

STATEMENT OF WORK

Independently and not as an agent of the Government, the Contractor shall be required to furnish all the necessary services, qualified personnel, material, equipment, and facilities, not otherwise provided by the Government, as needed to perform the Statement of Work below:

Definitions

PRPL Call Center: Telephone call center operated by the NIH to provide clinical trials information.

NCI Clinical Trials Web Site: Website providing information concerning NCI clinical trials conducted at the NIH Clinical Center.

URL:<http://bethesdatrials.cancer.gov/default.asp>

PRPL: Office of Patient Recruitment and Public Liaison, Clinical Center, NIH.

The Contractor shall perform patient recruitment activities required in support of the NCI clinical trials conducted at the NIH Clinical Center, Bethesda, Maryland. In performance of this work, the Contractor shall:

- a. Provide support to the NCI Center for Cancer Research (CCR) designated staff within the PRPL Call Center as follows:
 1. Facilitating accurate referral of patients for NCI Clinical Center Trials. This shall include, but is not limited to creation of protocol notes, and tools for reporting and monitoring of patients referred from the Call Center.
 2. Evaluating the capabilities of the Call Center data management system, upon request by the Project Officer. Providing recommendation for improvements as necessary. This system resides on NIH servers.
- b. Maintain and Promote the NCI Clinical Trials Website.
 1. The Contractor shall maintain the content of the NCI Clinical Trials web site hosted on computer servers provided and maintained by the Government. All information shall be based on Government provided information and materials. Based on the collaboration with the Project Officer, the Contractor shall revise the appearance, functionality and data of the site. This shall include, but is not limited to, maintenance and development of applications for browsing and searching of NCI clinical trials, providing general and specific information on NCI clinical trials for both the general public and health care professionals, providing news concerning NCI clinical trials, and providing links to other web sites providing complementary information based

on direction from the Project Officer. Create on-line tools for screening patients for eligibility in clinical trials as requested.

2. Develop and maintain tools for promoting and directing web traffic to the NCI Clinical Trials web site. Monitor traffic to the website. Working collaboratively with the Project Officer, determine promotion methods involving other web sites, web search engines, and other media to direct individuals to the web site. Develop promotion programs for disease specific clinical trials, programs, and information portals as requested by the Project Officer.
3. Continually execute quality control, and quality assurance plans to ensure that the information on the patient recruitment website, as well as in all promotion pieces, is accurate and complete.
4. Content of the NCI Clinical Trials web site shall comply with the standards specified in Section 1194.22, Web-based intranet and internet information and applications standards, of Section 508 of the Rehabilitation Act. Information about Section 508 and the technical standards are available at: <http://www.section508.gov>.

c. Patient Recruitment Tasks

1. Create electronic recruitment tools, as directed by the Project Officer. Distribute information such as eNewsletters and eLetters using electronic distribution tools such as electronic mailing lists.
2. Monitor and analyze patient recruitment efforts undertaken, including development of methods for monitoring and analysis of outcomes from outreach efforts.
3. Monitor national trends in patient outreach and update mechanism to reflect current practices and national trends. Create, distribute, and analyze surveys, which have been designed to measure awareness of the NCI intramural program, and assess prevailing opinions regarding methods of outreach.
4. Create, maintain, and promote the use of electronic mailing lists for distribution of information concerning our clinical research program.

Note: The Contractor is responsible for hardware and software for the mailing lists.

5. Develop and place recruitment materials (e.g. print ads, electronic newsletters), perform outreach and recruitment activities aimed at reaching various targeted audiences; and create recruitment pieces for distribution at meetings and conferences, as requested by the Project Officer.

6. Store and distribute as requested all recruitment materials (e.g. brochures, CDs, etc.).

For the purposes of estimating costs the following uniform assumptions are provided: a) the materials to be stored will require less than 10 cubic feet of storage; b) distribution shall consist of 25 shipments/mailings weighing 5 pounds each per year; c) ten shipments will be sent to San Francisco, CA., ten shipments will be sent to St. Louis, MO, and five shipments shall be sent to Washington, DC.

7. Obtain approval and clearances necessary for recruitment materials. This shall include IRB and/or OMB approval as necessary.

d. Advocacy and Support Activities

1. Research and analyze overall outcomes of outreach efforts. This includes monitoring and reporting of web statistics and other measures of awareness.
2. Track national trends in patient outreach and update current recruitment practices as necessary.
3. Develop and maintain working relationships with health-related advocacy groups. Continue to work with NCI, Office of Liaison Activities (OLA) so that patient recruitment information may be included in their newsletter. Work directly with nationally recognized advocacy groups (e.g., Us Too, Y-ME, etc.), and provide articles their websites. Provide links to our promotional materials.
4. Develop campaigns to increase general awareness of the NCI's intramural program, and to increase patient enrollment to its clinical trials.
5. Meet with Project Officer at regular intervals to review progress and discuss strategies and plans.

Note: For the purposes of estimating costs. Offerors should assume that strategy discussions and planning meeting will occur twice monthly. In addition, offerors should assume that one meeting each contract year requiring the attendance of two (2) individuals will be held in Bethesda, Maryland.