



Capability Statement

<p>Executive Summary</p>	<p>PR Strategists, LLC is a small, woman-owned, minority-owned public relations company committed to utilizing communications as a catalyst to improving the health and well-being of our society. Founded in 2008, PR Strategists is headed by LaTonya Kittles Hendricks, a communicator with more than 20 years experience focused almost entirely on public relations, health communications, and social marketing for the National Institutes of Health (NIH). PR Strategists specializes in strategic communications planning, clinical trial recruitment, and multicultural outreach – providing information to help empower individuals to make informed decisions about their health.</p>				
<p>Benefits and Value</p>	<ul style="list-style-type: none"> ❖ NIH and government experience ❖ Extensive knowledge of communications in a health, science and policy environment ❖ Big, medium or small assignments 		<ul style="list-style-type: none"> ❖ Large communications firm experience ❖ Consultant flexibility, efficiency ❖ Cost-effective solutions ❖ Diversity (small, woman and minority-owned) 		
<p>Core Competencies</p>	<p>Strategic Communications Planning</p> <ul style="list-style-type: none"> ❖ Audience research and focus group delivery ❖ Situation analysis research ❖ Message development ❖ Partnership identification ❖ Writing and editing ❖ Program plan execution and evaluation <p>Multicultural Outreach</p> <ul style="list-style-type: none"> ❖ Plain language and literacy level appropriate materials development ❖ Partnership development ❖ Community-based outreach ❖ Minority media outreach 		<p>Clinical Trial Recruitment</p> <ul style="list-style-type: none"> ❖ Clinical trial launches and awareness building ❖ Patient identification ❖ Provider outreach ❖ Needs analysis ❖ Recruitment plan execution ❖ Outreach evaluation 		
<p>Past Performance and Relevant Projects</p>	<ul style="list-style-type: none"> ❖ Alliance for Nanotechnology in Cancer Pilot, NCI, NIH ❖ The Cancer Genome Atlas (TCGA) Pilot, NCI/NHGRI, NIH ❖ The Cancer Biomedical Informatics Grid, caBIG™ Pilot, NCI, NIH ❖ Office of Communications, Patient Recruitment, and Public Liaison, NIH Clinical Center ❖ Office of Communications & Education, NCI, NIH 		<ul style="list-style-type: none"> ❖ Office of Advocacy Relations, NCI, NIH ❖ National Institute of Nursing Research, NIH ❖ 5 A Day for Better Health Campaign, NCI, NIH ❖ Weight Control Information Network (WIN), NIDDK, NIH ❖ Diabetes Prevention Program, NIDDK, NIH ❖ Multicultural Adolescent Community Initiative (MACI), NCI, NIH ❖ GlycoMimetics, Inc. 		
<p>Certifications</p>	<ul style="list-style-type: none"> ❖ 8(a) Certified ❖ Woman-owned Business ❖ Minority-owned Business 		<ul style="list-style-type: none"> ❖ Maryland Small Business Reserve 		
<p>NAICS</p>	541820	541613	541611	541810	561410
<p>Others</p>	<p>DUNS Number: 827109120</p>				
<p>Contact Information</p>	<p>Website: www.prstrategists.com Phone: 443-283-7079</p>		<p>POC: LaTonya Kittles Hendricks E-mail: latonya.hendricks@prstrategists.com</p>		