

Overview Information	
Funding Opportunity Title	Communication Support for the Precision Medicine Initiative® Research Programs at NIH http://www.nih.gov/sites/default/files/research-training/initiatives/pmi/20151116-pmi-comms-ota-sow.pdf
Funding Opportunity Number	OT-PM-16-002
Participating Organization	National Institutes of Health (NIH)
Components of Participating Organizations	This funding opportunity is developed as a part of the Precision Medicine Initiative® Research Programs at NIH through the NIH Common Fund . The funding opportunity will be administered by the National Center for Advancing Translational Sciences (NCATS) on behalf of the NIH.
Announcement Type	New
Related Notices	NOT-OD-15-159 Precision Medicine Initiative Cohort Program Recommendations Issued and Accepted OT-PM-16-001 Precision Medicine Initiative® Cohort Program Direct Volunteers Pilot Studies RFA-PM-16-001 Precision Medicine Initiative® Cohort Program Coordinating Center (U2C) RFA-PM-16-002 Precision Medicine Initiative® Cohort Program Healthcare Provider Organization Enrollment Centers (UG3/UH3) RFA-PM-16-003 Precision Medicine Initiative® Cohort Program Participant Technologies Center (U24) RFA-PM-16-004 Precision Medicine Initiative® Cohort Program Biobank (U24)
Funding Opportunity Purpose	The purpose of this funding opportunity is to provide comprehensive communications support for the development and initiation of the Precision Medicine Initiative® research programs at the NIH, particularly the PMI Cohort Program. The goal of the PMI is to pioneer new models of participant engaged research that promise to accelerate biomedical discoveries and provide clinicians, individuals, families, and communities with new tools, knowledge, and therapies to select which preventions and treatments will work best for which people. The award made through this announcement will support communication efforts for the PMI research programs at NIH, with particular emphasis on the PMI Cohort Program, including communications planning, message and visual identity development, and collection and analysis of evaluation metrics. It also involves outreach through a variety of strategies and platforms for the PMI Cohort Program to put the full body of NIH PMI research program efforts into context.
Funding Instrument	Other Transaction (OT) award: A mechanism that is not a grant, contract

	or cooperative agreement.
Funds Available	Actual amounts will depend on funds available.
Anticipated Number of Awards	NIH intends to fund one (1) award in FY2016.
Key Dates	
Award Project Period	The total project period will be two (2) years.
Post Date	November 17, 2015
Application Due Date	December 22, 2015
Scientific/Technical Review Date	Review will be conducted immediately upon receipt of applications.
Award Timeline	Award will be made upon selection and award negotiation.
Application Instructions	
Required Application Instructions	<p>Organizations may submit multiple applications. However, each application must address and integrate all task areas. Applications shall include sufficient detail to allow the Government to assess the applicant's capabilities to provide the requested services.</p> <p>Applications should include the following within the total application package not exceeding 25 pages:</p> <ul style="list-style-type: none"> • Technical Approach: Not to exceed 15 pages • Past Performance (Corporate/Organizational experience related to the solicitation): Not to exceed 5 pages • Key Personnel (Applicants should provide brief biosketches of key personnel): Not to exceed 3 pages. Each application must identify a Program Director/Principal Investigator. • Cost Proposal: Applicants should build a milestone driven, cost allocated plan for proposal. Cost models can be cost-sharing, fixed price, adjustable (cost reimbursable), or a hybrid approach: Not to exceed 2 pages. <p>Applicants should familiarize themselves with the report of the PMI Working Group to the Advisory Committee to the Director entitled The Precision Medicine Initiative Cohort Program – Building a Research Foundation for 21st Century Medicine and with the NCI's resources on PMI for Oncology.</p>
Instructions for Application Submission	Applications should be submitted in an email attachment in PDF (Adobe) format to Ms. Irene Haas, PMI Cohort Program Agreements Officer, at PMICPFOAInquiries@mail.nih.gov . Applications must be submitted via email and by an authorized organization representative. Paper applications will not be accepted.

Eligibility Information	
Eligible Applicants	<p>Higher Education Institutions</p> <ul style="list-style-type: none"> • Public/State Controlled Institutions of Higher Education • Private Institutions of Higher Education <p>The following types of Higher Education Institutions are always encouraged to apply for NIH support as Public or Private Institutions of Higher Education:</p> <ul style="list-style-type: none"> ○ Hispanic-serving Institutions ○ Historically Black Colleges and Universities (HBCUs) ○ Tribally Controlled Colleges and Universities (TCCUs) ○ Alaska Native and Native Hawaiian Serving Institutions ○ Asian American Native American Pacific Islander Serving Institutions (AANAPISIs) <p>Nonprofits Other Than Institutions of Higher Education</p> <ul style="list-style-type: none"> • Nonprofits with 501(c)(3) IRS Status (Other than Institutions of Higher Education) • Nonprofits without 501(c)(3) IRS Status (Other than Institutions of Higher Education) <p>For-Profit Organizations</p> <ul style="list-style-type: none"> • Small Businesses • For-Profit Organizations (Other than Small Businesses)
Foreign Institutions	<p>Non-domestic (non-U.S.) Entities (Foreign Institutions) are not eligible to apply.</p> <p>Non-domestic (non-U.S.) components of U.S. Organizations are not eligible to apply.</p>
Application Review	
Review Process	Applications will be evaluated for scientific, programmatic, and technical merit by an appropriate review group convened by the NIH Office of the Director, and will include federal reviewers.
Evaluation Process	<p>Reviewers will evaluate applications based on the following criteria.</p> <p>Technical Approach</p> <ul style="list-style-type: none"> • Past Performance • Key Personnel • Cost Proposal <p>Applications will not receive a written review summary.</p>
Questions Regarding this Solicitation	Questions may be submitted via email to Irene Haas, PMI Cohort Program Agreements Officer (NCATS) at

	PMICPFOAInquiries@mail.nih.gov
PMI Cohort Program Agreements Officer Contact	Ms. Irene Haas National Center for Advancing Translational Sciences (NCATS) Telephone: 301-827-2562 Email: PMICPFOAInquiries@mail.nih.gov
Authority	Other Transaction Awards will be made pursuant to current authorizing legislation.
PMI Cohort Program Other Transaction (OT) Award Policy Guide	Other Transaction awards are subject to the requirements of the <i>Other Transaction Award Policy Guide for the Precision Medicine Initiative® at NIH</i> . Applicants may review this policy guide, which will be available by Wednesday, November 18, 2015, by accessing: http://www.nih.gov/sites/default/files/research-training/initiatives/pmi/20151118-ot-award-policy-guide.pdf

Communication Support for the Precision Medicine Initiative® Research Programs at NIH

The National Institutes of Health (NIH) invites proposals for comprehensive communications support for its role in the Precision Medicine Initiative® (PMI).

Background

In his State of the Union Address on January 20, 2015, President Obama announced his intention to launch PMI “to bring us closer to curing diseases like cancer and diabetes, and to give all of us access to the personalized information we need to keep ourselves and our families healthier.” PMI will pioneer a new model of participant engaged research that promises to accelerate biomedical discoveries and provide clinicians, individuals, families, and communities with new tools, knowledge, and therapies to select which preventions and treatments will work best for which people.

NIH is responsible for the two research elements within the President’s Precision Medicine Initiative:

- \$130 million for development of a national research cohort—the PMI Cohort Program—of one million or more U.S. volunteers to propel our understanding of health and disease and set the foundation for a new way of doing research through engaged participants and open, responsible data sharing.
- \$70 million to the National Cancer Institute (NCI), part of NIH, for PMI for Oncology, aimed at scaling up efforts to identify genomic drivers in cancer and apply that knowledge in the development of more effective approaches to cancer treatment.

The PMI Cohort Program will provide the platform for expanding knowledge of precision medicine approaches and that will benefit the nation for many years to come across a wide range of health statuses and conditions. On September 17, 2015, the Precision Medicine Initiative Working Group of the Advisory Committee to the Director (ACD) presented a detailed framework for building the national research cohort in its report entitled [The Precision Medicine Initiative Cohort Program – Building a Research Foundation for 21st Century Medicine](#). The framework presented in the report was supported by the full ACD, and accepted by the NIH Director.

Through PMI for Oncology, NCI will accelerate the design and testing of effective, tailored treatments for cancer by expanding genetically based clinical cancer trials, exploring fundamental aspects of cancer biology, and establishing a national “cancer knowledge network” that will generate and share new knowledge to fuel scientific discovery and guide treatment decisions. For more information on PMI for Oncology, see <http://www.cancer.gov/research/key-initiatives/precision-medicine>.

Solicitation

To raise awareness of the NIH’s PMI research programs and scientific goals, the NIH requires the assistance of an expert and experienced communications organization to provide communications planning, message development, and outreach through a variety of strategies and platforms.

The scope of work includes communication efforts to put the full body of NIH PMI research program efforts in context, with particular focus on the PMI Cohort Program. Communications support for the NIH PMI research programs will be done in collaboration with other Federal entities as a part of the broader Precision Medicine Initiative.

Goals

The NIH envisions an iterative process to meet the following three goals:

- Increase engagement around the research components of the PMI
- Convey the value of precision medicine and participating in such research
- Develop consistent messaging that is effective at engaging the target audiences and can then be used by others to communicate about PMI

Target Audiences

The overall audience for PMI-supporting communications efforts will be the public at large, with special emphasis on key influencers, including community leaders, researchers, the scientific community, patient advocates, and various media segments.

Statement of Work to be Accomplished

Task 1. Communications Planning and Preparation

1.1 Develop a communications plan

Working with the NIH communications teams, the awardee shall develop a communications plan that includes key strategies, tactics, and milestones for the first 12 months. The communications plan should be a dynamic document that outlines methods to reach and engage various audience segments over time, addresses outreach to partner audiences, includes processes for ensuring synergy with specific components of PMI, and identifies metrics for evaluating impact.

Key elements of the plan should include—but not be limited to:

- Outreach and dissemination plan including identifying events and organizations to help reach a cross-section of the public, with particular attention to underserved and underrepresented groups and the organizations that represent them
- Web site promotion, including search engine optimization and content syndication
- Earned media campaign, including a variety of strategies for social media platforms. The awardee will draft media materials, including press releases and backgrounders, etc. and prepare multimedia materials including photographs, infographics, streaming video, podcasts, etc.
- Paid advertising campaign to reach both English and Spanish-speaking audiences, including suggested outlets, potential reach and budget, and mechanisms for measuring results (timing for paid advertising would follow the Cohort Program Direct Volunteers Pilot).

1.2. Develop key messages and visual identity

The awardee shall develop key messages for various audience segments and intermediary audiences as well as a visual identity, a unique look and feel, for the NIH PMI efforts. These messages and visuals should be tested with the audiences and modified as needed.

Task 2. Logistical and Media Support for Key PMI Cohort Program Activities and Events

It is anticipated that a number of Federal partners, as well as healthcare provider organizations (HPOs), will be involved in several key NIH PMI Cohort Program events that could range from the announcement of the Direct Volunteers pilot (see [OT-PM-16-001](#)), to a roll-out of the full implementation phase that might include announcing funding awards for HPOs, a coordinating center, and a biobank, as well as the initial recruitment of participants through HPOs and Federally Qualified Health Centers (FQHCs). Close collaboration with NIH Communications and various Federal partners will be required for any events that may be held. The awardee will need to be able to directly provide the following expertise/support:

- Event management and logistical support, as needed, for media and outreach events
- Media relations/outreach to reporters and outlets reaching broad and diverse audiences
- Communications support, as needed, for key NIH spokespeople, which could include message refinement, etc.
- Advertisement buying and placement, including coordinating all ad-buys and providing weekly reports of placement and results.
- Stakeholder engagement, including identifying and engaging a wide array of potential stakeholders from patient advocacy organizations, professional societies, Federal partners, and private sector partners. Engagement efforts may include in-person roundtable meetings, Web conferences, and Twitter chats and other social media efforts.

Task 3. Collection and analysis of evaluation metrics

Throughout the duration of the award, the communications team shall continually evaluate the impact of the various communications strategies and tactics employed. As it is often challenging to determine impact of specific efforts, it will be important to gather as many metrics as possible to evaluate the cumulative impact of all efforts together, while also identifying strengths and weaknesses in specific efforts, so that continual modifications can be made to the overall approach. Metrics may include—but are not limited to—media tracking and audits, website metrics, platform-specific social media data, usability testing data, etc. The awardee shall outline evaluation metrics to be used, analyze these metrics on an ongoing basis, and offer recommendations for modifications to the communications plan as needed.