



VISION • FOCUS • RESULTS

Karna, LLC is a rapidly growing 8(a), small business providing health services to the government including 37 active contracts at CDC. Karna has several active projects supporting laboratories and laboratory related issues.

Our team draws on the strengths of a trusted 8a having experienced staff with deep functional and innovative resources.

Advantages:

- Local leadership creates responsive action.
- Experience providing a breadth of services to HHS including strategy, research, implementation, production, and evaluation.
- Use of 8(a) direct awards speed procurements

For More Information Contact:

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Health Communications and Training Programs Support

Strategy Development and Planning – The investment in this process is well worth the outcomes as measured through evaluation and impact. From statement of purpose through analysis, stakeholder identification, channel evaluation, and planning, Karna's experienced staff can both lead and support your organization in developing a program.

Key Message Creation – Karna's experience in message creation emphasizes messages that are relevant and appropriate to the audience. Experience with target audience evaluation helps assure your messages are on target, but retain continuity across your communications campaign. Our staff has worked across a host of public health programs, including Ebola and Zika responses, to develop culturally appropriate messaging for subset populations.

Campaign Execution – From write and edit through print and publish, Karna has experience in the full scale implementation of communications campaigns. Our staff has worked with CDC on such large scale communications programs as MMWR and The Community Guide. We have experienced editors, writers, and layout/design staff. We are experienced with clearance and currently work with the CDC's e-clearance program.

Social Media- We provide expertise in the use of a wide variety of social media systems, not only for message dissemination, but also for evaluating the breadth of dissemination and its impact. Our team has worked with Facebook, Twitter, Instagram, You-Tube, and Vimeo. Social media is critical in our work supporting the prevention of STD's in the Division of Adolescent and School Health, where teen and young adult engagement is critical.

Website Design and Graphics – Our team can provide support to both the design and development of program graphics, look and feel, as well as the implementation of your look to new web-based content. Karna's team has supported a diverse array of programs including MMWR, the Center for Global Health, Global Migration and Quarantine, and the Vaccine Adverse Event Reporting System, to name a few.

Training Program Creation and Delivery - Coordinating, developing and providing training is a core capability. From complete competency based curricula to one-off seminars, our team has developed and executed training programs for international and external audiences, awardees and stakeholders, and for internal audiences. We leverage the latest approaches and models for adult learning to provide impact for your program.

Expert Panel and Advisory Boards – Karna is well versed in the convening, facilitation and reporting out of expert panels and advisory boards. As an organization, Karna is able to source appropriate SME's for your program.



Contracting with Karna, LLC

CORE VALUES

We live our values daily in our work with our clients, partners, and staff.

- Integrity
- Excellence
- Results-Focused
- Professionalism
- Open and Honest Communications



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- **Simplified Sole Source Contracting under SBA 8(a)**—Section 8(a) of the Small Business Act (15 U.S.C. 637(a)) established a program that authorizes the Small Business Administration (SBA) to enter into all types of contracts with other agencies and let certified "8(a)" disadvantaged small business subcontractors like Karna perform the work. A qualified 8(a) firm is considered to be a lock-tight sole source justification which means Justification & Approval (J&A) is not required for contract awards up to \$4M.

- **GSA PSS (formerly MOBIS): Contract # GS-10F-0332Y**—MOBIS is a competitively awarded vehicle that is available to all federal agencies. Under this GSA schedule, Karna can provide Consulting Services (874-1) and Integrated Business Program Support Services (874-7), including: program or project management; operational/administrative support; management/strategy consulting; program planning, audits and evaluations, studies, analyses, scenarios, and work relating to mission-oriented programmatic support.

- **GSA IT Schedule 70: Contract # GS-35F-393AA**—Karna provides Information Technology Professional Services under Special Item Number (SIN) 132-51, which includes database planning and design, systems analysis and design, network services, programming, conversion and implementation support, project management, data/records management, and other IT services.

- **Full and Open Competition**—Karna effectively competes as a prime contractor and has won competitive procurements as large as \$33M.

For more information, please email info@karna.com

