

JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Strategic Acquisition Center-Frederick
321 Ballenger Center Drive, Suite 125
Frederick, MD 21703

2. Description of Action:

The Government is seeking a vendor to reinforce and amplify the innovative spirit and objectives of the VA. The Government plans to leverage the contractor's annual live event by providing access to a customized live stream feed of the important stories of progress and innovation and creating a "week of innovation" across our medical centers.

3. Description of the Supplies or Services:

The proposed action is to provide licensed TED materials and VA innovation stories/publications. The total estimated value of the proposed action is ~~\$230,000.00~~. This agreement will last until 31 March 2016.

- i. Customized Video Stream of the full three (3) day annual live event to all VA Medical Centers across the Continental United States. This customized stream will be provided as an iframe" to play on the VA Center for Innovation website.
- ii. The customized feed shall include VA stories of innovation and progress. These important VA messages/stories shall be integrated via video at the opening and closing of each live streamed session. These messages/stories shall include presentations from VA leaders and VA innovators –this custom feed shall be distributed to select VA audiences i.e. VA Employees, Innovators, Affiliates and simulcast across the country to help kickoff a "week of innovation" at each of the VA Medical Centers.
- iii. Access to video shall be available from contract award through March 31, 2016. The contractor shall provide an iframe for the video to be available on VA Center for Innovation's Website.
- iv. Acknowledgement and branding as part of the contractor's printed and online program and signature, livestream video, social media mentions, and listed as an 'Innovation Partner' on the contractor's site.

4. Statutory Authority:

The statutory authority permitting other than full and open competition is 41 U.S.C.3304(a)(1) as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-1 entitled, "Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements."

5. Rationale Supporting Use of Authority Cited Above:

TEDMED, LLC is the exclusive owner of all content provided. No other company is authorized to license the TEDMED content. TEDMED content is proprietary.

6. Efforts to Obtain Competition:

Market research was conducted, details of which are in the market research section of this document. This effort did not yield any additional sources that can meet the Government's requirements. There is no competition anticipated for this acquisition. In accordance with FAR 5.301 and 6.304(a) (1), this action will be synopsized at award on the Federal Business Opportunities Page (FBO) and the justification will be made publicly available.

7. Fair and Reasonable Cost Determination:

It has been determined that the anticipated price to the Government for this contract action is fair and reasonable as these services are available commercially available from TEDMED

8. Market Research:

Market research was conducted by performing searches through VA Advantage, Fed Biz Opps, VetBiz, and Google. Market research was conducted from June 2015 through September 2015. The other similar symposium/conference was hosted by ECRI. ECRI focuses on the supply chain management and capital equipment procurement facet of the medical discipline. The Government's focus for conference attendance has a clinical focus/application, which ECRI does not provide. Based on the review of ECRI, it was determined that ECRI cannot meet the Government's requirements as previously discussed. Review of TEDMED is based on actual VA experience and participation in the previous symposiums. Additionally, VA senior clinical staff Subject Matter Experts regularly review industry trade publications and conduct internet research to ascertain if any other organization is available to fulfill the needs of a clinical setting collaboration tool. Based on all of these market research efforts, the Government's technical experts have determined that only TEDMED meet all of VA's needs.

9. Other Facts:

Not Applicable.

10. Sources:

TED MED LLC, DUNS: 968976675, Small Business

11. Actions taken to remove barriers to competition:

The Government will continue to conduct market research to ascertain if there are changes in the market place that would enable future actions to be competed.

12. Procuring Contracting Officer Certification

I certify that this justification is accurate and complete to the best of my knowledge and belief. As this contract action does not exceed \$700,000.00, the certification below required by FAR **6.303-2(b)(12)** serves as approval.

Kimberly McLaughlin

Date: 10/29/2015

Procuring Contracting Officer

Signature: _____