



# Capability Statement

## At A Glance:

**ISSUES & ANSWERS NETWORK, INC.**

**DUNS #: 18-681-3200**

**GSA Contract #: GS-00F-178GA**

**Cage Code: 5H7K6**

### **NAICS Codes:**

541910 - Market Research &  
Analysis

541611 - Administrative  
Management & General  
Management Consulting

541613 - Marketing Consulting

### **SIN Code:**

541 4A - Market Research &  
Analysis

874\_1 - Integrated Consulting

541\_5 - Integrated Marketing

### **PCS Code:**

R422 - Market Research &  
Public Opinion Services

**Headquarters:** Virginia Beach, VA

**Call Centers :** Four U.S.-based

**Year Incorporated:** 1988

**State of Incorporation:** Virginia

### **Small Business Certifications:**

Federal Small Business Certified  
Veteran Owned

## Core Competencies:

- ◆ Services provided are desk research, questionnaire development, survey sampling and design, quantitative & qualitative data collection, project management, statistical analysis, data processing & tabulation, report development, and strategic planning and consulting
- ◆ Marketing research & consulting expertise with financial stability
- ◆ Multiple platforms for collecting data... computer assisted telephone interviewing, web surveys, direct mail surveys and focus groups
- ◆ Providing the answers, insight & guidance that our clients need in a timely and cost efficient manner

## Differentiators:

At Issues & Answers, we pride ourselves on research and consulting that improve all aspects of our clients' businesses. We have specialized teams who are experts in their specific area of focus. Two of our teams specializing in the health arena are our Healthcare Team and our People Analytics Team. Our Healthcare Team specializes in customer health, satisfaction and perception, while our People Analytics Team focuses on employee issues, such as engagement and satisfaction.

Issues & Answers has superior employee retention and team dedication. Your market research studies will benefit from the vast knowledge, experience and dedication on which we pride ourselves.

If needed, we are prepared financially and physically to increase both interviewing and office staff to ensure any and all of your timelines are met with the highest quality and most actionable results.

We are active members of several major professional organizations, including American Marketing Association, Insights Association, European Society of Marketing and Research, and Qualitative Research Consultants Association. These memberships keep us up-to-date with all federal regulations relating to survey data collection. We are also obliged to uphold the organizations' highest standards and their codes of ethics in every research study.



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**Past Performance:**

Issues & Answers has the experience, knowledge, staff and professionalism required to manage and execute projects in the sensitive medical and healthcare arena. We have conducted numerous medical and healthcare projects with state agencies, municipalities, universities, hospitals and pharmaceutical and insurance companies. These projects cover nearly every method of data collection (telephone interviews, web-based surveys, paper surveys, focus groups, and in-depth interviews) and vary in the type of data collected. Our medical projects include, but are not limited to, studies with physicians, surgeons, dentists, patients, caregivers and the general public. They include studies about diseases such as Shingles, Alzheimer's, Cancer, Multiple Sclerosis, Diabetes, HIV and HPV. Research associated with these projects varies from awareness of disease, interest in treatment or vaccine, vaccine / drug name testing, brochure testing, challenges of living with the disease and caring for one with the disease.

**LifeNet Health** - Issues and Answers has been working with LifeNet Health since 2009 on Customer Awareness and Perception Surveys. In 2015, we performed their first Customer Satisfaction Survey and July 2017 marks their second wave. The purpose of this survey is to gain feedback from customers on key operational areas in order to make actionable and specific improvements, which is critical to improving customers' experiences with LNH. In 2016, we also surveyed LifeNet's global distributors using a similar survey instrument.

**BRFSS\* Study for Kent County, Michigan** – Issues & Answers completed the BRFSS Survey for Kent County in 2014 and 2017. For this study, data collection and a full statistical report were performed. The BRFSS data were weighted to adjust for gender, age, and race, using the Kent County Census population distributions.

**Oregon BRFSS\* Study** - Issues & Answers has been conducting this statewide survey for Oregon since 2009. It encompasses the annual completion of approximately 8,200 telephone interviews and Asthma Call Back interviews. Interviews are conducted in English and Spanish.

**Massachusetts BRFSS\* Study** - We have conducted this study since 2014. The current survey encompasses the annual completion of a minimum of 10,000 interviews. Interviewing is geographically stratified with oversampling in major cities to allow for analysis at a local level. Interviews are conducted in English, Spanish and Portuguese.

**Oregon Medicaid BRFSS\* Survey** – Issues & Answers conducted more than 7,400 interviews between November 2014 and January 2015 with Medicaid recipients within the state. Sampling was stratified by Coordinated Care Organizations (CCO) to allow for weighting, so that aggregated statewide data, CCO and race/ethnic comparison analysis could be conducted. Interviews were conducted in Russian, Vietnamese, Spanish, and English.

\* BRFSS - The Behavioral Risk Factor Surveillance System (BRFSS) study is an ongoing, state-based telephone surveillance system supported by a state's Department of Health and the Centers for Disease Control and Prevention (CDC). Through a series of monthly telephone interviews, data are collected on the behaviors and conditions that place adults at risk for the chronic diseases, injuries, and preventable infectious diseases that are the leading causes of illness and death in the United States.