

Rural Health Transformation Program Outreach Add-On



Outreach you can prove.

WHO WE ARE

STRIVE3 is a Service-Disabled Veteran-Owned Small Business strategic communications firm founded in 2005, based in Reston, Virginia, holding GSA Schedule 47QRAA18D006M. We build the outreach, health literacy, and community engagement infrastructure that turns funded access-to-care programs into programs people actually use.

THE GAP WE CLOSE

Rural Health Transformation Program awards fund the clinical and care coordination side of mobile health. They rarely fund the piece that determines whether any of it works: getting residents to know the service exists, trust it, show up, and complete the referral loop. Evaluation criteria and reporting requirements score exactly this, including HWP enrollment, referral completion, and closed-loop follow-up, yet it sits outside most awardees' core competency and outside their allowable admin budget.

We fill that gap as a direct-cost line item, not overhead.

WHAT WE DELIVER

Community-facing outreach materials. For mobile, home-based, and place-based service models.

Health & Wellness Portal adoption campaigns. Onboarding communications, referral-completion messaging, and provider and resident-facing collateral.

Culturally and geographically tailored messaging. For rural, underserved, and hard-to-reach populations.

Health literacy and plain-language content. Messaging built for target populations facing access barriers.

Digital health navigation content. Supporting telehealth and remote monitoring uptake.

Reporting-ready content. Success stories, de-identified case examples, and materials that feed required quarterly performance reporting.

FIT

Best suited as a subcontractor to the clinical or care-coordination prime on RHTP-funded health awards, structured as a named FTE or scoped deliverable inside the approved budget, not a standalone contract. We are built to work as a direct-cost subcontractor inside cost-reimbursement, no-margin grant structures rather than as a marked-up retainer.

WHY STRIVE3

- Twenty-one years of outreach for mission-driven organizations.** Behavioral health, Veteran, health access, and nonprofit programs, with senior staff tenure exceeding twenty years.
- Direct past performance on VA-funded health initiatives.** The MEDVAMC PTSD direct-to-consumer study with VA's National Center for PTSD, and the national VA Readjustment Counseling Service Vet Centers campaign.
- No procurement friction.** SDVOSB status and GSA Schedule already in place. A prime carrying small business subcontracting goals can count the work.
- Documented message review protocol.** Published safe-messaging standards applied to every deliverable, with the review record delivered to the client. Section 508 accessible deliverables across all media.
- Build-once, localize-many architecture.** National-standard creative deployed across many jurisdictions at a fraction of local production cost. Founded and led by a U.S. Marine Corps and Desert Storm Veteran, service-disabled.

PAST PERFORMANCE

Michael E. DeBakey VA Medical Center

Produced the direct-to-consumer video advertisements for a VA randomized study of PTSD treatment engagement. VA's National Center for PTSD served as research partner, with its Deputy Director for Education as co-investigator. Six videos built to controlled experimental specification. Firm fixed price federal contract with designated COR.

VA Readjustment Counseling Service, Vet Centers

Directed the national awareness and clinician recruitment campaign across a network of 300 Vet Centers, 80+ Mobile Vet Centers, and a 24/7 call center. Strategy, research, creative, production, and media planning, performed against a documented quality assurance plan including Section 508 acceptance thresholds and plain-language readability standards.

Additional clients. The Heritage Foundation. Hope for the Warriors. Freedom Alliance. Christendom College. Her PLAN. Hillel International. United Way. Charles Koch Institute. Mosaic Middle East. American FRRME.

COMPANY DATA	NAICS
UEI R7YSXFFPH9B2	541613 Marketing Consulting (primary)
CAGE 4J9Z8	541810 Advertising Agencies
GSA Schedule 47QRAA18D006M	541820 Public Relations
Established 2005 · Size: Small	541430 · 541840 · 541860 · 541870 · 541890
SDVOSB · Virginia SWaM	541910 · 541922 · 541490

CONTACT

Victor Rogers, Founder and President

703.727.7441 · victor@strive3.com · strive3.com
11921 Freedom Drive, Suite 550, Reston, VA 20190

