About SCG

Partnering with clients to improve public health and environmental quality. — We have cultivated longstanding working relationships with many clients because not only do we believe in their missions, but we also learn how they are organized and function to better help them achieve their goals. We strive to understand the challenges and constraints they face and make it our mission to maximize their impact. Despite our phenomenal success, SCG has remained intentionally small. Managing our growth enables us to devote more attention to our clients’ needs, rather than constantly marketing ourselves to win the next contract. In addition, it has allowed us to selectively hire the most qualified individuals who complement our existing skill set and can support our clients’ needs. We offer a stable workforce of experienced, exceptionally qualified professionals who believe in SCG’s mission and are committed to delivering superior quality services that enhance the work of the agencies and programs we support.

From our first contracts supporting the National Cancer Institute and the U.S. Environmental Protection Agency, we have remained true to our vision. Over the past decades, we have expanded our staff and capabilities, gained new clients, and worked diligently to constantly improve the quality of our services. As SCG grew, so did our reputation for quality and integrity. Since 1991, we have been awarded hundreds of contracts to provide health and environmental consulting services to a variety of government and private clients. We now have more than 100 talented, professional staff members who offer our clients a diverse base of experience and expertise in health and environmental sciences.

Contents

Vision .......................................................................................................................................................... 3
Values ......................................................................................................................................................... 3
1. Communication & Outreach .................................................................................................................. 4
   1.1. Content & Messaging ...................................................................................................................... 4
   1.2. Press & Media .................................................................................................................................. 4
   1.3. Campaigns ...................................................................................................................................... 4
   1.4. Graphics ......................................................................................................................................... 4
   1.5. Scriptwriting & Videography ........................................................................................................ 4
   1.6. Publications ................................................................................................................................... 4
2. Writing & Editing .................................................................................................................................. 4
   2.1. Scientific Writing ........................................................................................................................... 4
   2.2. Technical Writing ............................................................................................................................ 4
   2.3. Plain Language ............................................................................................................................... 4
   2.4. Translation ...................................................................................................................................... 4
   2.5. Editing & Proofreading .................................................................................................................. 5
   2.6. QA/QC ........................................................................................................................................... 5
3. Meetings, Exhibits & Webinars .............................................................................................................. 6
   3.1. Logistics ........................................................................................................................................ 6
   3.2. Webinars ........................................................................................................................................ 6
   3.3. Coordination .................................................................................................................................. 6
   3.4. Exhibits .......................................................................................................................................... 6
   3.5. Conference Engagement .............................................................................................................. 6
   3.6. Digital Engagement ...................................................................................................................... 6
4. Website, Database & IT .......................................................................................................................... 7
   4.1. Websites ....................................................................................................................................... 7
   4.2. Databases ...................................................................................................................................... 7
   4.3. IT Support ..................................................................................................................................... 7
   4.4. Data & Analytics ........................................................................................................................... 7
   4.5. Usability ....................................................................................................................................... 7
   4.6. Accessibility .................................................................................................................................. 7
5. Research, Analysis & Evaluation ......................................................................................................... 8
   5.1. Research & Analysis ...................................................................................................................... 8
   5.2. Tracking & Reporting ................................................................................................................... 8
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.3. Research</td>
<td>8</td>
</tr>
<tr>
<td>5.4. Focus Groups</td>
<td>8</td>
</tr>
<tr>
<td>5.5. Surveys</td>
<td>8</td>
</tr>
<tr>
<td>5.6. Statistics</td>
<td>8</td>
</tr>
<tr>
<td>6. Inquiries &amp; Dissemination</td>
<td>9</td>
</tr>
<tr>
<td>6.1. Call Centers</td>
<td>9</td>
</tr>
<tr>
<td>6.2. Inquiries</td>
<td>9</td>
</tr>
<tr>
<td>6.3. Information &amp; Publications</td>
<td>9</td>
</tr>
<tr>
<td>6.4. Warehousing &amp; Inventories</td>
<td>9</td>
</tr>
<tr>
<td>Administrative Information</td>
<td>10</td>
</tr>
</tbody>
</table>
Scientific Consulting Group (SCG)

Description:
SCG is a small, woman-owned company established in 1991 that specializes in communicating scientific information to improve the quality of our lives and the environment in which we live.

Stakeholder(s):
Beverly J. Campbell: President
Stacy Philipson Grenis: Vice President of Administration

Vision
Communicating science in compelling ways to inspire positive change.

Values
Principles: We adhere to seemingly simple principles—we listen to our clients’ needs, develop creative approaches to meet those needs, and implement our strategies cost effectively with unsurpassed passion and dedication to excellence.
Client Needs
Creativity
Cost-Effectiveness
Passion
Dedication
Excellence
1. Communication & Outreach

*Help science tell its story*

**Stakeholder(s)**

- Scientists
- Health Care Professionals
- Community-Based Organizations
- Policymakers
- Educators
- Consumers
- Caregivers

... ensure that your message is heard by the right audience at the right time. We use research to inform our strategies and ensure that accurate information is being disseminated innovatively and effectively across appropriate channels. We are experts at translating technical, complex material into plan language that is easily understood by a wide range of audiences. SCG also is adept at crafting new content for communication products targeting scientists, health care professionals, community-based organizations, policymakers, educators as well as consumers and caregivers. We tailor your message and communication strategy so that it reaches your target audience and makes an impact.

1.1. Content & Messaging

*Offer content and message development services*

1.2. Press & Media

*Offer Press & Media services*

**Stakeholder(s):**

- Press
- Media

1.3. Campaigns

*Offer campaign design and implementation services*

1.4. Graphics

*Offer graphical design services*

1.5. Scriptwriting & Videography

*Offer scriptwriting & videography services*

1.6. Publications

*Offer publication layout and design services*
2. Writing & Editing

*Translate science accurately to inform audiences.*

At SCG, we don’t leave anything to chance when it comes to technical writing. Our in-house experts are well versed in the life, physical, and social sciences in addition to having an extensive knowledge of language structure and context. You can trust that our editing and rigorous quality review are backed by proven processes and years of experience and that our logical approach and creative presentation will ensure that your information is accurately crafted and presented in a way that will attract and hold the attention of the target audience.

2.1. Scientific Writing
*Provide Scientific Writing support*

2.2. Technical Writing
*Provide Technical Writing support*

2.3. Plain Language
*Use Plain Language*

2.4. Translation
*Provide Translation services*

2.5. Editing & Proofreading
*Provide Editing and Proofreading services*

2.6. QA/QC
*Provide a Layered Quality Control/Assurance Process*
3. Meetings, Exhibits & Webinars

Maximize meeting impacts.

Maximizing your meeting’s impact. — SCG understands that meetings and exhibits require meticulous planning and coordination. We provide every element of support necessary to ensure success. From creating badges and binders, to developing engagement strategies to designing compelling booth visuals to increase traffic, SCG turns scientific data and research information into an engaging and educational experience for meeting and exhibit attendees. Our Certified Meeting Planners are well trained and well versed in the five hallmarks of exhibit and meeting support—meticulous planning, creative designs, scrupulous attention to logistics details, customer service, and impact assessment. Want a meeting where you don’t have to leave your desk? SCG also hosts virtual meetings and webinars using technologies such as WebEx and GoToWebinar. We will ensure that all technical elements of your webinar go off without a hitch and that your attendees are fully engaged and leave well versed in the presentation topic.

3.1. Logistics
   Support Conference and Meeting Logistics

3.2. Webinars
   Provide Webinar Technical Support

3.3. Coordination
   Provide In-Person and Virtual Meeting Coordination

3.4. Exhibits
   Provide Exhibit Logistics, Training, and Staffing

3.5. Conference Engagement
   Develop Conference Engagement Strategies

3.6. Digital Engagement
   Support Digital Engagement at Exhibits
4. Website, Database & IT

Our information systems incorporate reporting, tracking, visualization and analysis databases, web-based data collection and reporting systems, and the latest website design and security technologies.

4.1. Websites
   Design and maintain websites

4.2. Databases
   Design and maintain databases

4.3. IT Support
   Provide IT support

4.4. Data & Analytics
   Provide analytics and data support

4.5. Usability
   Conduct usability testing

4.6. Accessibility
   Ensure accessibility compliance
5. Research, Analysis & Evaluation

Ensure that client programs are grounded in research.

SCG actively engages with clients in program planning, analysis & evaluation activities to ensure that client programs and products are grounded in research, making them well-directed and fully implemented, and aimed at achieving maximum impact. Research provides the foundation for all of our activities and decision-making by helping to identify gaps as well as emerging areas and trends for our clients. Equally as important, SCG conducts ongoing and thorough evaluation and tracking to determine the success of the data-driven activities and to refine our approaches as necessary.

5.1. Research & Analysis

Conduct research and perform analyses

5.2. Tracking & Reporting

Track and report progress

5.3. Research

Conduct qualitative and quantitative research

5.4. Focus Groups

Recruit and facilitate focus groups

Stakeholder(s):
Focus Groups

5.5. Surveys

Design surveys

5.6. Statistics

Perform statistical analyses
6. Inquiries & Dissemination

Provide call center and clearinghouse support.

Stakeholder(s)

Clearinghouses

Inquiry Response Center Staff:

The Inquiry Response Center staff provides responses to telephone and electronic inquiries from the public, health professionals, and government officials about a range of health topics and health communications programs.

SCG provides Call Center and Clearinghouse support through our Integrated Inquiry Response and Warehouse Center. SCG’s warehouse support includes inventory storage and management, packaging, order fulfillment and distribution, bulk mailings, and materials tracking. From automated ordering, to inventory thresholds, we use detailed inventory management practices and an automated database, supplemented by sound warehousing practices, to ensure that consumer and client demands for materials are met to their satisfaction.

6.1. Call Centers

Provide call center management services

Stakeholder(s):

Call Centers

6.2. Inquiries

Track and respond to inquiries

6.3. Information & Publications

Disseminate information and distribute publications

6.4. Warehousing & Inventories

Offer warehousing and inventory management services
## Administrative Information

Start Date:  
End Date:  

Publication Date: 2020-03-20  
Source: https://www.scgcorp.com/about.html  

Submitter:  
Given Name: Owen  
Surname: Ambur  
Email: Owen.Ambur@verizon.net  
Phone:  

---