1-6 ms.pp. each)	5 (1-6 ms.pp. each)	5 (1-6 ms.pp. each)	5 (1-6 ms.pp. each)	6 (1-6 ms.pp. each)	Annual
			# of Flyers	25 (2-4 ms. pp. each)	26 (2-4 ms. pp. each)	27 (2-4 ms. pp. each)	27 (2-4 ms. pp. each)	28 (2-4 ms. pp. each)	Annual
			# of Journal Advertisements	4 (1 ms. p. each)	4 (1 ms. p. each)	4 (1 ms. p. each)	4 (1 ms. p. each)	5 (1 ms. p. each)	Annual
			# of Catalogs	2 (120 ms. pp. each)	2 (120 ms. pp. each)	2 (120 ms. pp. each)	2 (120 ms. pp. each)	2 (120 ms. pp. each)	Annual
C.5.4.4.2		Editing of Documents and Publications							
	5.4.4.2.2	Perform Editing, Meeting the Minimum Standards Required							
	5.4.4.2.2	Production Edit (Full Process)	# of Documents	90 (1200 ms. pp. total)	93 (1200 ms. pp. total)	95 (1200 ms. pp. total)	98 (1200 ms. pp. total)	101 (1200 ms. pp. total)	Annual
			# of Miscellaneous Products	150	155	159	164	169	Annual
	5.4.4.2.2	Production Edit (Proofreading Only)	# of Poster Sessions	35 (10-15 PPT slides each)	36 (10-15 PPT slides each)	37 (10-15 PPT slides each)	38 (10-15 PPT slides each)	39 (10-15 PPT slides each)	Annual
			# of Press Releases	50 (2 ms. pp. each)	52 (2 ms. pp. each)	53 (2 ms. pp. each)	55 (2 ms. pp. each)	56 (2 ms. pp. each)	Annual

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PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
			# of Weekly Reports	50 (3-5 ms. pp. each)	52 (3-5 ms. pp. each)	53 (3-5 ms. pp. each)	55 (3-5 ms. pp. each)	56 (3-5 ms. pp. each)	Annual
			# of Newsletters	62 (450 typeset pp. total)	64 (450 typeset pp. total)	66 (450 typeset pp. total)	68 (450 typeset pp. total)	70 (450 typeset pp. total)	Annual
			# of Pod Casts	50	52	53	55	56	Annual
			# of Miscellaneous Products	445	458	472	486	501	Annual
	5.4.4.2.2	Production Edit (Indexing and Abstracting)	# of Documents	40	41	42	44	45	Annual
	5.4.4.2.2	Production Edit (Peer Review)	# of Documents (Print and Electronic)	100 (50-300 ms. pp. each)	103 (50-300 ms. pp. each)	106 (50-300 ms. pp. each)	109 (50-300 ms. pp. each)	113 (50-300 ms. pp. each)	Annual
	5.4.4.2.2	Copy Edit	# of Documents	120	124	127	131	135	Annual
			# of AHRQ-Authored Journal Articles	40 (10 pp. each)	41 (10 pp. each)	42 (10 pp. each)	44 (10 pp. each)	45 (10 pp. each)	Annual
	5.4.4.2.2	Substantive Edits	# of Documents	90	93	95	98	101	Annual
C.5.4.4.3		Proofread, Peer Review, Index and Abstract Documents							
	5.4.4.3.1	Proofread Documents for Web-Only Posting	# of Documents	295	304	313	322	332	Annual
	5.4.4.3.1.1	Review Source Products That Have Been HTML Coded	# of Source Products	300	309	318	328	338	Annual
	5.4.4.3.2	Evaluate Contract Deliverables to Verify Compliance	# of Contract Deliverables	45	46	48	49	51	Annual
	5.4.4.3.3	Provide Subject and Author Indexing and Write Abstracts	# of Indexes	25	26	27	27	28	Annual
			# of Abstracts	100	103	106	109	113	Annual
C.5.4.4.4		Formatting							
	5.4.4.4.1	Format Documents Using Word Processing Program	# of Documents	60 (100-400 ms. pp. each)	62 (100-400 ms. pp. each)	64 (100-400 ms. pp. each)	66 (100-400 ms. pp. each)	68 (100-400 ms. pp. each)	Annual
	5.4.4.4.2	Convert Electronic Files	# of Electronic Files	25	26	27	27	28	Annual
C.5.4.5		Provide Production Management, Art Direction, and Quality Control for Print and Electronic Products							
C.5.4.5.1		Production Management							
	5.4.5.1.1	Develop and Submit a Draft Production Schedule	# of Production Schedules	300	309	318	328	338	Annual
	5.4.5.1.2	Consult with Public Affairs Staff and Others	# of Consultations	5,000	5,150	5,305	5,464	5,628	Annual
	5.4.5.1.3	Track Jobs at Various Intervals Using the AHRQ PBCH Database	# of Updates to PBCH	1,500	1,545	1,591	1,639	1,688	Annual
	5.4.5.1.3.3.2	Review, Proofread, and Propose Revisions	# of Products	300	309	318	328	338	Annual
C.5.4.5.2		Art Direction and Presentation Support							
	5.4.5.2.1.1	Determine the Need for Photo Session and Obtain PO Authorization for Coordinating Photographer and Model Release	# of Photography Sessions and Miscellaneous Related Activities	8	8	8	9	9	Annual
	5.4.5.2.2	Provide Quick Turnaround	Poster Session Output 6' x 8'	30	31	32	33	34	Annual
			Wall Displays Created and Installed	25	26	27	27	28	Annual
			Signs Created and Mounted	40	41	42	44	45	Annual
			Certificates Imprinted	50	52	53	55	56	Annual
			Exhibit Structures -- Full Color Output	3	3	3	3	3	Annual
			Overheads & Transparencies	60	62	64	66	68	Annual
			Offset Printing, Small Size, Card Stock, Full Color, 1 side	15,000 copies	15,450	15,914	16,391	16,883	Annual

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PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
			Brochures, Color	11,000 copies	11,330	11,670	12,020	12,381	Annual
			Flyers, 1 Page, Full Color	30,000 copies	30,900	31,827	32,782	33,765	Annual
			Documents, Black & White	50,000 impressions	51,500	53,045	54,636	56,275	Annual
			Reports and Booklets, Full Color	260,000 impressions	267,800	275,834	284,109	292,632	Annual
			Fact Sheets, 2-Color	20,000 impressions	20,600	21,218	21,855	22,510	Annual
	5.4.5.2.3.1.1	Create and Write New Slides From Source Material	# of New Slides Created and Written	45	46	48	49	51	Annual
	5.4.5.2.3.1.2	Design and Create Slide Templates	# of Slide Templates Designed and Created	2	2	2	2	2	Annual
	5.4.5.2.3.1.3	Merge Existing Slides into Current Templates	# of Slides Merged into Current Templates	750	773	796	820	844	Annual
	5.4.5.2.3.1.4	Categorize and Load Slides into Slide Library	# of Slides Categorized and Loaded into Slide Library	1,500	1,545	1,591	1,639	1,688	Annual
	5.4.5.2.3.1.5	Review AHRQ Staff-Submitted Slide Presentations	# of Slide Presentations Reviewed	1,500	1,545	1,591	1,639	1,688	Annual
	5.4.5.2.3.1.6	Provide Descriptors for Slides and Provide HTML Coding for All Text	# of Slide Descriptors and HTML-coding	1,500	1,545	1,591	1,639	1,688	Annual
	5.4.5.2.3.2	Manage Production and Produce High-Quality Posters, Poster Sessions, and Wall Displays	# of Posters	70	72	74	76	79	Annual
			# of Poster Sessions	35	36	37	38	39	Annual
			# of Wall Displays	25	26	27	27	28	Annual
	5.4.5.2.3.3	Provide Ongoing Consultation and Technical Assistance on Design-Related Features of Agency Design Identity	# of Consultations	25	26	27	27	28	Annual
	5.4.5.2.3.3.2	Develop Options for Integrating Agency Design	# of Program Design Identities	6	6	6	7	7	Annual
	5.4.5.2.3.3.4	Create Three Design Options for Templates	# of Templates	4	4	4	4	5	Annual
C.5.4.6		Provide Web Site Coordination, Content Management, Repurposing and Coding, and Quality Assurance for the Web Pipeline of Products							
C.5.4.6.1		Web Site Coordination and Content Management							
	5.4.6.1.2.1	Develop a Weekly Web Pipeline Status Report	# of Reports	50 - 60	50 - 60	50 - 60	50 - 60	50 - 60	Annual
	5.4.6.1.2.2	Maintain Detailed Records on a Daily Basis and Generate a Monthly Report of Cost Center Accounting	# of Daily Entries	250	258	265	273	281	Annual
			# of Monthly Reports	12	12	12	12	12	Annual
	5.4.6.1.3.1	Develop and Apply AHRQ Templates for Various Types of Web Pages and Documents	# of DreamWeaver Templates	36	37	38	39	41	Annual
	5.4.6.1.3.2	Update and/or Change as Necessary Items on Web Pages	# of Home Pages	1	1	1	1	1	Annual
			# of Directory Pages	15	15	16	16	17	Annual
			# of Sub Directory Pages	50	52	53	55	56	Annual
			# of Browse Pages	50	52	53	55	56	Annual
			# of Pathfinder Pages	30	31	32	33	34	Annual
	5.4.6.1.3.3/4	Develop, Maintain, and Continuously Update "What's New" Web Page and Various Specialty Pages	# of Updates	1,000	1,030	1,061	1,093	1,126	Annual
	5.4.6.1.3.5	Repurpose Printed Documents	# of Documents	300	309	318	328	338	Annual
			# of .gif or .jpeg Images Created	750	773	796	820	844	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.4.6.1.3.6	Code Documents and Interface Pages in HTML or Other Appropriate Languages	# of Print Documents Coded	300	309	318	328	338	Annual
			# of Web-Only Documents Codes	295	304	313	322	332	Annual
			# of Web-Only Tables	2,000	2,060	2,122	2,185	2,251	Annual
	5.4.6.1.3.7	Prepare Pod Casts and other Multimedia Files for Upload	# of Electronic Documents	5,760 total uploaded Web pages	5,933	6,111	6,294	6,483	Annual
			# of Pod Casts and Multimedia Files	50	52	53	55	56	Annual
	5.4.6.1.3.8	Upload All Web Pages	# of Pages	5,760 (total uploaded Web pages)	5,933	6,111	6,294	6,483	Annual
	5.4.6.1.3.9	Assign a File Name	# of File Names Assigned	1,925	1,983	2,042	2,103	2,167	Annual
	5.4.6.1.4.1	Monitor Quality of Work Performed by Web Team	# of Documents Reviewed	595	613	631	650	670	Annual
	5.4.6.1.4.3	Troubleshoot Content Problems	# of Problems	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Annual
	5.4.6.1.4.6	Maintain Electronic Archive of Web Pages	# of Archives	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Annual
C.5.4.7		Coordinate with the Management of the AHRQ Publications Clearinghouse							
C.5.4.7.1		Perform Interface Actions							
	5.4.7.1	Perform Interface Actions	# of Interactions	64,000	65,920	67,898	69,935	72,033	Annual
C.5.4.7.2		Coordinate Direct Mail with Publications Clearinghouse Service Provider and Office/Center Requesters							
	5.4.7.2.1	Maintain and Update the Master Mailing Lists	# of Updates to Master Mailing Lists	6	6	6	7	7	Annual
	5.4.7.2.2	Identify Regular Mailings	# of Regular and Recurrent Mailings Identified	192	198	204	210	216	Annual
	5.4.7.2.3	Oversee Special Mailings	# of Special Mailings	48	49	51	52	54	Annual
	5.4.7.2.4.1 & 5.4.7.2.4.2	Maintain A Tracking System of Requests for Print Files for Partnerships and Procure Files	# of Requests and Files Procured	50	52	53	55	56	Annual
			# of Updates to Directory Listing of Publications	50	52	53	55	56	Annual
C.5.4.7.3		Maintain AHRQ Publications Clearinghouse Database							
	5.4.7.3.1	Record Information Daily in the PBCH Database	# of Updates	1,800	1,854	1,910	1,967	2,026	Annual
	5.4.7.3.6	Meet with Technical Staff Monthly to Update and Enhance the Infrastructure of PBCH System	# of Meetings	12	12	12	12	12	Annual
C.5.4.7.4		Perform Quality Assurance Checks							
	5.4.7.4	Conduct Quality Assurance Checks	# of Quality Assurance Checks	24	25	25	26	27	Annual
C.5.4.7.5		Respond to Requests							
	5.4.7.5.1	Respond to and Triage Requests	# of Requests Triaged	1,000	1,030	1,061	1,093	1,126	Annual
	5.4.7.5.2	Respond to and Triage Special Requests	# of Special Requests Received	3	3	3	3	3	Annual
	5.4.7.5.3	Respond to and Triage Requests that Cannot Be Answered at the Clearinghouse	# of Requests Received Through Switchboard and/or Cannot be Answered at Clearinghouse	150	155	159	164	169	Annual
	5.4.7.5.4.1	Respond to the "Publications Request Mailbox," and Determine Whether Requests Are Handled In-House or at Clearinghouse	# of Publication Requests	2,500	2,575	2,652	2,732	2,814	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
			# of Requests Handled In-house	625	644	663	683	703	Annual
C.5.4.7.6		Maintain On-Site Publications Room							
	5.4.7.6.1.1	Inform All Agency Staff of the Arrival of New Publications and Distribute All New Publications to Key Agency Staff	# of New Publications	300	309	318	328	338	Annual
			# of New Publications Distributed	300	309	318	328	338	Annual
	5.4.7.6.1.2	Maintain the On-Site Publications Room by Marking Boxes of New Arrivals	# of New Arrivals	300	309	318	328	338	Annual
	5.4.7.6.1.5	Generate and Regularly Update Listing of Current AHRQ Publications	# of Updates	6	6	6	7	7	Annual
C.5.4.8		Distribute and Archive AHRQ Publications Through other Federal Outlets							
C.5.4.8.1		Distribute and Archive AHRQ Publications							
	5.4.8.1.1	Accession Print Publications and Final Reports to NTIS	# of Print Publications	100	103	106	109	113	Annual
			# of Final Reports of Grants and Contracts	173	178	184	189	195	Annual
	5.4.8.1.2	Notify GPO Sales Program of Upcoming Publications of Interest	# of Recommendations Publications	25	26	27	27	28	Annual
	5.4.8.1.3	Work with NLM to Identify Appropriate Series for Inclusion in PubMed and Medline	# of Products Prepared for NLM Inclusion	50	52	53	55	56	Annual
	5.4.8.1.4	Work with LOC and Bowker to Catalog AHRQ Publication Series	# of New Series	5	5	5	5	6	Annual
C.5.4.9		Coordinate Copyright Permissions, Licensing, and Content Use of AHRQ-Published Materials							
	5.4.9.2	Maintain Copyright Database							
	5.4.9.2.3	Maintain a Tracking System of Outside Requests for Copyright, Licensing, and Content Use	# of Requests	120	124	127	131	135	Annual
C.5.4.10		Provide Exhibit and Conference Support Services							
	5.4.10.1	Annual Exhibit and Conference Plan							
	5.4.10.1	Develop a Proposed Annual Schedule for AHRQ Exhibits	# of Annual Schedules	1	1	1	1	1	Annual
	5.4.10.3	Logistical Support Activities							
	5.4.10.3	Provide Total Logistical Support	# of Meetings	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.4	Prepare Typed Pre-Meeting Planning Trip Report	# of Reports	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.5	Prepare and Submit Space Application Forms	# of Forms	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.7.3	Train Staff on FAQs	# of Staff Trained	5	5	5	5	6	Annual
	5.4.10.3.9	Develop Publications List	# of Lists	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.10.1	Arrange Shipping in Accordance with Any and All Requirements of the Specific Meeting	# of Meetings	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.10.2	Arrange and Pay for Shipping Exhibit Structure(s), Art Panels, Publications, and Support Materials	# of Shipments	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.3.11	Assemble Kit Folders for Conferences and Meetings	# of Kit Folders	Up to 25	Up to 26	Up to 27	Up to 27	Up to 28	Annual
	5.4.10.3.12	Track All Costs and Include This Information in a Monthly Summary Report Submitted to the PO	# of Reports	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.4	Staff AHRQ Exhibits							
	5.4.10.4.2	Set Up and Break Down Agency Booth	# of Conferences	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.4.5	Collect Subscriptions and Orders	# of Subscriptions and Orders Collected	800	824	849	874	900	Annual
	5.4.10.4.6	Arrange Shipment to the Next Meeting or Back to the Clearinghouse	# of Shipments	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.4.7	Prepare Post-Meeting Report	# of Reports	30 - 50	31 -52	32 - 53	33 - 55	34 - 56	Annual
	5.4.10.5	Maintain Exhibit Structures and Table Top Displays							
	5.4.10.5.1	Maintain and Update Exhibit Structures and Table Top Display Art	# of New Exhibit Structures	4	4	4	4	5	Annual

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PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
C.5.5		**Public Affairs Program**							
C.5.5.1		Background Information							
C.5.5.1.1		Annual Plan							
	5.5.1.1.1	Produce and Submit an Annual Public Affairs Plan for Review and Approval by the PO	# of Public Affairs Plans	1	1	1	1	1	Annual
C.5.5.1.2		Project Management							
	5.5.1.2.1	Produce a Weekly "Public Affairs Activity Report"	# of Reports	52	52	52	52	52	Annual
C.5.5.2		Develop Partnerships in Support of AHRQ Program Goals							
C.5.5.2.1		Alliance Building							
	5.5.2.1.1	Consult with AHRQ Staff in the Assessment and Determination of Which Organizations Present the Best Opportunity to Reach Specific Audiences and Prepare a Brief Summary of Potential Opportunities	# of Consultations, Assessments, Meetings Attended, and Summaries of Partnership Opportunities Prepared (total of all activities)	150	160	175	185	200	Annual
	5.5.2.1.2.2	Attend/Facilitate Meetings, Conferences, and other Forums to Make Multiple Contacts with Outside Groups	# of New Public-Private Partnerships Developed Annually	60	65	70	75	80	Annual
	5.5.2.1.3.1	Work Closely with AHRQ Offices and Centers and the Publishing Program in the Development of Outreach Strategies and Packaging of AHRQ Products and Tools	# of Outreach Strategies	50	55	60	65	65	Annual
	5.5.2.1.3.3	Work with Partnership Organizations to Draft Language Involving Reprints and/or Electronic Partnerships.	# of Reprint Partnerships	30	32	35	37	40	Annual
			# of Major Electronic Partnerships	13	15	17	20	20	Annual
			# of Minor Electronic Partnerships	200	210	220	230	240	Annual
			# Significant Dissemination Partnerships	100	110	120	130	140	Annual
	5.5.2.1.4.1	Prepare Analyses and Reports on Coordinating Center Efforts	# of Analyses and Reports	6	6	6	6	6	Annual
	5.5.2.1.5	Maintain Databases	# of Databases	2	2	2	2	2	Annual
C.5.5.3		Support Speech Writing Process for Agency Director and other Senior Staff							
C.5.5.3.2		Weekly Meetings							
	5.5.3.2.1	Attend Weekly Scheduling Meetings	# of Meetings	52	52	52	52	52	Annual
C.5.5.3.4		Review Requests							
	5.5.3.4.1	Assist in the Review of All Requests and Invitations for the Director to Give a Speech, Presentation, or other Remarks	# of Requests and Invitations Reviewed	200	200	200	200	200	Annual
C.5.5.3.6		Invitation Responses							
	5.5.3.6.1	Draft a Letter or E-Mail That Will Accept, Accept with Different Date Proposed, Propose an Alternate Speaker, or Decline an Invitation	# of Draft Letters and E-Mail Messages	100	100	100	100	100	Annual
C.5.5.3.7		Primary Speech Writer							
	5.5.3.7.1	Function as the Primary Speech Writer Assisted by the AHRQ Speech Team	# of PowerPoint Presentations and Full-Text Speeches Developed and Reviewed	90 (65 ppt; 25 full text)	90 (65 ppt; 25 full text)	90 (65 ppt; 25 full text)	90 (65 ppt; 25 full text)	90 (65 ppt; 25 full text)	Annual
C.5.5.3.8		Promotion Activities							
	5.5.3.8	Actively Promote Agency Staff as Speakers at Meetings of the Approximately 100 Largest U.S. Health-Related Groups	# of Promotions	150	150	150	150	150	Annual
C.5.5.4		Write, Clear, and Place Commentaries and Articles in Major Publications							
C.5.5.4.1		Commentaries							

Workload Data: CHCIP PWS

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PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.5.4.1	Write Commentaries for the AHRQ Director to Submit to Specific Major Journals	# of Commentaries Developed	25	30	35	40	40	Annual
C.5.5.4.2		Peer-Review Articles							
	5.5.4.2.1	Perform Content Reviews of Peer-Review Articles	# of Peer-Review Articles	10	15	20	25	30	Annual
	5.5.4.2.3	Contact Editors of Selected Publications	# of New Contacts with Journal Editors	15	15	15	15	15	Annual
C.5.5.5		Produce Agency Electronic Newsletters							
C.5.5.5.1		Produce Newsletters for General Distribution							
	5.5.5.1	Produce AHRQ Electronic Newsletter (EN)	# of ENs Produced	36	36	36	36	36	Annual
	5.5.5.1	Produce Patient Safety Electronic Newsletter (PSEN)	# of PSENs Produced	12	12	12	12	12	Annual
C.5.5.5.2		Maintain Electronic Distribution Lists							
	5.5.5.2.2	Maintain the LISTSERV Mailing List and Update the Mailing List	# of Updates to the List Server	52	52	52	52	52	Annual
	5.5.5.2.3	Respond to Inquiries Related to Newsletter Items	# of Inquiries	100	100	100	100	100	Annual
C.5.5.5.4		Newsletter Promotion Activities							
	5.5.5.4	Conduct Actions to Further Promote Knowledge of the Newsletter and to Increase Readership	# of Promotion Activities	4	6	8	10	12	Annual
C.5.5.6		Develop, Administer, and Execute Approved Media Relations Activities							
C.5.5.6.2		Medial Releases							
	5.5.6.2.2.1	Develop and Submit to the PO, for Review and Approval, Draft Press Releases	# of Draft Press Releases	60	60	60	60	60	Annual
	5.5.6.2.3	Draft, Then Finalize, Radio Scripts	# of Radio Scripts	50	50	50	50	50	Annual
	5.5.6.2.3.1	Develop Audio News Releases (ANR), Podcasts, and Video News Releases (VNR)	# of ANRs Developed	15	18	20	23	25	Annual
			# of Podcasts	36	40	40	45	50	Annual
			# of VNRs Developed	5	5	5	5	5	Annual
	5.5.6.2.3.1.1.9	Conduct Follow-up Evaluations of the "Coverage" of each ANR, Podcast, and VNR.	# of Coverage Evaluations	56	63	65	73	80	Annual
C.5.5.6.3		Media Contact Development/Placement Enhancement							
	5.5.6.3	Draft Plans for and Execute Approved Press Events	# of Press Events	10	12	15	18	20	Annual
	5.5.6.3.1	Develop and Distribute E-Mail Pitches and Other Communication	# of E-Mail Pitches Sent	45	50	55	60	65	Annual
	5.5.6.3.1.4	Conduct Media Tours, Arrange Meetings with Reporters, Attend Major Meetings of Health Care Journalists, and Maintain Formal and Informal Contacts with Members of the Health Care Press	# of Media Tours and Meetings	10	10	12	15	15	Annual
			# of Media Contacts (Direct and Indirect)	1,000	1,000	1,000	1,000	1,000	Annual
	5.5.6.3.1.7	Draft for PO Approval, a Weekly "News and Numbers" Summary	# of "News and Numbers" Summaries Prepared	52	52	52	52	52	Annual
C.5.5.6.4		Host Media Events							
	5.5.6.4.2	Plan and Host Media Events	# of Media Events	20	20	20	20	20	Annual
C.5.5.6.5		Reactive Activities							
	5.5.6.5.1	Respond to Calls and E-Mails	# of Call and Email Responses	2,500	2,500	2,500	2,500	2,500	Annual
	5.5.6.5.2	Assist in Processing Requests for Interviews	# of Interview Requests	700	700	700	700	700	Annual
	5.5.6.5.3.3	Conduct and Provide a Semi-Annual Analysis of Media Coverage		2	2	2	2	2	Annual
C.5.5.7		Research Articles and Impact Case Study Program							
C.5.5.7.1		Track AHRQ Grantee and Staff Articles							
	5.5.7.1.1	Identify Grantee and Staff Research Articles and Update the Journal Tracking Database	# of Grantee Articles	150	160	170	180	200	Annual
			# of Updates to Journal Tracking Database	300	300	300	300	300	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.5.7.1.2.1	Conduct an Assessment of the Significance of Each Identified Article and Provide the Assessment and Recommendations Related to the Promotion of the Article	# of Assessments Conducted	300	300	300	300	300	Annual
C.5.5.7.2		Maintain Impact Case Study Review and Clearance Program							
	5.5.7.2.1	Conduct Specific Impact Case Studies	# of Impact Case Studies	50	55	60	65	70	Annual
C.5.5.8		Develop and Implement Public Information Campaigns							
5.5.8.1		General Activities							
	5.5.8.1.2	Implement Three Categories of Public Information	# of Gold Level Campaigns (High Marketing Effort)	20	20	20	20	20	Annual
			# of Silver Level Campaigns (Medium Marketing Effort)	20	20	20	20	20	Annual
			# of Bronze Level Campaigns (Minimal Marketing Effort)	20	20	20	20	20	Annual
5.5.8.3		Conduct Information Campaigns							
	5.5.8.3.13	Prepare and Submit Monthly Status Reports to the PO	# of Status Reports	12	12	12	12	12	Annual
C.5.5.9		Develop Public Service Announcement Campaigns							
5.5.9.2		Developing PSA Campaigns							
	5.5.9.2	Develop PSA Campaigns	# of PSA Campaigns	3	3	3	3	3	Annual
5.5.9.3		Implement, Manage, and Monitor PSA Campaigns							
	5.5.9.3.1	Manage the Development and Creation of All Multi-Media Products by One or More Major Advertising Agencies	# of Major Multi-Media Products	Each year, for each campaign, 2 TV Spots in Multiple Lengths (SML), 2 radio SML, 2 newspaper SML, 2 magazine SML	Each year, for each campaign, 2 TV Spots in Multiple Lengths (SML), 2 radio SML, 2 newspaper SML, 2 magazine SML	Each year, for each campaign, 2 TV Spots in Multiple Lengths (SML), 2 radio SML, 2 newspaper SML, 2 magazine SML	Each year, for each campaign, 2 TV Spots in Multiple Lengths (SML), 2 radio SML, 2 newspaper SML, 2 magazine SML	Each year, for each campaign, 2 TV Spots in Multiple Lengths (SML), 2 radio SML, 2 newspaper SML, 2 magazine SML	Annual
	5.5.9.3.3	Conduct Communications Checks/Tests Through Focus Groups	# of Focus Groups	6	6	6	6	6	Annual
			# of Interviews for Each Campaign	10	10	10	10	10	Annual
	5.5.9.3.6	Develop and Distribute Packaging with Advertising Elements to All National Media Outlets	# of Media Outlets Reached	41,500	41,500	41,500	41,500	41,500	Annual
C.5.6		**Web Resources Management**							
C.5.6.2		Coordinate IT Infrastructure Support Requirements for Electronic Dissemination							
C.5.6.2.2		Coordination Activities							
	5.6.2.2.1	Prepare Requests for Web or Development Support Including Justification and Required Documentation for Sign-off by DGR	# of Requests	100	120	130	140	150	Annual
C.5.6.2.3		Provide Management for AHRQ Main Web Site Development Activities							

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.6.2.3.1.2	Develop a Project Initiation Document (PID) on Concept, Resources, and Timeline	# of PIDs	20	22	25	27	30	Annual
	5.6.2.3.2.1	Develop a Project Management Plan	# of Project Management Plans	20	22	25	27	30	Annual
	5.6.2.3.2.15	Develop Appropriate Documentation, User Help Materials, and Product-Related Training to Provide Technical Assistance to Users as Requested	# of Public Web Resources	30	32	34	36	40	Annual
			# of Extranet Resources	15	18	21	25	30	Annual
			# of Web-based Tools	20	25	30	40	50	Annual
C.5.6.3		Provide Guidance, Assistance, and Oversight to Program Planning, Development, and Maintenance of Web Resources							
C.5.6.3.1		Provide Assistance on Web Projects and Maintain Related Information							
	5.6.3.1.1	Provide Consultation to Project Officers on the Development of Web-Based Projects.	# of Consultations	60	63	66	68	70	Annual
	5.6.3.1.2.1	Consult with Program Staff	# of Meetings	200	220	240	260	280	Annual
			# of Phone Consultations	520	545	570	590	600	Annual
			# of In-Person Consultations	1,250	1,300	1,360	1,400	1,440	Annual
			# of Emails	3,250	3,400	3,550	3,700	3,800	Annual
	5.6.3.1.2.2	Provide Technical Expertise	# of Technical Assistance Consultations Provided	30	35	40	45	50	Annual
	5.6.3.1.2.3	Meet with Agency Program Staff and Official Partner Organizations	# of Meetings	60	60	60	60	60	Annual
	5.6.3.1.2.4	Meet Monthly with Representatives on the I-NET Work Group	# of Meetings	12	12	12	12	12	Annual
	5.6.3.1.2.5	Collect Information from POs to Respond to Requests for Information to Complete the Annual Inventory of Web Resources	# of Updates	52	60	70	80	100	Annual
			# of Summaries Provided	12	12	12	12	12	Annual
	5.6.3.1.2.7	Consult with Program Staff and Target Audiences to Maintain the Quality and Utility of the Agency's Internet Services and Products	# of Reports Generated	4	4	4	4	4	Annual
	5.6.3.1.2.8	Submit to the PO Recommendations for Development or Redesign and Reengineering of Internet Services and Products	# of Reports on Recommendations	1	1	1	1	1	Annual
	5.6.3.1.2.9	Review, Update, and Distribute Appropriate Guidelines for Design and Maintenance of Web-Based Resources	# of Updates	4	4	4	4	4	Annual
	5.6.3.1.2.10	Determine an Appropriate Feature to Highlight from the Electronic Dissemination Program	# of Features	12	12	12	12	12	Annual
	5.6.3.1.2.11	Develop Proposals for the PO's Review	# of Proposals	4	4	4	4	4	Annual
	5.6.3.1.2.12	Develop and Submit to the PO, a Briefing Paper	# of Briefing Papers	1	1	1	1	1	Annual
C.5.6.3.2		Multi-Media Support							
	5.6.3.2.1	Coordinate Upload of Multi-Media Format Files for Web-Based Access	# of Multi-Media Files	80-150	80-150	80-150	100-200	100-200	Annual
	5.6.3.2.2	Provide Post-Production Editing and Troubleshooting	# of Streaming Media Files, Video, and Audio Clips	80-150	80-150	80-150	100-200	100-200	Annual
	5.6.3.2.3	Maintain an Inventory of All Titles and Multi-Media File Formats	# of Updates	4	4	4	4	4	Annual
	5.6.3.2.4	Storyboard, Produce, and Edit Multi-Media Presentations	# of Multi-Media Presentations	6	8	10	12	15	Annual
C.5.6.3.3		Mapping Services							
	5.6.3.3.2	Review HTML Templates for the GUI, ASP with VBScript Business Objects, and XML Configuration Files	# of Reviews Performed	6-12	6-12	12-15	15-20	20-25	Annual
	5.6.3.3.3	Provide Map-based Information	# of Mapping Projects	20	22	24	27	30	Annual
C.5.6.3.4		System Administration Support							

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.6.3.4.1	Establish and Monitor Web Project Officer Accounts	# of Accounts	30	32	35	40	45	Annual
	5.6.3.4.3	Perform Reviews of Test Sites and Prototype Products	# of Reviews Performed	12	15	20	25	30	Annual
	5.6.3.4.5	Establish and Administer Extranet Resources	# of Extranet Resources	15-20	20-25	25-30	30-35	35-40	Annual
	5.6.3.4.6	Attend Off-Site Meetings, Conferences, User Groups, and/or Training Sessions	# of Meetings, etc.	24	24	24	24	24	Annual
C.5.6.3.5		Electronic Delivery System Support							
	5.6.3.5.1	Create Interface Pages on Web Site	# of Interface Pages	12	15	20	25	30	Annual
	5.6.3.5.2	Maintain and Update GovDelivery System	# of Updates	12	12	12	12	12	Annual
	5.6.3.5.3	Develop and Maintain RSS Feeds	# of RSS Feeds	15	20	25	30	35	Annual
C.5.6.3.6		Administrative Support for Web Development Projects and the Electronic Dissemination Program							
	5.6.3.6.1	Prepare Project Meeting Summaries	# of Summaries Prepared	52	52	52	52	52	Annual
C.5.6.4		Manage, Monitor, and Respond to Customer Feedback and Web Mailbox Inquiries							
C.5.6.4.2		Process Requests							
	5.6.4.2.1	Process Email Inquiries from Visitors	# of Inquiries Processed	3,000	3,200	3,400	3,700	4,000	Annual
	5.6.4.2.3.1	Respond to Inquiries by using Search Strategies	# of Inquiry Responses	2,400	2,500	2,600	2,750	2,900	Annual
	5.6.4.2.3.2	Forward Inquiries of a More Technical or Specialized Nature to Expert Staff	# of Inquiries Forwarded	1,200	1,250	1,300	1,375	1,450	Annual
	5.6.4.2.3.3	Monitor and Track Inquiries	# of Inquiries	1,200	1,200	1,200	1,200	1,200	Annual
	5.6.4.2.3.4	Maintain the Electronic Archives for Inquiries and Run Reports on the Knowledge Base	# of Updates	12	12	12	12	12	Annual
C.5.6.4.3		Maintain Knowledge Base							
	5.6.4.3.1	Identify and Update the Listing of Expert Areas and Contacts	# of Updates	12	12	12	12	12	Annual
C.5.6.5		Monitor and Report on Web Site Content, Workload, and Metrics							
C.5.6.5.1		Maintain Web Sites' Content							
	5.6.5.1.1	Maintain Weekly Electronic Archive Copies	# of Updates	52	52	52	52	52	Annual
	5.6.5.1.2	Maintain Log Files and Submit a Request to the PO for Permission to Destroy Them	# of Updates	12	12	12	12	12	Annual
			# of Files Destroyed	12	12	12	12	12	Annual
	5.6.5.1.3	Maintain a Monthly and Annual Tally of All New and Replacement Files Uploaded	# of File Workload Tallies	13	13	13	13	13	Annual
C.5.6.5.2		Develop Web Metrics							
	5.6.5.2.1	Analyze Log Files and Search Files on a Monthly, Quarterly, and Fiscal-Year Basis	# of Files Analyzed	34-40	40-50	50-60	60-70	70-80	Annual
			# of Search Logs Analyzed	12	12	12	12	12	Annual
	5.6.5.2.2	Track All Work Tasks Associated with Web Development Projects	# of Updates to Cost Center Accounting System	12	12	12	12	12	Annual
	5.6.5.2.3	Extract Customized Metrics on Selected Content	# of Customized Metric Extractions	20-30	30-35	35-40	40-45	45-50	Annual
	5.6.5.2.4	Conduct Usability Studies and Evaluations of Web Sites and Web-Based Tools	# of Studies and Evaluations	12	12	12	12	12	Annual
C.5.6.5.3		Administer Customer Satisfaction Survey							
	5.6.5.3.2	Monitor ASCI Feedback and Update Custom Questions on the Survey	# of Updates	2	2	2	2	2	Annual
	5.6.5.3.3	Generate Rating Reports and Analyze Survey Results and Customer Satisfaction Scores	# of Rating Reports	12	12	12	12	12	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
C.5.6.6		Coordinate and Track Electronic Content Use Agreements and Licensing							
C.5.6.6.1		Assist in Managing Use Agreements							
	5.6.6.1.1	Review Proposed Agreements and Permission Requests for Use of Electronic Content	# of Agreements	200	225	250	275	300	Annual
	5.6.6.1.2	Develop Proposed Responses	# of Responses	200	225	250	275	300	Annual
C.5.6.6.2		Assist in Disseminating Use Agreement Information							
	5.6.6.2.1	Assist in Developing New or Reviewing Substantive Licensing, Copyright Assignment, and Trademark Protections	# of Licensing, Copyright Assignments, and Trademark Protections	12-15	15-20	20-25	25-30	30-35	Annual
	5.6.6.2.2	Assist with Coordination Activities Associated with Steering Committees	# of Steering Committees	6	7	8	9	10	Annual
C.5.6.6.3		Maintain User Agreement Information							
	5.6.6.3.1	Develop and Implement a Database Repository	# of Database Records	200-300	300-450	450-675	675-850	850-1200	Annual
	5.6.6.3.2	Develop an Annual Brief for the PO on Content Use Agreements	# of Annual Briefs	1	1	1	1	1	Annual
C.5.6.7		Manage, Coordinate, and Monitor Intranet Resources							
C.5.6.7.1		Background							
	5.6.7.1.1.1	Upload New and Revised Content to the Intranet, and Assist Program Staff in Developing and Populating Portlets	# of Uploads to the Intranet	52	52	52	52	52	Annual
			# of Portlets Developed and Populated	12	15	18	21	24	Annual
	5.6.7.1.1.2	Administer and Maintain the Maximine Software Environment	# of Reports Generated	12	15	18	21	24	Annual
			# of Content and Linkage Problems	8000	8000	8000	8000	8000	Annual
	5.6.7.1.2.1	Coordinate with others on Developing, Deploying, and Migrating Intranet Content and Portlets	# of Migrations	12	12	12	12	12	Annual
	5.6.7.1.2.3	Administer Communities of Practice	# of Technical Assistance Consultations Provided	60	65	70	75	80	Annual
			# of Operational Communities of Practice	12	20	25	30	40	Annual
C.5.6.7.2		Assist in Administering WebEx Environment							
	5.6.7.2.1	Maintain a List of Designated Hosts within the Offices and Centers	# of Updates	1	1	1	1	1	Annual
	5.6.7.2.2	Arrange for Quarterly Orientation Sessions and Training for Hosts	# of Training Sessions	4	4	4	4	4	Annual
	5.6.7.2.3	Coordinate with Program Offices and Vendors on Special Meeting Requirements	# of Consultations	4	4	4	4	4	Annual
C.5.6.7.3		Support for AHRQ Lobby Visitor's Kiosk							
	5.6.7.3.1	Update and Enhance Content by Uploading Documents and Files to the System as Needed	# of Updates	50-60	50-60	50-60	50-60	50-60	Annual
	5.6.7.3.3	Provide Technical Liaison on System or Hardware Problems	# of Technical Assistance Consultations Provided	4	4	4	4	4	Annual
	5.6.7.3.4	Maintain and Update Standard Operating Procedures for Management of the Kiosk System	# of Updates	1	1	1	1	1	Annual
C.5.6.8		Redesign and Promote AHRQ Main Web Site Domain and Resources							
C.5.6.8.2		Redesign Activities							
	5.6.8.2.1	Plan, Analyze, and Gather Requirements to Reengineer and Transition the AHRQ Web Site	# of Requirements Documents	1	1	1	1	1	Annual
	5.6.8.2.4	Determine the Business Case for Any Online Forms and Coordinate Clearance Requirements Through AHRQ and HHS Channels	# of Business Cases	4	4	4	4	4	Annual
	5.6.8.2.5	Standardize Interfaces and Build a Unified Platform to Integrate Third-Level Domains	# of Interfaces	35	40	45	50	55	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.6.8.2.11	Conduct a Content Audit and Review the Content Lifecycle	# of Content Audits	1	1	1	1	1	Annual
	5.6.8.2.12	Review and Evaluate Alternative Content Management Environments	# of Reviews Performed	1	1	1	1	1	Annual
	5.6.8.2.17	Conduct a Usability Study on the Redesigned Prototype with Beta Testers Prior to Launch.	# of Usability Studies	1	1	1	1	1	Annual
	5.6.8.2.19	Create an Online and CD-ROM Tutorial on the Redesigned Site	# of Tutorials	1	1	1	1	1	Annual
	5.6.8.2.20	Evaluate the Effectiveness, at Least Annually, of Any Major Redesign Following Release	# of Evaluations	1	1	1	1	1	Annual
C.5.6.8.3		Provide Support to E-Government Promotion Activities for AHRQ Web Domain							
	5.6.8.3.2	Use Qualitative Research and Prototype Testing Feedback to Inform Development of Web Resources and Promotional Activities to Target Groups	# of Target Groups	20	20	20	20	20	Annual
	5.6.8.3.4	Examine Search Logs to Determine the Top Referring Sites	# of Search Logs	4	4	4	4	4	Annual
	5.6.8.3.5	Register the Web Resources	# of Web Resources Registered	30	32	34	36	40	Annual
	5.6.8.3.7	Conduct an Environmental Scan for Collaborative Promotional Initiatives	# of Environmental Scans	4	4	4	4	4	Annual
C.5.7		**Information Resources Center (IRC)**							
C.5.7.2		Library Operations and Administration							
C.5.7.2.1		Provide Day-to-Day Activities of the IRC							
	5.7.2.1.2	Provide Staff Coverage to Respond to and Support AHRQ Project Requests	# of Project Requests	2,600	2,700	2,800	2,900	3,000	Annual
	5.7.2.1.3	Evaluate Annually Library Resources and Identify Gaps in the Collection	# of Evaluations	1	1	1	1	1	Annual
			# of Acquisitions Recommended	40	45	50	55	60	Annual
	5.7.2.1.4	Maintain the Public Reading Room	# of Visitors	5	8	12	15	18	Annual
	5.7.2.1.5	Review and Evaluate the Library Journal Subscriptions and Submit a List of Proposed Titles to the Federal Project Officer for Approval	# of Reviews	1	1	1	1	1	Annual
			# of Subscriptions	235	238	240	242	245	Annual
	5.7.2.1.6	Process Purchase Requests and Renewals for Journal Subscriptions and Submit Claims for Orders that are Incomplete, Damaged, Defective, or Received in Error.	# of Purchase Requests and Renewals	400	405	410	415	420	Annual
	5.7.2.1.7	Upload Electronic Files to the Virtual Library	# of Uploads	250	280	300	320	350	Annual
	5.7.2.1.8	Evaluate and Maintain Electronic Resources	# of Electronic Resources	350	352	355	357	360	Annual
	5.7.2.1.9	Assist AHRQ Researchers and Clients in Obtaining Access to Resources	# of Resources	350	352	355	357	360	Annual
	5.7.2.1.10	Assist Clients in Setting Up Personal Current Awareness Services and/or Automatic Literature Searches	# of Clients	100	110	120	130	140	Annual
	5.7.2.1.11	Provide Loan Record Clearance	# of Clearances	20	25	30	35	40	Annual
C.5.7.2.2		Manage IRC Resources and Operating Expenses							
	5.7.2.2.2	Maintain Records on all Purchases, Licenses, Registrations, and Service Agreements	# of Updates	12	12	12	12	12	Annual
	5.7.2.2.3	Provide Overall IRC Budget Status Updates on a Quarterly Basis	# of Updates	4	4	4	4	4	Annual
	5.7.2.2.4	Collect and Report Workload Statistics on Resource Usage on a Monthly and Yearly Basis	# of Workload Statistics Reports	13	13	13	13	13	Annual
	5.7.2.2.5	Prepare and Distribute a Biweekly Report and Monthly Agenda	# of Detailed Reports	38	38	38	38	38	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.7.2.2.6	Create Charts, Graphs, and Tables that Document Facilities and Services Use of IRC Resources	# of Charts, Graphs, and Tables	40	40	40	40	40	Annual
C.5.7.2.3		Maintain IRC Equipment, Furnishings, and Supplies							
	5.7.2.3.1	Provide Annually an Up-to-Date Inventory of Items Associated with the Physical Plant and Operation of the IRC	# of Updates to Inventory	1	1	1	1	1	Annual
	5.7.2.3.2	Maintain the Computer Systems and Equipment, Network, and Library Services	# of On-Line Systems and Equipment	30	30	30	30	30	Annual
	5.7.2.3.3	Recommend Annually System or Equipment Upgrades, Retirements, or Replacements and Replenishment of Supplies	# of Recommendations	1	1	1	1	1	Annual
	5.7.2.3.4	Implement Maintenance Agreements and Initiate Service Calls	# of Agreements	2	2	2	2	2	Annual
			# of Service Calls	6	6	6	6	6	Annual
	5.7.2.3.5	Provide Systems Support and Troubleshoot Problems	# of Problems	20	20	20	20	20	Annual
C.5.7.3		Information, Reference, and Research Services							
C.5.7.3.1		Provide Collection Management and Circulation Services for IRC Resources							
	5.7.3.1.1	Develop and Maintain a Reference Collection	# of Books in Reference Collection	2,100	2,110	2,120	2,130	2,140	Annual
	5.7.3.1.2	Locate, Check-In and Check-Out Health Care Materials	# of Materials	450	460	470	485	500	Annual
	5.7.3.1.3	Provide Onsite Client Assistance Regarding the Retrieval of Items	# of Client Consultations	600	600	600	600	600	Annual
	5.7.3.1.4	Order, Receive, and Catalog New Library Acquisitions	# of Acquisitions	30	32	34	37	40	Annual
	5.7.3.1.5	Catalog Materials According to National Library of Medicine (NLM) Classification Scheme and Subject Headings and the Library of Congress (LOC) Classification Outline	# of Items Cataloged	50	52	54	57	60	Annual
	5.7.3.1.6	Assemble and Distribute, on a Monthly Basis, a New Acquisitions List	# of Distributions	12	12	12	12	12	Annual
	5.7.3.1.7	Check-In and Shelve Current AHRQ Library Materials on a Daily Basis	# of Check-Ins	4,150	4,160	4,170	4,185	4,200	Annual
	5.7.3.1.8	Organize, Catalog, and Maintain Special Collections within the IRC	# items in Special Collections	2,000	2,010	2,020	2,030	2,040	Annual
	5.7.3.1.9	Receive and Evaluate Donated Resources	# of Donated Resources	100	100	100	100	100	Annual
C.5.7.3.2		Manage Interlibrary Loan Borrowing and Lending Services							
	5.7.3.2.1	Determine Sources for Client-Requested Materials and Process Requests	# of Client Requests	6,800	6,820	6,850	6,900	7,000	Annual
	5.7.3.2.2	Scan Print Documents	# of Documents Scanned	60	65	70	75	80	Annual
	5.7.3.2.3	Process Incoming Interlibrary Loan Materials	# of Loan Materials	350	360	370	380	400	Annual
			# of Updates to Systems Records	965	970	975	980	985	Annual
	5.7.3.2.4	Respond to Requests from other Libraries for Materials from the IRC	# of Requests Received	1,200	1,220	1,240	1,260	1,280	Annual
	5.7.3.2.5	Manage and Track Payments of All Interlibrary Loan Transactions	# of Invoices	40	42	46	48	50	Annual
C.5.7.3.3		Provide Reference Services and Coordinate Information Retrieval and Database Searching Activities							
	5.7.3.3.1	Handle Incoming Reference Calls	# of Reference Calls Received	1,600	1,620	1,630	1,640	1,650	Annual
	5.7.3.3.2	Refer More Difficult Questions to the Appropriate Librarian	# of Questions Referred to Appropriate Librarian	520	525	530	535	540	Annual
	5.7.3.3.3	Conduct Customized Database Searches and Provide Searching Services	# of Search Services	60	62	64	67	70	Annual
	5.7.3.3.4	Download Relevant Materials	# of Materials Downloaded	2,860	2,865	2,870	2,875	2,880	Annual
	5.7.3.3.5	Assist AHRQ Researchers and Staff in Performing their Own Database Searches	# of Sessions with Researchers and Staff	100	100	100	100	100	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.7.3.3.6	Process Client Requests for Items	# of Client Requests	120	125	130	135	140	Annual
	5.7.3.3.7	Perform Citation Verifications at Clients Request, and Authenticate Information	# of Citation Verifications	2,200	2,220	2,240	2,260	2,280	Annual
C.5.7.4		Library Consultation and Outreach							
C.5.7.4.2		Produce Awareness Building Materials for Library's Services and Resources							
	5.7.4.2.1	Prepare, on a Quarterly Basis, and Distribute in the Library, Announcements and Materials Promoting the Library	# of Announcements and Materials	24	24	24	24	24	Annual
	5.7.4.2.2	Set Up Library and Reception Area Displays	# of Displays	12	12	12	12	12	Annual
	5.7.4.2.3	Develop Presentations, Demonstrations, and Handouts	# of Presentations, Demonstrations, and Handouts	12	12	12	12	12	Annual
C.5.7.4.3		Provide Expert Instruction in the Use of IRC Resources							
	5.7.4.3.1.1.1	Develop an Annual Plan for Group Training Opportunities and an Instructional Calendar	# of Annual Plans	1	1	1	1	1	Annual
	5.7.4.3.1.1.2	Develop Objectives and Support Materials for Instructional Sessions	# of Support Materials	90	92	94	96	98	Annual
	5.7.4.3.1.1.3	Design Custom Training Formats and Instruct Staff on Using Internet Resources	# of Custom Training Formats	4	4	4	4	4	Annual
			# of Internet Training Sessions	20	20	20	20	20	Annual
	5.7.4.3.1.1.4	Coordinate Logistical Support for All IRC-Sponsored Instructional Services	# of Events	16	16	16	16	16	Annual
	5.7.4.3.1.1.5	Prepare and Distribute Training Schedules and Course Descriptions, and Handle Registrations for Training Sessions	# of Training Schedules	12	12	12	12	12	Annual
			# of Training Sessions	30	30	30	30	30	Annual
	5.7.4.3.1.1.6	Distribute Evaluation Forms During Training and Assess Feedback	# of Evaluation Forms	30	30	30	30	30	Annual
	5.7.4.3.1.2.1	Provide Orientation and Tours to Groups	# of Orientation Sessions and Tours	20	20	20	20	20	Annual
	5.7.4.3.1.2.2	Provide Onsite Training to Library Users on Library Equipment	# of Training Sessions	150	150	150	150	150	Annual
	5.7.4.3.1.2.3	Provide One-on-One Instruction to AHRQ Staff as Requested	# of One-on-One Sessions	60	60	60	60	60	Annual
	5.7.4.3.1.2.4	Update, at Least Annually, User Guides and Help Pages and Prepare Documentation for Upload to the Virtual Library	# of Updates	25	25	25	25	25	Annual
	5.7.4.3.1.2.5	Maintain Related Documentation on Training Provided and Received, and Provide a Summary Report Semi-Annually to the PO for Review	# of Updates	2	2	2	2	2	Annual
			# of Summary Reports	2	2	2	2	2	Annual
C.5.7.4.4		Provide Information Management Expertise							
	5.7.4.4.2	Perform Complex Searches, Database Creation, Taxonomy Building, and Information Management to Support Specific Project Teams	# of Project Teams Supported	24	25	26	27	28	Annual
	5.7.4.4.3.1	Conduct Selective Dissemination of Information (SDI) Analyses Monthly	# of Analyses	12	12	12	12	12	Annual
	5.7.4.4.3.5	Create Bibliographies and Conduct Citation Analyses on Selected Topics	# of Bibliographies Created	6	6	6	6	6	Annual
			# of Citation Analyses Conducted	12	12	12	12	12	Annual
C.5.7.4.5		Information Management, Professional Development, and Networking Activities							
	5.7.4.5.1	Attend Meetings, Conferences, and/or Training Sessions	# of Meetings, Conferences, and Training Sessions	12	12	12	12	12	Annual
	5.7.4.5.2	Participate in Library and Public Health Consortia, committees, etc.	# of Events	12	12	12	12	12	Annual

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.7.4.5.3	Subscribe to and Monitor Various Electronic Mailing Lists in the Library and Information Management Arenas	# of Reviews of Electronic Mailing Lists, etc.	4	4	4	4	4	Annual
	5.7.4.5.4	Provide Input to Information Industry and Knowledge Management Surveys and Reviews	# of Surveys and Reviews	2	2	2	2	2	Annual
C.5.7.5		Knowledge Management and Systems Support							
C.5.7.5.1		Organize and Catalog Collections of AHRQ Information and Products for Electronic Access							
	5.7.5.1.2.1	Maintain and Update the Content of the Virtual Library	# of Updates	4	4	4	4	4	Annual
	5.7.5.1.2.2	Establish Processes to Review Content	# of Processes	2	2	2	2	2	Annual
	5.7.5.1.3.1	Categorize Content and Recommend Mapping of Documents	# of Documents	1,000	1,020	1,040	1,060	1,080	Annual
	5.7.5.1.3.2	Provide Inputs for Database Templates and Knowledge Management Systems and Upload Related Content	# of Inputs	12	12	12	12	12	Annual
			# of Content Uploads	5,280	5,300	5,320	5,340	5,360	Annual
C.5.7.5.2		Develop, Implement, and Evaluate Use of IRC Information Systems							
	5.7.5.2.1	Monitor Developments in Information Technology	# of Reviews	2	2	2	2	2	Annual
	5.7.5.2.2	Conduct Needs Assessments to Determine Client Information Requirements to Improve Productivity	# of Needs Assessments	2	2	2	2	2	Annual
	5.7.5.2.3	Develop and Maintain IRC Services and Resources	# of Updates	2	2	2	2	2	Annual
	5.7.5.2.4.1	Collect and Analyze Feedback to Improve Virtual Access and Deploy and Integrate Systems to Address Information Problems and Challenges	# of Client Interactions	12	12	12	12	12	Annual
	5.7.5.2.4.2	Develop and Recommend More Efficient Channels to Better Support AHRQ Portfolios and Cross-Cutting Research Needs and Business Processes	# of Recommendations	2	2	2	2	2	Annual
	5.7.5.2.4.3	Explore and Recommend Information Solutions to the PO	# of Information Solutions Explored and Recommended	4	4	4	4	4	Annual
C.5.8		Knowledge Translation Program							
C.5.8.2		Provide Targeted Assistance Regarding KT Methods and Implementation							
C.5.8.2.1		Provide a Centralized Resource for KT Expertise and Activities							
	5.8.2.1.1.1	Scan Literature to Identify Relevant Articles, Recent Research, New Tools, and Enhanced Strategies for Improving KT Activities	# of KT Scans	72	72	72	72	72	Annual (6 per month)
	5.8.2.1.2.1	Provide Monthly Briefings	# of Briefings	12	12	12	12	12	Annual
	5.8.2.1.2.2	Submit, on a Semi-Annual Basis, a Written Report	# of Reports	1	1	1	1	1	Semi-Annual
C.5.8.3		Develop An Annual KT Plan of Detailed Long-Term Strategies and One-Time Events							
C.5.8.3.2		Propose Strategies and One-Time Events							
	5.8.3.2.1.1	Conduct a Broad Needs Assessment of the Various Stakeholders	# of Assessments (Focus Groups)	10	10	10	10	10	Annual
			# of Assessments (Key Informant Interviews)	60	60	60	60	60	Annual
			# of Assessments (Scans of "Grey Literature")	250	250	250	250	250	Annual
	5.8.3.2.1.1.4	Provide Quarterly Briefings	# of Briefings	4	4	4	4	4	Annual
C.5.8.3.3		Conduct On-going Assessments of AHRQ Research and Tools Ready to be Used by Stakeholders							

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
	5.8.3.3.1	Meet with Center/Office Leadership to Develop and Maintain a Catalogue of the Various Research Findings and Tools	# of Meetings	72+	72+	72+	72+	72+	Annual
	5.8.3.3.2	Review AHRQ Weekly Reports, Press Releases, Recent Publications, Newsletters, and Web Pages	# of Reviews/# of Documents Reviewed	30	30	30	30	30	Monthly
	5.8.3.3.3	Provide Quarterly Briefings to the PO	# of Briefings	4	4	4	4	4	Annual
C.5.8.3.4		Preliminary Development of KT Strategies and One-Time Events							
	5.8.3.4.1	Draft Plans for Long-Term Strategies and One-Time KT Events	# of Strategies	10	10	10	10	10	Annual
			# of One-Time Events	15	15	15	15	15	Annual
C.5.8.3.5		Perform Assessments for the Selected KT Strategies							
	5.8.3.5.3.1	Conduct a SWOT Analysis (Needs Assessment)	# of Needs Assessments (Strategy)	18	18	18	18	18	Annual
	5.8.3.5.4.1	Design and Conduct an Analysis to Assess the Range and Depth of Research Findings, Tools, Experts, Best Practices, and Prototypes (Resource Assessment)	# of Resource Assessments	18	18	18	18	18	Annual
	5.8.3.5.4.2	Perform a Scan of the Research and Policy and Practice Environments	# of Scans	500	500	500	500	500	Annual
	5.8.3.5.4.3	Discuss the Findings of the Assessments with the Project Officer and Relevant AHRQ Staff	# of Meetings	12	12	12	12	12	Monthly
C.5.8.3.6		Develop Detailed Strategy Plan							
	5.8.3.6.1	Submit to the PO a Draft Strategy Design	# of Strategies	8					Annual
			# of One-Time Events	10					Annual
C.5.8.4		Implement Activities for Long-Term Strategies and One-Time Activity Plans							
C.5.8.4.1		Implementing Strategies and Activities							
	5.8.4.1.4	Develop Criteria and Recruitment Plan for Selection of Stakeholders	# of Recruitment Plans	18	18	18	18	18	Annual
	5.8.4.1.5	Develop and Maintain a Registration Database	# of Databases	30	30	30	30	30	Annual
	5.8.4.1.6.1	Process Visa, MasterCard, and American Express Credit Card Charges as Payments	# of Charges Processed	230	230	230	230	230	Annual
	5.8.4.1.8.1	Arrange for Meeting Sites	# of Meeting Sites	37	37	37	37	37	Annual
	5.8.4.1.9.1	Arrange for Lodging and Meals of Workshop Participants and Presenters	# of Participants and Presenters	300	300	300	300	300	Annual
	5.8.4.1.11	Prepare and Distribute Program Materials for Participants and Presenters	# of Participants and Presenters	300	300	300	300	300	Annual
	5.8.4.1.12.1	Make Available Streaming Audio and/or Video for Posting to AHRQ Web Site in Real-Time and for Archiving for Web One-Time Events	# of Streaming Archives	15	15	15	15	15	Annual
	5.8.4.1.13	Conduct Program Events	# of Events	58	58	58	58	58	Annual
	5.8.4.1.14	Draft Knowledge Asset and Program Report	# of Knowledge Assets	58	58	58	58	58	Annual
			# of Reports	58	58	58	58	58	Annual
C.5.8.4.2		Prepare Implementation Phase Progress Reports							
	5.8.4.2.2	Brief the PO at Least Weekly on the Progress of Each Strategy and One-Time Event	# of Briefings	52	52	52	52	52	Annual (1 per week)
	5.8.4.2.3	Prepare a Semi-Annual Written Report Detailing Expenditures for Each Active Long-Term KT Strategy and One-Time Event	# of Reports	2	2	2	2	2	Annual
C.5.8.4.3		In-Process (IPR) Briefings							
	5.8.4.3.1	Plan, Coordinate, and Conduct Meetings Each Month for the Workgroups Involved with Each Active Long-Term KT Strategy and One-Time Event	# of Meetings (Strategy)	8	8	8	8	8	Monthly

PWS Para.	PWS Sub Para.	Function	Workload Indicators	Quantity (Year 1)	Quantity (Year 2)	Quantity (Year 3)	Quantity (Year 4)	Quantity (Year 5)	Frequency (Annual, Monthly, Weekly)
			# of Meetings (One-Time Event)	10	10	10	10	10	Monthly
	5.8.4.3.2	Participate in Monthly Telephone Calls and Quarterly Onsite Meetings at AHRQ	# of Calls and Meetings	12	12	12	12	12	Annual
C.5.8.5		Design and Implement Evaluation Plans							
C.5.8.5.1		Design and Implement a Formative Evaluation Plan							
	5.8.5.1.1.1	Develop a Draft Evaluation Plan	# of Plans	18	18	18	18	18	Annual
C.5.8.5.3		Implement the Approved Evaluation Plan							
	5.8.5.3.1	Implement the Approved Evaluation Plan	# of Plans (Strategy or One-Time Event)	18	18	18	18	18	Annual
C.5.8.5.4		Prepare Evaluation Reports							
	5.8.5.4	Prepare Evaluation Reports	# of Evaluation Reports (Strategy)	32	32	32	32	32	Annual
			# of Evaluation Reports (One-Time Events)	10	10	10	10	10	Annual
C.5.8.5.5		Revise/Update KT Strategies/Programs Based on Evaluation Results							
	5.8.5.5.1	Modify the Strategy Based Upon Experience in the Implementation of the Strategy and Any Evaluations Conducted	# of Modifications	8	8	8	8	8	Quarterly
C.5.8.6		Perform All Related Project Management Tasks for Each Long-Term KT Strategy and One-Time Activity Plan							
C.5.8.6.1		Budget and Scheduling							
	5.8.6.1	Prepare a Staffing Outline, Timeline Schedule and Budget for Each Program Task Assignment	# of Budgets	1/strategy or one time event	1/strategy or one time event	1/strategy or one time event	1/strategy or one time event	1/strategy or one time event	Annual
C.5.8.6.2		Develop Program Reports							
	5.8.6.2.1	Submit to the PO for Review and Comment a Program Report that Summarizes the Knowledge Shared	# of Program Reports	34	34	34	34	34	Annual
C.5.8.6.3		Provide Delivery Services							
	5.8.6.3.1.1	Provide Courier Delivery Service	# of Courier Deliveries	18	18	18	18	18	Annual
C.5.8.6.4		Participate in Meetings on AHRQ-Wide Issues							
	5.8.6.4	Participate in Meetings on AHRQ-wide Issues	# of Meetings	15	15	15	15	15	Monthly