REQUEST FOR PROPOSAL

RFP Number: 851144-RFP-01
Project Title: Technical Writer - Pediatric Public Health Partnership on FASDs
Application Deadline 11:59 pm CST: February 7, 2020
Proposals must be emailed to: 385RFP@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: January 24, 2020
Responses to questions will post on: January 28, 2020

BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns.

STATEMENT OF PURPOSE

Prenatal exposure to alcohol is the leading preventable cause of birth defects, intellectual disability, and neurodevelopmental disorders. The term Fetal Alcohol Spectrum Disorders (FASD) is used to define the spectrum of physical, mental, behavioral and/or learning disabilities that can result from prenatal alcohol exposure. The most commonly occuring of the FASDs are characterized by neurobehavioral and neurodevelopmental impairments. The most commonly known condition, fetal alcohol syndrome (FAS), is one of the most complex outcomes of drinking alcohol during pregnancy.

Through a cooperative agreement between the AAP and the National Center on Birth Defects and Developmental Disabilities of the Centers for Disease Control and Prevention (CDC), the AAP seeks to update and to enhance the FASD Toolkit, a comprehensive online resource for the care of children with a FASD in the medical home. Proposals are being accepted for a Technical Writer Consultant (the consultant) who has the requisite experience to update the AAP FASD Toolkit.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The goals of the Toolkit revisions are to enhance readability, clarity, the accessibility of frequently used resources, and search engine optimization, as well as update content into action-oriented language where applicable. The consultant will work collaboratively with AAP FASD Program staff and a group of 3-4 FASD Subject Matter Experts (SMEs) to revise current Toolkit content and develop new educational and medical content based on recently published resources. Using the AAP clinical reports "Fetal Alcohol Spectrum Disorders" and "The Role of Integrated Care in a Medical Home for Patients With a FASD," the 2017 FASD Toolkit Evaluation Report, and other resources as guidance, the consultant will revise 4 sections (25-30 pages) of the Toolkit. The consultant will participate in 5-8 conference calls each taking approximately 60-90 minutes with AAP FASD program staff to review and discuss content edits, and collaborate with the SMEs, whose role will be
to review content for medical accuracy, via email. Additional 30-60 minute conference calls to discuss revisions with the SMEs may be scheduled on an as-needed basis.

**SCHEDULE OF DELIVERABLES**

1. Review current Toolkit (www.aap.org/FASD) and relevant source materials such as AAP FASD clinical reports and other resources that are anticipated to be integrated into the revised toolkit.
2. Collaborate with AAP FASD Program staff to develop a framework for the Toolkit and timeline for revisions.
3. Develop page content to support the new framework for the Toolkit to revise or replace the following:
   a. About FASDs
   b. Identification, Diagnosis, and Referral
   c. Patient Management
   d. Practice Management
4. Facilitate or participate in 5-8 conference calls with FASD program staff to discuss Toolkit sections, proposed changes to content, and review edits. As necessary, work directly with SMEs to clarify and revise proposed edits.
5. Finalize content revisions with AAP FASD Program staff and SMEs (up to 3 rounds of revision).

Schedule of Deliverables

1. February 2020
   a. Introduction and orientation meeting, approximately 60-90 minutes, with AAP FASD Program staff
   b. Participate in 60 minute conference call with AAP FASD Program staff and SMEs to review project overview, Toolkit review process, and timeline
2. March 2020
   a. Participate in monthly conference call, approximately 60-90 minutes, with AAP FASD Program staff to review and discuss edits to section(s) outlined in project timeline
   b. Submit content for SMEs review
3. April 2020
   a. Participate in conference call, approximately 60-90 minutes, with AAP FASD Program staff to review and discuss edits to section(s) outlined in project timeline
   b. Submit content for SMEs review
   c. Publish revised and finalized content as completed
4. May 2020
   a. Participate in conference call, approximately 60-90 minutes, with AAP FASD Program staff to review and discuss edits to section(s) outlined in project timeline
   b. Submit content for SMEs review
   c. Publish revised and finalized content as completed
5. June 2020
   a. Participate in conference call, approximately 60-90 minutes, with AAP FASD Program staff to review and discuss edits to section(s) outlined in project timeline
   b. Submit content for SMEs review
   c. Publish revised and finalized content as completed
5. July 2020
   a. Finalize and submit revised content

**MANDATORY QUALIFICATIONS**

1. Name and contact information
2. Experience and qualifications (bio sketch or CV)
   a. Minimum 5 years experience in medical/technical writing and 3 years experience writing for the web
3. Proposal that responds to the scope of work with details about the approach to tasks and timeline
4. Up to three references (name, phone number/contact information for individuals/organizations who have
been your client in the last 3 months)

5. Budget estimate and cost of services with anticipated level of effort should be submitted as follows:
   a. Estimate of total number of hours and billing rate per hour for conference calls with AAP staff and SMEs,
   background work to become familiar with FASD subject matter, and 2-3 rounds of revisions to FASD Toolkit
   content
      i. Alternatively, the budget estimate may be submitted as indicated above for conference calls and
   background work to become familiar with FASDs, but with a billing rate per word or page for 2-3 rounds of
   revisions to FASD Toolkit content

6. Work Samples

7. Note: Preference will be given to consultants with demonstrated success writing for the web and translating
   complex medical language into easily understood and digestible content

**CONTRACTUAL ARRANGEMENTS**

Once approved, the selected applicant will abide by the terms and conditions outlined in the final letter of the
agreement accepted and signed by both parties.

Period of performance: The term of the Agreement will commence upon the acceptance of the selected
applicant on or about February 10, 2020 until July 31, 2020.

Payment arrangements: Payment will be made as soon as is reasonably practicable upon completion of
deliverables to the Academy’s satisfaction and receipt of an invoice describing the services rendered. Final
invoice should be marked FINAL and submitted within 60 days of completion of the contract.

Cancellation Provisions: The Academy may terminate the Agreement at any time prior to the end of the term in
the event the Consultant is unable to or unwilling to perform the services or in the event of a material breach of
any of the Consultant's other covenants or representations under the Agreement.

**EVALUATION CRITERIA**

The consultant will be selected based on work samples provided and knowledge and experience with technical
writing and writing for the web. Previous experience working in the topic area of FASDs is highly desired.

**RETENTION OF RECORDS**

Information related to the resulting contract must be retained for at least three years after the end of the
contract and must be available for examination by authorized representatives of the AAP and the grantor
(federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government
Accountability Office or nonfederal entity providing funding for the project).

**RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY**

The AAP reserves the right to reject any and all proposals submitted and to request additional information from
all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and
determined in accordance with the laws of the State of Illinois applicable to contracts made and to be
performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules,
and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or
potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or
acquired through the applicant’s participation in this RFP.

**CONTACT INFORMATION**

American Academy of Pediatrics
COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.

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CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS  ☐ YES  ☐ NO

BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA  ☐ YES  ☐ NO

BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS  ☐ YES  ☐ NO
(Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)

CURRENT OR PREVIOUS CONTRACTS WITH AAP  ☐ YES  ☐ NO
If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.

CERTIFICATION OF ELIGIBILITY

By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

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