

## Three Decades of Collaboration: **BETAH** Serves the National Institutes of Health (NIH)



BETAH Associates, Inc. (BETAH) has unparalleled experience with NIH and a knowledgeable team standing ready to translate medical and behavioral research into compelling products, messages, and events that enhance health, lengthen life, and reduce illness and disability.

BETAH is an award-winning company with a 35-year record of success in providing exceptional client experiences.

Since 1988, we have collaborated with clients to resolve challenges, engage communities, and create stories and experiences that inform and inspire. Our diverse team brings creativity, flexibility, and thought leadership to the NIH mission of communicating research-based health, medical, and scientific information. As a minority- and woman-owned small business, we advance the interests of government, private-sector, and nonprofit clients with communications and creative services, event management, training and technical assistance, peer review services, and professional support. **BETAH** has been recognized three times on Inc. Magazine's list of fastest growing companies nationwide.

WHO WE ARE: **EXPERIENCED HEALTH COMMUNICATORS**



## BETAH's work over 35 years has included support for 14 NIH Institutes and Offices:

- National Heart, Lung, and Blood Institute
- National Human Genome Research Institute
- National Institute on Aging
- National Institute on Alcohol Abuse and Alcoholism
- National Institute of Biomedical Imaging and Bioengineering
- National Institute of Dental and Craniofacial Research
- National Institute of Diabetes and Digestive and Kidney Diseases
- National Institute of Mental Health
- National Institute on Minority Health and Health Disparities
- National Institute of Neurological Disorders and Stroke
- National Institute of Nursing Research
- National Library of Medicine
- Office of Science Policy
- Office of the Director

Below are examples of services that attest to our NIH experience.

### National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

- Support services for the Weight-control Information Network
- Web content and publications development
- Marketing and promotion
- Health information database
- Meeting support and exhibit staffing at conferences, health fairs, and trade shows

### National Institute of Neurological Disorders and Stroke (NINDS)

- Logistics, travel, lodging, and registration management for scientific meetings
- Materials development
- Note-taking by a science writer
- Comprehensive meeting summaries and reports

### National Institute of Mental Health (NIMH)

- Event management and technical support services for more than 100 meetings
- Communications support services
- Writing, editing, and developing materials
- Crisis communications
- Continuity of operations planning

### National Institute on Minority Health and Health Disparities (NIMHD)

- Comprehensive meeting support for the Health Disparities Research Institute
- Travel and lodging for 54 scholars, 15 faculty
- Materials development
- Reimbursement processing

### National Institute of Nursing Research (NINR)

- Communications support services
- Palliative Care: Conversations Matter® campaign
- Literature review, message workshop
- Twitter chat
- Animation
- Family information kit development and distribution
- Radio media tour

### National Library of Medicine (NLM)

- Reference desk support staffed by librarians and information specialists
- Management of national health information database
- Record creation and editing for Health Hotlines database

BETAH means “trust and confidence,” which we build and maintain through client experiences that surpass expectations.

## CONTACT US

**DeJuan Price:** Senior Director of Business Development and Growth  
[dprice@betah.com](mailto:dprice@betah.com) 301.657.4254 ext. 123

**Michelle Graham:** Vice President of Client Experience  
[mgraham@betah.com](mailto:mgraham@betah.com) 240.293.2128

**Inc.  
5000**



Contract Holder  
Contract GS-00F-218CA

### Services We Offer

- Communications and Creative Services
- Conference and Event Management
- Training and Technical Assistance
- Peer Review Services
- Professional Support Services

### Vehicles to procure our wide range of services

- NIH Public Information and Communication Services II (PICS II)
- NIH Conference, Administrative, and Travel Services III (NIHCATS III)
- NIH Long-Term Administrative Support Contract (LTASC III)

### GSA Schedule

**Multiple Award Schedule Contract** GS-00F-218CA

- Marketing and Public Relations
- Business Administrative Services



199 E. Montgomery Ave, Suite 100, Rockville, MD 20850

