

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

## SERVICES WE OFFER

### COMMUNICATIONS AND CREATIVE SERVICES

- Communications Planning and Audience Research
- Digital Strategy and Social Media Management
- Campaign Development
- Branding
- Community Engagement
- Writing and Editing
- Graphic and Multi-media Design
- Web Design and Management
- Video and Audio Production
- 508 Compliance

### CONFERENCE AND EVENT MANAGEMENT

- In-person, Virtual, and Hybrid Meeting Support
- Site Selection and Contract Negotiation
- Program Design
- Speaker and Participant Management
- Event Marketing
- Travel and Logistics Coordination
- Reporting and Transcription
- Interpretation and Translation
- Registration (Onsite and Online)
- Evaluation and Post-event Services

### TRAINING AND TECHNICAL ASSISTANCE

- Program Design and Management
- Coordination, Facilitation and Delivery
- Grantee Support
- Needs Assessment
- Strategy and Materials Development
- Knowledge Base and Best Practices Development
- Virtual and In-person Delivery
- Subject Matter Expert Recruitment
- Outcome Monitoring and Analysis
- Technical Reporting

### PEER REVIEW SERVICES

- Policy and Operations Analysis
- Application Compliance
- Subject Matter Expert Recruitment
- Panel Assignments and Conflict-of-Interest Identification
- Virtual and In-person Meeting Management
- Administrative Services
- Technical and Summary Statement Writing
- Staff Augmentation
- Post-award Applicant Notifications
- Reviewer Support and Payments

### PROFESSIONAL SUPPORT SERVICES

- Program Management
- Staff Augmentation (Onsite and Remote)
- Project Coordination Delivery

## BETAH ASSOCIATES, INC. (BETAH)

An award-winning communications and professional services firm with a nearly 40-year record of success in providing exceptional client experiences. We are solutions- minded, inventive, passionate and accountable — and we believe in doing well by doing good. Our defining capabilities include communications and creative services, event management, training and technical assistance, peer review services and professional support. **BETAH** is a minority- and woman-owned small business that has been recognized three times on **Inc. Magazine's** list of fastest-growing companies nationwide.



**CUSTOMER SATISFACTION IS OUR NUMBER ONE GOAL.**  
OUR CLIENTS INCLUDE, BUT ARE NOT LIMITED TO:

BETAH.COM

✕ **Maryland Department of Health and Mental Hygiene**  
✕ **Montgomery County Department of Health and Human Services**  
✕ **U.S. Department of Health and Human Services**

- Administration for Children and Families
- Administration for Community Living
- Centers for Disease Control and Prevention
- Centers for Medicare & Medicaid Services
- Health Resources and Services Administration
- National Institutes of Health
- National Heart, Lung, and Blood Institute (NHLBI)

- National Human Genome Research Institute (NHGRI)
- National Institute of Biomedical Imaging and Bioengineering (NIBIB)
- National Institute of Dental and Craniofacial Research (NIDCR)
- National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
- National Institute of Mental Health (NIMH)
- National Institute of Neurological Disorders and Stroke (NINDS)
- National Institute of Nursing Research (NINR)
- National Institute on Aging (NIA)
- National Institute on Alcohol

- Abuse and Alcoholism (NIAAA)
- National Institute on Minority Health and Health Disparities (NIMHD)
- National Library of Medicine (NLM)
- Office of Science Policy (OSP)
- Office of the Director (OD)
- Office of Minority Health
- Office of Population Affairs

- ✕ **U.S. Department of Housing and Urban Development**
- ✕ **U.S. Department of Justice**
- ✕ **U.S. Department of the Navy**
- ✕ **U.S. Department of the Treasury**
- ✕ **UnitedHealth Group**



Contract Holder  
Contract GS-00F-218CA



Scan the QR code or visit [betah.com](http://betah.com) to learn more about our broad range of services.

## CONTACT US

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PROCURE OUR WIDE RANGE OF SERVICES VIA OUR GSA SCHEDULE AND IDIQ CONTRACT VEHICLES:

Unique Entity Number (UEI): G21QEMDHZJE4

Designation and Size:  
Woman-Owned Small Business (WOSB)

GSA Schedule  
Multiple Award Schedule Contract GS-00F-218CA  
Marketing and Public Relations  
Business Administrative Services

BPA and IDIQ Contract Vehicles

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

Select NAICS Codes

541611 Administrative Management & General Management Consulting  
541613 Marketing Consulting Services  
541810 Advertising Agencies  
541990 All Other Professional, Scientific, and Technical Services  
561920 Convention and Trade Show Organizers



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**BETAH**  
COMMUNICATIONS TRANSFORMED