



Analytical and Technical Services Division (ATSD)

A Division of AFYA, Inc.

Making a Measurable Difference



Message from the President

The word “afya” means health, in Swahili. When I founded AFYA in 1991, my vision was to develop a firm that was dedicated to improving the the health and well being of underserved populations by eliminating health disparities.

As a researcher, I understand the vital importance of having access to well-documented, scientific data that can support programs that change the lives of all. Since AFYA received its first contract from the U.S. Department of Health and Human Services (HHS), our Analytical and Technical Services Division (ATSD) has grown to become a trusted partner of HHS. Our multi-disciplined and talented research staff address issues in the area of comparative effectiveness research (CER), mental health, substance use disorders, HIV/AIDS, homelessness, smoking cessation, and many other areas germane to public health. ATSD staff help ensure the availability of evidence-based research data; design, implement, and evaluate health communication and social marketing programs; train health professionals; and improve peer-to-peer collaboration and communication by providing focused technical assistance (TA) and training. They also design and implement culturally appropriate stakeholder outreach initiatives. I am proud to introduce to you the senior members of ATSD, who are making a measurable difference in the lives of so many Americans.

LEMONT E. JOYNER, M.S.P.H.
President



Michelle Bieber-Tregear, Ph.D.

SENIOR RESEARCH ASSOCIATE



Dr. Bieber-Tregear has 15 years of experience in evidence-based health services research, clinical guideline methodology and evaluation, health technology assessment, clinical writing, survey design, statistical analysis, and quality assurance. Dr. Bieber-Tregear formerly served for 7 years as a Program and Project Manager at the ECRI Institute, directing the Agency for Healthcare Research and Quality's (AHRQ's) National Guideline Clearinghouse™ (NGC), a searchable database of clinical practice guidelines. On this project, she managed complex project start-up activities; ensured adherence to schedules and budgets; and directed risk management, mitigation, and contingency planning. She also developed content for the NGC and the National Quality Measures Clearinghouse™ (NQMC) Web sites. Dr. Bieber-Tregear joined AFYA to direct a project that evaluated the NGC. She currently directs a multi-faceted task order on AFYA's Indefinite Delivery Indefinite Quantity (IDIQ) project with AHRQ

to conduct measurement studies for the Agency's six research portfolios, in support of AHRQ's "Performance Improvement Initiative." She also is serving as the Project Director for the AHRQ Knowledge Transfer IDIQ contract and task order manager for "Educating the Educators – Dissemination of Patient-Centered Outcomes Research to Health Educators. She previously directed an HHS/Program Support Center (PSC) contract to evaluate the implementation of the Multiple Chronic Conditions (MCC) Strategic Framework. Dr. Bieber-Tregear has been a reviewer for the journal *Vision Research* and has authored 16 scientific articles. She earned her Ph.D. in Psychology from the University of Colorado, Boulder; has completed Project Management Institute (PMI) certification classes; and is preparing for the Project Management Professional (PMP) exam.



Lola Oguntomilade, M.P.H.
ASSISTANT PROJECT DIRECTOR
PUBLIC HEALTH ANALYST



Lola Oguntomilade has expertise in cultural and linguistic competence (CLC) approaches to address disparities in healthcare. She is skilled in public health research, health promotion, and program planning and evaluation, particularly as they relate to the needs of vulnerable populations. Ms. Oguntomilade previously served as the onsite CLC Liaison on AFYA's "Eliminating Mental Health Disparities" (EMHD) project with the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Mental Health Services (CMHS). She was responsible for assisting CMHS leadership in integrating CLC practices into all aspects of program management, planning, and implementation. She has designed and delivered cross-cultural competence workshops on inter-cultural communication to researchers planning to work with diverse populations abroad. More recently, she served as Project Director on AFYA's project for the Office on Women's Health (OWH)/HHS, directing an "Environmental Scan of Current

Girl/Adolescent Health Activities." For 4 years at the Johns Hopkins University Center on Health Disparities Research, she coordinated activities related to international collaborations for global health disparities research initiatives. Ms. Oguntomilade also previously served as a Fellow/Public Health Analyst at the Maternal and Child Health Bureau (MCHB) at the Health Resources and Services Administration (HRSA), providing TA to grantees. She understands the various crosscutting issues that affect healthcare, including socio-economic, demographic, behavioral, cultural, political, and environmental factors. She earned her M.P.H. from The George Washington University, specializing in maternal and child health and women's health. She also has a B.S. in Nutritional Sciences from the University of Delaware.

Donna Lloyd-Kolkin, Ph.D.
SENIOR ADVISOR



Dr. Lloyd-Kolkin has more than 25 years of experience in the areas of health communication, health promotion, and social marketing. She currently provides health

communication advisory services to AFYA. Dr. Lloyd-Kolkin has managed her own consulting firm and worked as a Principal Associate at Abt Associates, Inc. (Abt). While with Abt, Dr. Lloyd-Kolkin directed health communication projects for SAMHSA, the Fogarty International Center/National Institutes for Health (NIH), and the Office of Disease Prevention and Health Promotion/HHS. She has conducted formative research and designed and delivered social marketing training for the Centers for Disease Control and Prevention (CDC); developed online newsletters for eHealth initiatives; and supported health communication projects for the U.S. Department of Education, the National Institute on Diabetes and Digestive and Kidney Diseases (NIDDK)/NIH, the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)/NIH, and the State of Maryland. Dr. Lloyd-Kolkin also has served as a Principal Investigator for State-funded social marketing campaigns for the California Department of Education and Department of Mental Health. She earned a Ph.D. in Communication Theory and Research from Stanford University, and she is currently an Assistant Professor at the Department of Communication at University of Maryland, University College.

Maxine Fuller, M.S.

SENIOR INSTRUCTIONAL DESIGNER GROUP FACILITATOR



Maxine Fuller has expertise in the areas of training systems design, development, testing, and delivery, combined with more than 20 years of experience in organizational development, strategic planning, and group facilitation. Ms. Fuller directed AFYA's partnership development training contract for CDC's National Center for Injury Prevention and Control (NCIPC). She worked closely with CDC personnel to develop and test training modules designed to improve the staff's ability to develop and implement effective outreach and partnership initiatives with key stakeholders. On ATSD's In-Service Training project for SAMHSA's Center for Substance Abuse Prevention (CSAP), Ms. Fuller trained senior staff to use the GROW Coaching Model and facilitated leadership retreats to help identify short- and long-term programmatic goals, objectives, and actions. Also for CSAP, she led workshops for Strategic Prevention Framework (SPF) leaders and community advocates and served as an instructional designer and

facilitator for the Prevention Fellowship Program. Her private sector clients have included Coca Cola Company, General Dynamic Land Systems, and Texaco, as well as associations such as the American Management Association (AMA). Ms. Fuller earned her M.S. in Personnel and Human Resource Management from The American University. She also holds a certificate in qualitative market research.

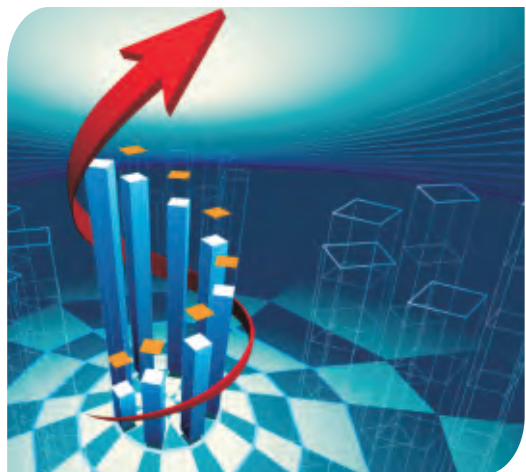
Craig Dearfield, M.A. **RESEARCH ANALYST**



Craig Dearfield is experienced in designing research and evaluation studies, collecting and analyzing evaluation data, and developing

evaluation reports. Mr. Dearfield provides research, evaluation, and data collection services for AFYA projects with AHRQ, SAMSHA, and the Administration for Children and Families' (ACF's) Office of Child Care (OCC). He currently provides research support for OCC TA to State child care subsidy administrations. Mr. Dearfield participates in TA and self-assessment site visits with State administrators across the country, and prepares reports and data collection instruments based on these

visits. He has also supported the development of policy briefs on the use of grants and contracts by States to expand child care coverage and the ways in which States can sustainably finance their child care programs. Mr. Dearfield has assisted with data analysis and measurement activities, supporting multiple AHRQ portfolios, the American Lung Association's (ALA) DC Tobacco Free Families Campaign (DCTFF), OWH's 5-year initiative on girls' health, and the National Cancer Institute's Center to Reduce Cancer Health Disparities Community Networks Program. Mr. Dearfield is a Ph.D. student in Sociology at Howard University. He earned an M.A. in Sociology from the University of Virginia and a B.A. in Communications from Virginia Polytechnic and State University.





Contract Vehicles for Accessing AFYA's Technical and Analytical Services

AFYA's clients have a range of IDIQ contract vehicles that they can use to access our research, evaluation, analytical, and health communication services. In several cases, the rates for our services have been pre-negotiated, helping to expedite the negotiation and award of a contract or task order.

AHRQ Educating the Educators – Dissemination of Patient-Centered Outcomes (PCOR) to Health Educators

AFYA was awarded a contract by AHRQ to develop and disseminate focused PCOR products and tools for use by clinicians and other health educators in shared decision-making with their patients and/or caregivers. Health educators serve a diverse range of patients (and caregivers) and are challenged to effectively communicate with individuals from diverse social, cultural, racial, economic, and linguistic backgrounds. To effectively communicate with their patients and patients' caregivers about their care options, clinicians and health educators must have culturally appropriate tools. Under this project, AFYA will create tools and materials to educate clinicians and other health educators across a wide range of health care disciplines about PCOR. AFYA also will create and implement an accredited train-the-trainer workshop and

a series of Web conferences to facilitate the dissemination of tools and knowledge about how to use PCOR products and tools with patients.

AHRQ Planning, Evaluation, and Analysis Task Order Contract (PEATOC)

AFYA is 1 of only 10 small businesses who serve as prime contractors under this IDIQ vehicle to conduct a range of health services research for AHRQ's 6 research portfolios. Our services include program evaluation, evaluation design studies, an array of performance measurement activities and strategic planning, health communication and stakeholder engagement, and management and organizational studies.

CDC Health Marketing Training and Consultation Services

AFYA is a prime contractor approved to provide a range of health communication, training, and social marketing

services under this Agency-wide, IDIQ, multiple award contract issued by CDC's National Center for Health Marketing. We have provided training and TA in the area of partnership development to staff within CDC's NCIPC.

CDC Health Communications and Marketing

AFYA is a subcontractor under Domain I, Creative Services, on this IDIQ contract with CDC. Under this contract, any center or office may secure services to help them design, develop, implement, and/or evaluate national health communication campaigns. AFYA was selected to provide services in the area of communication science and program planning, product development, consumer outreach, and meeting support.

Centers for Medicare and Medicaid Services (CMS) National Multimedia and Education Campaign and Grassroots Outreach

AFYA is a subcontractor under this IDIQ contract to fulfill CMS's ongoing needs for the design, production, and delivery of consumer-based communication programs, strategies, and materials. AFYA was selected based on our experience supporting events held as a part of CMS's Regional Education About Choices in Health (REACH) program. AFYA prepared culturally focused materials to help educate hard-to-reach populations about their Medicare and Medicare+Choice options.

General Services Administration (GSA) Schedule Contracts – Mission Oriented Business Integrated Services (MOBIS) and Advertising and Integrated Marketing Solutions (AIMS)

Under MOBIS, AFYA is approved to provide services under Special Item Numbers

(SINs) 874-1 (management consulting), 874-2 (meeting facilitation), and 874-3 (survey services). Under AIMS, we are approved to provide services under 541-3 (Web-based marketing); 541-4A (market research and analysis); 541-4D (conference, events, and trade show planning); and 541-4F (commercial art and graphic design services). We offer highly competitive, fixed labor rates under both schedules.

Program Support Center (PSC) HHS-Wide IDIQ Contract

AFYA is a prime contractor approved to provide a range of analytical services, including program assessments, evaluation studies, performance measurements, TA, and auxiliary or support services. Under this vehicle, we conducted a major environmental scan in the area of girl/adolescent health in support of the HHS/OWH to develop and implement a new, national wellness initiative for girls and adolescents. We conducted a

second project on the PSC contract to evaluate the implementation of the HHS MCC Strategic Framework.

SAMHSA Agency-Wide IDIQ Contract

This 10-domain contract is a complex vehicle, involving the provision of a range of technical and analytical services. AFYA is a pre-approved prime contractor on three of nine domains involving the provision of research and evaluation, health communication and marketing, and TA and training services. We are a subcontractor on an additional six domains, under which the services provided include statistical projects, policy formation and analysis, and analytical projects.



Other AFYA Services

Conference and meeting planning
Peer review management and support
Publications design and development
Graphic design services
Web site design and maintenance
Database design and maintenance

“Achieving Excellence Through Service”

For more information about AFYA and any of our services, contact:
Karen Feggans-James, M.S.W., Chief Operating Officer and Vice President,
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