

# The Most Important Part of Communications - Listening.

Strategy

Engagement

Multimedia

Messaging

An organization cannot thrive in an information vacuum. A mature strategic communications strategy is the fulcrum for achieving mission goals by (1) establishing focus and priorities, (2) rallying all parts of the organization around a shared goal, (3) spurring cooperation and engagement, and (4) building partnerships with internal and external bodies that enable success. Our messaging capabilities are broad and include designing, developing, and executing full lifecycle strategic communications. This encompasses public affairs, executive supports, marketing, education and coaching, and stakeholder engagement and outreach. Knowesis leverages its own Strategic Communications Product Development Cycle to develop both technical and creative communications for federal agencies. Our approach creates quantifiable results in achieving operational goals for our clients, garnering significantly increased engagement among target audiences.

**Ready to take charge of your health?**  
Learn how with convenient, one-on-one, telephone coaching.

- 1 Discuss TLC with your health care team and ask for a referral.
- 2 Access a call from a TLC coach to assist.
- 3 Set your goals, make a plan, and work with your coach over a series of calls to help you stay on track.

**VA Healthcare because... #IServed**  
Register for a Women's Health Transition Training and learn about the health care services available to you as a Veteran.  
Snap the QR code or visit: [www.iserved.net](http://www.iserved.net)

**VA/DoD Clinical Practice GUIDELINES**  
**Managing Low Back Pain**  
Published November 2017

**Managing Low Back Pain**  
If you have low back pain, you are not alone. Nearly everyone at some point has back pain that interferes with work, routine activities, or fun. Back pain is one of the most common physical complaints. It is the fifth most common reason for health care provider visits. Fortunately, most low back pain goes away within a few days. Most of the time, low back pain can be managed with self-care. For those who have pain that takes longer to resolve or have chronic pain, your healthcare team has a variety of treatments and referrals. The good news is most people with chronic low back pain will not need surgery.

**Your Back at a Glance**  
Your back is an amazing part of your body made up of bones, muscles, nerves, ligaments and tendons. Your spine begins at your neck and goes down to your tailbone. Blocks of bone, called vertebrae, are stacked together to support your weight and protect your spinal cord. Between the vertebrae are the intervertebral discs. The discs are tough, flexible shock absorbers that cushion the vertebrae. Strong bands of tissue known as ligaments and tendons attach the vertebrae to each other and to the bones. All together, these tissues work in harmony; they make your back strong and you are able to move and bend without difficulty.

**Backward Stretch**

- Stand upright.
- Place your feet a shoulder-width apart.
- Place your hands on your lower back.
- Lean backward while keeping your neck straight.
- Lean further back until you feel a slight stretch in your back.

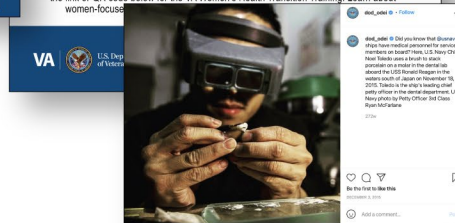
**Hold for a count of five.**

- Return to the upright position.
- Repeat three or four times.



**Did You Know?**  
VA provides a full spectrum of women's health care services, including primary, general medical, mental health, reproductive and maternity care. You may be eligible to use both TRICARE and VA health care when you retire.

**Women's Health Matters**  
If you are transitioning from active duty to the reserve components or to civilian life, register with the link or QR code below for the VA Women's Health Transition Training. [Learn about women-focused](#)



## Full Spectrum Capabilities

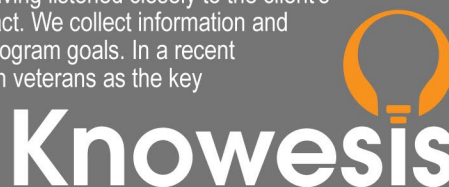
- Stakeholder Segmentation
- Environmental Research
- Communications Planning
- Outreach and Marketing Solutions
- Executive Services Support
- Education and Training
- Traditional and Digital Channels
- Digital and Social Media
- Video and Film Production
- Print Collateral (i.e., Posters, Brochures, Fact Sheets, Signage, etc.)
- Live and Virtual Meetings and Conferences
- Media Relations and Toolkits



Bronze Anvil Award Winner

**Technical Communications.** For our federal clients, Knowesis creates thorough and beautifully designed products ranging from presentations, briefing cards, talking points, responses to Congressional and media inquiries, press releases, and other critical documents such as reports to Congress. Our team initiates and reviews complex strategic reports and correspondence prepared for leadership signature for clarity, completeness of reply and compliance with office administrative procedures and policy, including agency-specific and Government Printing Office (GPO) styles.

**Creative Communications.** Knowesis builds marketing and communications strategies to engage target audiences and designs and implements a mix of traditional and creative digital/social solutions. Our approach addresses audience motivations and barriers, and having listened closely to the client's needs, we "speak the language" and increase the likelihood of impact. We collect information and measure the results of our efforts to ensure we meet and exceed program goals. In a recent engagement for the Veterans Health Administration and with women veterans as the key audience, our communication products and marketing strategy resulted in a more than 200% increase in participation in the full roll-out of a training course over the pilot.



## Contact Us

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## NAICS Codes

Knowesis is registered in the System for Award Management (SAM) for all NAICS codes in the 541XXX Series. In addition, we are registered for the following codes as a small business.

- 511210 Software Publishers
- 512110 Motion Picture and Video Production
- 512191 Tele-production and Other Postproduction Services
- 518210 Data Processing, Hosting, and Related Services
- 519130 Internet Publishing and Broadcasting and Web Search Portals
- 519190 All Other Information Services
- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541513 Computer Facilities Management Services
- 541519 Other Computer Related Services
- 541713 Research and Development in Nanotechnology
- 541714 Research and Development in Biotechnology (except Nanobiotechnology)
- 541715 Research and Development in the Physical, Engineering, and Life Sciences
- 561210 Facilities Support Services
- 561320 Temporary Help Services
- 561410 Document Preparation Services
- 624230 Emergency and Other Relief Services

**Cage Code:** 512C0

**DUNS:** 807821579

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## Government Contracting

Knowesis is an SBA certified Woman Owned Small Business 8(m) program participant.

Knowesis has also certified with the Department of Veterans Affairs' Center for Veterans Enterprise (CVE) as a Service Disabled Veteran Owned Small Business (SDVOSB).

For more information about these programs and how to use directed awards, visit our website at [www.knowesis-inc.com](http://www.knowesis-inc.com).

## Government Contract Vehicles

We invite you to utilize the following contract vehicles, Indefinite Delivery Indefinite Quantity (IDIQ)s and Blanket Purchase Agreements (BPA)s for fast and convenient access to our experts and services. Vehicles noted with an asterisk (\*) indicate Knowesis' participation as a team member.

### GSA Multiple Award Schedule (MAS) (formerly PSS) Contract Number GS-10F-0165W and Contract Number 47QTCA-18D-00BV (formerly IT70)

SIN categories 512110, 541330ENG, 541430, 541511, 54151S, 541611, 541612HC, 541613, 541613, 541715, 541810, 541820, 541910, 561920, 611430, 611512, and OLM

### GSA 8(a) Stars III Contract Number 47QCTB-21D-0238, valid through 07/01/2026

### One Acquisition Solutions for Integrated Services (OASIS)

SB Pool 1 (Small Business) and OASIS SB Pool 4 (Small Business)\*

## Agency Specific Vehicles

### Department of Defense (DoD)

Department of the Navy SeaPort Next Generation (SeaPort-NxG) #N0017821D9165, valid through 01/01/2029  
 USAMRAA Research Activities Support Services (RASS) #W81XWH-18-D-004, valid through 11/12/2027  
 Information Analysis Centers Multiple Award Contract (IAC MAC)\* #FA8075-18-D-0004, valid through 09/29/2023  
 Defense Health Agency Health Plan Innovation Support (HPIS) BPA\*  
 U.S. Air Force Materiel Command, 711th Mission Support Services\*  
 Defense Information Security Agency Systems Engineering, Technology and Innovation (SETI)\*

### Department of Health and Human Services (HHS)

SAMHSA DHHS IDIQ – Domain 3S (Analytics/Policy) #HHSS282301700053I, valid through 02/20/2022

### Department of Veterans Affairs (VA)

Agile Delivery of VA Imminent Strategic and Operational Requirements (ADVISOR)\*  
 VA Transformation Twenty-One Total Technology Next Generation (T4NG)\* (Both large and small business tracks)



## Our Clients tell Stories of Success.

Knowesis has enduring relationships in the following agencies and organizations:

### Department of Defense

Defense Health Agency  
 Office for Diversity, Equity, and Inclusion  
 U.S. Army Reserve National Guard Bureau  
 U.S. Army Public Health Center  
 Air Force Medical Readiness Agency

### Department of Veterans Affairs

Veterans Health Administration  
 Veterans Benefits Administration

### Agency for International Development

Bureau of Development, Democracy, and Innovation