

Technical Response

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Technical Narrative

Alaska and other Participating States require general and legal transcription services, the conversion of voice to text from live speech, audio recordings, or video recordings. The transcription needs to be performed at a high level of accuracy, in high value, at competitive pricing. Contractors need to handle a variety of complicating factors such as lower quality recordings, non-American accents, and difficult technical language, and must be able to supply options that include time coding, electronic and paper copies, file conversion, and audio enhancement.

American TransMedia LLC, doing business as both Cambridge Transcriptions and Boston Court Reporters, has a proven track record of providing these services in an accurate, efficient and cost-effective manner. Our processes and standards enable us to guarantee this level of service.

We can manage multiple projects of varying sizes and difficulties. We have, in the past, coordinated deadline-driven projects involving hundreds of hours of recording. We have coordinated with interpreters for large-scale projects involving more than one language. In addition to transcription services, American TransMedia offers court reporting services for depositions, hearings, and meetings. Since 2007 we manage a team of part-time digital audio reporters (eReporters) as well as stenographic reporters as Boston Court Reporters, the first eReporting firm in Massachusetts. Our experience has shown that we are able to quickly scale when opportunities arise.

We receive audio and video files in a wide variety of formats. Besides the common digital audio formats such as .dss, .dvf, .mp3, .mp4, .wav, and .wma, we manage proprietary formats such as JAVS, FTR, CourtSmart, and Liberty. We work with digital video formats such as .wmv, .rm, and.mpeg, and we also manage older analog audio, such as standard and microcassettes. We can and do convert between many file formats and have years of experience converting analog to digital. During this process, we also can perform noise reduction or audio enhancement. In particular, we know how to reduce white noise and ambient sounds which may interfere in transcription.

We know how to transcribe 911 recordings, turret recordings, police interviews, pretrial motions, court hearings, trials, recorded telephone calls; symposia, seminars, workshops, conferences, speeches, and lectures; interviews, focus groups, conference calls, webinars, video recordings, oral histories, and recordings where two or more languages are spoken.

We are easy to contact through online order forms, email, or phone. When a new or returning customer contacts us with a project we can provide quotes, assess transcription difficulty level, and evaluate what will be necessary to meet the requested turnaround time. We also collect as much of the important information from them as possible. This includes the names of speakers, out of the ordinary vocabulary, terms, spellings, and any special instructions or challenges.

Jobs are placed into our company's database and the order is tracked for audio duration, nature of project, due date, and urgency. Our system allows for the easy sharing of information regarding due dates, spelling of names and places, and important information from job intake for the transcriptionists, proofreaders, and management. Information flow and order tracking is key to our being able to deliver transcripts accurately and in a timely manner.

American TransMedia LLC is in constant receipt of resumes and requests for work from transcriptionists. They reply to targeted ads we place and from learning about us online or by word of mouth. For many years we have had a large number of candidates who are interested in working with us. Our confidence in our capability to perform accurate and well-formatted work comes from the number of high quality applicants we receive and our ability to be selective of our transcribers and proofreaders. For legal transcription, we only contact transcriptionists who have experience in legal transcription or who demonstrate excellence in a related field, such as legal secretary. For general transcription, we look for applicants with broad education and experience, as they would be familiar with a wide range of subjects and vocabulary.

Once we identify a candidate as a possible fit, we administer several grammar tests and an audio transcription test. We invite to work with us only those who perform at the highest level. We require them to sign a Confidentiality Agreement, agree to HIPAA and PII requirements, and provide instruction on how and when to delete audio and text files. We provide them with format templates, our standards and operating procedures, and guides to best practices developed over decades of experience. There is then a probationary period, where we closely track their strengths and weaknesses and alert them where they are not meeting our standards. Once this probationary period is over, we continue to provide feedback when transcriptionists are not meeting our standards to ensure that we produce only the highest quality transcripts. We are confident in our capability to recruit, select, test, and coordinate highly capable transcribers.

All transcripts are proofread. Proofreaders check for transcriber accuracy and formatting, and they work either on- or off-site. Likewise, to become a proofreader at American TransMedia LLC, one must demonstrate an excellent knowledge of grammar. Most are experienced transcribers, who understand the process well: they understand what the transcriber has gone through and they know what to look for. We give proofreaders constant feedback until we are certain they are able to perform the rigorous quality control we require.

We make transcripts available in hard copy, both full-size and condensed, and electronically in ASCII, E-Transcript, and Adobe PDF. We deliver electronic transcripts over email, via secure file transfer, or on data CDs, depending on the customer's request.

American TransMedia prides itself in being attentive and extremely responsive to our customers' needs. We take this very seriously, and it is our number one goal. If a question arises about the accuracy of a part of a transcript, or if we have been unable to understand a word or phrase, we encourage the customer to point out where they think the error has taken place. If we can confirm the correction by targeted re-listening, we immediately supply the new, corrected transcript. We do not, however, include any information in a certified transcript that we cannot ourselves verify. We take seriously our responsibility to produce and deliver transcripts that

represent as near perfect fidelity to the audio as possible, especially if it is a certified legal transcript.

American TransMedia LLC uses a SFTP server for uploading of digital audio and video, and for the delivery of completed transcripts. Customers will be given their own login information and be able to access only their own account. Transcriptionists, likewise, have individual logins which allow them access only to files which have been assigned to them. We are also familiar with and willing to use, at customer discretion, a variety of secure file-sharing services.

American TransMedia LLC is fully prepared to expand our marketing strategies to promote the use of a NASPO ValuePoint Master Agreement. We will use a variety of tools to make contact and develop lasting relationships with state agencies, political subdivisions, and other potential using agencies so that we can promote our services and the Master Agreement, and to educate these entities on the benefits of using NASPO ValuePoint Master Agreements to contract with vendors. If awarded, we are committed to making the Master Agreement be beneficial to both our company and to NASPO ValuePoint.

American TransMedia LLC and its employees and independent contractors do not have a conflict of interest in submitting this proposal. American TransMedia LLC and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (Master Agreement) by any governmental department or agency. American TransMedia LLC has read and understands all of the terms and conditions as shown in the Master Agreement. American TransMedia LLC has also read and understands all of the requirements shown in the Lead State (Alaska) terms and conditions. Finally, American TransMedia LLC understands that we may be required to negotiate additional terms and conditions when executing a participating addendum.

ATM agrees to acquire commercial general liability insurance from a carrier that has a rating of A-, Class VII or better in the participating entity's state, as applicable. The insurance will cover premises and operations, blanket contractual liability, personal injury (including death), advertising liability, and property damage with a limit of not less than \$1 million per occurrence and \$2 million in general aggregate. We also agree to comply with the state's worker's compensation or employer's liability insurance requirements, as applicable.

Prior to commencement of performance, ATM shall provide to the Lead State a written endorsement to the Contractor's general liability insurance policy or other documentary evidence acceptable to the Lead State that (1) names the Participating States identified in the solicitation as additional insureds, (2) provides for written notice of cancellation shall be delivered in accordance with the policy provisions, and (3) provides that the Contractor's liability insurance policy shall be primary, with any liability insurance of any participating state as secondary and noncontributory.

American TransMedia LLC, doing business as both Cambridge Transcriptions and Boston Court Reporters, has been providing accurate, efficient, and cost-effective legal and general transcription services for over twenty-five years. We are capable of handling a number

of diverse projects, tight deadlines, and large amounts of audio and video to be transcribed. We are very focused on providing great customer service and developing lasting relationships with our clients, going above and beyond their expectations whenever possible. We are confident that we can meet the needs of the lead and joining states, NASPO, and any customer that uses the Master Agreement.

4.5.1 Experience and Capabilities

Offeror Profile

- a. *Your company's full legal name*
American TransMedia LLC dba Cambridge Transcriptions and Boston Court Reporters
- b. *Primary business address*
675 Massachusetts Avenue, 9th Floor
Cambridge, MA 02139-0339
- c. *Describe your company ownership structure*
Limited Liability Corporation
- d. *Resumes of key personnel who will be managing this contract*
Buchanan Ewing, President
Geoffrey Pelton, Transcription Manager
Priyanka Chaudhuri, Deposition and Recording Manager
Katherine Elkins, Quality Control Manager, Business Development Director
Jolanta Ewing, Office Manager
Joel Magnusson, Systems Administrator
- e. *Employee size (number of employees)*
Full-time employees – 5
Part-time employees – 9
Independent contractors – Approximately 50
- f. *Website*
www.ctran.com
www.bostonreporters.com
- g. *Sales contact information*
Priyanka Chaudhuri
priyanka@ctran.com
transcripts@ctran.com
617-547-5690, 800-850-5258
- h. *Your client retention rate during the past 3 years*
The retention rate of our clients has been stable at approximately 90%.
- i. *A brief history of your company and the year it was founded*
Cambridge Transcriptions™ was founded in 1989, with the aim of gathering together the most skilled professionals and the most up-to-date technology in the industry. From its roots as a small office start-up, this American Transmedia® company has grown into an established and respected presence in the recording, reporting, and transcription community, where it is now based out of offices in Cambridge, Massachusetts.

After two decades and several technological generations, Cambridge Transcriptions™ remains committed to the same ideals that inspired its creation: quality, reliability, and personal attention to every client. More than anything, our success is due to the talents and expertise of our hardworking staff. Former staff members have later gone on to earn Ph.D.s and master's degrees from such institutions as Stanford and Harvard, as well as positions in companies ranging from inner-city nonprofits to business development firms. Our current team meets the same standards of intelligence, integrity, and attention to detail, and our clients know that their projects are in good hands.

From 1992-2000, in addition to transcription, Cambridge Transcriptions™ offered conference recording, media duplication, and on-site and post-conference sales of captured media from national conferences. We served meeting planners of trade associations and companies in convention centers and hotels around the United States. The storage media changed rapidly during this period, from analog cassette (60, 90, 120 minute), to analog VHS cassette, to digital audio CD, to .mp3 CD-ROM, and finally to digital video.

During 1995-1996, as a benefit to attendees before or at registration, we delivered CD-ROMs to attendees within six weeks of the conference, which included the conference program, speaker bios, supplier list, the .mp3 audio, and the edited text of 160 hours of the educational sessions. We recruited editors (content, copy, and proofreaders) to edit content, obtain approval of speakers, copyedit, and proofread. Seybold Seminars, our largest client for CD-ROMs, held their annual conference at the Mascone Center in San Francisco. During this period we were in the 'publishing business' and learned a great deal about the intersection of transcription, editing, and digital publishing.

In 2007, we organized American TransMedia LLC (ATM) to 'oversee' Boston Court Reporters which we organized as the first eReporting company in Massachusetts. We apply the latest in digital reporting technology to compete with stenography and we have conducted many hundreds of depositions.

From 2013 to 2016, ATM assisted the Social Security Administration's Office of Disability Adjudication Review (SSA-ODAR) of Region 1 to recruit, select, schedule, and manage verbatim hearing reporters (VHRs) for their appeals hearings throughout New England. Until then, this work was managed by SSA themselves, and the goal of this pilot project was to understand if costs could be reduced and overall efficiency increased. The outcome was positive, and as a result SSA-ODAR developed a new business model that they have put in place in Region 1 and are rolling out to other regions.

In 2008, American TransMedia LLC dba Cambridge Transcriptions became part of the Commonwealth of Massachusetts Approved Court Transcriber List. For most of the past nine years we have been the largest transcriber of Massachusetts court proceedings. The Commonwealth of Massachusetts is in the process of selecting a new Approved Transcriber List that will go into effect on July 1, 2017. We have applied and expect to be approved for the new list.

j. Describe your company's growth, if any, over the past three years.

We have experienced approximately 10% growth over the past three years.

k. Offeror must describe which state or states they will serve – information required but not evaluated.

We will and are able to serve all 50 states and the District of Columbia.

Customer Service

a. What are your hours of operation and when are key account people available to the Participating States?

Our current hours of operation are 8:30 a.m. to 6:00 p.m. Eastern Monday through Friday. A receptionist answers calls and in-house staff assist with any question. As contracts are signed with Participating States in different time zones, we make key account people available during relevant business hours or later, when needed.

b. Describe how problem identification and resolution will be handled.

During office hours we always have staff available to receive reports of problems from customers or transcriptionists. Any problem identified by them or by in-office personnel are brought to the appropriate team member for remediation.

c. Describe the system you will use to manage multiple accounts.

We currently handle accounts for multiple customers with differing requirements for billing, format, and turnaround. We track all contact and billing information in our database, have the transcript formats of all customers, and make these formats and templates available to our transcriptionists.

d. What are your policy and procedures for responding to customer complaints and service issues?

We take customer service very seriously. Our policy for a customer complaint is to immediately solve the problem and to take steps to prevent its recurrence. If we have made a transcription error, we correct it and, at no charge, reissue the corrected transcript. If the mistake has been made due to a problem with our internal process -- for example, a job was completed late because a delivery change wasn't prioritized -- we correct the process, as necessary.

When we are asked to correct a transcript, we make changes only when we can confirm the changes independently. Sometimes, it is merely a spelling that we were not previously given or a name that we couldn't identify until it was given to us. Sometimes there are inaudibles that we can isolate and fill in with the customer's help. However, when a customer asks us to change a legal transcript, for example, where we either cannot confirm their requested changes or they run counter to our best efforts to hear, we inform the customer that we can only make changes where we can verify the correction or where it can be otherwise verified.

In over twenty years of experience, we have found that nearly any customer issue can be satisfactorily resolved with attentiveness, good communication, and dedication to the customer's needs.

e. How do you assess customer satisfaction?

Most of our customer base consists of repeat customers or customers referred to us by existing customers. Some of our customers have been with us for more than twenty years. We keep in close communication with them to ensure that if any issue arises to cause dissatisfaction, we can immediately address it. Their consistent use of our services and frequent thank you for going above and beyond to meet their deadlines or complete difficult projects, gives us a good sense of their high level of satisfaction.

Because the contracts signed under the master agreement will be with a variety of agencies and purchasers in several states, we will institute an objective method to measure customer satisfaction. We will send a brief customer satisfaction survey with each order, track its feedback, compile the survey results, conduct brief interviews with major purchasers, and prepare reports. We will ensure the delivery of the service they want and require.

f. What are your quality assurance measures and how are they handled in your organization?

We have a quality assurance strategy that is implemented at every stage of a job. First, when audio or video is delivered to us, we ensure it is in a format most useful to our transcriptionists; if not, we convert it to one. We acquire as much information as possible from the customer, including spellings of names and terms, to ensure we produce an accurate transcript from the very beginning.

We are confident of the abilities of our transcriptionists. Every transcriptionist we work with has been carefully selected from a large number of resumes. We select the best cohort, then test them on grammar, general knowledge, and transcript accuracy. We accept only those who demonstrate a high degree of knowledge, skill, and commitment. When we send an audio or video to our transcriptionists, we are confident in their capabilities.

All transcripts are proofread for accuracy and format, with checking against the audio as necessary.

g. What measures do you take, if any, to ensure that you are not overloaded by a single large order?

Our database keeps track of both our on ongoing orders and our capacity. By knowing what we are capable of in a given time period, we can ensure that we only make contractual commitments that we can fulfill. When the scope of an order is enlarged beyond our normal capacity, we manage overflow by negotiating a delivery schedule change or by finding a subcontractor(s) to assist us with a portion of the work.

Technology

a. Describe your methods for order submissions, including online system, if any, that purchasing entities would use to place orders and receive results.

Clients can place orders through our website using our online order forms or by email, file share services, phone, fax, and mail. Physical and electronic transcripts can be delivered to the client by any means they require, but most often by mail and email.

b. Describe your ability and processes to support a decentralized system of orders submitted from many end users in multiple states and locations.

American TransMedia LLC currently receive orders from a variety of clients in Massachusetts and nationwide. This means that we must use a variety of transcript formats dependent on the state and what the transcript will be used for. We track all of this information in our company database and provide the relevant information to all transcriptionists, proofreaders, and managers involved in producing the transcript. In addition, to ensure that the correct format is used for each transcript, ATM creates templates and we provide them to our transcriptionists at the beginning of each project. Finally, our proofreading and quality control process has several stages involving multiple people so that no detail is overlooked and to make sure that all formats, invoices, and delivery information are correct.

c. Describe your file format requirements.

We can accept the following audio file formats: .dss, .dvf, .mp3, .mp4, .wav, .wma, JAVS, FTR, CourtSmart, and Liberty. We also can work with older analog audio, such as standard and microcassettes. Additionally, we work with digital video formats such as .wmv, .rm, and.mpeg.

We can provide the following formats: .docx, .txt, .pdf, .ptx (ASCII), .rtf, .xml (RealLegal binder file), .ptf (portable transcript file), .sbf, and .mdb files.

Buchanan Ewing

American TransMedia LLC dba Cambridge Transcriptions

1989- Present

President

Responsibilities

- Creating, communicating, and implementing company direction, obtaining input from our quality management team, trade journals, and industry contacts.
- Manage contract and price negotiations with existing and potential clients, service providers, and office lease.
- Evaluating internal strengths and weaknesses, especially processes, systems, equipment, and procedures.
- Evaluating external threats and opportunities, especially latest developments in technology.
- Obtaining input from our extensive in-the-field team.
- Solve operational problems.
- Coordinate with external resources as required.
- Keeping aware of the competitive landscape, new industry developments, customer preferences, emerging markets, and opportunities.
- Recruiting and training contractors and employees.
- Participating actively in trade associations.

Memberships and Designations

American Association of Electronic Reporters and Transcribers, Corporate Member.
Past President, founder of Executive Forum and organizer of first two conferences, and Strategic Planning Task Force and Bylaws Task Force, member.

National Association of Court Reporters, Member

Veteran-Owned Business. Army Corps of Engineers, Battalion S-4, S-1

Small Business Owner

EDUCATION

Boston University
Master of Business Administration
1970

Boston, MA

Bucknell University
A.B. and B.S. in Chemical Engineering
1965

Lewisburg, PA

CERTIFICATIONS

AAERT Certified Electronic Reporter (CER)

Massachusetts Notary Public

Geoffrey Pelton

American TransMedia LLC, dba Cambridge Transcriptions
Transcription Manager

June 2008 - Present

Responsible for screening, testing, and onboarding new transcriptionist and proofreader contractors to make certain that we work with the most talented people. Contact person for all general transcription jobs, from initial quote to determining customer needs and pricing to sending deliverables and invoicing in order to provide a responsive and satisfying customer experience. Responsible for assigning and receiving all work to and from transcriptionists and overseeing workflow to maximize productivity and meet deadlines. Provide proofreading and QA measures. Coordinate with Quality Control manager on transcription quality issues and performance of transcriptionists and proofreaders. Confer with company president on long-term goals and strategic issues.

EDUCATION

Harvard University
Awarded May 2005

Cambridge, MA

Master of Arts in History
Claremont McKenna College, Undergraduate
Graduated May 2002

Claremont, CA

Bachelor of Arts in Literature, History

CERTIFICATIONS

AAERT Certified Electronic Transcriber (Pending)

Priyanka Chaudhuri

American TransMedia LLC, dba Cambridge Transcriptions 2011 - Present
Deposition and Recording Manager

Manage the deposition department and the conference recording division: scheduling requirements; coordination & logistics; client management; managing reporters; equipment; deliverables; invoicing etc.; manage onsite conference recording activity; responsible for hiring, and training reporters; also works with the transcription department, capturing and converting digital audio and video from a wide variety of media and tracking job processes.

EDUCATION

MA in Political Science, Delhi University, India

CERTIFICATION

AAERT Certified Electronic Reporter

Katherine Elkins

American TransMedia LLC, dba Cambridge Transcriptions

December 2014 - Present

Business Development Director

Quality Control Manager

As the quality control manager, manage the post-transcription processing and quality control of transcripts: edit transcripts for quality and completeness; work with transcriptionists and proofreaders to give feedback and improve the quality of their work; correspond and work with clients to determine exactly what they require and to make sure they are satisfied with the transcripts they receive; print, bind, and package transcripts; create invoices; and handle payments. As the business development director, seek out and cultivate new business opportunities and contracts with government entities and private companies. Before becoming the business development director, helped with the evaluation and on-boarding of new transcriptionists by screening resumes, corresponding with candidates, evaluating candidates' transcription expertise and ability, offering contracts to candidates or rejecting candidates while providing feedback if requested.

EDUCATION

Tufts University, Undergraduate

Medford, MA

Graduated August 2014

Bachelor of Arts in BioPsychology

CERTIFICATIONS

AAERT Certified Electronic Transcriber

Massachusetts Notary Public

Jolanta Ewing

American TransMedia LLC dba Cambridge Transcriptions
Office Manager/Bookkeeper

2008-Present

As office manager, oversee day-to-day operations of the company; ensure implementation of policies and procedures, including our Reuse-Reduce-Recycle policies; maintain office condition; maintain existing equipment; purchase office supplies and equipment; provide support as necessary to ensure timely completion of projects/assignments; communicate with vendors and customers to ensure maximum satisfaction of all parties concerned; promote and nurture hospitality towards all visitors.

As bookkeeper, manage accounts payable; prepare payroll for employees and subcontractors; communicate/negotiate with various service providers; assure timely annual renewals of policies, dues, and subscriptions; manage accounts receivable, including preparing and sending invoices and monthly statements.

Cambridge Transcriptions
Administrative Assistant

1995-2007

University of Massachusetts - Boston
Lecturer in French, Modern Languages Department

1988, 1991-1994

EDUCATION

A. Mickiewicz University, Poznan, Poland
Master of Arts in Romance Philology

Joel Magnusson

American TransMedia LLC, dba Cambridge Transcriptions 2012 - Present
Systems Administrator Consultant

Maintains office hardware and software (servers, firewall, desktops and peripherals)
Manages data security and business continuity systems. Principle for all office technology
maintenance, repairs, and upgrades.

Responsible for data storage and secure FTP server used by transcriptionists and clients
to transmit recordings and transcription materials. Administers email system and works with
office staff to ensure workflow is handled efficiently and best practices are adhered to.

15 years' industry experience.

EDUCATION

BS in Psychology from Bridgewater State University, Bridgewater MA

CERTIFICATION

CompTIA A+

IACRB Certified Computer Forensics Examiner (CCFE)

4.5.1 Experience and Capabilities

Offeror Profile

- a. *Your company's full legal name*
American TransMedia LLC dba Cambridge Transcriptions and Boston Court Reporters
- b. *Primary business address*
675 Massachusetts Avenue, 9th Floor
Cambridge, MA 02139-0339
- c. *Describe your company ownership structure*
Limited Liability Corporation
- d. *Resumes of key personnel who will be managing this contract*
Buchanan Ewing, President
Geoffrey Pelton, Transcription Manager
Priyanka Chaudhuri, Deposition and Recording Manager
Katherine Elkins, Quality Control Manager, Business Development Director
Jolanta Ewing, Office Manager
Joel Magnusson, Systems Administrator
- e. *Employee size (number of employees)*
Full-time employees – 5
Part-time employees – 9
Independent contractors – Approximately 50
- f. *Website*
www.ctran.com
www.bostonreporters.com
- g. *Sales contact information*
Priyanka Chaudhuri
priyanka@ctran.com
transcripts@ctran.com
617-547-5690, 800-850-5258
- h. *Your client retention rate during the past 3 years*
The retention rate of our clients has been stable at approximately 90%.
- i. *A brief history of your company and the year it was founded*
Cambridge Transcriptions™ was founded in 1989, with the aim of gathering together the most skilled professionals and the most up-to-date technology in the industry. From its roots as a small office start-up, this American Transmedia® company has grown into an established and respected presence in the recording, reporting, and transcription community, where it is now based out of offices in Cambridge, Massachusetts.

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f. What are your quality assurance measures and how are they handled in your organization?

We have a quality assurance strategy that is implemented at every stage of a job. First, when audio or video is delivered to us, we ensure it is in a format most useful to our transcriptionists; if not, we convert it to one. We acquire as much information as possible from the customer, including spellings of names and terms, to ensure we produce an accurate transcript from the very beginning.

We are confident of the abilities of our transcriptionists. Every transcriptionist we work with has been carefully selected from a large number of resumes. We select the best cohort, then test them on grammar, general knowledge, and transcript accuracy. We accept only those who demonstrate a high degree of knowledge, skill, and commitment. When we send an audio or video to our transcriptionists, we are confident in their capabilities.

All transcripts are proofread for accuracy and format, with checking against the audio as necessary.

g. What measures do you take, if any, to ensure that you are not overloaded by a single large order?

Our database keeps track of both our on ongoing orders and our capacity. By knowing what we are capable of in a given time period, we can ensure that we only make contractual commitments that we can fulfill. When the scope of an order is enlarged beyond our normal capacity, we manage overflow by negotiating a delivery schedule change or by finding a subcontractor(s) to assist us with a portion of the work.

Technology

a. Describe your methods for order submissions, including online system, if any, that purchasing entities would use to place orders and receive results.

Clients can place orders through our website using our online order forms or by email, file share services, phone, fax, and mail. Physical and electronic transcripts can be delivered to the client by any means they require, but most often by mail and email.

b. Describe your ability and processes to support a decentralized system of orders submitted from many end users in multiple states and locations.

American TransMedia LLC currently receive orders from a variety of clients in Massachusetts and nationwide. This means that we must use a variety of transcript formats dependent on the state and what the transcript will be used for. We track all of this information in our company database and provide the relevant information to all transcriptionists, proofreaders, and managers involved in producing the transcript. In addition, to ensure that the correct format is used for each transcript, ATM creates templates and we provide them to our transcriptionists at the beginning of each project. Finally, our proofreading and quality control process has several stages involving multiple people so that no detail is overlooked and to make sure that all formats, invoices, and delivery information are correct.

c. Describe your file format requirements.

We can accept the following audio file formats: .dss, .dvf, .mp3, .mp4, .wav, .wma, JAVS, FTR, CourtSmart, and Liberty. We also can work with older analog audio, such as standard and microcassettes. Additionally, we work with digital video formats such as .wmv, .rm, and.mpeg.

We can provide the following formats: .docx, .txt, .pdf, .ptx (ASCII), .rtf, .xml (RealLegal binder file), .ptf (portable transcript file), .sbf, and .mdb files.

4.5.2 Data Security & Confidentiality

a. What measures do you take to protect sensitive customer information and comply with all federal requirements including but not limited to Health Insurance Portability Accountability Act (HIPAA) and Personality Identifiable Information (PII)?

We follow strict security standards for handling all of our data internally and during transmission. All employees and transcriptionists sign non-disclosure agreements, and off-site access to data is limited to the least privilege necessary to complete the work.

The office, within a Class A secure building, runs on a network of password protected workstations in a secure domain. Workstations are protected by Bitlocker encryption and role-based user accounts with login timeouts. Client data and working documents reside on an encrypted data server. Outgoing and incoming files, for clients and transcriptionists, are secured by a forced-TLS (explicit) FTPS server using SHA256 4096-bit encryption. We employ an edge router/firewall (with monitoring) and centrally-managed workstation/server antimalware/firewall software with regular simple and full-system scans.

We do not store any payment information on our systems, and follow HIPAA/PII requirements for all data regardless of sensitivity.

b. Describe your methods for handling and reporting security events.

All firewall, security, and system events are logged and monitored. In the event of an external breach, all related connections will be taken down, users will be notified, certificates will be re-keyed, passwords will be changed, and an internal audit will be conducted to determine the extent, severity, and source of the event. Connections will be restored once the threat has been mitigated and any necessary changes have been made.

c. What policies and procedures do you follow to maintain confidentiality of all transcription files?

All employees, transcribers, and proofreaders sign agreements to comply with all federal confidentiality requirements. Additionally, all proofreaders and transcribers are required to delete all audio and text files after confirmation of transcript receipt.

The office, within a Class A secure building, runs on a network of password protected workstations in a secure domain. Workstations are protected by Bitlocker encryption and role-based user accounts with login timeouts. Client data and working documents reside on an encrypted data server. Outgoing and incoming files, for clients and transcriptionists, are secured by a forced-TLS (explicit) FTPS server using SHA256 4096-bit encryption. We employ an edge router/firewall (with monitoring) and centrally-managed workstation/server antimalware/firewall software with regular simple and full-system scans.

We do not store any payment information on our systems, and follow HIPAA/PII requirements for all data regardless of sensitivity. We limit access to transcript files and client information to only those approved to see it, and we keep all hardcopy files stored in locked cabinets. Additionally, we are very careful not to leave transcripts and client files where unauthorized people might see them, and make sure that all data and information is properly stored before walking away from a work station. We require all of our transcriptionists and proofreaders to follow these practices as well.

4.5.3 References

Kendra Bradner

Project Coordinator

Harvard Kennedy School Program in Criminal Justice Policy and Management

79 John F. Kennedy Street

Cambridge, MA 02138

617-495-8789

Kendra_Bradner@hks@harvard.edu

Maureen Schofield

Regional Director for Operations and Administration

Social Security Administration Office of Disability Adjudication and Review

Thomas P. O'Neill, Jr. Federal Building

10 Causeway Street, Suite 565

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877-701-137 x22360

Maureen.Schofield@ssa.gov

Earl Howard, Esq.

Law Offices of Earl Howard, P.C.

875 Massachusetts Avenue, Suite 34

Cambridge, MA 02139

617-566-3779

earlhoward@msn.com

Client Reference Form

Offeror Information

| | |
|--|--|
| Company Name (Offeror): American TransMedia, LLC dba Cambridge Transcriptions | Company (Offeror) Address: 675 Massachusetts Avenue, 9th Floor Cambridge, MA 02139 |
| Name of Project: NASPO Value Point Master Agreement for Transcription Services | |

Client Information

| | |
|---|--|
| Organization Name (Client): Harvard Kennedy School Program in Criminal Justice Policy and Management | Organization Address: 79 John F. Kennedy Street, Mailbox 104 Cambridge, MA 02138 |
| Person Providing the Reference: Kendra Bradner | Title: Project Coordinator |
| Phone Number: 617-495-8789 | Email address: Kendra_Bradner@hks.harvard.edu |
| Reference <u>Signature</u> & Date: <i>Kendra Bradner 3/13/17</i> | |

The person providing the reference, as identified above, must provide the following information. This person must be a responsible party of the organization for which the work was performed. This person should have comprehensive knowledge about the project and the company's (Offeror) role and responsibilities within the project.

1. Briefly describe the services provided by the company identified above.

Cambridge Transcriptions has provided audio recording and transcription services for the project that I run, the Executive Session on Community Corrections, since March of 2015. During this time period, Cambridge Transcriptions have provided excellent transcripts of three multi-day meetings of the Executive Session.

2. Rate each of the following concerning this company's performance using the ratings below:

- S – Strongly Agree/Very Positive
- A – Agree/Positive
- N – Neutral
- D – Disagree/ Negative
- F – Failed

Rating

- S A. This company ensured the project deliverables were completed on time and within the agreed budget.
- S B. This company provided the appropriate resources to the project.
- S C. This company was knowledgeable in providing the services.
- S D. The business relationship with this company was positive and cooperative, versus negative and adversarial.
- S E. This company provided open, timely communications, and was responsive to our needs and requirements.
- S F. I would choose to work with this company again.

Client Reference Form

Offeror Information

| | |
|--|--|
| Company Name (Offeror): American TransMedia, LLC dba Cambridge Transcriptions | Company (Offeror) Address: 675 Massachusetts Ave, 9 th Floor, Cambridge, MA 02139 (617) 547-5690 |
| Name of Project: NASPO Value Point Master Agreement for Transcription Services | |

Client Information

| | |
|--|---|
| Organization Name (Client): Social Security Administration Office of Disability Adjudication and Review | Organization Address: Thomas P. O'Neill, Jr. Federal Building 10 Causeway Street, Suite 565 Boston, MA 02222 |
| Person Providing the Reference: Maureen Schofield | Title: Regional Director for Operations and Administration |
| Phone Number: 877-701-2137 x 22630 | Email address: Maureen.Schofield@ssa.gov |
| Reference <u>Signature</u> & Date: <i>Maureen Schofield</i> 3/13/2017 | |

The person providing the reference, as identified above, must provide the following information. This person must be a responsible party of the organization for which the work was performed. This person should have comprehensive knowledge about the project and the company's (Offeror) role and responsibilities within the project.

1. Briefly describe the services provided by the company identified above.

The offerer held a Blanket Purchase Agreement (BPA) to provide services for SSA hearings before Administrative Law Judges (ALJs). Under the BPA, they were responsible for the delivery of a final product consisting of:

1. Complete, legible and accurate notes, in Word format for digital proceedings, summarizing all aspects of hearing testimony and ALJ directives at each hearing proceeding before an SSA ALJ;
2. A complete set of proposed and admitted exhibits offered by the claimant on the day of a remote hearing, along with any background records associated with the record available at remote sites; and
3. A complete and audible cassette tape or digital recording of the verbatim record for each hearing proceeding before an SSA ALJ, labeled with the claimant's name, social security number, hearing date and, if applicable, digital recording ID.

2. Rate each of the following concerning this company's performance using the ratings below:

S – Strongly Agree/Very Positive

A – Agree/Positive
N – Neutral
D – Disagree/ Negative
F – Failed

Rating

- A A. This company ensured the project deliverables were completed on time and within the agreed budget.
- A B. This company provided the appropriate resources to the project.
- A C. This company was knowledgeable in providing the services.
- A D. The business relationship with this company was positive and cooperative, versus negative and adversarial.
- A E. This company provided open, timely communications, and was responsive to our needs and requirements.
- A F. I would choose to work with this company again.

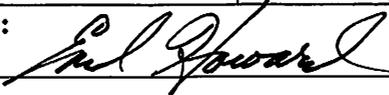
Additional Comments:

Client Reference Form

Offeror Information

| | |
|--|--|
| Company Name (Offeror): TransMedia, LLC dba Cambridge Transcriptions | Company (Offeror) Address: 675 Massachusetts Avenue, 9 th Floor Cambridge, MA 02139 |
| Name of Project: NASPO Value Point Master Agreement for Transcription Services | |

Client Information

| | |
|--|--|
| Organization Name (Client): Law Offices of Earl Howard, P.C. | Organization Address: 875 Massachusetts Avenue, Suite 34 Cambridge, MA 02139 |
| Person Providing the Reference: Earl Howard, Esq. | Title: Owner |
| Phone Number: 617-66-0894/617-566-3779 | Email address: earlhoward@msn.com |
| Reference <u>Signature</u> & Date:  3-10-17 | |

The person providing the reference, as identified above, must provide the following information. This person must be a responsible party of the organization for which the work was performed. This person should have comprehensive knowledge about the project and the company's (Offeror) role and responsibilities within the project.

1. Briefly describe the services provided by the company identified above.

Cambridge Transcriptions has provided legally certified transcripts of witness interviews of a wide range, court testimony involving motions, hearings and trials from a range of media including some media that was thought to be defective by other vendors.

2. Rate each of the following concerning this company's performance using the ratings below:

- S – Strongly Agree/Very Positive
- A – Agree/Positive
- N – Neutral
- D – Disagree/ Negative
- F – Failed

Rating

- S A. This company ensured the project deliverables were completed on time and within the agreed budget.
- S B. This company provided the appropriate resources to the project.
- S C. This company was knowledgeable in providing the services.
- S D. The business relationship with this company was positive and cooperative, versus negative and adversarial.
- S E. This company provided open, timely communications, and was responsive to our needs and requirements.
- S F. I would choose to work with this company again.

Additional Comments:

See attached "letter of recommendation" - I give Cambridge Transcriptions the highest rating for quality,
dependability and professionalism.



Law Offices of Earl Howard, P.C.

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P.O. Box 190555
Roxbury, MA 02119
(617) 566-3779
Fax (617) 547-4292
(Nights & Weekends)

March 10, 2017

Ms. Linda Polk, Contracting Manager
Division of General Services
333 Willoughby - 7th Floor
Juneau, AK 99811-0210

**RE: *NASPO VALUEPOINT - Recommendation for TransMedia, LLC dba
Cambridge Transcriptions***

Dear Ms. Polk:

I offer this letter of recommendation on behalf the aforementioned Cambridge Transcription without reservation, equivocation or hesitation. I have used Cambridge Transcriptions for over 20 years. My practice consists of major felonies, civil actions and complex civil litigation. Cambridge transcriptions has been always dependable, accommodating and professional. They strive to render high quality service and a high quality product. In the rare instance quality may be poor due to the recording apparatus they strive to work with the party to get things correct. They have taken requests on short notice with short turn around time and have always delivered. My experience with Cambridge Transcriptions and the attorneys I associate with on multiple projects that rely on such service has always been outstanding and has never presented an issue in state court or federal court

regarding the quality or accuracy of their transcriptions. I don't give recommendations routinely. Cambridge transcriptions is deserving. Please feel free to contact me if you desire further discussion relative to their service. I have used their fine service for depositions, discovery, impeachment at trial and many other trial or litigation situations. Please call should you have any questions.

Thank you.

Very truly yours,



Earl Howard

cc: Cambridge Transcriptions

4.5.4 Scope of Work – Attachment B

A.1. General Transcription Services

1. The Contractor shall provide transcription services as detailed in this scope of work. The following requirements apply to all services provided by the awarded Contractor(s) within this scope of work of this solicitation.

American TransMedia, LLC (ATM) can meet all of the requirements set forth herein.

2. The Contractor must have access to necessary equipment to provide complete transcription services as required. The Lead State reserves the right to refuse, at its sole discretion and notwithstanding any prior approval, any personnel of the Contractor providing service in the performance of this contract. The Lead State will document in writing the reason(s) for any rejection of personnel.

ATM has been providing transcription services in this capacity for twenty-five years. We routinely transcribe from digital audio and video of common and uncommon formats, and are capable of transcribing from analogue as well. All of our transcriptionists have the hardware and software required to quickly and accurately transcribe to text.

3. The Contractor shall have the capability of providing audio to text and video to text.

ATM has been providing transcription services in this capacity for twenty-five years. We routinely transcribe from digital audio and video of common and uncommon formats, and are capable of transcribing from analogue as well. All of our transcriptionists have the hardware and software required to quickly and accurately transcribe to text.

4. All transcriptions must be reviewed, proofread, spell-checked, demographically checked, and correctly formatted.

All transcription performed by ATM is reviewed, proofread, spell-checked, and demographically checked at least twice, first by the initial transcriber and then by a proofreader. Our customers have required a variety of formats and we have always met their specifications.

5. The Contractor shall establish a secure file transfer protocol (SFTP) or equivalent website for use in transferring documents to and from the participating entity.

ATM is running a SFTP server for file transfer.

6. Upon receipt of an electronic transcript request from the purchasing entity, the Contractor shall download the digital recording from the SFTP or equivalent or equivalent site. Participating entity may submit audio recordings by audio cassette, CD, or other physical format. The Contractor is responsible for retrieving and returning audio cassette, CD, or other physical format submitted. The Contractor shall be responsible for all costs associated with shipping.

ATM is capable of receiving audio in either physical or digital form.

7. The participating entity shall be given the opportunity to review, approve and accept all work ordered and received by the participating entity. All materials for review shall be delivered to the participating entity via the Contractor's SFTP or equivalent site, or other

agreed upon delivery method. If corrections are needed, the Contractor shall submit the corrections within 24 hours of notification from the participating entity. Corrections shall be made at no additional charge.

a. Contractor must maintain a 90% accuracy rate. If over ten percent (10%) of total monthly transcriptions for any participating entity requires retypes or corrections, the Lead State shall work with the Contractor on a resolution and take any necessary measures allowed to resolve the situation.

ATM agrees to abide by these terms.

8. Deliverable deadlines shall be agreed upon by participating entity and Contractor prior to order placement.

ATM agrees to abide by these terms.

9. The Contractor shall maintain an electronic library of all transcriptions for audit purposes for one year from date of acceptance.

a. The Contractor shall log all transcriptions. The specific data to be logged will be determined by the participating entity.

b. The Contractor shall have the capability to generate reports from the log as requested by the participating entity. Reports shall be delivered to participating entity via the SFTP or equivalent site or email as requested by the participating entity.

ATM agrees to abide by these terms.

10. The Contractor must comply with all provisions of any legislative changes or administrative rule changes enacted or adopted during the term of the contract at no cost to the participating state.

ATM agrees to abide by these terms.

11. The Contractor shall be held responsible for the security of its premises and assumes all risk.

ATM agrees to abide by these terms.

12. The Contractor acquires no title or rights to any of the data it receives and transcribes for the participating entity.

ATM agrees to abide by these terms.

13. The Contractor shall provide a method for recording dictation 24 hours a day, 365 days a year.

a. Dictation method may include a toll-free telephone number dedicated to each participating entity, hand-held dictation device, PC microphone, or other approved method. The Contractor must provide a mechanism to give priority to records that are needed immediately (i.e., a dedicated line).

b. Must have capability of single speaker dictation and multiple speaker recordings.

ATM is capable of providing a toll-free telephone number for recoding dictation and will set up methods for handling priority matters and records to meet clients' needs and requirements. We can do single speaker dictation and multiple

speaker recordings.

14. All recordings must be able to be paused, rewound, and fast-forwarded.

ATM is capable of doing this for any and all recordings.

15. The length of time a recording is maintained, the destruction of a recording; and any other use of the recorded data shall be determined by the participating entity.

ATM has the capability to preserve recordings and recorded data as required by the participating entity and will comply with all data destruction requirements.

16. The transcriptionists must understand and apply correct English grammar, spelling and punctuation skills.

ATM only works with highly qualified transcriptionists. We review the hundreds of applications we receive and select for experience, breadth of education, and demonstrated ability with the English language. Before we agree to work with any transcriptionist they must first pass a grammar test and a general transcription test.

17. The Contractor shall have an established system for quality assurance and quality control to ensure the accuracy of dictations and transcriptions, required reports and bill documents.

ATM has an extensive proofreading and quality control process that involves multiple layers/people so that no detail is overlooked and to ensure that all transcripts, reports, invoices, and delivery information is correct.

18. If Contractor finds that a recording is inaudible, the Contractor shall send the recording to the participating entity, who will verify that the recording is inaudible. If the recording is audible, the Contractor will be contacted to download the recording and prepare a transcript.

ATM agrees to abide by these terms. We have extensive experience with difficult and substandard audio. We are also capable of performing volume enhancement and noise reduction where necessary.

19. The Contractor shall track all security events and shall report such security incidents immediately, with the following understandings.

a. The participating entity shall not consider as security event, for the purpose of reporting, external activities (port enumeration) typically associated with the “foot printing” of a computing environment so long as such activities have only identified but have not compromised the logical network perimeter, including but not limited to externally facing firewalls and web servers;

b. The Contractor shall reasonably use its own vulnerability assessment of damage potential and monitoring to define levels of security incidents and responses for the Contractor’s operations. However, the Contractor shall immediately notify the Lead State contact, and ordering agency of any security event which would constitute a security event including any “breach of the security of the system” under state law, in a preliminary report within one (1) business day with a full report within five (5) business days of the time the Contractor became aware of the event; and

c. The Contractor shall likewise notify the Lead State contact in a preliminary report within one (1) business day of any unauthorized acquisition including but not limited to internal user access to non-test records reported to the Contractor's privacy manager or other appropriate personnel; and any use, disclosure, modification or destruction of confidential information by an employee or otherwise authorized user of its system of which the Contractor becomes aware with a full report of the event not less than five (5) business days of the time it became aware of the event.

ATM agrees to abide by these terms.

20. If data acquired (including but not limited to access to or use, disclosure, modification or destruction of such data) is in encrypted format, but the decryption key which would allow decoding of the data is also taken, the parties shall treat the acquisition as an unauthorized acquisition for the purpose of determining the appropriate response.

ATM agrees to abide by these terms.

21. All services shall be performed in the United States.

American TransMedia LLC and all its contractors are located exclusively in the United States.

A.3. Legal Transcription Services

30. The Contractor shall provide written transcription for all audible portions of digitally recorded legal proceedings and quasi-legal proceedings, such as administrative hearings. The Contractor shall meet the participating state's requirements for all written documents.

ATM has provided legal transcription for the Massachusetts Trial Courts for over two decades, working with thousands of attorneys and pro se litigants. We have also transcribed for other jurisdictions, such as the Federal Bankruptcy Court, and numerous administrative hearings for state and municipal boards and agencies. We have also transcribed hundreds of electronically recorded depositions. ATM has demonstrated our capability to supply transcriptions of legal and quasi-legal proceedings.

A.4. Optional Transcription Services

31. If the Contractor provides optional transcription services, such as braille or insurance services, the participating entity may provide a written request for these services to the Contractor.

4.5.5 Marketing of the NASPO ValuePoint Master Agreement

The NASPO ValuePoint Master Agreement Terms and Conditions include program provisions governing participation in the cooperative, reporting and payment of administrative fees, and marketing/education relating to the NASPO ValuePoint cooperative procurement program. In this regard,

a. Briefly describe how you intend to promote the use of the Master Agreement.

American TransMedia LLC (ATM) will use statements of intent to participate in addition to approaching state agencies, political subdivisions, and any other potential using agencies in states about possible contracting opportunities under the Master Agreement. We will market ourselves and the Master Agreement using repeated contact over the phone, email, mailed promotional material, and face-to-face conversations to promote the services we can offer and to educate end users on the benefits of NASPO ValuePoint contracts. We will also cite the Master Agreement, complete with a link to the Master Agreement, on our website, and update it with statements of facts released by any participating agencies. If states and agencies are not currently participating in the NASPO ValuePoint contract, we will educate them on the benefits of these types of contracts and encourage them to send letters requesting to participate, as appropriate and allowed by individual state permissions.

Below is an example statement that we may use when contacting potentially interested parties:

American TransMedia LLC dba Cambridge Transcriptions is a legal and general transcription company based out of Cambridge, MA that has been in business for over 25 years. We are a federally recognized small business and veteran-owned business. We were awarded a NASPO ValuePoint Master Agreement for Transcription Services on _____, 20__, and can offer you legal and general transcription services at the prices listed on the Master Agreement.

b. Knowing that state procurement officials (CPO) must permit use of the Master Agreement in their state, how will you integrate the CPO's permission into your plan for promoting the agreement?

ATM will review each state's permitted Master Agreement use restrictions, and then we will make a determination on a state by state basis of how best to market the Master Agreement in each state. Additional research will be done on an annual basis to determine the permissions for use of the Master Agreement in each state to make sure that we remain current and comply with all state permissions.

c. Public entities are sensitive to "scope" issues, that is, whether performance is within the intended scope of the solicitation as awarded. In the context of your method of promoting agreements of this nature, how would you clarify any questions regarding the scope the agreement with respect to any potential order?

When approaching and marketing ourselves to entities, we will be as clear as

possible about the services that we are offering and how they relate to the prices listed in the Master Agreement. We will work with entities to make sure that they understand what is available to them and to answer any questions they may have.

d. How will your company manage due dates for administrative fee payments and usage reports?

ATM will use an Excel spreadsheet to track information about every order/job requested and completed under any contract resulting from the Master Agreement. This will include information about the entity who placed the order, when the order was requested, when the order was completed, when the invoice was submitted, and when the payment was received. We will then use this collected information to determine for which quarter administrative fees and usage reports must be submitted and to create usage reports. Finally, we will use this spreadsheet and calendar reminders to stay on top of due dates and make sure that everything is prepared and sent out on time.

e. Through its Cooperative Development Coordinators and Education & Outreach team, NASPO ValuePoint assists Lead States by engaging vendors in strategies aimed at promoting master agreements. What opportunities and/or challenges do you see in working with NASPO ValuePoint staff in this way?

ATM thinks this Master Agreement through NASPO ValuePoint will open us up to procurement opportunities that we would otherwise not have, and we are very interested and focused on those additional opportunities. We endeavor to expand our good name and our good will associated with our 28-year company by creating lasting and beneficial relationships with a variety of agencies, and we believe that working with NASPO ValuePoint will give us just such an opportunity.