PERFORMANCE WORK STATEMENT (PWS)

Native American Television Subscription Services

Phoenix Area Indian Health Service (IHS), Area-Wide Blanket Purchase Agreement (BPA)

1.0 BACKGROUND

The Phoenix Area Indian Health Service (IHS) provides healthcare services to American Indian and Alaska Native (AI/AN) populations through multiple hospitals, health centers, and outpatient facilities located throughout Arizona, Nevada, Utah, and California.

The Phoenix Area seeks a standardized, subscription-based health education television service capable of delivering culturally tailored AI/AN health education programming, public health messaging, wellness information, and local facility communications to patients, visitors, and staff.

The BPA will provide a centralized acquisition vehicle for participating Phoenix Area Service Units and healthcare facilities.

2.0 OBJECTIVE

The objective of this BPA is to provide a subscription-based television content delivery service that:

- Delivers culturally relevant AI/AN health education programming;
- Supports health promotion and disease prevention initiatives;
- Provides facility-specific messaging capabilities;
- Supports multiple Phoenix Area healthcare facilities through a centralized platform;
- Provides remote administration and technical support; and
- Promotes consistent health communication across participating facilities.

3.0 SCOPE

The Contractor shall provide all labor, supervision, management, equipment, software, technical support, content delivery services, and associated resources necessary to perform the requirements of this BPA.

Services shall include:

- AI/AN-focused health education programming;
- Subscription-based content delivery;
- Remote content management;
- Local facility messaging capability;
- Contractor-furnished player devices and associated software;

- Technical support and maintenance;
- Hardware replacement when required;
- Content updates and playlist management;
- Reporting requirements identified herein.

4.0 BPA STRUCTURE

This BPA shall have a five (5) year ordering period.

The Government does not guarantee a minimum quantity of services.

Participating facilities may place BPA calls throughout the ordering period.

The Government reserves the right to add or remove facilities, displays, subscriptions, and service locations during the BPA ordering period based on mission requirements and funding availability.

5.0 SERVICE LOCATIONS

The BPA may support participating Phoenix Area IHS facilities including, but not limited to:

- Phoenix Indian Medical Center (Phoenix, AZ), including Ft. McDermitt Health Center
- Hopi Health Care Center (Polacca, AZ)
- CRSU – includes Parker Indian Health Center (Parker, AZ) & Peach Springs Health Center (Peach Springs, AZ)
- WRSU – includes Whiteriver Indian Hospital and Cibecue
- Ft. Yuma Health Center
- Uintah-Ouray Health Center (U&O/Ft Duchesne)
- Southern Bands Health Center (Elko)

Additional facilities may be added during the BPA ordering period.

6.0 CONTRACTOR REQUIREMENTS

6.1 Health Education Programming

The Contractor shall provide ongoing health education programming designed for American Indian and Alaska Native audiences.

Programming shall be culturally appropriate and may include:

- Diabetes prevention and management;
- Behavioral health;
- Suicide prevention;
- Maternal and child health;
- Wellness promotion;

- Injury prevention;
- Substance use prevention;
- Public health awareness;
- Preventive healthcare;
- Other health education topics relevant to AI/AN populations.

Programming shall be suitable for public viewing in healthcare environments.

6.2 Content Delivery

The Contractor shall provide a content delivery platform capable of delivering programming to participating facilities.

Content delivery may utilize internet-connected player devices, streaming technology, locally stored content, or a combination thereof.

The Contractor shall ensure continuity of service and timely content updates.

6.3 Local Messaging Capability

The Contractor shall provide facility-specific messaging capability allowing participating facilities to display locally generated content, health promotion campaigns, public service announcements, events, closures, outreach activities, and other Government-approved communications.

The system shall support a minimum of ten (10) minutes per day of facility-specific messaging or locally supplied content at each participating display location.

The Contractor shall provide a process for participating facilities to submit, update, remove, and manage local content throughout the BPA ordering period.

Local content shall be displayed only at the facility designated by the Government unless otherwise authorized.

6.4 Remote Content Administration

The Contractor shall remotely manage content delivery, programming updates, playlists, and system administration.

The Contractor shall monitor system functionality and address technical issues in a timely manner.

6.5 Technical Support

The Contractor shall provide technical support during normal business hours.

Support shall include:

- Troubleshooting;
- Remote diagnostics;
- Content management support;

- Hardware replacement coordination;
- Software support.

6.6 Contractor-Furnished Equipment

The Contractor may furnish player devices and associated equipment required for service delivery.

Contractor-furnished equipment shall remain the property of the Contractor unless otherwise specified in an individual BPA call.

The Contractor shall be responsible for maintenance, repair, replacement, software updates, and lifecycle management of contractor-owned equipment.

7.0 INFORMATION TECHNOLOGY REQUIREMENTS

7.1 Network Coordination

The Contractor shall coordinate installation activities, software updates, content downloads, and maintenance activities with designated facility Information Technology personnel.

The Contractor shall take reasonable measures to minimize impacts to facility network operations and bandwidth utilization.

7.2 Patch Management

The Contractor shall maintain current operating system, firmware, application, and security updates for all contractor-owned equipment used in performance of this BPA.

The Contractor shall implement and maintain an effective patch management process.

7.3 Cybersecurity Incident Reporting

The Contractor shall report any actual or suspected cybersecurity incident affecting contractor-owned equipment connected to an IHS facility network within twenty-four (24) hours of discovery.

Notification shall be made to the COR and designated facility Information Technology personnel.

7.4 Protection of Government Information

The Contractor shall not access, collect, store, transmit, process, or maintain:

- Protected Health Information (PHI);
- Personally Identifiable Information (PII);
- Electronic Health Records (EHR);
- RPMS data;
- Electronic patient information; or
- Other Government sensitive information.

Should the Contractor inadvertently receive such information, the Contractor shall immediately notify the COR and follow applicable IHS incident reporting procedures.

8.0 SECTION 508 ACCESSIBILITY REQUIREMENTS

The Contractor shall ensure all Electronic Information Technology (EIT), display systems, software interfaces, and content delivery systems provided under this BPA comply with Section 508 of the Rehabilitation Act of 1973, as amended.

All video programming shall include captioning sufficient to support accessibility for hearing-impaired viewers.

Upon request, the Contractor shall provide documentation demonstrating compliance with applicable Section 508 accessibility requirements.

9.0 DELIVERABLES

9.1 Monthly Status Report

The Contractor shall provide a monthly report that includes:

- Active facilities supported;
- Active displays supported;
- Significant technical issues;
- Resolution status of reported issues;
- Content updates completed;
- Service interruptions, if any.

9.2 Incident Reports

The Contractor shall notify the COR within twenty-four (24) hours of any significant outage or cybersecurity incident.

9.3 Annual Performance Summary

The Contractor shall provide an annual summary identifying:

- Facilities supported;
- Number of displays supported;
- Major content updates;
- Significant service improvements;
- System availability performance.

10.0 GOVERNMENT RESPONSIBILITIES

The Government shall:

- Designate a COR;
- Provide access to approved display locations;
- Coordinate facility-specific requirements;

- Review and approve contractor deliverables as required;
- Provide facility points of contact.

11.0 PERFORMANCE STANDARDS

The Contractor shall:

- Maintain operational content delivery services;
- Provide timely technical support;
- Deliver content updates as scheduled;
- Maintain accessibility requirements;
- Comply with applicable IHS information technology requirements.

12.0 PERIOD OF PERFORMANCE

The BPA shall have a five (5) year ordering period from date of award.

Individual BPA calls may be issued throughout the ordering period.

13.0 CONTRACTING OFFICER'S REPRESENTATIVE (COR)

The Contracting Officer will designate a COR in writing after award.

The COR is responsible for technical oversight, inspection and acceptance of services, and coordination of operational matters.

The COR is not authorized to modify the terms and conditions of the BPA.

14.0 APPLICABLE REGULATIONS

The Contractor shall comply with all applicable Federal, HHS, IHS, and local requirements governing performance under this BPA.

Applicable requirements include:

- FAR Part 12 Commercial Products and Commercial Services
- FAR Part 13 Simplified Acquisition Procedures (if applicable)
- Section 508 of the Rehabilitation Act
- HHSAR 352.239-73 Electronic and Information Technology Accessibility Notice
- HHSAR 352.239-74 Electronic and Information Technology Accessibility
- Applicable IHS Information Technology Security Policies
- Applicable facility network and cybersecurity requirements