Media Monitoring Services
Request For Information/Sources Sought
FDA-14-1128280

This Sources Sought/Request for Information (RFI) is being issued in accordance with Federal Acquisition Regulation Part 10, Market Research. It is for information, planning, and market research purposes only and shall not be construed as either a solicitation or obligation on the part of the Food and Drug Administration (FDA) or its Centers. The purpose of this RFI is to help the FDA understand the industry best practices, technical solutions, and sources capable of providing the full range of requirements described in this RFI. FDA will use this market research information to assess the market's capability to successfully meet FDA's requirement for media monitoring services.

OBJECTIVE:
The FDA requires procure a subscription service to manage and monitor traditional and social media service; to streamline management and monitoring of multiple media platforms. The service will:

1. Monitor and measure the message reach and sentiment in real-time

2. Gain access to the message impact to the geographic area, determine influencers and create analytics to better target the outreach of public health messages to various audiences

3. Monitor mass media content overall and social media conversations to target communication and address information gaps

Questions

1. Are the requirements/technical capabilities clearly defined? If not, what information needs to be added and/or reworded?

2. Do you have any questions, findings, or thoughts about the SOW that you wish to share with FDA?

RESPONSES:
Responses to this notice shall be limited to ten (10) pages (excluding marketing literature and/or technical data sheets) and must include:

1. Organization name.
2. Telephone number and e-mail address of a point of contact having the authority and knowledge to clarify responses with Government representatives.
3. Name, title, telephone number and e-mail addresses of individuals who can verify the demonstrated technical capabilities identified in the responses.
4. Commercial pricing list or other pricing information.
5. Customary practices, including warranty, discounts, contract type under which commercial sales of the products or services are made.
6. Any questions concerning the FDA's requirements for the TDA Solution software.
7. To ascertain if the system is commercially available, deployed and proven; a listing of other organizations that have implemented the interested party's system.

8. Appropriate NAICS code.
9. DUNS number, CAGE code, Tax Identification Number and company structure (corporation, LLC, partnership, joint venture, etc.).
10. Proof of active registration in the Central Contractor Registry (CCR).
11. Identification of the available contract vehicles, such as: GSA Federal Supply Schedules (schedule/contract number and appropriate Special Item Numbers) or other GWAC vehicles by Agency and contract number.
12. Please provide documentation of the size of your business. If you are classified as a small business, HubZone small business, Service Disabled Veteran Owned Small Business, Woman-owned small business and/or 8(a) certified small business, please provide a detailed capability statement, focusing on your firm's proven ability to provide the requirements. Additionally, please demonstrate your firm's capability to meet the requirements of FAR 52.219-14, Limitations on Subcontracting.

Acknowledgment of receipt of responses will not be made, nor will respondents be notified of the outcome of the FDA's review of the information received. Additionally, the FDA does not intend to hold discussions concerning this RFI with any interested parties. This request is not to be construed as a commitment on the part of the Government to award a contract, nor does the Government intend to pay for any information submitted as a result of this request. The Government will not reimburse respondents for any cost associated with submission of the information being requested or reimburse expenses incurred to interested parties for responses to this announcement. However, FDA reserves the right to contact one or more of the respondents if additional information is required or to request demonstrations of available systems.

Responses to this announcement will not be returned, nor will there be any ensuing discussions or debriefings of any responses. However, information obtained as a result of this announcement may be reflected in the subsequent solicitation if issued. This announcement is Government market research and may result in revisions in both its requirements and its acquisition strategy based on industry responses. Respondents must submit a Capability Statement via e-mail to Syntoria L. Spencer at syntoria.spencer@fda.hhs.gov **later than 12:00PM Eastern Standard Time (EST), Wednesday, January 8, 2014** for consideration.

Media Monitoring Service
Statement of Work

Introduction:
FDA's Center for Drug Evaluation and Research, Office of Communications (OCOMM) is the center's focal point for communications activities aimed at the general public. OCOMM provides leadership and guidance for the communications activities to the center and the agency. The staff consists of communications professionals who specialize in media relations, digital and social media, writing, editing, graphic design, photography and video production.

OCOMM is responsible for issuing public communications on a variety of drug-related topics using traditional and social media dissemination channels. The ability to get an impression of the public awareness and see the impact of CDER public outreach will help provide better insight in order to communicate more effectively and provide timely content about information about drug-related topics to the public.

Objective:
The purpose of this solicitation is to procure a subscription service to manage and monitor traditional and social media service; to streamline management and monitoring of multiple media platforms. The service will:

1. Monitor and measure the message reach and sentiment in real-time

2. Gain access to the message impact to the geographic area, determine influencers and create analytics to better target the outreach of public health messages to various audiences

3. Monitor mass media content overall and social media conversations to target communication and address information gaps

Scope:
The purpose of this solicitation is to procure a subscription service to manage and monitor traditional and social media with the following salient functional characteristics and capabilities:

1. **General**

- The console(s) must be simply formatted and easy to use must include a simply formatted and easy to read console, which provides metrics and data for concurrent users. It must be compatible with Internet Explorer, Firefox, Safari, and Google Chrome; with increased capabilities as new tools are incorporated. The system must be accessible on any computer anywhere via a Website that does not require a download.
- Provides workflow from a dashboard
- Supports English language at a minimum. The offeror must list any additional languages supported.
- Data should be easily segmented and manipulated as needed. The software should provide all the aggregating for FDA to easily review, share, and analyze. All data, measurements, and metrics can be exported for advanced data analysis if needed.
- Archive Historical Data: Ninety (90) to 180 days days of immediate historical data is available, and long- range historical data is available upon request. Every month, historical data accrues in an unlimited archive which FDA will be able to access analyze, report, and export. As software(s) are to be hosted by the FDA, storage of archived data will ultimately be the responsibility of the Agency.

- Simple sharing of data: Copy FDA dashboard(s) to colleagues to show them data, etc.
- Ability to provides sentiment analysis of messages
- Must have the ability to search key words and phrases and the specific measurements and metrics that matter in the context, related to CDER messages or information

2. Technical Capabilities

- Must draw from multiple social media channels, including (but not limited to): blogs, forums, Twitter, social networking, etc.
- Must draw from mainstream media sources
- Must draw from photos, audio and video sources
- Must filter signal from noise at various degrees of sensitivity (i.e., allowing for no filtering, light filtering, moderate filtering, etc.) using evidence-based algorithms as the foundation of filtering levels and execution
- Provides users with the ability to forecast the anticipated necessary level of proactive communications required to help ensure messages and communications reach the intended target audiences
- Must draw from open source data sets, including, e-commerce sites (i.e., Amazon, drugstore.com, etc.),
- Must draw from proprietary data sets
- Must allow for data triangulation of data for retroactive, current, and proactive analyses and visualization
- Accommodates the development of leading indicators of message and communications successes
- Accommodates real-time evidence-based insights to allow for message and communications adjustments and modification as needed
- Must allow for 360□ view of message/communication delivery ecosystem
- Must allow for deep dive analyses of specific data points
- Must allow for network assessment of specific data points
- Must allow for network, nodal analyses of communications channels, influencers, propagators, etc.
- Provides capability to tailor functionality to allow for filtering to include/exclude base information and allow for hypotheses generation and testing
- Must dynamically filter across multiple data dimensions for rapid causal analysis
- Must send triggered alerts based on custom configurable threshold limits
- Provides for export of source data (tweets, Facebook posts, blog posts, forum comments, etc.) either before or after filtering for off-line external analysis and data archiving
- Must contain a minimum of 20,000 terms in records searchable by a minimum of 100 simultaneous users on any given day

3. **Period of Performance**:
Subscription service shall be for a base year, with four (4) option years.

4. **Place of Performance**:
The Contractor may perform work for this contract at its own premises, on location or on a government site. If face-to-face meetings are requested either by the Government or by the Contractor, these meetings will occur at the Government's Hillandale or White Oak facilities. Otherwise, all business conducted between the Government and the Contractor will be conducted by phone or email.

5. **Software Training**:
   Must provide training on use of software subscription to end users on the OCOMM staff. One of the main purposes of the training is to assist OCOMM in deriving full benefit from this service.

6. **Technical Support:**
   Must provide standard technical support and software/service maintenance is required with the software package subscription. Technical support shall be available by phone during regular business hours. Responses to user questions must be provided within 24 hours of the call.

Delivery Timetable:

1. **Kick-off Meeting:**
   5 days after contract award

2. **Delivery of Subscription Services** to Designated OCOMM Users: following obtaining of any necessary licensing but no later than 1 month after contract award

3. **Delivery of Any Necessary Training** to OCOMM Staff: 5 days after service is made available to OCOMM users

Contractor Project Management:
The Contractor shall provide a project manager who shall be responsible for all Contractor work performed under this project. The project manager will be the single point of contact for the OCOMM PM. It is anticipated that the project manager shall be one of the senior level employees provided by the Contractor for this work effort. The name of the project manager, and the name(s) of any alternate(s) who shall act for the Contractor in the absence of the project manager, shall be provided to the Government as part of the contractor's proposal. During any absence of the project manager, only one alternate shall have full authority to act for the Contractor on all matters relating to work performed under this task order. The Contractor shall not replace the designated project manager without prior notification and approval from the Contracting Officer within 15 business days.

The Contractor's project manager shall be available to the OCOMM PM via telephone between the hours of 8:30AM and 4:30 PM EST Monday through Friday and shall respond to request(s) for discussion or resolution of technical problems within 48 hours of notification.

Other Qualified Personnel:
The Contractor shall provide qualified personnel to perform all requirements specified in this SOO.

Key Personnel:
Before replacing any Key personnel, the Contractor shall notify the Contracting Officer at least 15 business days in advance, submit written justification for replacement, and provide the resumes of any proposed substitute(s). All proposed substitutes shall possess qualifications equal to or superior to those of the Key personnel being replaced. The Contractor shall not replace Key personnel without Contracting Officer's approval. The Government may designate any additional positions as Key personnel at the time of award

Qualified Personnel:
The Contractor shall provide qualified personnel to perform all requirements specified in this SOW.

Employee Identification:
Contractor employees visiting Government facilities shall comply with all Government escort rules and requirements. All Contractor employees shall identify themselves as Contractors when their status is not readily apparent and display identification and visitor badges in plain view above the waist at all times.

Employee Conduct:
Contractor employees shall present a professional appearance at all times and their conduct shall not discredit the Government.

Removing Employees for Misconduct or Security Reasons:
The Government may, at its sole discretion, direct the Contractor to remove any Contractor employee from the Government facilities for misconduct or security reasons. Removal does not relieve the Contractor of the responsibility to continue providing the services required under any task order awarded. The Contracting Officer will provide the Contractor with a written explanation to support any request to remove an employee.

Conflict of Interest:
The Contractor shall not employ any person who is an employee of the United States Government if that employment would or would appear to cause a conflict of interest.

Contractor Conformance with Applicable Laws, Regulations, Policies, and Standards

The Contractor shall be responsible for knowledge of and compliance with all applicable federal laws, regulations, policies, and standards at the government-wide, HHS, and FDA levels. At the government-wide level, these include the Office of Management and Budget (OMB), National Institute of Standards and Technology (NIST), and General Accounting Office (GAO).

Target Audience:
The target audience is the public at-large and various segments of the population.

Specifications:
Best commercial practices shall be employed during the performance of this project.

Security/Privacy:
It is not anticipated that the Contractor will be exposed to sensitive Agency information or data. However, the Contractor agrees that all contract personnel will not divulge or release any information or data developed or obtained in connection with performance of this contract unless this information is made public by FDA or upon written approval by the PM. The Contractor shall develop a plan to protect the privacy of users who participate in any facet of this procurement. The Contractor will work closely with the PM to make sure there is a privacy plan in place for this procurement.

Government Property:
All materials and media developed in the course of this contract become the property of the U.S. Government. If for some reason, work under this contract is incomplete, all materials and media under development will be transferred to the OCOMM COR and PM. Similarly, at the conclusion

of this contract, all materials and media developed in the course of this contract shall be transferred to the OCOMM COR and PM.

Importance of Past Government Experience:
The Contractor must provide a portfolio of past government experience.

Section 508 Compliance:
The Contractor shall conform to all requisite HHS and FDA requirements for 508 compliance that apply. All final delivered applications must be compliant with requirements specified in Section 508 of the Federal Rehabilitation Act as amended in 1998.