

**JUSTIFICATION FOR OTHER THAN FULL
AND OPEN COMPETITION FAR 6.303-2**

1. Contracting Activity: Department of Veterans Affairs
Strategic Acquisition Center
10300 Spotsylvania Avenue Suite 400
Fredericksburg, VA 22408
2. Description of Action: The proposed firm-fixed priced ("FFP") sole source contract will be a follow-on contract to VA101-12-C-0023, with an anticipated one-year base period and four one-year option periods to provide institutional and individual subscriptions and membership benefits from the American Hospital Association ("AHA") to the Veterans Health Administration ("VHA") and its employees. The incumbent is AHA located at 155 N. Wacker Drive, Chicago, Illinois 60606, (312) 422-3000.
3. Description of Supplies or Services: The VHA seeks to procure individual and institutional/associate memberships from the AHA. AHA is a professional association founded in 1898 currently serving over 5,000 organizations and 37,000 individual members providing in-depth data compilations, statistical analysis, and cutting edge information and insight into the entire health care industry. AHA is also the leading health care policy advocate which sponsors eight professional healthcare societies to include various certification programs for its members. The informational assets belonging to AHA are included deliverables for its members as well as numerous pamphlets, periodicals, and other resource and reference materials. The total estimated value of the proposed action is \$2,661,390 for the base year and four one-year option periods.
4. Statutory Authority: The statutory authority permitting other than full and open competition is 41 U.S.C.3304(a)(1), *et seq.* as amended, 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: The AHA has no peer equivalent nor does it have any competitors relative to its unique databases, informational services, or the overarching breadth of its organizational footprint. Although other healthcare organizations exist, not one comes close to providing all eight professional societies or their respective certifications, the available research and data assets, or the strategic business enterprise information owned by AHA. For example, the leading healthcare organizations include: HCAA.org, AAHAM.org, AHCAP.org, ACHE.org, NAHQ.org, ASHHRA.org, and NAHSE.org, yet none of the foregoing

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organizations individually or collectively provide the robust list of services and resources as provided by AHA. Additionally, virtually all aspects of AHA's services are proprietary in nature. Because the VHA is the United States' single largest integrated health care system, access to AHA's through its subscription based services is critical for the VHA to maintain and advance its role in Veteran health care.

6. Efforts to Obtain Competition: The subscriptions, publications, informational assets, and other services provided by AHA are proprietary to AHA and no peer equivalents exist to provide the same. Market research was conducted as well as a Sources Sought was posted on Federal Business Opportunities ("FBO") under VA119-17-N-0076 and the only response received consisted of one vendor who offered to re-market the services offered by AHA; however, re-selling AHA services provides no value to the VHA and will artificially inflate the costs of this procurement.

7. Actions to Increase 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. The VHA has been purchasing AHA subscriptions since 1995 and the anticipatory five year ordering period will contemporaneously include market place surveillance to ascertain if other, viable solutions exist to the VHA's need.

8. Market Research: Exhaustive research was conducted on FBO, and other internet searches and it appears there is no viable alternative to AHA. Although other healthcare organizations exist, none offer any services near those offered by AHA. Moreover, those services offered by non-AHA organizations will not meaningfully or substantially benefit the VHA as will those being offered by the AHA.

9. Other Facts: None.

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.

Name: Mikisha Bond

Date: 3/23/2017

Program Office

Signature: Mikisha Bond

11. Fair and Reasonable Cost Determination: In accordance with FAR Subparts 12.209, 13.106-3, and 15.4, it is hereby determined that the anticipated cost or price to the Government for this contract action will be fair and reasonable. The Price

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Reasonableness Memorandum detailing the Fair and Reasonable Price Determination will be included in the contract file documentation.

Name: Zachary Wilcox

Date: 23 MAR 2017

Procuring Contracting Officer

Signature: 

12. Approval

In my role as the Deputy Director and based on the foregoing justification, I hereby approve the acquisition of AHA subscriptions on an other than full and open competition basis pursuant to the statutory authority cited in paragraph 4 above, subject to availability of funds, and provided that the property and services herein described have otherwise been authorized for acquisition.

Date: _____

Signature: _____

Elegear Primus
Deputy Director of the SAC