

## CAPABILITIES STATEMENT

We are a registered [small business](#) based in Washington, DC and serving clients across the country since 1994.

### + CORE COMPETENCIES

**IMPACT MARKETING + COMMUNICATIONS** is a marketing and communications consulting firm offering a full suite of services. We are able to provide our clients with seamless support for their marketing and communications goals and guide them from ideation to execution. Our core competencies are listed below. A full list of our capabilities is available upon request.

#### COMMUNICATION

- + Synthesizing complex technical and medical information
- + Editorial writing and healthcare communication

#### MARKETING

- + Organizational and cause-related marketing and outreach
- + Social marketing

#### CREATIVE

- + Website development and graphic design
- + Photography and videography

#### STRATEGY

- + Social media strategy and execution
- + Audience analysis

#### TRAINING

- + TA manual and curricula development
- + Webinars and other Web-based education

“Impact is very good at adjusting their timelines to accommodate the government’s clearance process, even completing one project in half the time!”

#### KELLEY WELD

Project Officer, Health Resources and Services Administration

### + PAST PERFORMANCE

Impact has partnered with a vast range of federal and state agencies, nonprofits, and businesses, including the following:

- + U.S. Department of Health and Human Services, Health Resources and Services Administration:
  - > HIV/AIDS Bureau (20+ year client relationship)
  - > Special Projects of National Significance Program
  - > HRSA-CDC Project
- + White House
- + Centers for Medicaid & Medicare Services
- + New York City Dept. of Health
- + New York State Dept. of Health, National Quality Center
- + National Minority AIDS Council
- + W.K. Kellogg Foundation
- + National Alliance of State & Territorial AIDS Directors
- + AIDS United

Evaluations of Impact’s work for its federal clients can be found in the Contractor Performance Assessment Reporting System (CPARS) under contracts #HSH250200900041C and #HSH250201100024C.

## The Impact Advantage



#### CREATIVE PARTNERSHIP

We work to know your priorities, audiences, existing efforts, and long-term goals



#### BREADTH OF STAFF

In-house expertise across the marketing and communication skill set



#### RESEARCH-BASED APPROACH

Ensures that messages are on target



#### TAILORED-FIT TEAMS

Ensures every person is a strategic and effective fit to maximize results and efficiently use resources.



#### EXPERIENCE IN ACTION

We are a seasoned federal contractor with over 20 years of expertise translating complex topics to wide audiences and moving them to action

#### NAICS CODES

- 541613 Marketing Consulting Services
- 541611 Administrative Management & General Management Consulting Services
- 541618 Other Management Consulting Services
- 541990 All Other Professional, Scientific, & Technical Services
- 541820 Public Relations Agencies
- 519130 Internet Publishing and Broadcasting and Web Search Portals
- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541810 Advertising Agencies
- 541890 Other Services Related to Advertising
- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541519 Other Computer Related Services
- 541712 Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)
- 541720 Research and Development in the Social Sciences and Humanities
- 541922 Commercial Photography
- 512110 Motion Picture & Video Production
- 561410 Document Preparation Services

DUNS: 162006316

#### CONTACT

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## RELEVANT PROJECTS

### Integrating HIV Innovative Practices (IHIP) Project

*Health Resources and Services Administration's Special Projects of National Significance (SPNS)*

Impact launched a brand identity for the IHIP project and managed a prolific social media and dissemination strategy, garnering attention and cross-promotion across myriad federal agencies, national health associations, state and city health departments, and more.



#### TASKS

- + Analyzing findings from SPNS public health research projects
- + Synthesizing those findings into TA curricula, implementation manuals, Webinars, and other educational documents
- + Disseminating these training materials across the country
- + Performing extensive research and conducting expert interviews
- + Creating materials dedicated to helping HIV primary care providers implement best practices

To date, Impact has written dissemination products for IHIP on topics of:

- + integrating buprenorphine into primary care settings
- + engaging hard-to-reach-populations into care
- + establishing a jail linkage program
- + providing oral health care
- + hepatitis C treatment
- + treating women of color

#### RESULTS

This project has brought unprecedented attention to SPNS research:

- + The IHIP landing page is the highest-ranking page on the TARGET Center website, the Ryan White community's premier technical assistance center: [www.targetcenter.org/ihip](http://www.targetcenter.org/ihip). It receives three times more unique page views than even the TARGET Center home page.
- + Seventeen of the top 20 pages (ranked by unique page view) on the TARGET Center site are IHIP resources.
- + IHIP resources have been accessed across the United States and in 14 international countries
- + Nearly half of all visitors to the IHIP pages are repeat visitors, a testament to user satisfaction
- + More than 1,130 people have registered for IHIP Webinars, with an average of 103 registrants per Webinar

View our work for the IHIP project at [careacttarget.org/ihip](http://careacttarget.org/ihip) and read the case study at [ImpactMarketing.com](http://ImpactMarketing.com)

### HRSA CAREAction Newsletter Series

*Health Resources and Services Administration's HIV/AIDS Bureau*

Impact created over 100 research-intensive articles for the HRSA CAREAction newsletter series that address a gamut of public health topics:

- + **policies** like the Affordable Care Act and 340B Drug Pricing Program
- + **HIV comorbidities** such as mental illness and substance abuse
- + **social health strategies** including social media, data and health information technology, partnerships, and culturally competent care
- + **population-specific strategies** for youth, men who have sex with men, women, transgender people, Latinos, and immigrants
- + **coinfections** such as hepatitis C and tuberculosis
- + **federal priorities** such as the HIV Care Continuum, National HIV/AIDS Strategy, AIDS-free generation, and high-impact prevention

View these HRSA CAREAction newsletters:

[hab.hrsa.gov/deliverhivaidscares/careactionnewsletter.html](http://hab.hrsa.gov/deliverhivaidscares/careactionnewsletter.html)

### The White House Office of National AIDS Policy (ONAP)

Impact assisted the Office of National AIDS Policy (ONAP) with the creation of the first-ever **National HIV/AIDS Strategy**. We attended community forums held nationwide, reviewed meeting transcripts, and procured input via other ONAP outlets (e.g., synthesizing more than 5,200 online and hard-copy comments). Based on this information, we conducted a content analysis to determine overall themes and how they aligned with the President's primary goals. Impact drafted a report highlighting major findings, which has been widely distributed by the White House via the ONAP website and in print at major health hearings, medical and health care conferences, and press junkets. The report also was highlighted by the President during his speech about the Ryan White HIV/AIDS Program. The report was named "**Best Custom Publication**" by The Association for Women in Communications.

Read the report and a case study of our work for ONAP at

[ImpactMarketing.com](http://ImpactMarketing.com)