

At-a-Glance: Established 2003 | 220+ employees | UEI: NNQUYPRG4KD5 | CAGE No. 3N5J3 | Secret FCL

Ripple Effect delivers award-winning, professional consulting and workforce solutions for federal, private, and non-profit clients to deliver some of the most crucial policies and programs that shape our nation.

Our **Work Smarter Promise** is more than just words—it's a guarantee. Your goals are met by leveraging our rigorous processes, intelligent technology, and the deep health, science, and research expertise of a diverse workforce. By working together, we solve complex, multi-disciplinary problems and build your organizational capacity for long-term success. *That's the Ripple Way.*

Capabilities

We strategically engage with your audiences through active listening and research to deliver clear, consistent, and relevant messages.

Communications Research

- Communications & Message Testing
- Customer Journey Mapping
- Digital & Media Analytics
- Market & Consumer Research

Communication Strategy

- Campaign Planning
- Communications Strategy & Action Plans
- Internal Communications & Change Management
- Message Development
- Social Media & Email Marketing

Conference & Events Services

- Event Registration & Publicity
- Exhibit Design & Management
- In-Person, Virtual & Hybrid Events
- Meeting Summaries & Analytics
- Pre-, On-Site & Post-Meeting Logistics
- Speaker Identification & Agenda Dev.
- Travel Services & Vendor Management

Content & Materials Development

- Collateral Development
- Digital Communications
- Editorial Review & Copy Editing
- Foreign Language Translation
- Instructional Design & E-Learning
- White Paper, Manuscript & Report Dev.

Creative Design Services

- Brand Strategy, Design & Compliance
- Data Visualizations & Infographics
- Illustration, Graphic Design & Layout
- Human Centered Design
- Web Design & User Experience
- Videography, Multimedia & Animation

Public & Media Relations

- Crisis Communications
- Media Analytics
- Media Strategy & Outreach
- Media Training
- Speechwriting, Op-Eds & Blogs

Our Multi-Disciplinary Difference

Our multi-disciplinary team provides a complete solution:

- **Program Management & Policy** – Strategic Planning; Value Proposition Development
- **Technical & Scientific Support** – Health & Science Writing; Access to SMEs
- **Research & Evaluation** – Focus Groups & In-Depth Interviews; Landscape Analysis & Literature Reviews
- **Digital Transformation** – UX/UI Design & Testing, Web Design & Interactive Content

Key Clients

Health & Life Sciences

- National Institutes of Health (NIH)
- Centers for Medicare & Medicaid Services (CMS)
- Agency for Healthcare Research and Quality (AHRQ)
- Various Non-Profits

Defense Health

- Defense Health Agency (DHA)
- Congressionally Directed Medical Research Programs (CDMRP)
- Army Medical Research and Development Command (MRDC)

Education

- ED Institute of Education Sciences (IES)
- NIH Office of Intramural Training & Education (OITE)

Commerce & Infrastructure

- Internal Revenue Service (IRS)
- GSA Public Buildings Service (PBS)
- NIH Office of Research Facilities (ORF)

How We Deliver Value

Stakeholder Engagement

Collaborating with stakeholders, communities, and technical experts to gain insights and deliver relevant solutions with cross-cultural awareness.

Capacity Building

Building organizational capacity by advancing policy and delivering efficient technical assistance, training, and process development.

Continuous Improvement

Enabling lifelong learning and performance optimization through retrospective analysis and quality measurement, uncovering the root of complex problems.

Evidence Building

Strengthening the evidence base through research, data collection, analysis, scholarly publications, and rigorous approaches.

Company Summary

Certifications

- Woman-Owned Small Business (WOSB)
- ISO 9001:2015 and CMMI Services Level 3
- Federalwide Assurance: FWA00033055
- CMMC Level 1 Self-Certified
- Pre-Award Compliant Accounting, EVM & Estimating Systems

Contract Vehicles

- GSA Multiple Award Schedule (MAS): 47QRAA22D008N; SINs: 541611, 541511, 541613, 541690, 541820, 541910, 561920
- Department of Educ. PRESTO 91990023D0043 (Cat 3, 4, 5)
- NIH BPA 75N98020A00061

Relevant NAICS Codes

- 513199 – All Other Publishers
- 541430 – Graphic Design Services
- 541613 – Marketing Consulting Services
- 541810 – Advertising Agencies
- 541820 – Public Relations Agencies

Full list: <http://rippleeffect.com/contractvehicles/>

Ripple Effect Communications, Inc.®

Contact Information

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Project Case Studies

CMS Health Care Payment – Learning and Action Network (HCPLAN)

Since 2015, Ripple Effect has provided communications, stakeholder convening, and event management services to the Health Care Payment Learning & Action Network (HCPLAN). Ripple Effect manages their three social media channels, developing high-quality content, including graphics, animations, and infographics. We developed two websites with interactive components that we continually populate, update, and maintain; run a stakeholder database that we brought from zero to more than 10,000 high-quality, engaged contacts; and develop multiple sub-campaigns on specific CMS efforts. We run a communicator-to-communicator initiative to amplify HCPLAN messaging and have produced and published a podcast available on all major audio/podcast streaming services.

CMS Office of Burden Reduction and Health Informatics (OBRHI)

Ripple Effect provides CMS OBRHI a wide range of internal and external communications support to help advance their efforts to reduce administrative burden and increase efficiency within the nation's healthcare delivery system. We conducted a landscape analysis of academic and other journals to help OBRHI understand *who* is researching and writing about topics pertinent to OBRHI's efforts and *how* they were writing about them. As part of this discovery process, we also conducted a series of in-depth interviews with OBRHI leadership and staff and associated analytic coding of the interviews to help OBRHI identify, build, and align messaging for the office that they can use to convey their purpose, values, and offerings in language that resonates with internal and external audiences. We also provide OBRHI comprehensive event support - planning, content, schedule/timeline, day-of, and post summary reports and analytics - for large scale 1,000-person conferences to a series of small listening sessions with thought leaders working to find solutions for streamlining healthcare delivery. We also help develop talking points for OBRHI leadership, prepare abstracts for speaking opportunities, and draft suggested director's message language for OBRHI's newsletter that reaches more than 60,000 subscribers.

IRS Tax Advocacy Service (TAS)

The IRS Taxpayer Advocacy Service (TAS) brought on Ripple Effect to develop a communication strategy to align all TAS messaging nationally and to educate taxpayers as to what TAS services are available to them as well as to strengthen the TAS "Your Voice at the IRS" brand. Our team assessed their current outreach materials and developed a plan to create a thorough, robust suite of new outreach materials, including presentations, flyers, and social reels and graphics for social media and branding campaigns. We provided guidance and methodology to continue to refine the user experience of the public-facing platforms, including developing user feedback testing for the TAS websites and digital products. Finally, we provided TAS with a step-by-step approach for how to reach out and engage with social media influencers.

Office for Human Research Protections (OHRP)

Over the past 8 years, Ripple Effect has supported the Office for Human Research Protections (OHRP) with a variety of visual and instructional design services. Our work has largely been focused on the 'About Research' section of the website for the Education and Outreach Division. Collaborating with the client, we helped launch this collection of public-facing educational materials, developing the initial branding and style guide, videos, fact sheets, and infographics. We continue to support this collection with the addition of new materials as needed. Another focus of our work for OHRP has been supporting their annual Exploratory Workshop, which includes branding, website design, and program layout.

GSA PBS Marketing & Communication

Ripple Effect has conducted listening sessions and gap analysis of communications policies, procedures, and guidelines. To strengthen the governance of PBS's communications program in coordination with central divisions in the General Services Administration (GSA) and across PBS's central offices, regions, and business lines, we developed a strategic communications and engagement plan. The plan established communications goals, key performance metrics (KPIs) to measure progress, a framework for assigning functional responsibility, and audience-specific engagement plans that included audience profiling and guidance for tailoring content. In addition, we conducted an evaluation of PBS's communications processes, capabilities, and impact, and a gap analysis of its strategies, guidance, policies, and implementation resources. We compiled evaluation results into a set of findings, best practices, and actionable recommendations for filling gaps and identifying opportunities for strengthening processes, changing staff communications practices, and achieving wider and deeper reach in target audiences.

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