



Professional Services Schedule

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: GSAAdvantage.gov

Industrial Group: 00CORP

Consolidated Contract Number: GS-00F-005AA

Special Item Numbers (SINS):

874 Mission Oriented Business Integrated Services: 874-1/RC, 874-7/RC

541 Advertising & Integrated Marketing Solutions: 541-1/RC, 541-2/RC, 541-4A/RC, 541-4B/RC, 541-5/RC

Contract Period: **June 13, 2018 - June 12, 2023**

Contract Administrator: Anna M. Keehn, akeehn@jsi.com

Business Size: **Large**

Internet site: www.jsi.com

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CUSTOMER INFORMATION

1. a. Awarded Special Item Numbers (SIN):

MOBIS:

SIN 874-1/RC Integrated Consulting Services

SIN 874-7/RC Integrated Business Program Support Services

AIMS:

SIN 541-1/RC Advertising Services

SIN 541-2/RC Public Relations Services

SIN 541-4A/RC Market Research and Analysis

SIN 541-4B/RC Video/Film Production

SIN 541-5/RC Integrated Marketing Services

2. Maximum order: \$1,000,000

3. Minimum order: \$100

4. Geographic coverage: Domestic and overseas

5. Points of production: JSI/Boston: 44 Farnsworth Street, 7th Floor, Boston, MA 02210

6. Discount from list of prices or statement of net price: Discount included in hourly and daily government rates on price list

7. Quantity discounts: None offered

8. Prompt payment terms: None offered

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Will accept below the micro purchase threshold

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will accept above the micro purchase threshold

10. Foreign items: None offered

11.
 - a. Time of delivery: Per contract
 - b. Expedited delivery: Per contract
 - c. Overnight and 2-day delivery: Per contract
 - d. Urgent requirements: Per contract
12. F.O.B. points: Per contract
13.
 - a. Ordering address: JSI/Boston: 44 Farnsworth Street, 7th Floor, Boston, MA 02210
 - b. For supplies and services, ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. Payment address: JSI/Boston: 44 Farnsworth Street, 7th Floor, Boston, MA 02210
15. Warranty provision: Not applicable
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20.
 - a. Terms and conditions of repair parts: Not applicable
 - b. Terms and conditions for any other services: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
24.
 - a. Special attributes such as environmental attributes: Not applicable
 - b. Section 508 compliance: Capabilities to produce materials compliant under Section 508 of the U.S. Rehabilitation Act.
25. Data Universal Numbering System (DUNS) number: 09-1500090

26. Notification regarding registration in Central Contractor Registration database: Registered

27. The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

JSI OVERVIEW

John Snow, Inc. (JSI) is a public health research and consulting firm committed to improving the health of individuals and communities in the United States and around the world, with a particular focus on underserved and vulnerable populations.



*JSI's mission states that **JSI exists to improve the health and well-being of underserved and vulnerable people and communities throughout the world, and to provide an environment where people of passion and commitment can pursue this cause.***

Headquartered in Boston, MA, with U.S. offices in Atlanta, GA; Burlington, VT; Denver, CO; Providence, RI; Washington, D.C.; Concord, NH; and San Francisco, CA as well as offices in 65 countries globally, JSI helps build capacity in the public, private, and nonprofit sectors to address essential health needs.

JSI provides health consulting, research, training, advertising, and marketing services for agencies, organizations, and governments. Since 1978, JSI has implemented projects throughout the United States and 106 countries, and has 500 U.S.-based staff and an additional 1,500 staff worldwide.

MOBIS JSI SERVICES OFFERING

SIN 874-1/RC: INTEGRATED CONSULTING SERVICES

The main factors that determine a successful consultancy are superior management, technical expertise, cutting-edge knowledge of the field, flexibility, responsiveness to specific situations and clients' needs, and the delivery of high-quality, timely results. For more than 37 years, JSI has been a leader in improving the management of health care organizations and support services. JSI's expertise is hands-on and employs mixed-methods approaches that lead to practical solutions.

JSI helps strengthen health care management, enabling organizations to maintain a strong yet flexible structure in order to meet the changing health needs of their client base and ensure sustainability in the shifting health care environment.

JSI provides a comprehensive range of public health consulting services

- Capacity building and organizational development
- Health services assessment
- Market research and marketing
- Strategic planning
- Technical assistance
- Coalition formation and public-private partnerships
- Health promotion
- Operations analysis
- Program design and implementation
- Program evaluation

JSI's approach to all project work is client-focused. We work in close collaboration with our clients and their partners to ensure that we understand their challenges, we help identify appropriate tools, take the steps necessary to respond to their evolving needs, and help them achieve their goals. Our objective is to provide our clients with innovative, timely, and flexible strategies that are tailored to their organization and needs. JSI applies practical approaches to addressing health problems and improving health systems by building partnerships among governments, provider groups, and consumer-based organizations.

SIN 874-7/RC – INTEGRATED BUSINESS PROGRAM SUPPORT SERVICES

JSI assists organizations in managing their mission-oriented business programs and in achieving mission performance goals. JSI can assist with:

- All phases of program or project management, from planning to closeout
- Operational/administrative business support services in order to carry out program objectives.

Over the last 37 years, we have successfully managed projects throughout the U.S. and in 105 other countries, from large multi-national contracts to small projects for community health centers. We understand that strong project management must be focused on achieving the specified objectives of a project while maintaining oversight and appropriate fiscal and staff management. Each JSI project employs a structured model of project management that is tailored to specific requirements essential to directing and monitoring project activities and progress.

AIMS JSI SERVICES OFFERING

JSI provides government agencies with the partner they need to support their health marketing and communication efforts.

JSI has a diverse, highly competent, and dedicated professional staff working to address a range of public and community health issues. We bring deep expertise in developing, planning, implementing, monitoring, and evaluating public health communications and marketing strategies tailored to specific audiences to change health-seeking knowledge and behavior, influence policy, and build brand awareness.

Our staff includes specialists in:

- Advertising and public relations, market research and analysis,
- Strategic marketing planning,
- Communication strategy and media planning,
- Audience segmentation and needs assessment,
- Message design and dissemination,
- Materials development and testing, and
- Program monitoring and evaluation.

SIN 541–1/RC ADVERTISING SERVICES

JSI can help agencies develop public awareness and advertising strategies that achieve specific goals to educate, motivate, and mobilize people around an agency's initiatives and mission. JSI helps to plan, implement, monitor, and evaluate public health advertising efforts through:

- Audience research
- Strategic planning
- Message development
- Creative print and digital design
- Targeted media selection and buying
- Strategic monitoring and evaluation

JSI's approach is audience centered and cutting edge. Using a mix of traditional and social media advertising tactics, JSI ensures that health communications goals are translated in a well-orchestrated and effective campaign that achieves results.

SIN 541–2/RC PUBLIC RELATIONS SERVICES

Whether you need a comprehensive media strategy or development of media materials and a press kit, JSI can help achieve your objectives. JSI media initiatives influence policy, create interest, change behavior, and build brand image and issue awareness. Our team helps develop and implement successful, integrated public relations and advocacy media campaigns, customized media, and PR services including:

- Media strategy development
- Message creation
- Media content placement and media relations
- Press kit preparation, including social media kits
- Interview preparation and management
- Media event planning and facilitation, including press conferences

SIN 541–4A/RC MARKET RESEARCH AND ANALYSIS

JSI market research examines critical areas of public health programs and health care services. With an experienced team of professionals with extensive public health backgrounds, market research and data collection skills, communication technology expertise, and health education, and design and communication expertise, JSI helps clients:

- Assess consumer satisfaction and experiences with health-related programs
- Evaluate the efficiency of in-place programs
- Develop strategic marketing plans
- Test public health messages and communication strategies
- Gather primary data that guides the development of programs that are appropriate for specific audiences or public health issues

JSI's research and analysis includes:

- Traditional (mail, phone, and in-person) and new (online or mobile) survey methods
- Focus groups
- Key informant interviews
- Or a combination of methods

SIN 541–4B/RC VIDEO/FILM PRODUCTION

Compelling videos attract and engage target audiences for a variety of applications. JSI provides expert video production services that enhance education and training, project profiles, research dissemination, advocacy, public service announcements, and video podcasts.

JSI can assist you with a full-spectrum of video production services, including:

- Concept and script development
- Pre-production logistics, including location scouting, props, and media clearances
- Directing and producing
- Videography and audio
- Post-production, including editing, graphics, animations, narration, music, sound effects, and lower-thirds
- Strategic dissemination, including online, DVD, and other distribution formats

SIN 541–5/RC INTEGRATED MARKETING SERVICES

Developing a comprehensive multi-channel marketing campaign that effectively reaches key target audiences and ultimately affects change takes excellent management, creative insights, and a drive for results. JSI has deep expertise and experience in the full range of managing complex projects, from conceptualizing, developing, planning, and evaluating customized health communication and marketing strategies to help agencies, organizations, and governments implement solutions that meet their diverse needs.

JSI provides clients with strategic and effective marketing approaches to advance their objectives. We conduct in-depth market research and analysis to identify target audiences desires, values, perceptions, and needs and use that information to increase public awareness, achieve perception and behavior change. We enable public understanding of critical health issues via social marketing, advertising, public relations, and the design and dissemination of mass media, press, print, web and digital material, and web-related services.

OUR EXPERTISE

JSI provides the public, private, and nongovernmental sectors with consulting services in key public health topic areas:

In the U.S.	Global
Adolescent Health Aging Alcohol, Tobacco and other Drugs Behavioral Health Chronic Disease Management Community Health Coalitions Emergency Preparedness Environmental Health Family Planning and Reproductive Health Health Care Reform Health Communications Health Disparities Health Information Technology HIV Immunization Integrated Care Models Lesbian, Gay, Bisexual, and Transgender (LGBT) Health Maternal and Child Health Native American/American Indian Health Patient Safety Population Health Primary Care Rural Health Safety Net State and Local Public Health Women's Health	Child and Newborn Health Emergency Preparedness Environmental Health Family Planning/Reproductive Health Health Care Financing Health Care Waste Management Health Communication Health Information Technology Health Service Delivery Health Supply Chain Management Health Systems Strengthening HIV Human Resources Management Immunization Infectious Diseases Maternal Health Monitoring and Evaluation Non-Communicable Diseases Nutrition Youth & Adolescent Health

DESCRIPTION OF LABOR CATEGORIES BY TITLE

Principals have a minimum of a Master's Degree and 10 years of experience. Principals have the highest level of technical expertise and are sought out as experts. Principals have significant experience in client management and business development and lead and design technical aspects of projects and studies. Principals often serve as Principal Investigators on research projects.

Senior Finance/Operations Managers have a minimum of a Bachelor's Degree and 10 years of relevant experience. Senior Finance/Operations Managers are responsible for ensuring that sound financial and management principles/tools are employed in the operations and implementation of work at the project and corporate level. They assess needs related to the establishment and maintenance of project support systems, as well as internal operational and financial issues. These typically include overseeing development and implementation of policies, procedures, and management systems to ensure compliance with donor policies, ensuring efficient operations, finance and budgeting for projects, staff training, work planning, and procurement.

Senior Technical Advisors have a minimum of a Master's Degree or M.D., and may have a Ph.D., combined with 15 years of relevant project management experience. Complex projects at JSI are typically co-led by a Project Director and Senior Technical Advisor.

Project Directors have a minimum of a Master's Degree or M.D., and may have a Ph.D., combined with 15 years of relevant project management experience. Complex projects at JSI are typically co-led by a Project Director and Senior Technical Advisor.

Technical Advisors have a minimum of a Master's Degree, M.D., or nursing degree, combined with at least 10 years of relevant experience. Technical Advisors bring important programmatic skills to projects. For example, they conduct interviews, provide technical assistance, conduct site visits, and prepare analyses and reports. Technical Advisors work under the guidance of senior project staff.

Finance/Operations Managers have a minimum of a Bachelor's Degree and 5 years of relevant experience. Finance/Operations Managers ensure that sound financial and management principles/tools are employed in the operations of a project and in the implementation of its work. They address needs related to the establishment and maintenance of project support systems, as well as

internal operational and financial issues. These typically include overseeing project budgets and work plans, compliance with donor policies, efficient operations, staff training, and procurement.

Research Associates have a minimum of a Master's Degree, M.D., or nursing degree, and 7 years of relevant experience or a Ph.D. with 4 years of relevant experience. Research Associates bring important technical expertise and skills to projects. Research Associates lead and coordinate advanced research methods and techniques while managing complex parts of projects. They work under the guidance of senior project staff.

Associate Technical Advisors have a minimum of a Master's Degree and 7 years of relevant experience. Associate Technical Advisors bring important programmatic skills to projects. For example, they conduct interviews, provide technical assistance, conduct site visits, and prepare analyses and reports. Associate Technical Advisors work under the guidance of senior project staff.

Project Managers have a minimum of a Bachelor's Degree and 10 years of relevant experience. Project Managers manage and direct the daily implementation of projects and work under the direction of senior project staff.

Junior Technical Advisors have a minimum of a Master's Degree, combined with at least five years of relevant experience, and include research associates and analysts. Junior Technical Advisors may collect and compile data, maintain project databases, and prepare financial analyses. They work under the direction of senior project staff.

Programmers have a minimum of a Bachelor's Degree, combined with at least five years of programming experience. Programmers have specific technical skills that include developing databases, using statistical software, developing scanning or data management routines, and creating web-based and mobile applications for projects.

Project Associates have a minimum of a Bachelor's Degree and 2 years of relevant experience. Project Associates take leadership roles in managing administrative/operational, non-technical subtasks within projects. Project Associates are responsible for such project tasks as running Webinars, setting meeting agendas, or organizing project data.

Data Managers have a minimum of a Bachelor's Degree, combined with at least three years of relevant experience. Data managers work with programmers or other senior project staff to collect and manage project data.

Junior Project Associates have a minimum of a Bachelor’s Degree. Junior Project Associates are responsible for essential administrative and project support staff including non-technical subtasks within projects. Junior Project Associates support project tasks such as running Webinars, setting meeting agendas, or organizing project data.

Education and Experience Substitutions:

Base Minimum Requirements			Minimum Years of Experience Substitutions			
Labor Category Title	Education	Experience	PhD	Masters Degree	Bachelors Degree	High School
Principal	Masters	10	6	10	12	16
Senior Finance/Operations Manager	Bachelors	10	4	8	10	14
Senior Technical Advisor	Masters	15	11	15	17	21
Project Director	Masters	15	11	15	17	21
Technical Advisor	Masters	10	6	10	12	16
Finance/Operations Manager	Bachelors	5	0	3	5	9
Research Associate	Masters	7	3	7	9	13
Associate Technical Advisor	Masters	7	3	7	9	13
Project Manager	Bachelors	10	4	8	10	14
Junior Technical Advisor	Masters	5	1	5	7	11
Programmer	Bachelors	5	0	3	5	9
Project Associate	Bachelors	2	0	0	2	6
Data Manager	Bachelors	3	0	1	3	7
Junior Project Associate	Bachelors	0	0	0	0	4

SERVICES PRICE LIST

Option Period 3

	Labor Category	6/13/2018— 6/12/2019	6/13/2019— 6/12/2020	6/13/2020— 6/12/2021	6/13/2021— 6/12/2022	6/13/2022— 6/12/2023
1	Principal	\$226.11	\$230.64	\$235.25	\$239.95	\$244.75
2	Senior Finance/Operations Manager	\$207.70	\$211.86	\$216.09	\$220.42	\$224.82
3	Senior Technical Advisor	\$204.54	\$208.62	\$212.79	\$217.05	\$221.39
4	Project Director	\$180.94	\$184.56	\$188.25	\$192.01	\$195.85
5	Technical Advisor	\$133.75	\$136.43	\$139.16	\$141.94	\$144.78
6	Finance/Operations Manager	\$112.52	\$114.77	\$117.06	\$119.40	\$121.79
7	Research Associate	\$107.30	\$109.45	\$111.64	\$113.87	\$116.15
8	Associate Technical Advisor	\$100.44	\$102.45	\$104.50	\$106.59	\$108.72
9	Project Manager	\$95.38	\$97.29	\$99.23	\$101.22	\$103.24
10	Junior Technical Advisor	\$78.67	\$80.25	\$81.85	\$83.49	\$85.16
11	Programmer	\$70.82	\$72.23	\$73.68	\$75.15	\$76.66
12	Project Associate	\$60.95	\$62.16	\$63.41	\$64.68	\$65.97
13	Data Manager	\$58.22	\$59.39	\$60.57	\$61.79	\$63.02
14	Junior Project Associate	\$57.86	\$59.02	\$60.20	\$61.41	\$62.63

JSI Catalogue for GSA Consolidated Contract #GS-00F-005AA