

DEPARTMENT OF VETERANS AFFAIRS

Justification and Approval

For

Other Than Full and Open Competition

1. Contracting Activity:

Department of Veterans Affairs
Program Contracting Activity Central (PCAC)
6150 Oak Tree Blvd. Suite 300
Independence, Ohio 44131

VA 2237: 776-15-1-3121-0002

Procurement Number: VA701-14-AP-0388

2. Nature and/or Description of the Action Being Processed:

Request is for approval to use other than full and open competition (Sole Source) to award a firm fixed price contract to the American Medical Informatics Association (AMIA). The Department of Veterans Health Administration (VHA), Office of Informatics and Analytics (OIA), Health Informatics (HI) Division, intends to purchase AMIA Corporate Partner Memberships. This is an allowable cost in accordance with FAR 31.205-43(a), Memberships in trade, business, technical, and professional organizations.

3. Description of Supplies/Services Required to Meet the Agency's Needs:

- a) Description of Services:** The U.S. Department of Veterans Affairs (VA), Veterans Health Administration (VHA), Office of Informatics and Analytics (OIA), requires a corporate membership to the American Medical Informatics Association (AMIA). AMIA has a unique role in promoting the effective organization, analysis, management, and use of information in healthcare in support of patient care, public health, teaching, research, administration, and related policy. AMIA serves as the professional home for informaticians from a variety of disciplines.

AMIA members advance the use of health information and communications technology in clinical care and clinical research, personal health management, public health/population, and translational science with the ultimate objective of improving health. Through membership in the Industry Advisory Council (IAC), AMIA's Corporate Members have the opportunity for collaboration across agencies in the traditional spheres of academia and research, but also in applied aspects of the healthcare

informatics field. Corporate membership also affords opportunities for involvement in AMIA's advocacy, strategy and public policy initiatives in this new and emerging field.

Corporate membership in AMIA also allows VA to issue AMIA 10x10 certificates to any VA staff completing the VA sponsored Health Informatics Certificate Program (AMIA 10x10). The VA 10x10 Course provides VA with a graduate school level health informatics survey course comparable to those offered at various universities typically charging \$2195 per student. This benefit will be available to any VA staff completing the program with no limitations on the number of certificates issued.

b) Estimated Dollar Value: \$637,897.52 including options

c) Period of Performance: (1) one (12) twelve month base period and (4) four (12) twelve month option periods.

4. Statutory Authority Permitting Other than Full and Open Competition:

41 USC §253(c)(1), as implemented by FAR 6.302-1(b)(1)(i)

- (X) (1) Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;
- () (2) Unusual and Compelling Urgency per FAR 6.302-2;
- () (3) Industrial Mobilization, Engineering, Developmental or Research Capability or Expert Services per FAR 6.302-3;
- () (4) International Agreement per FAR 6.302-4
- () (5) Authorized or Required by Statute FAR 6.302-5;
- () (6) National Security per FAR 6.302-6;
- () (7) Public Interest per FAR 6.302-7;

5. Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):

This membership is specific to one contractor. This membership is not available through any other business. AMIA is the only professional organization which is specifically tailored toward continuing education, development, and the practice of improving the use and study of informatics within the health care community. AMIA is the sole organization offering the ability for VA to issue 10x10 certificates to their personnel, and the 10x10 program is the only one of its kind which provides the opportunity for the certificates to be issued through partnership with organizations outside of academia. The 10x10 certificate indicates excellence within the Healthcare Informatics and Management Systems (HIMSS). Additionally, AMIA is the sole United States representative to the International Medical Informatics Association, which brings scientists, researchers, vendors, and consultants

together from a global perspective to promote informatics in health care and biomedical research.

The programs offered to members by AMIA are exclusive to AMIA and the informatics field in general. Together, these programs represent the only integrated source for continuing education and professional development for clinicians, researchers, educators, and analysts in healthcare today. AMIA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. Nursing, pharmacy, and dentist Continuing Education (CE) is also provided on a case-by-case basis through AMIA educational partnerships.

Alternate vendors are not able to provide the same range of approaches to information and knowledge management in biomedical research, clinical care, and public health, or the broad interdisciplinary perspective that includes computer science, decision science, information science, management science, cognitive science, and organizational theory. AMIA's focus uniquely spans the informatics applications of Translational Bioinformatics, Clinical Research Informatics, Clinical Informatics, Consumer Health Informatics, and Public Health Informatics. AMIA's attention to scientific and research efforts fosters development and evaluation of such topics as data mining, natural language processing (NLP), cognitive science, human-computer interface design, decision support, development of databases and algorithms for analyzing public health, clinical research, and genomics data. Other professional informatics organizations have a much more focused mission. Specifically, HIMSS focuses primarily on information technology and process improvement, while AHIMA addresses implementation and effective management of electronic health records (EHRs). While AMIA also addresses the use and management of health information technology and electronic health records, the focus is not limited to these areas, but encompasses a broader approach to transforming health care through science, education, and the practice of informatics.

6. Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:

Intent to sole source notice, VA701-15-N-0022, was posted on November 6th, 2014 to FBO. Vendors were advised that a sole source award will be made. However, if vendors felt they could quote the requirements they were allowed to submit a quote by the closing date of the notice. No responses were received.

7. Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable:

All pricing will be determined fair and reasonable prior to award. Historic pricing from previous procurements are within 1% of the Independent Government Cost Estimate and were at the time considered fair and reasonable. The current AMIA Published Pricing for

these types of Corporate Memberships are significantly discounted as compared to that of the private industry comparison.

8. Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:

Market research completed using the Internet indicated, there are currently no other Professional organizations that offer Professional development opportunities within the medical informatics field. IAW VAAR 810.001 a search using VIP database and a combined search using VetBiz did not reveal any organizations with this Federal Supply Schedule. In addition a search of the GSA Advantage website also revealed no organizations of this type with a Federal Supply Schedule Contract. A search of the Systems for Awards Management SAMS, did not reveal any additional organizations with the pertinent NACIS Code (813920 – Professional Organizations), as a medical informatics service offering.

9. Any Other Facts Supporting the Use of Other than Full and Open Competition:

Professional membership in an organization that is established to provide professional and educational development in informatics to VA employees meets an essential component of the Health Informatics Workforce Development Program and justifies the need to sole source to AMIA. AMIA corporate membership is considered to be the only industry membership recognized within the Healthcare Informatics and Management Systems globally. This AMIA Membership is a elite and extremely sought after membership with infamous industry creditability and prestigious affiliation. Further, this is in keeping with the OIA goal of recruiting , retaining and rewarding a motivated, high-quality workforce with the abilities, knowledge, and skills to support and sustain OIA's mission and vision to provide informatics technologies that support better care and documentation, sophisticated analytic and measurement solutions, cognitive and clinical decision support, and business intelligence.

10. Listing of Sources that Expressed, in Writing, an Interest in the Acquisition: See Section VI above

11. A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:

Should the membership need to continue, market research will continue to be conducted to verify whether another organization can meet the needs of VA. Additionally the notice required by FAR 5.201 will be posted to Federal Business Opportunities.

12. Requirements Certification: I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under

my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.



Lolita (Lola) Armstrong
Administrative Officer
VHA Office of Informatics & Analytics

11/18/2014
Date

13. Approvals in accordance with FAR 6.304

- a. **Contracting Officer's Certification (required):** I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

Anthony D. Wilson
215696

Anthony Wilson
Contracting Officer
Program Contracting Activity Central

Digitally signed by Anthony D. Wilson 215696
DN: dc=gov, dc=va, o=internal, ou=people,
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cn=Anthony D. Wilson 215696
Date: 2014.11.20 08:06:48 -05'00'

Date

- b. **NCM/PCM (Required \$3K and above):** I certify the justification meets requirements for other than full and open competition.



Richard Dahmen
Director of Contracting
Program Contracting Activity Central

11/25/2014
Date