



# Capabilities Statement

Information Ventures, Inc.  
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Superior

Customized

Information

Solutions

## About Our Company

Since it was founded in 1982, Information Ventures, Inc. (IVI) has provided superior, cost-effective information solutions to federal, state, and city government agencies and private-sector clients. Our mission, “making information work for you™,” encompasses a broad range of services from the initial identification of a problem, through the planning, evaluation and design stages, and finally to the implementation of a cost-effective, technologically feasible solution.

IVI has successfully carried out information and communication projects in many areas, including environmental health, cancer research, occupational safety and health, health promotion, health education, and health communication. Our national and international client work is coordinated from our principal office in Philadelphia, Pennsylvania. The location affords access to the expertise and information resources of one of the nation’s richest concentrations of medical schools, universities, research institutions, and biopharmaceutical companies, as well as proximity to Washington, D.C., and New York City.

We support our clients with an in-house team with diverse subject expertise and excellent technical skills. We are committed to providing efficient, timely solutions to address public- and private-sector concerns. Our emphasis is on unbiased communication of complex scientific issues with clarity and accuracy. Our staff is a primary source of our excellent reputation with both government and industry—we pride ourselves on enduring relationships with existing clients.

## Capabilities and Expertise

### Scientific & Technical Services

- Collection, analysis, dissemination, and communication of research information
- Publication development
- Content editing and original writing
- Comprehensive literature review
- Content indexing
- Design and evaluation of databases
- Scientific meeting reporting
- Plain language translation for technical and scientific information

### Planning, Development & Evaluation

- Program design and implementation
- Meeting planning, support, implementation and evaluation
- Identification of study populations
- Instrument development
- Data collection (interviews, focus groups, surveys, data abstraction)
- Needs assessment
- Data analysis and report generation
- Target audience research
- Dissemination research, planning and implementation
- Program evaluation planning

## Health Communication Development & Design

- Campaign development and implementation
- Designing graphics, illustrations, and document layouts
- Section 508 accessibility compliance
- Website content strategy, design, and development
- Usability testing
- Webinar development
- Web design
- Branding
- Content management systems
- Creating low-literacy and consumer-oriented publications
- Translating text for cultural competence and appropriateness

## Snapshot of Our Work

### Centers for Disease Control and Prevention (CDC)

**Prime contractor on a CDC-wide contract to provide a range of health communication services.** The contract, “Health Marketing, Training, and Consultation Services,” provides CDC with access to companies experienced in using up-to-date communication tools and strategies to inform and influence health-related decisions and improve public health. On a current task order for the National Center for Injury Prevention and Control, IVI is developing a comprehensive fire safety toolkit and curriculum for fire safety educators.



### National Institute of Environmental Health Sciences (NIEHS)



**A comprehensive redesign of the National Institute of Environmental Health Sciences (NIEHS) Kids' Pages website.** The goals of the redesign were to provide an experience that kids want to come back to, increase awareness of how the environment affects us, and encourage interest in and curiosity about science. IVI's professional staff worked closely with the client's web development group to migrate their existing content into their new Content Management System (Percussion CM / Rhythmyx). A new, more colorful and inviting overall format developed for the website, along with a reorganization of the site, increased its appeal.

### National Library of Medicine (NLM)

**Providing biomedical indexing services for NLM's MEDLINE database.** IVI's professional staff analyzes and indexes English and foreign language articles in all biomedical and scientific disciplines for inclusion in MEDLINE®, NLM's database of references to more than 18 million articles. IVI's highly trained indexers excel at analyzing each journal article for subject content and applying appropriate headings using NLM's controlled vocabulary. Since 1982, IVI has made a continuous contribution to this complex and highly disciplined medical informatics system, making it easier for researchers and lay people to find and understand the scientific information they need.





## Partial List of Clients

- Centers for Disease Control and Prevention
- Health Resources and Services Administration
- National Institutes of Health
- Department of Veterans Affairs
- U.S. Department of Agriculture Forest Service
- U.S. Environmental Protection Agency
- U.S. Geological Survey
- U.S. Navy, Office of Naval Research
- U.S. Navy, Undersea Warfare Center
- Maryland Department of Natural Resources
- New York City Department of Health and Mental Hygiene
- New York City Office of Emergency Management
- Alcoa Inc.
- American Journal of Nursing
- AstraZeneca
- Bioelectromagnetics Society
- Electric Power Research Institute
- International Aluminium Institute
- Philadelphia Intellectual Property Association
- Reproductive Toxicology Center
- Susan G. Komen for the Cure

## Our Team

- M.S., M.P.H., and Ph.D./M.D./J.D.-level information specialists with expertise and insight based on years of training and research experience in many science and health-related disciplines, including public health, health education, and biomedical sciences.
- A communications team with experience creating and translating design concepts for biomedical and health-related communication products into printed and digital media.
- Web designers with experience coding federal government websites and preparing materials that are Section 508 compliant.