

## STATEMENT OF WORK

### 1.0. BACKGROUND

1.1. Medical technological changes and advances are occurring with mind-boggling speed and frequency. In this environment, it is crucial that medical treatment facilities (MTF) stay abreast of the latest changes in treatment modalities and techniques. Unfortunately, with limited resources we can send only a small portion of our workforce to formal training programs each year. Paradoxically, this is typically reserved for the “high performers” or senior healthcare providers who, typically because of their experience level, need the training less than the other healthcare professionals in the facilities. The remainder of the workforce must identify time and have the initiative to develop their personal curriculum, which may depend on reading, on-the-job training, and other self-development efforts to stay current in their chosen profession.

Staying abreast of the latest changes in treatment modalities and techniques not only provides a healthcare environment that keeps the patients healthier, but it also helps mitigate risk inherent in the medical profession. A satellite education system enables a much larger percentage of our MTF workforce to receive technical and professional training on a regular basis.

1.2. Satellite based training and education systems (composed of hardware, software, and state-of-the-art education materials) are used by a large number of private and public hospital systems and offers a complete health care education system via satellite transmission and videotape programming. Programs are broadcast daily and are arranged in a modular curriculum format by a professional university staff. Many meet Joint Commission on Accreditation of Hospital Operations (JCAHO) educational requirements.

1.3. Healthcare professionals are required to receive certain levels of Continuing Education in order to maintain their licenses. Each discipline within healthcare has certain accrediting bodies that approve programs as being appropriate for the profession. All Continuing Education Programs which are the subject of this Statement of Work shall be current and accredited by the appropriate accrediting bodies as outlined herein. Some examples of these bodies are:

- Accreditation Council for Continuing Medical Education
- American Association for Respiratory Care
- American Health Information Management Association
- Accreditation Council for Continuing Medical Education
- American Society of Radiological Technologists
- Continuing Education Coordinating Board for Emergency Medical Services
- Certifying Board for Dietary Managers
- Dietary Managers Association
- American Nurses Credentialing Center
- American Council on Pharmaceutical Education
- American Dietetic Association

Each of the programs must be accredited for one full contact hour (at least) of Continuing Education within that discipline.

1.4. A satellite based education and training system integrates various modalities of multimedia training venues. The system, therefore, has the potential to save large amounts of travel and tuition dollars while providing state-of-the-art training to all functional areas of our MTF. The funding is a true savings by shifting the current expenses from travel and tuition fees that support relatively few members of the healthcare provider network, to an education system that services literally all members of our healthcare community. It also provides smaller MTF and clinics with the opportunity to provide training that is currently not available to them. By providing training on-site, we not only save the travel and tuition fees, but also by maintaining the technical acumen of the staff, potential litigation fees are reduced.

## 2.0. SCOPE OF WORK.

The Contractor shall be responsible for providing fully accredited satellite Continuing Education Programming on the basis outlined herein. All programs shall receive the accredited status by the appropriate accrediting bodies, with examples referenced in paragraph 1.3, and must meet either Continuing Medical Education (CME) or JCAHO educational requirements. Contractor shall advise the MTF as additional accreditation opportunities become available.

Contractor must also provide Patient Education and Wellness and Patient Entertainment Programming on the basis outlined below.

### 2.1. PROGRAMMING SERVICES.

2.1.1. Contractor's Continuing Education Programming must include coverage of all major hospital staff elements: Administration, Physician, Nurses, Nurse Aide, Medical Records, Medical Technology, Pharmacy, Physical Therapy, Physicians Assistant, Respiratory Therapy, Occupational Therapy, Emergency Medical Technicians, Social Work, Housekeeping, and Maintenance. Each program shall be accredited at 1.0 Contact Hour minimum, by a nationally recognized accreditation body. Initial programming shall consist of 15 accredited programs. Immediately after viewing programs either live or on videotape, viewers shall be able to take a post-test to receive CEU credits. The viewer must have the option to take the post-test via the Internet, as described below immediately after viewing the program.

2.1.1.1. CEU is defined as a Continuing Education Unit that has been issued in response to a healthcare professional participating in an accredited program and satisfactorily completing the post-test that accompanies each of the programs. Healthcare professionals must have the option to enter their test answers on the Internet, where the test is instantaneously graded and certificates are printed immediately. Healthcare professionals who wish to record their answers on paper must submit the test to the facility point of contact. The paper tests will be graded by contractor and credit is issued, along with a certificate issued by contractor, within six weeks of post-test submission.

2.1.1.2 Healthcare professionals must have the option to access confidential CEU records through the Internet whereby the Personal Continuing Education transcripts detailing the programs taken and credit earned are printed directly from the healthcare professional's computer. CE certificates for previous programs taken (to replace lost copies) must also be printable immediately from the Internet. The facility education point of contact, Program Administrator, is also allowed access to the records of all participating healthcare professionals to effortlessly maintain Human Resource Education files for JCAHO and to monitor usage of the program by individual or by separate disciplines.

2.1.2. Contractor's Patient Education and Wellness Programming must include programs such as: "At Time of Diagnosis" directed by former US Surgeon General C. Everett Koop, MD and "The Health Show" with health and wellness information. Patient Education and Wellness Programs must be new 30- minute programs which provide information to help meet Joint Commission (JCAHO) requirements. Contractor shall provide an initial videocassette library consisting of 40 Patient Education and Wellness programs.

2.1.3. Contractor's program must also include Patient Entertainment featuring recent, top flight motion pictures from studios including: Walt Disney Pictures, Paramount Pictures, Warner Bros., MGM, United Artists, Columbia Pictures, Universal Pictures, Touchstone Pictures, Sony Pictures, DreamWorks, and Miramax. Patient Entertainment Programming shall consist of at least 28 such recent, top-flight motion pictures, with seven pictures rotated out of the program and replaced by seven new pictures each quarter. All motion pictures must be appropriately selected and sensitively edited for hospital standards and patient enjoyment.

If Patient Entertainment Programming is not initially desired by any MTF, contractor must be able to deliver same at a later date on the basis as outlined in this paragraph 2.1.3. However, contractor must demonstrate its ability to provide such Patient Entertainment Programming to the contracting officer at the time of award.

## 2.2. CONTINUING EDUCATION PROGRAM FORMAT AND UPDATES.

2.2.1. Continuing Education Programming shall be updated with 15 new accredited programs every month. Each program must be accredited for a minimum of two years. Contractor must provide a program syllabus outlining the learning objectives as well as individual labels for each individual program cassette which lists the title, the discipline, the program number and the date on which accreditation expires. Further, each program shall be on a separate, clearly labeled cassette to facilitate subscribers having an organized video library of Continuing Education Programming.

## 2.3. MARKETING AND PROMOTION.

2.3.1. To maximize staff participation in the Continuing Education Programs, Contractor shall provide the following materials monthly to promote the program:

- Full color, 11x17 customized poster calendars listing the programs by discipline and the broadcast times to place within the facility (up to 50 posters at no additional cost).
- Schedules of the programs listed by discipline and the broadcast times to photocopy for mail distribution that may also be received electronically for uploading to MTF websites or sent via e-mail to participants.
- Cumulative library list of the programs in the MTF's Continuing Education Programming video library (for easy reference by participants of all programs available).
- Contractor shall also provide bulletin-board posters for Special Programs and training opportunities upon request (such as programs offered by the Centers for Disease Control, Mayo Clinic, and use of the Internet for testing) as well as a customized press release for the MTF newsletter or community newspaper to increase awareness among staff members and the community.

### 2.3.2 Patient Education and Patient Entertainment

Contractor will provide a quarterly Patient Program Guide and viewing schedule including broadcast times. This quarterly Patient Program Guide shall be designed especially for the MTF using the logo or crest, channel listing, mission statement and any special messages for the patients. Contractor will also provide available theatrical movie posters (i.e., one-sheets) for Patient Entertainment Programs upon request by each MTF.

### 2.3.3 Delivery of Marketing and Promotional Items

The contractor shall provide the syllabus outlined in paragraph 2.2 and the marketing and promotion materials outlined in paragraphs 2.3.1. and 2.3.2. to each MTF approximately two weeks prior to the start of each month's programming. All such syllabi and marketing and promotion materials shall be delivered to all domestic MTF's via a ground delivery service that provides Internet-based tracking.

## 2.4. INSTALLATION AND MAINTENANCE OF EQUIPMENT.

2.4.1 The contractor's fee will cover all costs of installing and servicing satellite receiving equipment (Equipment) to include the following: 1.8 meter satellite earth station (dish), one receiver/decoder, a signal processing device (switcher), up to 50 feet of coaxial cable connecting the dish to roof entry as well as up to 20 feet coaxial cable connecting installed receiver/decoder and switcher to the facility's Master Antenna Television System (MATV). Additional cable runs or any custom installation costs shall be borne by the individual MTF. It is the contractor's responsibility to obtain required approvals from local Facility Engineers prior to installation of the satellite dishes or any other equipment. The Facility Engineer shall determine the location of the Equipment to be installed by contractor.

The contractor will have available to the installation crew directly or on retainer, technical expertise to provide guidance on the installation of the satellite equipment if required. This technical expertise will be, at a minimum, an individual(s) with at least five-years of working experience in an acute care military medical treatment facility, degreed as a Biomedical and/or Electrical Engineer from an accredited university in the United States, and Registered as a Professional Engineer in at least one of the fifty United States. The availability of this technical expertise will be demonstrated and certified to the contract officer, prior to contract award.

2.4.2 Contractor shall replace the Equipment that it provides, at contractor's expense, due to failure or damage. This includes repair and replacement parts and labor.

2.4.3. Equipment shall be maintained and repaired by the contractor, who shall perform on-site maintenance as necessary. Contractor shall maintain on its staff at least two full-time employees to facilitate solving technical issues with the Equipment. These two individuals will have at least five years of satellite equipment or audio visual experience, and be available on a 24-hour basis via a toll-free telephone number.

Intensive maintenance, such as work on the receiving dish or the cabling, will be performed by the contractor only after the prior approval of the Audio Visual Manager or the Program Administrator at each MTF.

2.4.4. The contractor shall provide, install, and test the Equipment and train the MTF operators within 90 calendar days after award. The contractor shall identify in writing any requirements that cannot be met within the required 90-day delivery time.

2.4.5. The installation of Equipment by contractor shall comply with all Federal, State, and Local codes.

2.4.6. The contractor shall demonstrate by formal testing as described herein that a clean signal is being received at each subscribing MTF. An EB rating of at least 11.0 must be achieved at each MTF under normal weather conditions. The EB rating shall be determined from the status screen on the receiver/decoder.

## 2.5. ORIENTATION / TRAINING DAY.

At a time mutually agreed-upon with the MTF, Contractor will send an employee to each MTF to provide an on-site workshop of at least eight hours duration with department heads and staff of each MTF. During this workshop, contractor's employee shall introduce the Programs and ensure that all departments and staff understand how to achieve maximum participation in the Programs, and therefore the best results.

Topics to be covered include, among others, proper and effective use of contractor-provided marketing and promotional material to ensure maximum staff participation in the Programs, proper labeling of videocassettes, proper administration of the post-test program, the depth of contractor's customer services, and the manner in which each MTF can avail itself of contractor's Customer Service Department and communicate with contractor's Program Manager as outlined in paragraph 4.5.

## 3.0 GOVERNMENT FURNISHED EQUIPMENT, SPACE OR FACILITIES.

3.1 The MTF will furnish a minimum 10-ft. by 10-ft. space for installation of a satellite dish and will provide at least six rack spaces for installation of the necessary receivers, decoders, etc. Each MTF will also supply a television monitor, videocassette recorder, channel modulator(s) over the MATV, coaxial cable connecting the satellite cable at roof entry to the receiver, and any additional coaxial cable necessary to run the satellite signal through the facility's MATV. Each MTF will not move or alter the satellite equipment without prior approval of contractor.

## 4.0 SPECIFIC TASKS

4.1 The contractor shall provide, install, and maintain Equipment such that each MTF has continuous access to and use of all services broadcast over the contractor's television network as outlined in the marketing and promotional materials provided by the contractor pursuant to paragraph 2.3.

All Continuing Education Programs must be able to be recorded and replayed or shown at a later time. Continuing Education Programs must viewable by all major hospital functions including, but not limited to, medicine, nursing, patient education, laboratory, physical therapy, pharmacy, dietary, respiratory therapy, housekeeping, and other allied health areas.

4.2. The contractor shall provide all required registration applications along with other required material, and paper post-tests when requested (to participate in and receive credit for accredited continuing education program), on an ongoing basis and during the life of this agreement to each MTF in sufficient quantities to meet the needs of all participating employees. Contractor shall demonstrate to the contracting officer the ability to meet the requirements of this paragraph 4.2. prior to award. There shall be no separate application fees when registering for CME/CEU credits through the contractor.

4.3. The contractor shall conduct a telephonic postaward site survey prior to installation. The survey shall be conducted by the contractor's installation team with the facility's Audio Visual Manager or other designated individual to determine all installation requirements, including the exact location of the signal demarcation.

4.4. The Audio Visual Manager or other designated individual is the contact point for receipt of the service. The contact point for installation of the Equipment at each MTF will be determined by the MTF commander. Installation of Equipment and routing of necessary cabling will be coordinated with these individuals.

4.5. Contractor shall designate an individual as its Program Manager who will be the government's main point-of-contact. Additionally, contractor shall maintain a fully-staffed Customer Service Department available on a 24-hour a day basis to support the Program and to fulfill contractor's commitments outlined herein. Contractor shall provide a roster of all individuals required under this paragraph 4.5 to the Contracting Officer prior to the award.

#### 5.0. ADDITIONAL INFORMATION.

#### 5.1. ADDITIONAL SERVICE POINTS.

Any MTF reserves the right to purchase additional satellite receiving equipment on its own and at its cost, and add subscribers.

#### 5.2. PHYSICAL SECURITY.

Broadcast programs will be available to all employees of the MTF. The MTF is responsible for protecting and safeguarding the Equipment. Security will be the responsibility of the Audio Visual Manager or the Site Coordinator at each MTF.

#### 6.0. EXPERIENCE REQUIREMENTS OF CONTRACTOR.

The contractor shall have a demonstratable minimum of ten-years experience in each of the following areas:

1. Serving Health-care Facilities
2. Education or Entertainment Programming distribution
3. Providing services to the Federal Government

#### 7.0. NON-SATELLITE PROGRAMMING

Any domestic MTF can, at its option, decline the satellite delivery system and choose a video program instead. Further, overseas MTF's shall be served with a video program only. All such programs must be on individual cassettes, clearly labeled as outlined in paragraph 2.2.1.

In either case, the video program mentioned in this paragraph must meet all requirements in this Statement of Work regarding accreditation, updates, quantities, promotional materials, Internet testing, etc.

#### 8.0. WARRANTIES.

The contractor shall warrant the Equipment and the broadcast signal to be operational for the hours listed in the published program guides.

#### 9.0. OUTAGE CREDITS

The contractor shall supply outage credits for times when:

- a. The contractor is not able to broadcast a signal in accordance with the published program guide.
- b. The contractor's signal cannot be received or contains sufficient interference to preclude its effective use.

The situation in a. or b. above must exist for at least 48 continuous hours before outage credits apply.

Outage credits shall be in the form of additional programming provided at no charge at the end of the term of the Agreement.

#### 10.0. CANCELLATION.

The government reserves the right to cancel the services covered herein for a specific MTF if the contractor cannot obtain the necessary permits and/or site approvals necessary to install and maintain the Equipment, or deliver the agreed upon programming at the MTF.

#### 11.0. USE OF VIDEOTAPES AND CEU TESTING AFTER CONTRACT EXPIRATION OR CANCELLATION.

The government will retain the use of any staff or patient education programs recorded for a period of one year following expiration/cancellation of the contract. The contractor shall also process CEU post-tests for a period of one year following the contract expiration/cancellation. The contractor will bill the MTF for this service on a semi-annual basis, based on previous year's usage or actual usage, whichever is greater.