



In Response to NIHCATS III Virtual Meetings
August 20, 2020

Capability Statement

SUBMITTED TO:

Jeff Klein
NIHCATS III Contracting Officer's Representative
NIHCATSIII@mail.nih.gov

SUBMITTED BY:

Benjamin L. Harris, CPA, CGMA
President and CEO
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BLH Technologies, Inc.®
1803 Research Boulevard, Suite 500
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Global Health • Logistics • Data Analytics • Technical Support • Health Communications



BLH TECHNOLOGIES, INC. – RESEARCH, INNOVATE, SUCCEED



August 20, 2020

Jeff Klein
NIHCATS III Contracting Officer's Representative
National Institutes of Health



BLH Technologies, Inc.
1803 Research Boulevard
Suite 500
Rockville, MD 20850

Reference: Capability Statement in Response to NIHCATS III
Virtual Meetings

Dear Mr. Klein,

BLH Technologies, Inc.[®] (BLH), is pleased to submit for your consideration our Capability Statement in response to the NIHCATS III Virtual Meetings. BLH staff members have been providing virtual meeting support to many of our clients for several years and would be delighted to provide this same support to the NIHCATS III community.

If additional information is required, please contact me by phone at (240) 399-8740 (office), or (703) 615-4111 (cell), or by email at bharris@blhtech.com. I will be delighted to discuss the proposal in greater detail with you, or whomever you designate, at any time.

Yours truly,

A handwritten signature in black ink, appearing to read "B. Harris", with a stylized flourish at the end.

Benjamin L. Harris, CPA, CGMA
President and CEO
BLH Technologies, Inc.[®]

BLH TECHNOLOGIES, INC.® BUSINESS INFORMATION

Company Name: BLH Technologies, Inc.®
Primary Point of Contact: Matthew Perry
Executive Vice President and COO
(240) 399-8466 (office)
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mperry@blhtech.com
Address: 1803 Research Boulevard, Suite 500
Rockville, MD 20850
DUNS No: 140697405
CAGE Code: 3M6N9
Business Type: Service-Disabled, Veteran-Owned Small Business (SDVOSB)
Selected NAICS: 541990
Company Tax ID: 61-1460333
BLH Company Size Status: \$15m

BLH CONTRACT SCHEDULES

- GSA Professional Services Schedule, Contract # GS-10F-0064W
- GSA Information Technology, Schedule 70 (IT70), Contract # GS-35F-168CA
- HHS PSC IDIQ Task Order Contract, Contract # HHSP233201500096I
- NIHCATS III, National Institutes of Health, Conference, Administration, and Travel Services III, Contract # HHSN263201800032I
- NIH PICS II – National Institutes of Health, Public Information and Communication Services II, Contract # HHSN263201800051I

Additionally, due to our status as an SDVOSB, BLH can be provided sole source and set-aside contracts via FAR 19.1405, 19.1406, and VAAR 819.7007.

BLH TECHNOLOGIES, INC.® RESPONSE

BLH Technologies, Inc.® (BLH), is a Service-Disabled, Veteran-Owned Small Business (SDVOSB), founded in 2003 and headquartered in Rockville, Maryland. We are a management consulting firm that provides public health, information technology (IT), strategic communications, technical assistance services, and subject matter expertise to the Federal Government and other businesses. We have provided research, data analytics, programmatic support, communications, and virtual and face-to-face meeting logistics to Federal clients since our inception.

Over the past 16 years, BLH has steadily built our staffing, core capabilities and experience around helping our clients excel in:

- **Digital Media, Communications, Outreach, and Liaison Support Services** – Planning research, production, and delivery of accurate and appropriate digital, voice, print, telecommunication, video, and electronic communication.
- **Publications Management, Development, and Dissemination** – Technical and scientific writing, editing, and production; primary and secondary research; preparation of briefing materials, reports, research monographs, meeting notes, educational materials, brochures, materials, press releases, speeches, monthly status reports, and workshop and training materials; translation services; and clearinghouse and documents storage.
- **Technology Services** – Design and development of software applications, web and mobile systems, database integration, server and network services, security, help desk services, desktop support, and FedRAMP Cloud hosting.
- **Programmatic Services** – Training and technical assistance, program support, coaching and facilitation, strategic planning, data research and analysis, regulatory development, grants management, and compliance review.
- **Research and Evaluation Services** – Research and program evaluation activities that include recommendations of research plans, policy analysis and options, survey design and collection, program initiatives, and IT infrastructure.
- **Data Analytics and Information Services** – Management of content and databases, including identification, collection, and organization of data; quality control; information transformation; data analysis; and development of customized solutions and resources that provide modeling and analysis and support informed decision-making to answer specific policy questions and other types of questions.

Our response demonstrates a proven record and experience in all aspects of virtual and face-to-face meeting logistics for the U.S. Department of Health and Human Services (HHS), the Administration for Children and Families (ACF) Office of Child Care (OCC), the ACF Office of Family Assistance (OFA), the Agency for Healthcare Research and Quality (AHRQ) Office of Communications (OC), National Cancer Institute (NCI) Tobacco Control and Research Branch (TCRB), and the National Institutes of Health (NIH) agencies that participate in the NIHCATS procurement program.

BLH is proud of our exceptional meeting planning program, which has been built and refined over the last 16 years. We have successfully managed meetings, conferences, events, and trainings for numerous Federal clients demonstrating that we have the experience necessary to provide the virtual meetings logistics support required by NIHCATS III.

LOGISTICAL SUPPORT FOR VIRTUAL CONFERENCES AND MEETINGS

Even before the current demand for virtual meetings that has resulted from the COVID-19 pandemic, BLH was engaged in the delivery of virtual meeting services to our clients. In 2009, as a result of the 2008 recession, cutbacks in funding for travel to face-to-face meetings necessitated the need for webinars, web-streaming, and other virtual meeting offerings so that Federal agencies could continue to provide technical assistance, disseminate information, and maintain outreach to constituencies, stakeholders, grantees, and staff.

The first step in our logistics process is to create an environment that accomplishes our client's objectives. We maintain clear and open communication with the COR and client staff, conduct careful planning to fulfill all task requirements, and efficiently attend to the needs of participants, presenters, and trainers/trainees.

BLH has extensive experience coordinating and managing all aspects of convening virtual meetings. This includes, beginning with the recognition that client needs in the virtual space differ from what is required for an in-person event and conducting an assessment of the client's ability to participate in the virtual meeting is essential. Each of these steps is of paramount importance in ensuring a successful virtual event.

Key elements, that BLH incorporates in the planning for convening a virtual meeting may include:

- Assisting the client in clearly establishing goals for the meeting and identifying the stakeholders, i.e. attendees, speakers, user groups, etc.
- Determining, in collaboration with the client, the reasons and needs for stakeholders to attend
- Providing guidance in the overall design of the virtual meeting to ensure that elements of the virtual event meet the goals and needs of participants

Digital event support BLH offers, may also include at the client's request:

- Time zone management
- Assistance with determining whether live or recorded sessions are offered
- Guiding the selection of the best virtual conference software for making the event easily accessible to attendees
- Coordinating and designing registration and the website for the event
- Developing graphics and meeting materials designed around the "theme" selected by the client
- Managing the real time delivery of the event
- Providing coaching to speakers on lighting, audio and internet requirements
- Training participants on using the selected platform
- Allowing for a means by which attendees can participate in polls, chat, ask questions, etc.
- Measuring and evaluating the success of the event, as directed by the client, with regard to stated goals
- Preparing requested post-meeting reports
- Experience in supporting popular virtual meeting platforms such as Adobe Connect, GoToMeeting, Microsoft Teams, Zoom, and Mural; our staff have managed small meetings of up to 10 members up to large meetings comprised of over 300,000 attendees; BLH can setup virtual break-out room facilitation and online engagement of attendees

**BLH Virtual Events
By The Numbers**
More than 525 teleconferences,
webinars, and webcasts

PAST PERFORMANCE EXAMPLES

Agency for Healthcare Research and Quality Publications, Media, and Marketing		
Contracting Agency: U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality		NAICS Code: 541990
Contract Number: 75Q80119C00007	Contract Type: Time and Material	
Contract Value: \$17,047,496	Period of Performance: 08/15/2019 to 08/14/2024	
Contract Specialist: Tara Bertolini, (301) 427-1705 tara.bertolini@ahrq.hhs.gov	Contracting Officer Representative: Kristie Kiser, (301) 427-1246 kristie.kiser@ahrq.hhs.gov	

Brief Description: BLH provides communications support to the Agency for Healthcare Research and Quality (AHRQ) Office of Communications (OC). This work includes public affairs, media tracking, and marketing outreach through traditional and new media. We also provide editorial services that include content editing, copyediting, and formatting for AHRQ’s intramural and extramural research efforts.

Virtual Meeting Support: As requested by the client, BLH provides virtual event coordination to offer strategic communications support, marketing outreach and social media services to ensure the delivery of these services to as wide an audience of constituencies and stakeholders as possible.

National Cancer Institute Tobacco Control Research Branch Scientific and Technical Services Support		
Contracting Agency: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, Tobacco Control Research Branch		NAICS Code: 541990
Subcontract Number: HHSN261201700004I	Contract Type: Cost plus fixed fee	
Contract Value: \$3,611,803	Period of Performance: 09/01/2017 to 08/31/2022	
Contracting Officer: Linda Park, (240) 276-7655 linda.park@nih.hhs.gov	Contracting Officer’s Representative: Kristen Mangold, (240) 276-7052 kristen.mangold@nih.gov	

Brief Description: BLH supports the NCI Tobacco Control Research Branch (TCRB) mission to lead and collaborate on research and to disseminate evidence-based findings to prevent, treat, and control tobacco use. We gather information required for the development of scientific and technical monographs, reports and manuscripts, web content, and other materials that support decision making by policymakers and other key stakeholders or that are intended for the general public.

Virtual Meeting Support: BLH has provided virtual meeting support, as requested to underscore the mission of the NCI Tobacco Control Research Branch (TCRB) to lead and collaborate on research and to disseminate evidence-based findings to prevent, treat, and control tobacco use.

Office of Family Assistance Technical Assistance for Needy Families (TANF) Training and Technical Assistance		
Contracting Agency: U.S. Department of Health and Human Services, Administration for Children and Families, Office of Family Assistance		NAICS Code: 541611
Contract Number: HHSP2332015000961	Task Order: HHSP233370001T	Contract Type: Cost plus fixed fee
Contract Value: \$18,322,215		Period of Performance: 09/30/2016 to 09/29/2020
Contracting Officer: Ryan Collins, (301) 492-4685 ryan.collins@psc.hhs.gov	Contracting Officer Representative: James Butler, (202) 401-9284 james.butler@acf.hhs.gov	Federal Project Program Manager: Lisa Washington-Thomas, (202) 401-5141 washington-thomas@acf.hhs.gov

Brief Description: BLH delivers training and technical assistance, materials development and communications, website development and maintenance, and logistical support to state, tribal, and local Technical Assistance for Needy Families (TANF) programs and partners.

Virtual Meeting Support: BLH has provided support for more than sixty (60) virtual events. This support includes the coordination and management of webinars and webcasts to make available trainings, updates on priorities and goals, and the dissemination of important programmatic information to grantees, administrators, and staff.

Office of Child Care Child Care Communications Management Center Logistics Support	
Contracting Agency: U.S. Department of Health and Human Services, Administration for Children and Families, Office of Child Care	
NAICS Code: 541611	
Contract Number: HHSP233201700060C (Subcontractor)	Contract Type: Cost plus fixed fee
Contract Value: \$3,694,427	Period of Performance: 09/30/2017 to 09/29/2022
Prime's Government Contracting Officer: Ginger Lease, (301) 492-4645 ginger.lease@psc.hhs.gov	Sub-contract Contracting Officer: Laura Morella, (301) 798-7188 lmorella@thebizzellgroup.com
Contracting Officer's Representative: Ginny Gipp, (202) 205-9478 ginny.gipp@acf.hhs.gov	Alternate Contracting Officer's Representative: Patricia Haley, (202) 401-5098 patricia.haley@acf.hhs.gov

Brief Description: BLH provides logistics, communications, and technical assistance support to state, Tribal, and local grantees through multiple communications channels; website design, maintenance, and updates; website metrics analysis, social media strategy; development of mobile applications; and coordination of virtual and in-person meetings.

Virtual Meeting Support: BLH has provided support for in excess of 450 virtual events from 2009 to the present. This support has included the coordination of webinars, webcasts, and other virtual events for up to 1,000 participants.

CONCLUSION

BLH has the proven experience, capabilities, and talented staff to develop and implement virtual meeting strategies that provide for communication and coordination in designing the virtual event, develop materials and web content that incorporate the client's theme, and most importantly launch, manage, conduct, and evaluate the virtual event.

BLH has earned a reputation for providing outstanding customer service to our Federal clients, regardless of the situation. Our staff is fully prepared to provide rapid responses to changes in

programs and unanticipated events (e.g., less than one hour's notice to accommodate a change in speakers). As an example of our flexibility, following the award of a contract for which the Federal agency had issued a stop work order, BLH convened a conference for more than 650 attendees with less than 6 weeks of lead time. We were able to successfully, create a registration website, provide virtual meeting capabilities and design and produce all print and electronic meeting materials within the available time.

We bring an exceptional record of performance with our Federal clients, achieved through the diligence of our staff, excellent leadership, and culture of providing the best solutions for our clients at all times. Having accomplished the successful delivery of more than 40 NIHCATS task orders between 2012 to the present, we are well-positioned to provide the expertise needed for the success of NIHCATS III Virtual Meetings.



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