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# **EDUCATION SERVICE CENTER, REGION 10**

## **REQUEST FOR PROPOSAL FOR TRANSLATION SERVICES**

**RFP # EQ-052920-03**

July 09, 2020

**CONFIDENTIAL**



**James Jones**

National Account Executive

E : [jjones@holadoctor.net](mailto:jjones@holadoctor.net)

P : (813) 892-1926

2001 NW 107 Ave. Suite 200. Doral, FL 33172

P : 888-Hola911 (888-465-2911)

## **ATTACHMENT A: Requirements for Lead Agency Agreement To be administered by Equalis Group**

The following exhibits are used in evaluating and administering Lead Agency Agreements and are preferred by Equalis Group. Redlined copies of the exhibits should not be submitted with the response. Should a respondent be recommended for award, these exhibits will be negotiated and executed between Equalis Group and the respondent. **Respondents must select one of the following options for submitting their response and submit this page only.**

- ☒ Respondent agrees to all terms and conditions outlined in each of the following exhibits
  - ☐ Respondent wishes to negotiate directly with Equalis Group on terms and conditions outlined in each of the following exhibits. Negotiations will commence after sealed bids are opened and Region 10 has determined the respondent met all requirements in their response and may be eligible for award.
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- Equalis Group Exhibit A – EQUALIS GROUP RESPONSE FOR LEAD AGENCY AGREEMENT
  - Equalis Group Exhibit B – EQUALIS GROUP ADMINISTRATION AGREEMENT
  - Equalis Group Exhibit C – EQUALIS GROUP MASTER INTERGOVERNMENTAL COOPERATIVE PURCHASING AGREEMENT
  - Equalis Group Exhibit D – EQUALIS GROUP CONTRACT SALES REPORTING TEMPLATE  
Equalis Group



2001 NW 107 Avenue, Second Floor, Doral, FL 33172  
Phone: 305-239-8811  
<https://holadoctor.net>

July 09, 2020

Ms. Sue Hayes  
Chief Financial Officer  
Region 10 ESC  
400 East Spring Valley Rd.  
Richardson, TX 75081

On behalf of *HolaDoctor*, we are very pleased to present our responses and best pricing for your REQUEST FOR PROPOSAL FOR TRANSLATION SERVICES **EQ-052920-03**.

*HolaDoctor* has over 20 years' experience in Language Services. We have been providing multicultural communications and language solutions for Education and Education Supervision offices, government departments and agencies, hospitals, community organizations and courts since 1999. We currently provide translation and interpreting services into 200+ languages.

Over this period, we have served more than 700 clients. Key clients of ours include Consumer Reports, Rhode Island Schools, Healthline, Napa County, California, HealthDay News Service, and the BlueCross Blue Shield Association.

We deliver timely and high-quality Interpreting and Translation Services. We look forward to the opportunity to be your language services partner for all your Customer and Community needs.

We will provide the highest quality Translation staff, including project management, a dedicated Senior Account Manager, and the operational support to deliver the highest quality and culturally appropriate communication and content. We would be thrilled with the opportunity to be your translation services partner.

We personally give you our highest level of endorsement for our Language Services and want you to know we will be directly involved in assuring all requests and deliverables will have the highest quality level and customer service. Thank You for the opportunity for *HolaDoctor* to present our responses to the Education Service Center, Region 10.

We look forward to an outstanding partnership with you.

Sincerely,

James Jones, National Account Executive  
National Account Executive  
*HolaDoctor Inc.*

## EXECUTIVE SUMMARY

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Education Service Center, Region 10 ("Region 10 ESC") is seeking proposals or the procurement of translation services.

HolaDoctor, Inc., is a Licensed Business with 20 years of experience in Translation and other Language Services. We have managed translations for Education and Education Supervision offices; Organizations, Hospitals, Hospital systems, Pharmaceutical companies, Government health and education agencies, we are well trained to carry out any educational work, we know the readability and language parameters as well as cultural characteristics of each language, to provide the best possible translation service.

We offer multilingual services to achieve effective communication with communities, we are experts providing services such as the ones Region 10 ESC is requesting:

- Translation, Formatting, Revision of documents related to Education, Health Care, Government, among others.
- Field testing of foreign language forms
- Creation, recreation and revision of posters, brochures and other informative flyers, notices, etc.
- Translation, revision and testing of Websites, assessments, forms, correspondence, etc.
- Translation and recreation of learning materials for children and adult population

The Company's comprehensive suite of product and services has been developed exclusively for language services, and leverages HolaDoctor's deep knowledge of the multicultural consumers, state-of-the art IT systems for consistency and scalability, and unwavering commitment to quality.

## REQUEST FOR PROPOSAL FOR TRANSLATION SERVICES

### EDUCATION SERVICE CENTER, REGION 10

400 E Spring  
Valley Rd  
Richardson, TX  
75081  
Telephone: (972) 348-1110



Publication date	05/29/2020
Product or service	<i>Translation services</i>
RFP #	EQ-052920-03
Proposal due date	07/09/2020
Proposal submittal location	<a href="https://region10.bonfirehub.com/portal/?tab=login">https://region10.bonfirehub.com/portal/?tab=login</a>
Principle contract officer	Ms. Sue Hayes Chief Financial Officer
Public opening location	Region 10 ESC 400 East Spring Valley Rd. Richardson, TX 75081

### OPEN RECORDS POLICY ACKNOWLEDGMENT AND ACCEPTANCE

Be advised that all information and documents submitted will be subject to the Public Information Act requirements governed by Chapter 552 of the Texas Government Code.

Because contracts are awarded by a Texas governmental entity, all responses submitted are subject to release as public information after contracts are executed. If a Respondent believes that its response, or parts of its response, may be exempted from disclosure to the public, the Respondent must specify page-by-page and line-by-line the parts of the response, which it believes, are exempted from disclosure. In addition, the Respondent must specify which exception(s) are applicable and provide detailed reasons to substantiate the exception(s). Respondent must provide this information on the "Acknowledgement and Acceptance to Region 10 ESC's Public Information Act Policy" form found on the next page of this solicitation. Any information that is unmarked will be considered public information and released, if requested under the Public Information Act.

The determination of whether information is confidential and not subject to disclosure is the duty of the Office of Attorney General (OAG). Region 10 ESC must provide the OAG with the information requested in order for the OAG to render an opinion. In such circumstances, Respondent will be notified in writing that the material has been requested and delivered to the OAG. Respondent will have an opportunity to make arguments to the OAG in writing regarding the exception(s) to the TPIA that permit the information to be withheld from public disclosure. Respondents are advised that such arguments to the OAG must be specific and well-reasoned--vague and general claims to confidentiality by the Respondent are generally not acceptable to the OAG. Once the OAG opinion is received by Region 10 ESC, Region 10 ESC must comply with the opinions of the OAG. Region 10 ESC assumes no responsibility for asserting legal arguments on behalf of any Respondent. Respondents are advised to consult with their legal counsel concerning disclosure issues resulting from this procurement process and to take precautions to safeguard trade secrets and other proprietary information.

After completion of award, these documents will be available for public inspection.

**Signature below certifies complete acceptance of Region 10 ESC's Open Records Policy, except as noted below (additional pages may be attached, if necessary). Check one of the following responses to the Acknowledgment and Acceptance of Region 10 ESC's Open Records Policy below:**

- ☒ We acknowledge Region 10 ESC's Public Information Act policy and declare that no information submitted with this proposal, or any part of our proposal, is exempt from disclosure under the Public Information Act.

*(Note: All information believed to be a trade secret or proprietary must be listed below. It is further understood that failure to identify such information, in strict accordance with the instructions below, will result in that information being considered public information and released, if requested under the Public Information Act.)*

- ☐ We declare the following information to be a trade secret or proprietary and exempt from disclosure under the Public Information Act.

*(Note: Respondent must specify page-by-page and line-by-line the parts of the response, which it believes, are exempt. In addition, Respondent must specify which exception(s) are applicable and provide detailed reasons to substantiate the exception(s).*

07/09/2020

James Jones - National Account Executive

# APPENDIX A

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# QUESTIONNAIRE

## Appendix A: QUESTIONNAIRE

### COMPANY PROFILE

- 1. What is your company's official registered name?**  
HolaDoctor Inc.
- 2. What is your company's Dun & Bradstreet (D&B) number?**  
D&B: 01-074-4725
- 3. What is/are your corporate office location(s)?**  
Corporate Address: 800 Old Roswell Lakes Parkway, Suite 150, Roswell, GA 30076  
Florida Office: 2001 NW 107 Ave. Suite 200. Doral, FL 33172
- 4. Please provide a brief history of your company, including the year it was established.**  
HolaDoctor operates as a wholly owned subsidiary of Pan-American Life Insurance Group with a significant level of independence, although teams from both organizations share expertise, product assets and resources to grow the business. HolaDoctor was acquired by Pan American Life Insurance Group in July of 2017. Pan American Life Insurance Group was established in 1911 and has been in business for 107 years. HolaDoctor was established in 1999 and has been in business for 20 years.  
HolaDoctor Date of Incorporation: 8/9/1999
- 5. Who is your competition in the marketplace?**  
Language Services agencies that offer both translation and interpreting to all languages as part of their services.  
Some examples include LionBridge, Language Line, and Translators Plus.
- 6. What are your overall annual sales for last three (3) years?**  
\$ 2,130,000
- 7. What are your overall public sector sales, excluding Federal Government, for last three (3) years?**  
\$ 285,000 / State Agencies, Counties and Schools.
- 8. What is your strategy to increase market share in the public sector?**  
HolaDoctor has innovated its process and procedures to provide multicultural communications and marketing solutions to all business sectors. Over this period, we have served and continue to serve more than 500 healthcare clients, including major health plans, hospital systems, pharmaceutical companies, governmental agencies, professional associations, content developers, medical device companies, not for profits, health information technology vendors, and healthcare consumer products companies and our plan is get all necessary registrations to work more in the public sector.
- 9. What differentiates your company from competitors in the public sector?**  
Our deep understanding of the US Hispanic and Multicultural Community sets HolaDoctor apart from competitors. HolaDoctor specializes exclusively in language services and has been providing multicultural communications and marketing solutions since 1999. Over this period, we have served and continue to serve over 700 clients and have gathered extensive experience working with diverse communities and different government programs. The majority of our clients have renewed our contracts with us multiple



times. One of the reasons they choose HolaDoctor is our deep understanding of CMS regulations and rules as they relate to the provision of language services, and our deep understanding of the multicultural community specifically related to acquiring and enrolling to public programs. Our senior management is regularly invited to present at national conferences on the topics of state and federal regulations, language services and cultural competency.

This knowledge and experience allow us to deliver not only accurate multicultural translations, but ones that engage and target specific sub-groups among these populations. We understand how to communicate better and know how to reach your multicultural communities. HolaDoctor can bring tremendous added value to Region 10 ESC above and beyond the quality translation services described in this RFP.

**10. Please provide your company's environmental policy and/or sustainability initiative.**

Green and Environmentally Friendly HolaDoctor Business Practices and Policies

HolaDoctor is a responsible business who respects the environment. We have a corporate philosophy of creating positive change for our world, community, environment, and employees including:

- Corporate-Wide Recycling Program for Paper, Metal, Office Supplies, and Technology.
- Utilizing Digital Communications When and Wherever Possible.
- Electronic File Storage System (Cloud Based).
- Choosing environmentally friendly suppliers and promoting product sustainability.
- Encouraging public transportation and share riding for employees.
- Refurbishment and Recycling of Laptops, Computers, Printers, and Office Equipment.
- Developing Green Software Applications and Encouraging eco-friendly creativity among employees.
- Electricity Saving Policies including Power Saving Energy Sources and Lighting.

**11. Diversity program - Do you currently have a diversity program or any diversity partners that you do business with?**

- ☒ Yes  
☐ No

**a. If the answer is yes, do you plan to offer your program or partnership through Equalis Group?**

- ☒ Yes  
☐ No

*(If the answer is yes, attach a statement detailing the structure of your program, along with a list of your diversity alliances and a copy of their certifications.)*

**b. Will the products accessible through your diversity program or partnership be offered to Equalis Group members at the same pricing offered by your company?**

*(If answer is no, attach a statement detailing how pricing for participants would be calculated.)*

Yes, we plan to offer you the same preferred pricing along with additional discounts.

**12. Diversity Vendor Certification Participation - It is the policy of some entities participating in Equalis Group to involve minority and women business enterprises (M/WBE), small and/or disadvantaged business enterprises, disable veterans business enterprises, historically utilized businesses (HUB) and other diversity recognized businesses in the purchase of goods and services. Respondents shall indicate below whether or not they hold certification in any of the classified areas and include proof of such certification with their response.**

a. Minority Women Business Enterprise

Respondent certifies that this firm is an MWBE

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

b. Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)

Respondent certifies that this firm is a SBE or DBE

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

c. Disabled Veterans Business Enterprise (DVBE)

Respondent certifies that this firm is an DVBE

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

d. Historically Underutilized Businesses (HUB)

Respondent certifies that this firm is an HUB

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

e. Historically Underutilized Business Zone Enterprise (HUBZone)

Respondent certifies that this firm is an HUBZone

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

f. Other

Respondent certifies that this firm is a recognized diversity certificate holder

☐ Yes ☒ No

List certifying agency: \_\_\_\_\_

**PRODUCTS/PRICING OFFERED:**

13. Please summarize the services you are offering, including each language for which you provide language services.

Services Offered – All Languages
Translation into more than 200 languages (includes translation, editing, proofreading and QA)
Website Translation and Localization
Usability Testing
DTP-Formatting
Graphic Design
Proofreading – only
Editing – only

Cultural Adaptation
Medical Review
Reading level adaptation
Subtitling/per minute
Voice Over/per minute (a narrative voice)
Dubbing/per minute (services are recorded by professional voice actors who mimic the expression, tone and lip sync of the actor on screen, but in a different language)
Braille/per Word
On-site Interpreting/per hour (2-hour minimum)
American Sign Language/per hour (2-hour minimum)
Over-the-phone Interpreting (No minimum required)

## **LANGUAGES PROVIDED**

### **AMERICAN LANGUAGES**

Spanish for the US, Spanish-Latin America, Spanish- Caribbean, English, Dutch- Pennsylvania, French- Canadian, French – Guiana, Portuguese-Brazilian, Creole-Haitian, Creole-French, Hawaiian, Native Latin-American languages, Native American languages.

We provide translation and localization services for all languages spoken by the US population.

### **MIDDLE EASTERN LANGUAGES**

Arabic (MSA), Berber, Kurdish, Turkish, Arabic-Algeria, Chaldean, Kurdish, Kermanshahi, Turkmen, Arabic-Egypt, Kurdish, Kurmanji, Urdu, Arabic-Saudi Arabia, Farsi (Persian), Kurdish, Sorani, Uzbek, Arabic-UAE, Hebrew, Mirpuri/Pohari/Potohari, Yiddish, Armenian, Kazakh, Pashto.

### **ASIA-PACIFIC LANGUAGES**

Azeri, Falam, Karen, Tagalog, Bahasa, Indonesia, Filipino/Pilipino, Karreni/Kayah, Li, Tamil, Burmese, Hakka, Khmer, Thai, Cambodian, Hiligaynon, Korean, Tibetan, Cebuano, Hmong, Laotian/Lao, Uyghur, Chin, Ilokano, Malay, Vietnamese, Chinese-Simplified, Chinese-Traditional, Indonesian, Malayalam, Japanese, Marshallese, Chuukese, Javanese, Mongolian, English-Australian, Kachin, Samoan.

### **INDIAN LANGUAGES**

Assamese, Kannada, Oriya, Sylheti, Bengali/Bangla, Kashmiri, Punjabi, Tamil (Sri Lankan & Indian), Nepali,

Konkani, Sindhi, Telugu, Gujarati, Manipuri, Sinhala, Urdu, Hindi, Marathi.

### **AFRICAN LANGUAGES**

Afrikaans, Fulani, Moore/Mossi, Swahili/Kiswahili, Akan, Hausa, Ndebele, Tigre/Tigrinya, Algerian, Ibo/Igbo, Nuer, Tshiluba, Amharic, Kinyarwanda, Oromo, Tsonga, Arabic, Kirundi/ Rundi, Portuguese/Cape, Verdean, Creole, Tswana, Bambara/Bamanakan, Krio (Sierra Leone), Pulaar, Twi, Berber, Luganda/Buganda, Shona, Wolof/Ouoloff, Bravanese, Malinke, Somali, Xhosa, Cape, Verdean, Mandingo, Soninke, Yoruba, Ewe/Evhe, Mandinka, Sotho, Zulu/isiZulu, Fante.

### **EASTERN EUROPEAN LANGUAGES**

Armenian, Czech, Lithuanian, Russian, Albanian (Gheg & Tosk), Estonian, Macedonian, Serbian, Belarusian, Georgian, Moldovan, Slovak (Slovakian), Bosnian, Hungarian, Montenegrin, Slovenian (Slovene), Bulgarian, Kazakh, Polish, Ukrainian, Croatian/Hrvatski, Latvian, Romanian.

### **WESTERN EUROPEAN LANGUAGES**

Catalan, French-EU, Greek, Portuguese-Portugal, Dutch, French-Switzerland, Italian, Romansch, Dutch-Belgian, German, Italian, Spanish-Spain, English-British, German- Austria, Italian-Switzerland, Turkish, Flemish, German-Switzerland, Maltese, Welsh, French-Belgian.

### **NORTHERN EUROPEAN LANGUAGES**

Danish, Finnish, Icelandic, Norwegian, Swedish.

**OTHER LANGUAGES** - Other languages and dialects available upon request.

Ancient Greek, Latin, Yiddish.

#### **14. What makes your offering unique from other similar competitors?**

Our deep understanding of the US Hispanic and Multicultural Healthcare Community sets HolaDoctor apart from competitors. This knowledge and experience allow us to deliver not only accurate translations, but ones that engage and target specific sub-groups among these populations. Language Services is all we do! We understand communications and know how to reach your multicultural healthcare communities in the US.

Besides translation we will examine each communication and make recommendations to Region 10 ESC considering:

- In-depth research on the multicultural communities to help Region 10 ESC understand and better communicate with its key target markets and community
- Cultural Adaptation: HolaDoctor is a true expert at culturally adapting content to increase engagement. We can conduct a comprehensive assessment of the materials that Region 10

ESC will be translating and provide a detailed “Strategic and Tactical Roadmap” for Cultural Adaptation.

- We use our online community, database and own Hispanic membership enrolled under our brokerage business subsidiary to test the effectiveness of translation and messaging. We can design and implement a program for testing Region 10 ESC’s communication materials for preference and feedback with these populations.
- We can conduct focus groups on specific topics of interest and evaluate communication and communication strategies, saving Region 10 ESC time and money.
- HolaDoctor has a digital content library of over 40,000 culturally adapted, digital assets about health and wellness in Spanish. These are available for licensing and branding by health plans for websites and members.

**15. Were all products/lines/services and pricing being made available under this contract provided in the attachment B and/or Appendix B, pricing sections?** Yes. We have provided pricing for the most common languages and can provide additional pricing for other languages as requested.

**16. Does the respondent agree to offer all future product introductions at prices that are proportionate to contract pricing offered herein?**

☒ Yes

☐ No

(If answer is no, attach a statement detailing how pricing for participants would be calculated.)

**17. Define your standard terms of payment**  
Net 30

#### PERFORMANCE CAPABILITIES:

**18. States Covered - Respondent must indicate any and all states where products and services are being offered.**

☒ 50 States & District of Columbia (Selecting this box is equal to checking all boxes below)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Alabama              | <input type="checkbox"/> Kentucky       | <input type="checkbox"/> North Dakota   |
| <input type="checkbox"/> Alaska               | <input type="checkbox"/> Louisiana      | <input type="checkbox"/> Ohio           |
| <input type="checkbox"/> Arizona              | <input type="checkbox"/> Maine          | <input type="checkbox"/> Oklahoma       |
| <input type="checkbox"/> Arkansas             | <input type="checkbox"/> Maryland       | <input type="checkbox"/> Oregon         |
| <input type="checkbox"/> California           | <input type="checkbox"/> Massachusetts  | <input type="checkbox"/> Pennsylvania   |
| <input type="checkbox"/> Colorado             | <input type="checkbox"/> Michigan       | <input type="checkbox"/> Rhode Island   |
| <input type="checkbox"/> Connecticut          | <input type="checkbox"/> Minnesota      | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Delaware             | <input type="checkbox"/> Mississippi    | <input type="checkbox"/> South Dakota   |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Missouri       | <input type="checkbox"/> Tennessee      |
| <input type="checkbox"/> Florida              | <input type="checkbox"/> Montana        | <input type="checkbox"/> Texas          |
| <input type="checkbox"/> Georgia              | <input type="checkbox"/> Nebraska       | <input type="checkbox"/> Utah           |
| <input type="checkbox"/> Hawaii               | <input type="checkbox"/> Nevada         | <input type="checkbox"/> Vermont        |
| <input type="checkbox"/> Idaho                | <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> Illinois             | <input type="checkbox"/> New Jersey     | <input type="checkbox"/> Washington     |
| <input type="checkbox"/> Indiana              | <input type="checkbox"/> New Mexico     | <input type="checkbox"/> West Virginia  |
| <input type="checkbox"/> Iowa                 | <input type="checkbox"/> New York       | <input type="checkbox"/> Wisconsin      |
| <input type="checkbox"/> Kansas               | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Wyoming        |

☒ All U.S. Territories & Outlying Areas (Selecting this box is equal to checking all boxes below)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> American Samoa                 | <input type="checkbox"/> Midway Islands           | <input type="checkbox"/> U.S. Virgin Islands |
| <input type="checkbox"/> Federated States of Micronesia | <input type="checkbox"/> Northern Mariana Islands |  |
| <input type="checkbox"/> Guam                           | <input type="checkbox"/> Puerto Rico              |  |

19. List the number and location of offices, or service centers for all states being proposed in solicitation.

Two main locations  
Roswell, GA  
Doral, FL

20. Distribution Channel: Which best describes your company's position in the distribution channel:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Manufacturer direct | <input type="checkbox"/> Certified education/government reseller |
| <input type="checkbox"/> Authorized distributor         | <input type="checkbox"/> Manufacturer marketing through reseller |
| <input type="checkbox"/> Value-added reseller           | Other  |

**21. Provide relevant information regarding your ordering process including your ability for purchasing group members to verify they are receiving contract pricing.**

All Purchasing Group Members will be entitled to the Preferred Pricing for Translation and Language Services.

**22. Describe areas where downtime may occur with products and services provided, historical averages of that downtime, and how you resolve downtime issues when they do occur (For purposes of providing further clarity, examples of downtime might be a website ordering platform that goes offline, limited availability of translators due to high work volume, etc.)**

HolaDoctor operates two Call Center locations. Both locations are equipped with dual-entrance fiber builds, enabling us to provide the technological infrastructure and mirrored databases necessary to ensure uninterrupted services. Failover systems are integrated into all core business functions. If there is a power outage or business disruption, HolaDoctor's infrastructure can handle the full load of daily operations at either location.

In addition to ensure our systems are always prepared for the unexpected, HolaDoctor's Operations and IT Department regularly carry out the following kinds of performance checks: 1. Emergency generators run on a weekly exercise cycle. 2. Core business systems are monitored on a daily basis for operational efficiencies. 3. HolaDoctor conducts switchover testing on our telephonic platforms, telecom carriers, production databases, and e-mail servers.

**23. Provide fill rates and average delivery timeframes met for projects in each language offered.**

HolaDoctor will work with Region 10 ESC to clearly define project deliverables and turnaround times on a project by project basis. Our typical turnaround times for translation services into any language are based on the actual word counts and desktop publishing time if needed. We can provide shorter turnaround times if required by Region 10 ESC.

Standard turnaround times are described below:

Standard Turnaround Times into Any Language		
Number of Source Words	Translation Turnaround Time	Additional Turnaround Time for Desktop Publishing
1,000 or less	2 hours -2 business days	1-2 hours
1,001-5,000	2-4 business days	2-6 hours
5,001-10,000	4-7 business days	6-8 hours
10,001-40,000	7-20 business days	8-32 hours
Each additional 2,500 words	1-2 business days	1-4 hours

HolaDoctor can provide no more than a twenty-four (24) hour turnaround on noncritical translations and a maximum two (2) hour turnaround on any translation during a crisis situation.

**24. Describe your company's Customer Service Department (hours of operation, number of service centers, etc.).**

We provide a 24/7 Customer Service Translation Portal for your input, comments, concerns, or questions as it relates to ongoing projects. Additionally, each translation request/client has a dedicated Project Manager available to answer your queries, comments or concerns through email or telephone during business hours. In addition to the portal, we can also receive requests directly through e-mails or other written communications.

**25. Describe the capacity of your company to report monthly sales through this agreement.**

We have processes in place for Regular Reporting. We can also provide reports to you as requested or needed; or if you prefer, you can download your reports from our Translation Portal. Our team will provide the corresponding training and guidelines to do so.

This is a user-friendly translation portal where you can generate reports related with your projects.

**26. Describe the capacity of your company to provide management reports, i.e. consolidated billing by location, time and attendance reports, etc. for each eligible agency.**

This will be part of our Regular Reporting. We can also provide reports to you as requested or needed. HolaDoctor will work with Region 10 ESC to define any other reports needed.

**27. If your company intends to use subcontractors to fulfill this contract, describe your subcontractor plan, including how subcontractors are vetted for experience and qualifications, how they are held to a high standard of translation speed and accuracy, and how issues with subcontractors are handled.**

HolaDoctor does not plan to use subcontractors for translation services.

**28. Describe how your company ensures that all translators are fluent in the language they will be translating.**

HolaDoctor is ISO 17100 compliant and follows a workflow that ensures accurate and high-quality translations.

All communications are never "literally" translated, the process depends on the nature of the communications. In some cases, translations require to be "mirror-image" that captures the meaning of the original text, this is process is done for legal and technical documents, forms and other communications that will be used by providers who want to view English text/material and then "switch" to the threshold language.

HolaDoctor can also Culturally adapt content, where the text and images are modified to be more culturally-appropriate. In brief, we examine and recommend modifications to material across four specific domains:

1. Language: Is the reading level too high or complex? Are there phrases that would be confusing to the target group? Note that this is not translation, yet.
2. Facts and Examples: Places to insert or replace facts about the target cultural group and more relevant examples of, for example, foods, recipes, and activities.
3. Beliefs and Values: Is the article, content or program targeting a health condition for which there are strong cultural beliefs or values?
4. Graphics and Look & Feel: Are there opportunities for pictures and graphics that more closely reflect the target audience?



The well-defined process used by HolaDoctor for all translations incorporates Translation, Revision, Proofreading, and Quality Assurance.

All translated material is reviewed for accuracy by the affiliated senior editorial linguists responsible for each of the translation teams.

#### QUALIFICATION AND EXPERIENCE:

29. Please provide contact information and resumes for the person(s) who will be responsible for the following areas.

Executive Contact

Contact Person: Dirk Schroeder

Title: Executive VP

Company: HolaDoctor Inc

Address: 800 Old Roswell Lakes Parkway, Suite 150

City: Roswell State: GA Zip: 30076

Phone: 770-649-0298 Fax: 770-649-0299

Email: dschroeder@holadoctor.net

Account Manager / Sales Lead

Contact Person: James Jones

Title: National Account Executive

Company: HolaDoctor Inc.

Address: 2001 NW 107 Ave. Suite 200

City: Doral State: FL Zip: 33172

Phone: (813) 892-1926 Fax: 770-649-0299

Email: jjones@holadoctor.net

Contract Management (if different than the Sales Lead)

Contact Person: James Jones

Title: National Account Executive

Company: HolaDoctor Inc.

Address: 2001 NW 107 Ave. Suite 200

City: Doral State: FL Zip: 33172

Phone: (813) 892-1926 Fax: 770-649-0299

Email: jjones@holadoctor.net

*Billing & Reporting/Accounts Payable*

Contact Person: Monseratt Crayon

Title: Director of Accounting

Company: HolaDoctor Inc.

Address: 800 Old Roswell Lakes Parkway, Suite 150

City: Roswell State: GA Zip: 30076

Phone: 770-649-0298 Fax: 770-649-0299

Email: mcrayon@holadoctor.net

*Marketing*

Contact Person: Bruno Lopez

Title: EVP

Company: HolaDoctor Inc.

Address: 2001 NW 107 Ave. Suite 200

City: Doral State: FL Zip: 33172

Phone: 305-239-8809 Fax: 770-649-0299

Email: blopez@holadoctor.net

**30. List the number of translators available for each language proposed under the contract.**

The number of translators for each language varies. HolaDoctor employs teams of qualified, professional translators and tests them for accuracy and quality on a regular basis. We have a large network of superior translation staff for all the languages we offer. Depending on the time each project is requested, the Project Manager develops a customized plan and will identify the linguistic team members most capable of providing high-quality and culturally relevant translation. The files will then be edited and translated.

**31. Provide a minimum of three (3) government customer references for product and/or services of similar scope dating within the past 3 years. Please try to provide an equal number of references for K12, Higher Education and City/County entities. Provide the following information for each reference:**

Entity Name: Napa County

Contact Name and Title: Deputy Director of Public Works

City and State: Napa, CA

Phone Number: (707) 259-8620

Years Serviced: 2019- present

Description of Services: Translation of Documents and Written Materials for Napa County

including County Communications, Notices, Flyers, and Educational Materials Annual  
Volume: No fixed amount

Entity Name: Horizon BlueCross BlueShield of New Jersey (Federal Medicare  
Program) Contact Name and Title: Erica Brown, Medicare Contract Administrator  
City and State: Newark, NJ  
Phone Number: (973) 622-0100  
Years Serviced: 2011- present  
Description of Services: Translation of Medicare materials  
Annual Volume: No fixed amount

Entity Name: Rhode Island School  
Contact Name and Title: Julie M. Lombardi Special Education Secondary Manager City  
and State: Providence, RI  
Phone Number: (401) 456-9100  
Years Serviced: 2019- present  
Description of Services: Document Translation and Interpretation  
Annual Volume: No fixed amount

**32. List all cooperative and/or government group purchasing organizations of which your company is currently a member below.**

Cooperative/GPO Name	Contract Number	Expiration Date
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HolaDoctor does not currently participate in any Cooperatives or Government Group Purchasing Organizations. However, we are familiar with these and would like to become an active participant with Equalis Group.

**33. Describe your company's implementation and success with existing cooperative purchasing programs, if any, and provide the cooperative's name(s), contact person(s) and contact information as reference(s).**

Hola Doctor does not currently participate in any Cooperatives or Government Group Purchasing Programs. We are the preferred Translation Vendor for the Blue Cross Blue Shield Association which represents 38 Blue Cross and Blue Shield Plans and through this partnership we are able to work with directly with individual Blue Cross and Blue Shield Plans, but not on a collective basis.

**34. In Appendix C, provide a copy of all current licenses, registrations and certifications issued by federal, state and local agencies, and any other licenses, registrations or certifications from any other governmental entity with jurisdiction, allowing Respondent to perform the covered services including, but not limited to licenses, registrations or certifications. M/WBE, HUB, DVBE, small and disadvantaged business certifications and other diverse business certifications, as well as manufacturer certifications for sales and service must be included if applicable.**

**35. In Appendix C, list any certification(s) and membership(s) held with professional translation associations, and the effective date of each.**

36. **Provide information regarding whether your firm, either presently or in the past, has been involved in any litigation, bankruptcy, or reorganization.**

HolaDoctor has not been involved in any litigation, bankruptcy, or reorganization

37. **Felony Conviction Notice – Please check applicable box:**

- ☐ A publicly held corporation; therefore, this reporting requirement is not applicable
- ☒ Is not owned or operated by anyone who has been convicted of a felony.
- ☐ Is owned or operated by the following individual(s) who has/have been convicted of a felony.

\*If the 3<sup>rd</sup> box is checked a detailed explanation of the names and convictions must be attached.

# APPENDIX B

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## PRICING

Provided in Excel file

# APPENDIX C

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# CERTIFICATES

*ata* **American Translators Association**  
*The Voice of Interpreters and Translators*

This Certifies that

**HolaDoctor**

**ATA Member Number 262305**  
**is a Corporate Member in good standing**  
**for the year 2020**

225 Reinekers Lane, Suite 590, Alexandria, VA 22314  
[www.atanet.org](http://www.atanet.org) | Telephone +1-703-683-6100 | Fax +1-703-683-6122

# STATE OF GEORGIA

## Secretary of State

Corporations Division

313 West Tower

2 Martin Luther King, Jr. Dr.

Atlanta, Georgia 30334-1530

### CERTIFICATE OF EXISTENCE

I, **Brad Raffensperger**, the Secretary of State of the State of Georgia, do hereby certify under the seal of my office that

#### **HOLADOCTOR, INC.**

a Domestic Profit Corporation

was formed in the jurisdiction stated below or was authorized to transact business in Georgia on the below date. Said entity is in compliance with the applicable filing and annual registration provisions of Title 14 of the Official Code of Georgia Annotated and has not filed articles of dissolution, certificate of cancellation or any other similar document with the office of the Secretary of State.

This certificate relates only to the legal existence of the above-named entity as of the date issued. It does not certify whether or not a notice of intent to dissolve, an application for withdrawal, a statement of commencement of winding up or any other similar document has been filed or is pending with the Secretary of State.

This certificate is issued pursuant to Title 14 of the Official Code of Georgia Annotated and is prima-facie evidence that said entity is in existence or is authorized to transact business in this state.

Docket Number : 19127070  
Date Inc/Auth/Filed: 08/09/1999  
Jurisdiction : Georgia  
Print Date : 05/08/2020  
Form Number : 211



*Brad Raffensperger*

Brad Raffensperger  
Secretary of State



# STATE OF GEORGIA

## Secretary of State

Corporations Division

313 West Tower

2 Martin Luther King, Jr. Dr.

Atlanta, Georgia 30334-1530

### ANNUAL REGISTRATION

\*Electronically Filed\*

Secretary of State

Filing Date: 4/1/2020 2:22:19 PM

#### BUSINESS INFORMATION

<b>CONTROL NUMBER</b>	K932975
<b>BUSINESS NAME</b>	HOLADOCTOR, INC.
<b>BUSINESS TYPE</b>	Domestic Profit Corporation
<b>EFFECTIVE DATE</b>	04/01/2020
<b>ANNUAL REGISTRATION PERIOD</b>	2020

#### PRINCIPAL OFFICE ADDRESS

<b>ADDRESS</b>	800 Old Roswell Lakes Parkway, Suite 150, Roswell, GA, 30076, USA
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#### REGISTERED AGENT

<b>NAME</b>	<b>ADDRESS</b>	<b>COUNTY</b>
Cogency Global Inc.	900 Old Roswell Lakes Parkway, Suite 310, Roswell, GA, 30076, USA	Fulton

#### OFFICERS INFORMATION

<b>NAME</b>	<b>TITLE</b>	<b>ADDRESS</b>
Adam Hill	CFO	800 Old Roswell Lakes Pkwy, Suite 150, Roswell, GA, 30076, USA
Daniel E. LaGrone	SECRETARY	800 Old Roswell Lakes Pkwy, Suite 150, ROSWELL, GA, 30076, USA
Roberto R. Estrada	CEO	800 Old Roswell Lakes Pkwy, Suite 150, ROSWELL, GA, 30076, USA

#### AUTHORIZER INFORMATION

<b>AUTHORIZER SIGNATURE</b>	Adam Hill
<b>AUTHORIZER TITLE</b>	Officer

# APPENDIX D

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## VALUE ADD

**VALUE ADD:****38. Detail how your organization plans to market this contract within the first 90 days of the award date. This may include but is not limited to:**

- a. A co-branded press release within first 30 days  
We would develop a Press Release together and share with our relative Business and Media Partners Including Consumers in the appropriate geographical service areas. Our Website, [www.HolaDoctor.com](http://www.HolaDoctor.com) has 2 Million+ Unique Visitors each month.
- b. Announcement of award through any applicable social media sites  
We will promote on our Facebook, Twitter, LinkedIn, and SnapChat Accounts.
- c. Direct mail campaigns  
We will send Direct Mail Announcements to relative Business and Media Partners Including Consumers in the appropriate geographical service areas. We will also add to this List by sending to broader audiences, by Zip Code.
- d. Co-branded collateral pieces  
We will do this together and market to specific target audiences.
- e. Advertisement of contract in regional or national publications  
We will absolutely do this with your key recommendations.
- f. Participation in trade shows  
We will absolutely do this with your key recommendations.
- g. Dedicated Equalis Group and Region 10 ESC internet web-based homepage with:
  - i. Equalis Group and Region 10 ESC Logo Yes
  - ii. Link to Equalis Group and Region 10 ESC website Yes
  - iii. Summary of contract and services offered Yes
  - iv. Due Diligence Documents including; copy of solicitation, copy of contract and any amendments, marketing materials Yes
- h. Announcement within your firm, including training of the agreement with your national sales force Yes
- i. Marketing the agreement to new and existing government customers Yes

**39. Acknowledge that your organization agrees to provide its company logo(s) to Region 10 ESC and agrees to provide permission for reproduction of such logo in marketing communications and promotions.**

Yes. We Will provide you with Permission to Fully Utilize and Co-Brand the HolaDoctor Logo.

- 40. Provide the agency spend that your organization anticipates each year for the first three (3) years of this agreement.**

\$ 5,000 in year one

\$ 10,000 in year two

\$ 15,000 in year three

- 41. Please provide any suggested improvements and alternatives for doing business with your company that will make this arrangement more cost effective for your company and Participating Public Agencies.**

HolaDoctor has dedicated Project Managers and Account Managers for each Customer/Public Agency. We are available 24/7 and also on Weekends and Holidays. Through our Translation Portal we can accept Translation Requests for Emergency Situations and for Rush Requests. We believe this is the most cost effective way to partner together so we can constantly understand your needs, requirements, and special circumstances.

# APPENDIX F

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## ADDITIONAL REQUIRED DOCUMENTS

## DOC #1 CLEAN AIR AND WATER ACT

I, the Vendor, am in compliance with all applicable standards, orders or regulations issued pursuant to the Clean Air Act of 1970, as Amended (42 U.S. C. 1857 (h), Section 508 of the Clean Water Act, as amended (33 U.S.C. 1368), Executive Order 117389 and Environmental Protection Agency Regulation, 40 CFR Part 15 as required under OMB Circular A-102, Attachment O, Paragraph 14 (1) regarding reporting violations to the grantor agency and to the United States Environment Protection Agency Assistant Administrator for the Enforcement.

Potential Vendor: HolaDoctor Inc.

Title of Authorized Representative: James Jones

Mailing Address: 2001 NW 107 Ave. Suite 200. Doral, FL 33172

Signature: \_\_\_\_\_

## DOC #2 DEBARMENT NOTICE

I, the Vendor, certify that my company has not been debarred, suspended or otherwise ineligible for participation in Federal Assistance programs under Executive Order 12549, "Debarment and Suspension", as described in the Federal Register and Rules and Regulations.

Potential Vendor: HolaDoctor Inc.

Title of Authorized Representative: National Account Executive

Mailing Address: 2001 NW 107 Ave. Suite 200. Doral, FL 33172

Signature: \_\_\_\_\_

### DOC #3 LOBBYING CERTIFICATION

Submission of this certification is a prerequisite for making or entering into this transaction and is imposed by Section 1352, Title 31, U.S. Code. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Any person who fails to file the required certification shall be subject to civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The undersigned certifies, to the best of his/her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of a Federal contract, the making of a Federal grant, the making of a Federal loan, the entering into a cooperative agreement, and the extension, continuation, renewal, amendment, or modification of a Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all covered sub-awards exceeding \$100,000 in Federal funds at all appropriate tiers and that all sub-recipients shall certify and disclose accordingly.

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Signature of Respondent

07/09/2020

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Date



## **DOC #4 CONTRACTOR CERTIFICATION REQUIREMENTS**

### **Contractor's Employment Eligibility**

By entering the contract, Contractor warrants compliance with the Federal Immigration and Nationality Act (FINA), and all other federal and state immigration laws and regulations. The Contractor further warrants that it is in c

ompliance with the various state statutes of the states it will operate this contract in.

Participating Government Entities including School Districts may request verification of compliance from any Contractor or subcontractor performing work under this Contract. These Entities reserve the right to confirm compliance in accordance with applicable laws.

Should the Participating Entities suspect or find that the Contractor or any of its subcontractors are not in compliance, they may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or debarment of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

The Respondent complies and maintains compliance with the appropriate statutes which requires compliance with federal immigration laws by State employers, State contractors and State subcontractors in accordance with the E-Verify Employee Eligibility Verification Program.

Contractor shall comply with governing board policy of the Region 10 ESC Participating entities in which work is being performed.

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### **Fingerprint & Criminal Background Checks**

If required to provide services on school district property at least five (5) times during a month, contractor shall submit a full set of fingerprints to the school district if requested of each person or employee who may provide such service. Alternately, the school district may fingerprint those persons or employees. An exception to this requirement may be made as authorized in Governing Board policy. The district shall conduct a fingerprint check in accordance with the appropriate state and federal laws of all contractors, subcontractors or vendors and their employees for which fingerprints are submitted to the district. Contractor, subcontractors, vendors and their employees shall not provide services on school district properties until authorized by the District.

The Respondent shall comply with fingerprinting requirements in accordance with appropriate statutes in the state in which the work is being performed unless otherwise exempted.

Contractor shall comply with governing board policy in the school district or Participating Entity in which work is being performed.

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### **Business Operations in Sudan, Iran**

In accordance with A.R.S. 35-391 and A.R.S. 35-393, the Contractor hereby certifies that the contractor does not have scrutinized business operations in Sudan and/or Iran.

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Signature of

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Respondent 07/09/2020

Date

**DOC #5 ANTITRUST CERTIFICATION STATEMENTS**  
**(Tex. Government Code § 2155.005)**

I affirm under penalty of perjury of the laws of the State of Texas that:

- (1) I am duly authorized to execute this contract on my own behalf or on behalf of the company, corporation, firm, partnership or individual (Company) listed below;
- (2) In connection with this proposal, neither I nor any representative of the Company has violated any provision of the Texas Free Enterprise and Antitrust Act, Tex. Bus. & Comm. Code Chapter 15;
- (3) In connection with this proposal, neither I nor any representative of the Company has violated any federal antitrust law; and
- (4) Neither I nor any representative of the Company has directly or indirectly communicated any of the contents of this proposal to a competitor of the Company or any other company, corporation, firm, partnership or individual engaged in the same line of business as the Company.

**VENDOR** HolaDoctor Inc

**ADDRESS** 2001 NW 107 Ave. Suite 200

Doral, FL 33172

**PHONE** (813) 892-1926

**FAX** 770-649-0299

**RESPONDANT**

Signature

James Jones

Printed Name

National Account Executive

Position with Company

**AUTHORIZING OFFICIAL**

Signature

Printed Name

Position with Company

## **DOC #6 IMPLEMENTATION OF HOUSE BILL 1295**

### **Certificate of Interested Parties (Form 1295):**

In 2015, the Texas Legislature adopted House Bill 1295, which added section 2252.908 of the Government Code. The law states that a governmental entity or state agency may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the governmental entity or state agency at the time the business entity submits the signed contract to the governmental entity or state agency. The law applies only to a contract of a governmental entity or state agency that either (1) requires an action or vote by the governing body of the entity or agency before the contract may be signed or (2) has a value of at least \$1 million. The disclosure requirement applies to a contract entered into on or after January 1, 2016.

The Texas Ethics Commission was required to adopt rules necessary to implement that law, prescribe the disclosure of interested parties form, and post a copy of the form on the commission's website. The commission adopted the Certificate of Interested Parties form (Form 1295) on October 5, 2015. The commission also adopted new rules (Chapter 46) on November 30, 2015, to implement the law. The commission does not have any additional authority to enforce or interpret House Bill 1295.

### **Filing Process:**

Starting on January 1, 2016, the commission will make available on its website a new filing application that must be used to file Form 1295. A business entity must use the application to enter the required information on Form 1295 and print a copy of the completed form, which will include a certification of filing that will contain a unique certification number. An authorized agent of the business entity must sign the printed copy of the form and have the form notarized. The completed Form 1295 with the certification of filing must be filed with the governmental body or state agency with which the business entity is entering into the contract.

The governmental entity or state agency must notify the commission, using the commission's filing application, of the receipt of the filed Form 1295 with the certification of filing not later than the 30th day after the date the contract binds all parties to the contract. The commission will post the completed Form 1295 to its website within seven business days after receiving notice from the governmental entity or state agency.

Information regarding how to use the filing application will be available on this site starting on January 1, 2016.  
[https://www.ethics.state.tx.us/whatsnew/elf\\_info\\_form1295.htm](https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm)

**DOC #7 BOYCOTT CERTIFICATION**

Respondents must certify that during the term of any Agreement, it does not boycott Israel and will not boycott Israel. "Boycott" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes.

**DOC #8 TERRORIST STATE CERTIFICATION**

In accordance with Texas Government Code, Chapter 2252, Subchapter F, REGION 10 ESC is prohibited from entering into a contract with a company that is identified on a list prepared and maintained by the Texas Comptroller or the State Pension Review Board under Texas Government Code Sections 806.051, 807.051, or 2252.153. By execution of any agreement, the respondent certifies to REGION 10 ESC that it is not a listed company under any of those Texas Government Code provisions. Responders must voluntarily and knowingly acknowledge and agree that any agreement shall be null and void should facts arise leading the REGION 10 ESC to believe that the respondent was a listed company at the time of this procurement.

**DOC #9 RESIDENT CERTIFICATION:**

This Certification Section must be completed and submitted before a proposal can be awarded to your company. This information may be placed in an envelope labeled "Proprietary" and is not subject to public view. In order for a proposal to be considered, the following information must be provided. Failure to complete may result in rejection of the proposal:

As defined by Texas House Bill 602, a "nonresident Bidder" means a Bidder whose principal place of business is not in Texas, but excludes a contractor whose ultimate parent company or majority owner has its principal place of business in Texas.

Texas or Non-Texas Resident

- ☒ I certify that my company is a "resident Bidder"
- ☐ I certify that my company qualifies as a "nonresident Bidder" We are Non-Resident

If you qualify as a "nonresident Bidder," you must furnish the following information:

What is your resident state? (The state your principal place of business is located.)

<u>HolaDoctor, Inc.</u>	<u>800 Old Roswell Lakes Parkway, Suite 150</u>
Company Name	Address

<u>Roswell</u>	<u>Georgia</u>	<u>30076</u>
City	State	Zip

## DOC #10      FEDERAL FUNDS CERTIFICATION FORM

When a participating agency seeks to procure goods and services using funds under a federal grant or contract, specific federal laws, regulations, and requirements may apply in addition to those under state law. This includes, but is not limited to, the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 CFR 200 (sometimes referred to as the “Uniform Guidance” or “EDGAR” requirements). All Vendors submitting proposals must complete this Federal Funds Certification Form regarding Vendor’s willingness and ability to comply with certain requirements which may be applicable to specific participating agency purchases using federal grant funds. This completed form will be made available to participating agencies for their use while considering their purchasing options when using federal grant funds. Participating agencies may also require Vendors to enter into ancillary agreements, in addition to the contract’s general terms and conditions, to address the member’s specific contractual needs, including contract requirements for a procurement using federal grants or contracts.

**For each of the items below, Vendor should certify Vendor’s agreement and ability to comply, where applicable, by having Vendor’s authorized representative complete and initial the applicable lines after each section and sign the acknowledgment at the end of this form.** If a vendor fails to complete any item in this form, Region 10 ESC will consider the Vendor’s response to be that they are unable or unwilling to comply. A negative response to any of the items may, if applicable, impact the ability of a participating agency to purchase from the Vendor using federal funds.

### 1. Vendor Violation or Breach of Contract Terms:

Contracts for more than the simplified acquisition threshold currently set at \$150,000, which is the inflation adjusted amount determined by the Civilian Agency Acquisition Council and the Defense Acquisition Regulations Council (Councils) as authorized by 41 USC 1908, must address administrative, contractual, or legal remedies in instances where contractors violate or breach contract terms, and provide for such sanctions and penalties as appropriate.

Any Contract award will be subject to Region 10 ESC General Terms and Conditions, as well as any additional terms and conditions in any Purchase Order, participating agency ancillary contract, or Member Construction Contract agreed upon by Vendor and the participating agency which must be consistent with and protect the participating agency at least to the same extent as the Region 10 ESC Terms and Conditions.

The remedies under the Contract are in addition to any other remedies that may be available under law or in equity. By submitting a Proposal, you agree to these Vendor violation and breach of contract terms.

Does vendor agree?   JJ    
(Initials of Authorized Representative)

### 2. Termination for Cause or Convenience:

When a participating agency expends federal funds, the participating agency reserves the right to immediately terminate any agreement in excess of \$10,000 resulting from this procurement process in the event of a breach or default of the agreement by Offeror in the event Offeror fails to: (1) meet schedules, deadlines, and/or delivery dates within the time specified in the procurement solicitation, contract, and/or a purchase order; (2) make any payments owed; or (3) otherwise perform in accordance with the contract and/or the procurement solicitation. participating agency also reserves the right to terminate the contract immediately, with written notice to offeror, for convenience, if participating agency believes, in its sole discretion that it is in the best interest of participating agency to do so. Offeror will be compensated for work performed and accepted and goods accepted by participating agency as of the termination date if the contract is terminated for convenience of participating agency. Any award under this procurement process is not exclusive and participating agency reserves the right to purchase goods and services from other offerors when it is in participating agency’s best interest.

Does vendor agree?   JJ    
(Initials of Authorized Representative)

### 3. Equal Employment Opportunity:

Except as otherwise provided under 41 CFR Part 60, all participating agency purchases or contracts that meet the definition of “federally assisted construction contract” in 41 CFR Part 60-1.3 shall be deemed to include the equal opportunity clause provided under 41 CFR 60-1.4(b), in accordance with Executive Order 11246, “Equal Employment Opportunity” (30 FR 12319, 12935, 3 CFR Part, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and implementing regulations at 41 CFR Part 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.”

The equal opportunity clause provided under 41 CFR 60-1.4(b) is hereby incorporated by reference. Vendor agrees that such provision applies to any participating agency purchase or contract that meets the definition of “federally assisted construction contract” in 41 CFR Part 60-1.3 and Vendor agrees that it shall comply with such provision.

Does vendor agree?  JJ   
(Initials of Authorized Representative)

#### **4. Davis-Bacon Act:**

When required by Federal program legislation, Vendor agrees that, for all participating agency prime construction contracts/purchases in excess of \$2,000, Vendor shall comply with the Davis-Bacon Act (40 USC 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 CFR Part 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, Vendor is required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determinate made by the Secretary of Labor. In addition, Vendor shall pay wages not less than once a week.

Current prevailing wage determinations issued by the Department of Labor are available at [www.wdol.gov](http://www.wdol.gov). Vendor agrees that, for any purchase to which this requirement applies, the award of the purchase to the Vendor is conditioned upon Vendor’s acceptance of the wage determination.

Vendor further agrees that it shall also comply with the Copeland “Anti-Kickback” Act (40 USC 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled.

Does vendor agree?  JJ   
(Initials of Authorized Representative)

#### **5. Contract Work Hours and Safety Standards Act:**

Where applicable, for all participating agency contracts or purchases in excess of \$100,000 that involve the employment of mechanics or laborers, Vendor agrees to comply with 40 USC 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5). Under 40 USC 3702 of the Act, Vendor is required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 USC 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

Does vendor agree?  JJ   
(Initials of Authorized Representative)

#### **6. Right to Inventions Made Under a Contract or Agreement:**

If the participating agency’s Federal award meets the definition of “funding agreement” under 37 CFR 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance or experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 CFR Part 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency.

Vendor agrees to comply with the above requirements when applicable.

Does vendor agree? JJ \_\_\_\_\_  
(Initials of Authorized Representative)

**7. Clean Air Act and Federal Water Pollution Control Act:**

Clean Air Act (42 USC 7401-7671q.) and the Federal Water Pollution Control Act (33 USC 1251-1387), as amended –Contracts and subgrants of amounts in excess of \$150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act (42 USC 7401-7671q.) and the Federal Water Pollution Control Act, as amended (33 USC 1251-1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).

When required, Vendor agrees to comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution Control Act.

Does vendor agree? JJ \_\_\_\_\_  
(Initials of Authorized Representative)

**8. Debarment and Suspension:**

Debarment and Suspension (Executive Orders 12549 and 12689) – A contract award (see 2 CFR 180.220) must not be made to parties listed on the government-wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR Part 1966 Comp. p. 189) and 12689 (3CFR Part 1989 Comp. p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

Vendor certifies that Vendor is not currently listed on the government-wide exclusions in SAM, is not debarred, suspended, or otherwise excluded by agencies or declared ineligible under statutory or regulatory authority other than Executive Order 12549. Vendor further agrees to immediately notify the Cooperative and all participating agencies with pending purchases or seeking to purchase from Vendor if Vendor is later listed on the government-wide exclusions in SAM, or is debarred, suspended, or otherwise excluded by agencies or declared ineligible under statutory or regulatory authority other than Executive Order 12549.

Does vendor agree? JJ \_\_\_\_\_  
(Initials of Authorized Representative)

**9. Byrd Anti-Lobbying Amendment:**

Byrd Anti-Lobbying Amendment (31 USC 1352) -- Vendors that apply or bid for an award exceeding \$100,000 must file the required certification. Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 USC 1352. Each tier must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award. Such disclosures are forwarded from tier to tier up to the non-Federal award. As applicable, Vendor agrees to file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 USC 1352).

Does vendor agree? JJ \_\_\_\_\_  
(Initials of Authorized Representative)

**10. Procurement of Recovered Materials:**

For participating agency purchases utilizing Federal funds, Vendor agrees to comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act where applicable and provide such information and certifications as a participating agency may require to confirm estimates and otherwise comply. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 CFR Part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory

level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery, and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

Does vendor agree? JJ  
(Initials of Authorized Representative)

**11. Profit as a Separate Element of Price:**

For purchases using federal funds in excess of \$150,000, a participating agency may be required to negotiate profit as a separate element of the price. See, 2 CFR 200.323(b). When required by a participating agency, Vendor agrees to provide information and negotiate with the participating agency regarding profit as a separate element of the price for a particular purchase. However, Vendor agrees that the total price, including profit, charged by Vendor to the participating agency shall not exceed the awarded pricing, including any applicable discount, under Vendor's Cooperative Contract.

Does vendor agree? JJ  
(Initials of Authorized Representative)

**12. General Compliance and Cooperation with Participating Agencies:**

In addition to the foregoing specific requirements, Vendor agrees, in accepting any Purchase Order from a participating agency, it shall make a good faith effort to work with participating agencies to provide such information and to satisfy such requirements as may apply to a particular participating agency purchase or purchases including, but not limited to, applicable recordkeeping and record retention requirements.

Does vendor agree? JJ  
(Initials of Authorized Representative)

**13. Applicability to Subcontractors**

Offeror agrees that all contracts it awards pursuant to the Contract shall be bound by the foregoing terms and conditions.

Does vendor agree? JJ  
(Initials of Authorized Representative)

By signature below, I certify that the information in this form is true, complete, and accurate and that I am authorized by my company to make this certification and all consents and agreements contained herein.

HolaDoctor Inc  
Company Name

\_\_\_\_\_  
Signature of Authorized Company Official

James Jones  
Printed Name

National Account Executive  
Title

07/09/2020  
Date



**AZ Compliance with Federal and state requirements:** Contractor agrees when working on any federally assisted projects with more than \$2,000.00 in labor costs, to comply with all federal and state requirements, as well as Equal Opportunity Employment requirements and all other federal and state laws, statutes, etc. Contractor agrees to post wage rates at the work site and submit a copy of their payroll to the member for their files. Contractor must retain records for three years to allow the federal grantor agency access to these records, upon demand. Contractor also agrees to comply with the Arizona Executive Order 75-5, as amended by Executive Order 99-4.

When working on contracts funded with Federal Grant monies, contractor additionally agrees to comply with the administrative requirements for grants, and cooperative agreements to state, local and federally recognized Indian Tribal Governments.

**AZ Compliance with workforce requirements:** Pursuant to ARS 41-4401, Contractor and subcontractor(s) warrant their compliance with all federal and state immigration laws and regulations that relate to their employees, and compliance with ARS 23-214 subsection A, which states, ..."every employer, after hiring an employee, shall verify the employment eligibility of the employee through the E-Verify program" Region 10 ESC reserves the right to cancel or suspend the use of any contract for violations of immigration laws and regulations. Region 10 ESC and its members reserve the right to inspect the papers of any contractor or subcontract employee who works under this contract to ensure compliance with the warranty above.

**AZ Contractor Employee Work Eligibility:** By entering into this contract, contractor agrees and warrants compliance with A.R.S. 41-4401, A.R.S. 23-214, the Federal Immigration and Nationality Act (FINA), and all other Federal immigration laws and regulations. Region 10 ESC and/or Region 10 ESC members may request verification of compliance from any contractor or sub contractor performing work under this contract. Region 10 ESC and Region 10 ESC members reserve the right to confirm compliance. In the event that Region 10 ESC or Region 10 ESC members suspect or find that any contractor or subcontractor is not in compliance, Region 10 ESC may pursue any and all remedies allowed by law, including but not limited to suspension of work, termination of contract, suspension and/or debarment of the contractor. All cost associated with any legal action will be the responsibility of the contractor.

**AZ Non-Compliance:** All federally assisted contracts to members that exceed \$10,000.00 may be terminated by the federal grantee for noncompliance by contractor. In projects that are not federally funded, Respondent must agree to meet any federal, state or local requirements as necessary. In addition, if compliance with the federal regulations increases the contract costs beyond the agreed on costs in this solicitation, the additional costs may only apply to the portion of the work paid by the federal grantee.

**Registered Sex Offender Restrictions (Arizona):** For work to be performed at an Arizona school, contractor agrees that no employee or employee of a subcontractor who has been adjudicated to be a registered sex offender will perform work at any time when students are present, or reasonably expected to be present. Contractor agrees that a violation of this condition shall be considered a material breach and may result in the cancellation of the purchase order at the Region 10 ESC member's discretion. Contractor must identify any additional costs associated with compliance to this term. If no costs are specified, compliance with this term will be provided at no additional charge.

**Offshore Performance of Work Prohibited:** Due to security and identity protection concerns, direct services under this contract shall be performed within the borders of the United States.

**Terrorism Country Divestments:** In accordance with A.R.S. 35-392, Region 10 ESC and Region 10 ESC members are prohibited from purchasing from a company that is in violation of the Export Administration Act. By entering into the contract, contractor warrants compliance with the Export Administration Act.

The undersigned hereby accepts and agrees to comply with all statutory compliance and notice requirements listed in this document.

	07/09/2020
_____ Signature of Respondent	_____ Date

**DOC #12      OWNERSHIP DISCLOSURE FORM (N.J.S. 52:25-24.2)**

Pursuant to the requirements of P.L. 1999, Chapter 440 effective April 17, 2000 (Local Public Contracts Law), the Respondent shall complete the form attached to these specifications listing the persons owning 10 percent (10%) or more of the firm presenting the proposal.

**Company Name:** HolaDoctor Inc.

**Street:** 2001 NW 107 Ave. Suite 200

**City, State, Zip Code:** Doral, FL 33172

**Complete as appropriate:**

I \_\_\_\_\_, certify that I am the sole owner of \_\_\_\_\_, that there are no partners and the business is not incorporated, and the provisions of N.J.S. 52:25-24.2 do not apply.

**OR:**

I \_\_\_\_\_, a partner in \_\_\_\_\_, do hereby certify that the following is a list of all individual partners who own a 10% or greater interest therein. I further certify that if one (1) or more of the partners is itself a corporation or partnership, there is also set forth the names and addresses of the stockholders holding 10% or more of that corporation's stock or the individual partners owning 10% or greater interest in that partnership.

**OR:**

I James Jones, an authorized representative of HolaDoctor, Inc., a corporation, do hereby certify that the following is a list of the names and addresses of all stockholders in the corporation who own 10% or more of its stock of any class. I further certify that if one (1) or more of such stockholders is itself a corporation or partnership, that there is also set forth the names and addresses of the stockholders holding 10% or more of the corporation's stock or the individual partners owning a 10% or greater interest in that partnership.

**(Note: If there are no partners or stockholders owning 10% or more interest, indicate none.)**

Name	Address	Interest
None/Not Applicable		

I further certify that the statements and information contained herein, are complete and correct to the best of my knowledge and belief.

National Account Executive  
**Authorized Signature and Title**

07/09/2020  
**Date**

**DOC #13          NON-COLLUSION AFFIDAVIT**

**Company Name:** HolaDoctor, Inc.

**Street:** 2001 NW 107 Avenue, Second Floor

**City, State, Zip Code:** Doral, FL 33172

*State of New Jersey*

*County of* \_\_\_\_\_

I, \_\_\_\_\_ of the \_\_\_\_\_  
Name City

*in the County of* \_\_\_\_\_, *State of* \_\_\_\_\_ *of full*  
*age, being duly sworn according to law on my oath depose and say that:*

I am the National Account Director of the firm of HolaDoctor, Inc.  
Title Company Name

*the Respondent making the Proposal for the goods, services or public work specified under the Harrison Township Board of Education attached proposal, and that I executed the said proposal with full authority to do so; that said Respondent has not directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above proposal, and that all statements contained in said bid proposal and in this affidavit are true and correct, and made with full knowledge that the Harrison Township Board of Education relies upon the truth of the statements contained in said bid proposal and in the statements contained in this affidavit in awarding the contract for the said goods, services or public work.*

*I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by*

HolaDoctor, Inc.  
Company Name

National Account Executive  
Authorized Signature & Title

Subscribed and sworn before me

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Notary Public of New Jersey  
My commission expires \_\_\_\_\_, 20\_\_\_\_

SEAL

Company Name: HolaDoctor Inc.  
Street: 2001 NW 107 Ave. Suite 200  
City, State, Zip Code: Doral, FL 33172

**Bid Proposal Certification:**

*Indicate below your compliance with New Jersey Affirmative Action regulations. Your proposal will be accepted even if you are not in compliance at this time. No contract and/or purchase order may be issued, however, until all Affirmative Action requirements are met.*

**Required Affirmative Action Evidence:**

*Procurement, Professional & Service Contracts (Exhibit A)*

*Vendors must submit with proposal:*

1.      A photo copy of their Federal Letter of Affirmative Action Plan Approval \_\_\_\_\_  
OR
2.      A photo copy of their Certificate of Employee Information Report \_\_\_\_\_  
OR
3.      A complete Affirmative Action Employee Information Report (AA302) \_\_\_\_\_

**Public Work – Over \$50,000 Total Project Cost:**

A. No approved Federal or New Jersey Affirmative Action Plan. We will complete Report Form   X    
AA201-A upon receipt from the Harrison Township Board of Education

B. Approved Federal or New Jersey Plan – certificate enclosed \_\_\_\_\_

*I further certify that the statements and information contained herein, are complete and correct to the best of my knowledge and belief.*

\_\_\_\_\_  
*National Account Executive*  
**Authorized Signature and Title**

07/09/2020  
**Date**

**P.L. 1995, c. 127 (N.J.A.C. 17:27)**

**MANDATORY AFFIRMATIVE ACTION LANGUAGE**

**PROCUREMENT, PROFESSIONAL AND SERVICE CONTRACTS**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation. The contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color,

national origin, ancestry, marital status, sex, affectional or sexual orientation. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this non-discrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisement for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation.

The contractor or subcontractor, where applicable, will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to attempt in good faith to employ minority and female workers trade consistent with the applicable county employment goal prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, C.127, as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Office pursuant to N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, C.127, as amended and supplemented from time to time.

The contractor or subcontractor agrees to inform in writing appropriate recruitment agencies in the area, including employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the state of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

The contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and lay-off to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation, and conform with the applicable employment goals, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor and its subcontractors shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Affirmative Action Office for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code (NJAC 17:27).

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Signature of Procurement Agent

**Public Agency Instructions**

This page provides guidance to public agencies entering into contracts with business entities that are required to file Political Contribution Disclosure forms with the agency. **It is not intended to be provided to contractors.**

What follows are instructions on the use of form local units can provide to contractors that are required to disclose political contributions pursuant to N.J.S.A. 19:44A-20.26 (P.L. 2005, c. 271, s.2). Additional information on the process is available in Local Finance Notice 2006-1 ([www.nj.gov/dca/lgs/lfnslfnmenu.shtml](http://www.nj.gov/dca/lgs/lfnslfnmenu.shtml)).

1. The disclosure is required for all contracts in excess of \$17,500 that are **not awarded** pursuant to a “fair and open” process (N.J.S.A. 19:44A-20.7).
2. Due to the potential length of some contractor submissions, the public agency should consider allowing data to be submitted in electronic form (i.e., spreadsheet, pdf file, etc.). Submissions must be kept with the contract documents or in an appropriate computer file and be available for public access. **The form is worded to accept this alternate submission.** The text should be amended if electronic submission will not be allowed.
3. The submission must be **received from the contractor and** on file at least 10 days prior to award of the contract. Resolutions of award should reflect that the disclosure has been received and is on file.
4. The contractor must disclose contributions made to candidate and party committees covering a wide range of public agencies, including all public agencies that have elected officials in the county of the public agency, state legislative positions, and various state entities. The Division of Local Government Services recommends that contractors be provided a list of the affected agencies. This will assist contractors in determining the campaign and political committees of the officials and candidates affected by the disclosure.
  - a) The Division has prepared model disclosure forms for each county. They can be downloaded from the “County PCD Forms” link on the Pay-to-Play web site at [www.nj.gov/dca/lgs/p2p](http://www.nj.gov/dca/lgs/p2p). They will be updated from time-to-time as necessary.
  - b) A public agency using these forms **should edit them to properly reflect the correct legislative district(s)**. As the forms are county-based, **they list all legislative districts** in each county. **Districts that do not represent the public agency should be removed from the lists.**
  - c) Some contractors may find it easier to provide a single list that covers all contributions, regardless of the county. These submissions are appropriate and should be accepted.
  - d) The form may be used “as-is”, subject to edits as described herein.
  - e) The “Contractor Instructions” sheet is intended to be provided with the form. It is recommended that the Instructions and the form be printed on the same piece of paper. The form notes that the Instructions are printed on the back of the form; where that is not the case, the text should be edited accordingly.
  - f) The form is a Word document and can be edited to meet local needs, and posted for download on web sites, used as an e-mail attachment, or provided as a printed document.
5. It is recommended that the contractor also complete a “Stockholder Disclosure Certification.” This will assist the local unit in its obligation to ensure that contractor did not make any prohibited contributions to the committees listed on the Business Entity Disclosure Certification in the 12 months prior to the contract. (See Local Finance Notice 2006-7 for additional information on this obligation) A sample Certification form is part of this package and the instruction to complete it is included in the Contractor Instructions. **NOTE: This section is not applicable to Boards of Education.**



## C. 271 POLITICAL CONTRIBUTION DISCLOSURE FORM

### Contractor Instructions

Business entities (contractors) receiving contracts from a public agency that are NOT awarded pursuant to a “fair and open” process (defined at N.J.S.A. 19:44A-20.7) are subject to the provisions of P.L. 2005, c. 271, s.2 (N.J.S.A. 19:44A-20.26). This law provides that 10 days prior to the award of such a contract, the contractor shall disclose contributions to:

4. any State, county, or municipal committee of a political party
5. any legislative leadership committee\*
6. any continuing political committee (a.k.a., political action committee)
7. any candidate committee of a candidate for, or holder of, an elective office:
  1. of the public entity awarding the contract
  2. of that county in which that public entity is located
  3. of another public entity within that county
  4. or of a legislative district in which that public entity is located or, when the public entity is a county, of any legislative district which includes all or part of the county. The disclosure must list reportable contributions to any of the committees that exceed \$300 per election cycle that were made during the 12 months prior to award of the contract. See N.J.S.A. 19:44A-8 and 19:44A-16 for more details on reportable contributions.

N.J.S.A. 19:44A-20.26 itemizes the parties from whom contributions must be disclosed when a business entity is not a natural person. This includes the following:

8. individuals with an “interest” ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit
9. all principals, partners, officers, or directors of the business entity or their spouses
10. any subsidiaries directly or indirectly controlled by the business entity
11. IRS Code Section 527 New Jersey based organizations, directly or indirectly controlled by the business entity and filing as continuing political committees, (PACs). When the business entity is a natural person, “a contribution by that person’s spouse or child, residing therewith, shall be deemed to be a contribution by the business entity.” [N.J.S.A. 19:44A-20.26(b)] The contributor must be listed on the disclosure. Any business entity that fails to comply with the disclosure provisions shall be subject to a fine imposed by ELEC in an amount to be determined by the Commission which may be based upon the amount that the business entity failed to report. The enclosed list of agencies is provided to assist the contractor in identifying those public agencies whose elected official and/or candidate campaign committees are affected by the disclosure requirement. It is the contractor’s responsibility to identify the specific committees to which contributions may have been made and need to be disclosed. The disclosed information may exceed the minimum requirement. The enclosed form, a content-consistent facsimile, or an electronic data file containing the required details (along with a signed cover sheet) may be used as the contractor’s submission and is disclosable to the public under the Open Public Records Act. The contractor must also complete the attached Stockholder Disclosure Certification. This will assist the agency in meeting its obligations under the law.

**NOTE: This section does not apply to Board of Education contracts.**

\* N.J.S.A. 19:44A-3(s): “The term “legislative leadership committee” means a committee established, authorized to be established, or designated by the President of the Senate, the Minority Leader of the Senate, the Speaker of the General Assembly or the Minority Leader of the General Assembly pursuant to section 16 of P.L.1993, c.65 (C.19:44A-10.1) for the purpose of receiving contributions and making expenditures.”

**C. 271 POLITICAL CONTRIBUTION DISCLOSURE FORM**

Required Pursuant To N.J.S.A. 19:44A-20.26

**This form or its permitted facsimile must be submitted to the local unit no later than 10 days prior to the award of the contract.**

**Part I – Vendor Information**

Vendor Name:	HolaDoctor Inc		
Address:	2001 NW 107 Ave. Suite 200		
City:	Doral	State: FL	Zip: 33172

The undersigned being authorized to certify, hereby certifies that the submission provided herein represents compliance with the provisions of N.J.S.A. 19:44A-20.26 and as represented by the Instructions accompanying this form.

_____	James Jones	National Account Executive
Signature	Printed Name	Title

**Part II – Contribution Disclosure**

Disclosure requirement: Pursuant to N.J.S.A. 19:44A-20.26 this disclosure must include all reportable political contributions (more than \$300 per election cycle) over the 12 months prior to submission to the committees of the government entities listed on the form provided by the local unit.

☐ Check here if disclosure is provided in electronic form.

Contributor Name	Recipient Name	Date	Dollar Amount
None Not Applicable			\$

☐ Check here if the information is continued on subsequent page(s)

## Continuation Page

### C. 271 POLITICAL CONTRIBUTION DISCLOSURE FORM

Required Pursuant To N.J.S.A. 19:44A-20.26

Page 2 of 2

Vendor Name:

[illegible]☐ Check here if the information is continued on subsequent page(s)

**List of Agencies with Elected Officials Required for Political Contribution Disclosure**

**N.J.S.A. 19:44A-20.26**

**County Name:**

**None/Not Applicable**

State: Governor, and Legislative Leadership Committees

Legislative District #s:

State Senator and two members of the General Assembly per district.

County:

Freeholders

County Clerk

Sheriff

{County Executive}

Surrogate

Municipalities (Mayor and members of governing body, regardless of title):

**USERS SHOULD CREATE THEIR OWN FORM, OR DOWNLOAD FROM [WWW.NJ.GOV/DCA/LGS/P2P](http://WWW.NJ.GOV/DCA/LGS/P2P) A COUNTY-BASED, CUSTOMIZABLE FORM.**

**DOC #16 STOCKHOLDER DISCLOSURE CERTIFICATION**

**Name of Business: HolaDoctor, Inc.**

☐ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

**OR**

☒ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

**Check the box that represents the type of business organization:**

☐ Partnership

☐ Sole Proprietorship

☐ Limited Liability

☐ Limited Partnership

Partnership

☒

Corporation

☐ Limited Liability

Corporation

☐ Subchapter S

Corporation

**Sign and notarize the form below, and, if necessary, complete the stockholder list below.**

Stockholders: None/Not Applicable

Name:	Name:
Home Address:	Home Address:
Name:	Name:
Home Address:	Home Address:
Name:	Name:
Home Address:	Home Address:
Subscribed and sworn before me this ____ day of _____, 2_.	_____ (Affiant)
(Notary Public)	_____ (Print name & title of affiant)
My Commission expires:	_____ (Corporate Seal)

**DOC #17 GENERAL TERMS & CONDITIONS ACCEPTANCE FORM**

*Signature on the Vendor Contract Signature form certifies complete acceptance of the General Terms and Conditions in this solicitation, except as noted below (additional pages may be attached, if necessary).*

**Check one of the following responses to the General Terms and Conditions:**

☐ ✓ We take no exceptions/deviations to the general terms and conditions

*(Note: If none are listed below, it is understood that no exceptions/deviations are taken.)*

☐ We take the following exceptions/deviations to the general terms and conditions. All exceptions/deviations must be clearly explained. Reference the corresponding general terms and conditions that you are taking exceptions/deviations to. Clearly state if you are adding additions terms and conditions to the general terms and conditions. Provide details on your exceptions/deviations below:

*(Note: Unacceptable exceptions shall remove your proposal from consideration for award. Region 10 ESC shall be the sole judge on the acceptance of exceptions/deviations and the decision shall be final.)*

# RESUMES

## DIRK G. SCHROEDER, ScD, MPH

Areas of Expertise	* Multicultural Health and Communication	* Hispanic Diet and Nutrition
Populations	* Limited English Proficiency Regs.	* Disease Management for Minority
	* Proposal and Research Design	* Health Disparities & Hispanic Health

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Thirty years of academic, programmatic, and business experience in global and multicultural health. Ten years of International public health (Indonesia, Guatemala) and academic work experience at top-tier Universities. Relinquished tenure in 1999 to co-found HolaDoctor Inc, a Hispanic-centric digital health company that serves U.S. healthcare organizations. HolaDoctor also runs the largest Spanish-language health website online. HolaDoctor was recently (July 2017) acquired in full by Pan American Life Insurance Group (PALIG), a 100-year old, billion-dollar company based in New Orleans. PALIG is the leading medical insurance carrier in many Central and South American countries and serves global fortune 100 companies, e.g. Walmart Honduras. Associate Professor (Adjunct) of Global Health at Emory University and teaching a course on Social Enterprise for Global Health. Currently writing a book entitled *“Getting Past the Pilot: A practical guide for health entrepreneurs serious about getting from start-up to scale up.”* Principal and founder of a consulting firm, Health Innovation Advisors, which provides guidance to early stage entrepreneurs and their investors on building a profitable sustainable digital health business. Numerous leadership positions and awards. Multilingual, with extensive field experience in Latin America and Asia.

### PROFESSIONAL EXPERIENCE (selected)

<b>Pan American Life Insurance Group (PALIG)</b>	2017 to present
<ul style="list-style-type: none"><li>Executive Vice-President, Research and Consulting</li><li>Co-leading Latin American Health and Wellness Strategy</li></ul>	
<b>HolaDoctor Inc (formerly DrTango Inc) – Atlanta, GA.</b>	
<ul style="list-style-type: none"><li>Co-Founder, Chief Health Officer, Executive VP</li><li>Hispanic health services and digital media company</li><li>Head: Strategic Business Consulting and Research Division</li><li>Involved in all executive aspects of building the company from inception to sale</li></ul>	1999 to present
<b>Emory University – Rollins School of Public Health – Atlanta, GA</b>	1993 to present
<ul style="list-style-type: none"><li>Associate Professor of Global Health, awarded tenure in minimum time possible</li><li>Selected as “Professor of the Year”</li><li>Teaching course on Social Entrepreneurship for Global Health</li></ul>	
<b>Health Innovation Advisors – Atlanta, GA.</b>	2012 to present
<ul style="list-style-type: none"><li>President &amp; Founder</li><li>Consulting firm that provides strategic guidance to digital health start-ups</li></ul>	
<b>Institute of Nutrition for Central America and Panama - Guatemala</b>	1989-91
<ul style="list-style-type: none"><li>Associate Investigator: Child Nutrition and Health</li></ul>	
<b>University of Padjajaran – Bandung, Indonesia.</b>	1985-86
<ul style="list-style-type: none"><li>Fulbright Fellow - Community Health Program Director</li></ul>	

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### EDUCATION

Post-doctoral	International Nutrition	Cornell University. Ithaca, NY, 1993
Doctor of Science.	International Health	Johns Hopkins Univ. Baltimore, MD, 1992
Masters of Public Health.	International Health	Johns Hopkins Univ. Baltimore, MD, 1988
Bachelor of Science.	Human Biology	Stanford Univ. Stanford, California, 1984
Baccalaureate		International School Geneva, Switzerland, 1979

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## HONORS AND AWARDS (selected)

- Leadership Atlanta: Elected Member of the Class of 2014-15
  - Professor of the Year. Elected by Emory School of Public Health student body (1997)
  - President of Faculty Senate. Elected position (1997-1999)
  - International Life Sciences Institute (ILSI) North America Future Leader Award (1998)
  - Full Scholarship (unsolicited), Johns Hopkins MPH & ScD programs (1987-89)
  - Fulbright Fellow, Indonesia. (1985-86)
  - Graduated with Honors and Distinction, Stanford University (1984)
- 

## Advisory and Boards (selected)

- Editorial Board, the *Journal of Telehealth and Medicine Today* (2016-present)
  - Advisory Board Member, Internet of Business: Healthcare (2017-present)
- 

**Languages:** Spanish (fluent) - Indonesian (fluent) - French (conversant) - Sudanese (W. Java, conversant)

**International Experience.** Work experience in 50+ countries. Lived in Indonesia (4 y), Guatemala (3 y) and Switzerland (1 y).

## PRESENTATIONS and CONFERENCE LEADERSHIP (selected)

**Developing and Testing Culturally-Optimized Health and Wellness Programs for Hispanic, Multicultural and International Patients.** Connected Healthcare Conference. Boston, MA October 2018

**Leveraging Technology to Serve Multicultural and International Patients.** iiBig Healthcare Mergers and Acquisitions Conference. Nashville, Tenn, June 5-6, 2018

**Personalizing Health Insurance through Technology.** Internet of Health Conference key note, Boston, Mass. October, 2017.

**Retail Works! Acquiring and Retaining Hispanic Health Insurance Members.** A co-presentation with Blue Cross Blue Shield of New Jersey. Multicultural Health National Conference. Philadelphia, October 2016.

**Engaging Hispanics Across the Care Continuum.** Webinar presentation to 500+ chronic care specialists on behalf of the Health Sciences Institute. Oct 2016.

**15 Things I learned as an Accidental Entrepreneur.** Keynote address to the e-Health Institute Innovations Showcase Conference. Washington DC. October 2016.

**Marketing Health Insurance to Hispanics: Panel Lead.** Led panel discussion that included the Heads of Multicultural Marketing for Humana, Covered Illinois, WellPoint, and Blue Cross Blue Shield of Massachusetts. Multicultural Healthcare Marketing Conference, Atlanta, GA, November, 2014.

**Engaging and Improving Health Outcomes among Hispanic Medicaid Members.** Medicaid Enterprise Systems (MES) Conference, Denver, August, 2014.

**Educating and Enrolling Hispanic Consumers into Health Insurance Exchanges.** National Healthcare Quality Summit, October 2013.

**Mobile Technologies to Improve Hispanic Health.** Wax Webinar Series. April, 2013

**The Affordable Care Act and Multicultural Marketing.** Multicultural Healthcare Marketing Conference, November 2012.

**Impact of National Healthcare Policy on Latino Health.** Moderated panel of Experts. Emory. Oct 2012.

**White House Panel on Minority Healthcare Online.** On panel with HHS Secretary Sibelius, the Surgeon General and other national leaders. July 2012.

**Increasing Patient Adherence among Hispanic Diabetics.** 7<sup>th</sup> Annual Frost & Sullivan Patient Adherence Congress. Philadelphia, March 8, 2012.

**Technology and Global Health: Keynote Address.** Robert Wood Johnson University Medical School. 1/2012.

**Cultural Engagement Appraisals for Better Health.** American Cancer Society, February, 2011.

**Engaging and Improving the Health of Hispanic Diabetics: Application of the Positive Deviance Approach.** Positive Deviance for Better Health Conference. Bethesda, Sept 2010.

**Culturally-appropriate Diet, Fitness and Weight Programs for Diabetic Hispanics.** CDC Diabetes Conference. Atlanta, April, 2009.

**Benefits of Culturally-optimized healthy weight program for Hispanic Employees.** Costs and Benefits of Workplace Weight Management Strategies. Chicago. June 2007

**Culturally-appropriate Diet, Fitness and Weight Programs for Diabetic Hispanics.** CDC Diabetes Conference. Atlanta, April, 2008.

**Leveraging Technology to Reduce Health Disparities.** Office of Minority Health Summit on Health Disparities. Washington DC November 2005.

**Evaluating an Online Program to Improve Weight Management & Health Among Hispanics.** National Managed Care Congress. Washington DC March 2005.

**Marketing Health Services to Hispanics.** Society for Healthcare Strategy and Market Development. Sept 2004.

**Interactive diet, fitness and weight-management application for Hispanics.** eHealth Technology Summit. Baltimore, MD April 2004

**Culturally and linguistically appropriate personalized health applications for Hispanics.** Disease Management Congress. Philadelphia, April 2004

**Culturally Competent Managed Healthcare: Challenges and Opportunities.** 4<sup>th</sup> Annual Conference on Culturally Competent Care. Philadelphia, PA. September 2003.

**Evaluating Large-scale Nutrition Programs in Developing Countries.** Experimental Biology. April 2003.

**Health Insurance & Hispanics – Trends, Challenges and Needs.** National Managed Care Conference. March 2003.

**Pharmaceutical Utilization by Hispanics – Trends, Challenges and Needs.** Conference on Multicultural Pharmaceutical Marketing and Public Relations. Princeton NJ, March 2003.

## **MAJOR PROJECTS, CONSULTING & APPLIED RESEARCH (selected)**

**Strategic Consulting on Hispanic Business and Health Management Initiatives:** WellPoint (April 2012 to present); Florida Blue Cross Blue Shield (2011 to present); Horizon Blue Cross Blue Shield (BCBS) of New Jersey (2011-present); the American Cancer Society (2010-11); Highmark BCBS of Pennsylvania (2010-11); BCBS Texas (2007-08); Anthem Blue Cross of California (2006-07).

**Polio Eradication in Pakistan: Application of the Positive Deviance Approach.** Designing and overseeing Monitoring and Evaluation. (2012-2016)

**Understanding and Increasing Adherence among Hispanic Diabetics: Application of the Positive Deviance Approach.** A collaboration with HEB and BCBS Texas, funded by Merck. Project Lead. 2009-10.

**Medication Adherence among Hispanics:** National Survey and Qualitative Research: Merck 2009-10.

**Market Opportunity for Wellness Programs in Latin America.** Project Lead. Ceridian, 2008.

**Hispanic Obesity Prevention and Education (HOPE) Program.** Florida Department of Health \$2.2 million. Senior Project Director. 2007-2009.

**Culturally Appropriate Diabetes management Program.** Anthem. 2005-06

**Randomized Trial of an Interactive Diet, Fitness and Weight-Management Application for U.S. Hispanics.** Robert Wood Johnson Foundation Health e-Technologies Initiative (P.I.) 2004-2007.

**Evaluation of a Positive-Deviance Informed Child Health Program in Vietnam.** Linkages (USAID). 1997-2002.

**National Health and Nutrition Program for Indonesia.** Asian Development Bank. Consultant: 1994

### **TRAINING & TEACHING (partial list)**

**Social Entrepreneurship for Global Health:** Co-teaching graduate course on social enterprise for global health. Fall 2012 to present.

**Cultural Competency Training:** Leading cultural competency trainings (online and in-person) for healthcare personnel serving Hispanic members, patients, and consumers. Specialize in customer and care management representatives at health plans.

**Program Design and Evaluation:** Intensive course designed for International Medical Students. Summer 2012-2013.

**Proposal Development.** Rollins School of Public Health, Emory University. Designed original course in 1996. Have taught or co-taught course for the past 15 years.

**Positive Deviance for Global Health.** Tufts University. Adjunct Professor. Co-designed online course. First offered Fall, 2011.

### **SERVICE AND FIELD EXPERIENCE:**

**Board and Council Membership:** Hispanic Health Coalition of Georgia (2002 – present) – Chair of Strategy Committee; Rollins School of Public Health Dean's Council (2007-present) and MedShare (2003-2007).

### **PUBLICATIONS (partial list):**

#### **White Papers:**

**Schroeder DG, Hix B, et al.** Improving the Health of Hispanics Using Mobile Technology: A Roadmap to Reach and Impact America's Fastest Growing Population.

**Schroeder DG.** Cultural Adaptation for Health: A guide to engaging and changing behaviors among multicultural patients and consumers.

**Schroeder DG.** Language Assistance Programs: A Guide to Understanding California Senate Bill 853.

**Schroeder DG.** Limited English Proficiency (LEP) Regulations: Implications and Guidance for U.S. Hospitals Serving Minority Populations.

### **Books and Book Chapters**

**Schroeder DG.** Getting Past the Pilot: A practical guide for health entrepreneurs serious about getting from start-up to scale-up. In final preparation for 2018 publication.

**Schroeder DG,** Giraldo G, Keefe-Oates, B Health Communication Strategies for Hispanic Enrollment into the Affordable Care Act Health Insurance Exchanges. Book Chapter in: Health Communication: Critical Tools and Strategies for Advancing Public Health. Parvanta C et al (Editors). 2017

**Schroeder DG.** Staying Healthy in Asia, Africa, and Latin America, 5th edition (Book). Moon Publications; Chico, CA, 2000. 197 pages.

**Schroeder DG.** Malnutrition. In, *Nutrition and Health in Developing Countries*, R. Semba and M. Bloem (eds). Humana Press. 2001. pp. 393-426.

**Schroeder DG,** Martorell R. Poor fetal and child growth and later obesity and chronic disease: relevance for Latin America. In, *Obesity and Poverty in Latin America*, M Peña (Ed.) [Spanish]. Pan American Health Organization. 2000.

Martorell R and **Schroeder DG.** The morbidity and mortality effects of nutrition interventions. In: *Evaluation of the Impact of Health Interventions*. H Rashad, R Gray, and T Boerma, (eds). International Union for the Scientific Study of Populations, rue de Augustine, 34-400 Liège, Belgium, 1995.

### **Articles in Peer-Reviewed Academic Journals**

**60+ Peer Reviewed Journal Articles. List available upon request.**

# JAMES ALFRED JONES

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Tampa, FL 33607

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Phone: (813) 892-1926

## SUMMARY

**Health Care Executive** with expertise in sales, account management, clinical operations, translation, language services, financial management, and physician recruitment in a variety of settings including Hospitals, Health Plans, a Fortune 20 corporation, Medicare Organizations, and Physician Practices. Proven track record in success and exceeding goals.

## PROFESSIONAL EXPERIENCE

**HOLADOCTOR**, Tampa, FL

**2018-Present**

### ***National Account Executive and Vice President, Business Solutions***

Primary Account and Sales Executive for Government Agencies, Health Plans, Hospitals, and Consumer Agencies. Recruit New Customers and Develop Partnerships and Relationships with Existing and Former Customers.

- Regularly meet with our current clients and customers to establish long-lasting relationships and partnerships.
- Identify business solutions for our customers to save them time, money, resources, and grow their revenue.

**HEALTH CARE RESOURCES GROUP**, Tampa, FL

**2010-2018**

### ***National Account and Sales Executive***

Primary Account and Sales Executive for Hospitals, Physician Practices, Commercial & Medicare Plans including Medicare Advantage, Medicare Part D, Lab, Home Care, Imaging, Surgical Care, Oncology, Transplant Programs, Pharmacy, and Specialty Care Services. Major Clients include Humana, Florida Blue, WellCare, Triple S-Salud, Highmark, Blue Cross Blue Shield of Tennessee, AvMed, Penn State Health, Geisinger Health System, Lehigh Valley Hospital, and Allegheny Health.

- Successfully closed 90% of sales with physician practices and large and medium employer groups from 2008 to 2017.
- Manage staff of 14 Sales Representatives, Account Managers, and Community Outreach Managers.

**UNITED HEALTH GROUP/PACIFICARE HEALTH PLANS**, Santa Ana, CA

**2004-2010**

### ***Strategic Account Executive and National Account Executive***

#### ***Director of Sales and Marketing***

Primary Account Executive for Geisinger Health Plan, Rocky Mountain Health Plans, SelectCare of Texas Health Plans, American Pioneer Health Plan, PacifiCare Health Plans, SecureHorizons Medicare Health Plans, and Blue Cross of Northeastern Pennsylvania. Responsible for all large accounts (\$15M in annual revenue) and new business development.

- Managed \$18M of annual health plan business in 2008, an 88% revenue increase over 2007 with 750,000+ members. Achieved new business development opportunities and increased revenue with each Health Plan.
- Developed innovative new business development strategies for all partner Health Plans, including Medicare expansion. Worked directly with Centers for Medicare and Medicaid Services (CMS) for audits, compliance, and enrollments.
- Designed and managed Commercial and Medicare business operations, saving the company over \$2M annually.
- Successfully moved into Strategic Account Executive position when PacifiCare was acquired by UnitedHealth Group in 2006. Achieved 100% transition of clinical leadership, claims administration, sales and network management.

**FHC HEALTH SYSTEMS, INC.**, Virginia Beach, VA

**2002-2004**

### ***Regional Network Manager***

Oversaw Mid-Atlantic State operations including Pennsylvania, New Jersey, Maryland, Virginia, Washington D.C, Delaware and West Virginia. Grew network over 300% during my tenure. Led Physician Recruitment and Hospital/Provider Contracting.

**CARLISLE HOSPITAL AND HEALTH SYSTEM**, Carlisle, PA

**1995-2002**

### ***Director, Planning and Practice Management***

Overall responsibility for operational and business planning for community hospital and health system.

- Developed master plan with Board of Trustees that led to the building of a new 200-bed Hospital.
- Led planning initiatives for the opening of new Cancer Center and Ambulatory Surgery Center.
- Designed Clinical Program Plans for Physicians and Hospital which achieved full CMS approval.

**PENNSYLVANIA MIGRANT HEALTH PROGRAM, RURAL OPPORTUNITIES, INC., Camp Hill, PA****1993-1995****State Executive Director**

- Supervised program personnel and a network of 8 statewide health centers.
- Led grant writing initiatives and secured over \$3M in Federal and State Funding.
- Worked directly with United States Department of Health and Human Services for program oversight.

**HOSPITAL OF THE UNIVERSITY OF PENNSYLVANIA, THE CHILDREN'S HOSPITAL OF PHILADELPHIA****Manager of Marketing, Planning, and Business Development****THE JOHNS HOPKINS HOSPITAL AND HEALTH SYSTEM, Baltimore, MD****Administrative Intern****THE MILTON S. HERSHEY MEDICAL CENTER/PENN STATE UNIVERSITY HOSPITAL, Hershey, PA****Administrative Associate, Hospital Administration and Ambulatory Care Services****OTHER RELATED EXPERIENCE**

Carlisle Summerfair Board of Directors, Chairman of the Board of Directors  
 Pennsylvania Department of Education Coordinating Council  
 Hershey Entertainment and Resort Corporation  
 Pennsylvania Department of Health Statewide Planning Committee  
 Graduate Teaching and Research Assistant

**EDUCATION**

**MBA, Master of Business Administration**, Penn State University, University Park, PA  
**MHA, Master of Health Administration**, Penn State University, University Park, PA  
 The Johns Hopkins School of Hygiene and Public Health, Baltimore, MD  
**B.S., Summa Cum Laude, Business Administration**, Elizabethtown College, Elizabethtown, PA  
 --Valedictorian in Graduating Class and Dean's List 8 of 8 Semesters

**HONORS AND AWARDS OF ACHIEVEMENT**

The Congressional Award—United States Congress  
 Graduate of Dale Carnegie Training Program—Received Highest Award for Achievement  
 American Legion Outstanding Citizen  
 University and College Scholar  
 Who's Who Among Students in American Universities and Colleges  
 Eagle Scout

**ASSOCIATIONS**

Pennsylvania Association for Healthcare Professionals, Board of Directors (Chairman)  
 American Hospital Association Member  
 American College of Healthcare Executives

**COMMUNITY ACTIVITIES**

**Program Director**, Mental Retarded and Handicapped  
**Director of Parks and Summer Recreation**, Mount Union Borough  
**Volunteer, United Cerebral Palsy of Central Pennsylvania**  
**Volunteer**, Pennsylvania Special Olympics  
**Volunteer**, Wreaths Across American Veteran's Cemetery Program

**Bruno Lopez, EVP Operations,**

He joined HolaDoctor in 2011 and brings 40 years of successful experience in both traditional and digital media.

An Emmy award nominee and former SVP of Programming for Univision Interactive Media, where he launched the largest Spanish-language portal in the U.S with over 17 million monthly visitors. He managed the day to day operations of Univision.com -- Univision's main public portal -- as well as 18 city-specific websites, 60 radio station websites and 18 TV station websites. Bruno also oversaw bureaus in six cities in the U.S and Mexico, and managed editorial staff in several other Latin-American countries. Instrumental in the launch of the Univision mobile platforms including mobile web and mobile apps.

Former bureau chief and on-air correspondent for Univision, as well as roving West Coast correspondent for the Spanish language newscast of CNN. Started in TV with ABC News as an assistant producer. During his time in print he was Mexico' Bureau chief for the Arizona Republic and the Spanish language regional editor for United Press International.

He studied Political Science and Journalism at the National Autonomous University of Mexico, and was awarded a John S Knight Fellowship at Stanford University in 1998. He was also a fellow at the World Press Institute (WPI) in Macallester College in Saint Paul, MN. WPI is an international media program that each year awards fellowships to leading journalists from around the world.

# **Monseratt Crayon**

## **Director of Accounting**

Mrs. Crayon joined HolaDoctor in January of 2007. Her current responsibilities include accounting and human resources. Prior to joining HolaDoctor, Mrs. Crayon worked for several years at Bank of America where she was involved in Personal Banking.

Mrs. Crayon holds a Bachelor of Business Administration degree in Finance from Kennesaw State University (KSU) and a Master's degree in Accounting from Georgia State University (GSU), where she graduated top of her class. Mrs. Crayon is fluent in English and Spanish.





# Culturally Relevant Translations for Multicultural Audiences

The scientific evidence is clear:  
**Better Translations = Higher  
Engagement**

HolaDoctor is the undisputed leader in creating engaging, culturally-adapted communications for government agencies and organizations including health content providers, State Counties, schools, health plans, hospitals, nonprofit, medical device and pharmaceutical companies.

Unlike other translation agencies, HolaDoctor offers a consultative approach and unique methodology ensuring materials are accurate and effective at building strong relationships with your target audience (communities, members, patients and constituents).



## Why HolaDoctor?

- > **For over 20 years, we have been helping State agencies, education and healthcare organizations** achieve their sales, marketing, customer service, human resources, legal and corporate objectives through effective multilingual communications.

- > **We specialize in Language Services.** We understand multicultural consumers better than anyone.



- > We translate from English into **200+ languages**. We also translate from any of these languages into English.

- > **HolaDoctor owns the largest web and mobile destinations** of Hispanic healthcare consumers (see [www.holadoctor.com](http://www.holadoctor.com)). Our extensive **experience building engaging online communities** of multiethnic consumers is applied to every translation and cultural adaptation project that we do.



Our core competencies are "transcreating" (i.e., translating and culturally adapting) existing content into different languages and developing original health content, for a superb engaging experience for the multiethnic consumer.

- > Our team of **experienced linguists** must pass a rigorous qualification process and then go through our **very own cultural competency methodology** training, which assures all translated and culturally adapted materials speak to the end user. All of our linguists have years of experience as professional translators and are SMEs (Subject Matter Experts) in health, medical, education and legal translations.



- > We excel at large, complex, multifaceted projects providing fast turnaround times.

- > Each client is assigned a **dedicated Project Manager** to ensure all projects are delivered on time and within budget, and that the end product is of the highest quality.



- > **Healthcare glossaries:** Through our work with healthcare organizations over the past two decades, and writing our own engaging health and marketing content for our consumer web and mobile destinations (e.g., [holadoctor.com](http://holadoctor.com)), **we have developed the largest and most up-to-date healthcare glossaries in the industry**, including versions for health insurance, hospitals and healthcare organizations in general. We develop **custom glossaries for each client** that take into account specifics about their target audience (e.g., Mexican Hispanics versus Caribbean Hispanics). We utilize these glossaries to ensure standardization and consistency in every translation project that we undertake.





## We translate and culturally adapt any content that needs to be communicated to multicultural consumers

- Health and wellness and educational content
- Letters, forms, handbooks and newsletters
- Policies and procedures  
Marketing collateral
- (presentations, brochures, newsletters, print & banner ads, etc.)
- Call and training scripts
- Public and private websites
- eSolutions and software
- Human Resource materials
- Legal and compliance documents
- Patient admission, consent and discharge documents

## The best people and latest tools to deliver high quality translations and keep turnaround times short and costs down

HolaDoctor uses only **human translators** – no machine translation! We empower our teams with the latest **translation memory** and project management software and tools (e.g. Trados, MemoQ) to keep turnaround times short and your costs low. We also provide you with your own online, easy-to-use **translation portal** to facilitate submitting and tracking jobs in a central location.



## Cultural Adaptation

HolaDoctor specializes in transcreating content and images so that it not only engages consumers, but also drives them to action. We do this through a **deep understanding of the multicultural consumer's beliefs, fears, attitudes and triggers**. We incorporate these into the materials we produce for you to drive your business goals and needs, including, for example:

- ⊗ Engaging with your online multicultural audience and effectively drive behavior change
- ⊗ Engaging communities, consumers, patients and members to build loyalty and brand equity
- ⊗ Acquiring new members, patients and constituents
- ⊗ Enhancing communications and care management processes
- ⊗ Increasing retention, renewals and interaction with your brand



For more information

Call **888-Hola911 (888-465-2911)**

Visit: <https://holadoctor.net/translation-and-cultural-adaptation>

Email: [info@holadoctor.net](mailto:info@holadoctor.net)



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**THANK YOU**