

JUSTIFICATION AND APPROVAL
FOR OTHER THAN FULL AND OPEN COMPETITION

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition and Logistics
Technology Acquisition Center
260 Industrial Way West
Eatontown, NJ 07724
2. Description of Action: The proposed action is for enhancements to the VA's Blue Button system, as well as developmental services in support of the VA/Department of Defense (DoD) Identity Repository (VADIR) and VA's MyHealtheVet (MHV) website to be delivered by November 11, 2011, with 7 Delta, 8161 Maple Lawn Blvd., Ste. 420, Fulton, Md. 20759-2570.
3. Description of Supplies or Services: The purpose of the proposed action is to design, implement, and deploy an operational system that extracts Veteran Military Occupational Specialty (MOS) data from VADIR and transfers and integrates that data into MHV, an ehealth portal that gives Veterans, their family members, and their healthcare providers easy access to health information, online learning modules, self-assessment tools and services, via Medical Data Web Services (MDWS). The connection from VADIR to MDWS will be developed by internal VA resources, but the Contractor will be responsible for implementation support to deploy the integrated solution. In addition, the Contractor shall deploy an enhancement to the Blue Button capability to allow the Veteran to access and download their VA MOS data, which can be printed or saved on any computer. The total estimated price of the proposed action is \$206,607.60.
4. Statutory Authority: The statutory authority permitting other than full and open competition for this acquisition is 41 U.S.C. 253(c)(5), "when a statute expressly authorizes or requires that the acquisition be made through another agency or from a specified source", as implemented by FAR 6.302-5. For this action, 38 U.S.C. 8127(c), known as the Veterans First Contracting Program, provides the authority to directly contract with a SDVOSB.
5. Rationale Supporting Use of Authority Cited Above: 7 Delta is a certified service-disabled Veteran-owned small business (SDVOSB) and has over a year and a half of successful performance with the programming of the MHV website. 7 Delta's MHV experience makes them uniquely qualified to understand the implications of and best practices for developing and implementing this task. Based on the above information, the Government's technical experts have deemed 7 Delta a capable source, able to provide the required portal development and enhancement services on VA's MHV website and Blue Button.
6. Efforts to Obtain Competition: Market research was conducted and the details are contained in the market research section below. Consistent with the guidelines of the Veterans First Contracting Program, the proposed action described herein will be synopsized on the Federal Business Opportunities Page in accordance with FAR Part 5.

7. Actions to Increase Competition: All future requirements will be handled on a case-by-case basis to determine any future acquisition strategy.

8. Market Research: Market research was conducted by searching the VetBiz.gov database on September 22, 2011 to determine if 7 Delta is a SDVOSB. This search concluded that 7 Delta is registered and certified in the VetBiz.gov database and qualifies as a SDVOSB in accordance with federal small business size standards for the applicable North American Industry Classification System code 541519. Additionally, a search in the Central Contractor Registration (CCR) performed on September 22, 2011 showed that 7 Delta is registered under CCR. In September 2011, technical experts within the MHV program office determined 7 Delta capable of meeting the Government's requirements for this effort.

9. Other Facts: The Procuring Contracting Officer has determined that this proposed action meets all the requirements of 38 U.S.C 8127(c). This procurement is below the \$5,000,000 threshold, 7 Delta is a responsible SDVOSB for performance of the services described herein, and the contract can be awarded at a fair and reasonable price that will offer a best value to the Government. Additionally, the contractor will perform against a performance based work statement as the Government will rely on the contractor's technical expertise in meeting the contract requirements.

Blue Button for Veteran Employment

10. Technical and Requirements Certification: I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Rachel Lunsford

Date: 09/22/2011

Project Manager

Signature: Rachel Lunsford

11. Fair and Reasonable Cost Determination: I hereby determine that the anticipated price to the Government for this contract action will be fair and reasonable based on the Independent Government Cost Estimate and price analysis.

Carol Newcomb

Date: 9/22/11

Procuring Contracting Officer

Signature: Carol Newcomb

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 \$650,000, the certification below required by FAR 6.303-2(b)(12) serves as approval.

Carol Newcomb

Date: 9/22/11

Procuring Contracting Officer

Signature: Carol Newcomb