



**Creating Connections.  
Changing Lives.**

## **CAPABILITY STATEMENT**

### **Summary Business Description**

PAR, also known as Psychological Assessment Resources, was founded in 1978 by R. Bob Smith III, PhD, and his wife, Catherine. Dr. Smith, a licensed clinical psychologist, had observed a dearth of quality psychological assessment instruments available to assist clinicians in serving their patients more successfully and efficiently. He believed that frequent customer communications through direct mail and outstanding customer service were also important to distinguish a new company from other test publishers. PAR is now a leading test publisher of psychological and educational instruments and publishes and distributes nearly 500 instruments that meet the needs of professionals throughout the world. After more than three decades in business, PAR remains independently owned and operated. It employs approximately 60 people, principally at its headquarters in Florida.

### **Nature of Products**

PAR publishes instruments that address the needs of professionals in psychology and related fields, with a focus on personality and counseling, neuropsychological evaluation, forensic appraisal (including malingering and competency to stand trial), intelligence and achievement measurement, and career development. One of its top-selling instruments, the Self-Directed Search® (SDS®), is used extensively in vocational rehabilitation. In 2003, PAR published the Neuropsychological Assessment Battery® (NAB®), a comprehensive neuropsychological assessment that takes less than 4 hours to complete. Publication of the NAB was a major contribution to the field of neuropsychology. This extensive instrument was developed over more than 7 years and was funded in part by grants from the National Institute of Mental Health. Two of PAR's most popular products are the Personality Assessment Inventory™ (PAI®), which comprehensively assesses adult psychopathology, and the Wide Range Achievement Test 4 (WRAT4), which measures basic academic skills in children and adults. Additionally, PAR recently published a revised version of the Mini-Mental® State Examination (MMSE®-2™) that includes updated normative data, alternative forms, an abbreviated version for rapid assessments, and a longer form for more in-depth assessments. Product development on a number of new instruments continues, and one of PAR's main goals is to publish at least five major new or revised products every year.

PAR's customers include schools, hospitals, clinics, correctional facilities, VA hospitals, and private practice mental health professionals throughout the United States, Canada, and other countries. PAR also sells extensively through domestic and foreign distributors and carries products published by other test publishers. Its sales personnel are available to provide workshops and training to qualified professionals, depending on group size and the needs of the organization. (Please visit the PAR Web site, [www.parinc.com](http://www.parinc.com), to determine if your agency or organization qualifies for a product workshop.) In addition, PAR attends major professional trade shows, such as the National Association of School Psychologists (NASP) annual convention, the American Psychological Association (APA) annual convention, the National Academy of Neuropsychology (NAN) annual conference, and the American Speech-Language-Hearing Association (ASHA) annual convention, as well as a number of state school conventions.

### **Purchase Methods**

PAR provides outstanding customer and technical support, answering telephones between 8:00 a.m. and 6:30 p.m. EST, Monday through Friday. Orders can be faxed, mailed, or phoned, and customers can order directly from the PAR Web site ([www.parinc.com](http://www.parinc.com)), which is fully e-commerce enabled. PAR prints and circulates comprehensive catalogs four times per year to inform customers of new and revised products. Due to the restricted nature of PAR's products, customers must provide their professional qualifications prior to purchase; this can be accomplished through fax, phone, or the PAR Web site. PAR maintains a large product inventory, and approximately 99% of all orders are filled and shipped on the same business day that the order is placed. Shipping methods include all commercial carriers as well the U.S. Postal Service.

PAR accepts all major credit cards as payment (including government credit cards) and participates in the Wide Area Workflow payment program required by the Department of Defense for purchase orders issued by their agencies.

### **NAICS Codes (North American Industry Classification System)**

PAR operates in a niche industry, and thus it is difficult to select the most appropriate NAICS code. However, the following codes are the most relevant:

- 511120 – Publishing – Periodicals
- 511130 – Publishing – Technical Manuals
- 511199 – All Other Publishers
- 511210 – Software Publisher
- 611710 – Educational Support Services
- 624310 – Vocational Rehabilitation Services
- 541720 – Research & Development in Social Sciences and Humanities

### **Business Partners**

PAR sells products to corporations and large non-profit organizations throughout the United States, but to date has not partnered with a large business on any type of federal grant or agency request for proposal.

**Contact Information**

Customer Support may be contacted between 8:00 a.m. and 6:30 p.m. EST, Monday through Friday, at 1.800.331.8378. Technical support for all software products is available during the same hours at 1.800.899.8378.

*The principal contact for government sales is Jason Cropper. Jason may be contacted by e-mail at [jcropper@parinc.com](mailto:jcropper@parinc.com) or by telephone at 1.866.256.4050. Jason is happy to assist you with product selection, pricing, and any configuration questions you have regarding any of our products.*