

DEPARTMENT OF VETERANS AFFAIRS

**Justification and Approval (J&A)
For
Other Than Full and Open Competition (>\$150K)**

Acquisition Plan Action ID: VA245-18-AP-2561

1. Contracting Activity: Department of Veterans Affairs, Office of specialty Care Services (10P111)
2237 Number 101-18-3-1771-0009.

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

This justification is for modification of contract VA245-17-P-0574. The contractor is University of California, San Francisco (DUNS 094878337). The purpose of the modification is to exercise option year one April 10, 2018-April 9, 2019. Contract VA245-17-P-0574 was awarded on April 10, 2017 for a base plus four option years as a sole source action. Market research and acquisition history support the “only one source” justification. It will expire on April 9, 2018 unless option year one is exercised through modification to the contract. The contract is a firm fixed price contract for services provided at an hourly rate.

VHA Hepatitis and HIV Websites development and maintenance. Create and update specialized clinical and educational content for existing national VHA Internet sites related to the treatment and prevention of viral hepatitis, liver disease, and human immunodeficiency virus (HIV) infection, as well as manage/maintain these sites.

VHA’s HIV, Hepatitis, and Related Conditions Programs (HHRC), within the Office of Specialty Care Services (SCS), is seeking the services of a contractor that shall rapidly and readily create and update specialized clinical and educational content for existing national VA Internet sites (www.hiv.va.gov; www.hepatitis.va.gov) related to the treatment and prevention of viral hepatitis and human immunodeficiency virus (HIV) infection, as well as manage/maintain these sites. Target audiences of these sites are primarily Veterans and their caregivers and VA health care providers from a wide variety of specialties, including but not limited to hepatology, infectious diseases, internal medicine, primary care, mental health, clinical pharmacy, and nursing; VHA leaders at the facility, VISN, and national levels; non-VA providers; other Federal agencies; national and local media organizations; and the general public. VA is a national leader in the care of patients with HIV and viral hepatitis and these Web sites are critical dissemination and communication tools supporting HHRC’s mission.

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

The period of performance will be a base year of April 10, 2017- April 9, 2018 with four 1 year options awarded at the Government’s discretion.

Base Period - April 1, 2017 – April 9, 2018	\$600,000.00
Option Year 1 – April 10, 2018 – April 9, 2019	\$618,000.00
Option Year 2 – April 10, 2019 – April 9, 2020	\$636,540.00

VHAPM Part 806.3 Other Than Full and Open Competition (OFOC) SOP
Attachment 2: Request for Sole Source Justification Format >\$150K

Option Year 3 – April 10, 2020 – April 9, 2021	\$655,636.20
Option Year 4 – April 10, 2021 – April 9, 2022	\$675,305.29
Total	\$3,185,481.49

The award amount was \$3,185,481.49.

A Contractor to create and update specialized clinical and educational content for existing national VHA Internet sites related to the treatment and prevention of viral hepatitis, liver disease, and human immunodeficiency virus (HIV) infection, as well as manage/maintain these sites.

PROFESSIONAL HEALTHCARE EXPERTISE REQUIREMENTS: As these Internet sites are used by a wide range of audiences across the country, professional clinical staff must consist of licensed physician(s) holding board certification with the following qualifications:

1. At least one clinician with at least five years of experience in care of patients with HIV
2. At least one clinician, preferably with a primary care background, with at least five years of experience in care of patients with viral hepatitis and/or advanced liver disease
3. At least five years of experience in development of educational materials in the areas of HIV, viral hepatitis, and liver disease for national audiences, including both clinicians and patients. This experience should include development of such material for VA providers and patients
4. Faculty appointment at an academic medical center, with teaching responsibilities related to care of patients with HIV, viral hepatitis and/or advanced liver disease.
5. Participation on national or international committees or councils developing policy and protocols for the treatment of viral hepatitis advanced liver disease and/or HIV.
6. No financial relationships with pharmaceutical manufacturers, as defined under Veterans Health Administration Handbook 1004.07, *Financial Relationships Between VHA Health Care Professionals and Industry*.

REQUIREMENTS FOR WEB SITE DEVELOPMENT, MAINTENANCE, OVERSIGHT AND CUSTOMER OUTREACH:

1. Must have skills and experience in creating, updating, and delivering sophisticated specialized content relevant to HIV, viral hepatitis and/or advanced liver disease, user experiences, and interfaces via multiple Web sites, as well as mobile platforms and other applicable channels. The target audiences is VA healthcare providers for all sites, and, Veterans and their families/caregivers, non-VA providers, non-VA providers; other Federal agencies; media; and the general public for Internet sites.
2. Must have skill in branding and designing messaging of information on multiple Web sites focusing specifically on HIV, viral hepatitis and/or advanced liver disease, with the primary target audiences being healthcare providers in and outside of the VA and Veterans patients and their families/caregivers.
3. Development of copy and editing of original content across multiple Web sites focusing specifically on HIV, viral hepatitis and/or advanced liver disease, with the primary target

audiences being healthcare providers in and outside of the VA and Veterans patients and their families/caregivers. Experience with TeamSite, VA's current Web content management system, is a must.

4. At least five years' experience in establishing and maintaining efficient production processes; maintaining routine daily and special project schedules for an organization operating multiple Web sites focusing specifically on HIV, viral hepatitis and advanced liver disease, with the primary target audiences being healthcare providers in and outside of the VA and Veterans patients and their families/caregivers.
5. At least two years of experience with the following languages, code and applications, platforms: HTML, XHTML, HTML5, XML, XSLT, XPATH, CSS, CSS3, Sass, PHP, ASP, JavaScript, jQuery, Shell, SQL, Git, SVN, Drush, Unix, Adobe CS: Illustrator, Photoshop, InDesign, Premier, Compass, Firefox, IE, Chrome, Opera, Safari, Mac OSX, iOS, Windows, Android, Simulators/Emulators, XCode, Firebug, Pantheon, oXygen, Komodo, XXAMP/LAMP, Git, SVN, XML, DHTML, MySQL, PHP, AJAX, JavaScript, CSS, Drupal CMS, Google/Leaflet Map API tools, Web Services API.

Period of Performance: Base period of 12 months with four 12 month options to be awarded at the Government's discretion. Contract Base Period is April 10, 2017 – April 9, 2018.

4. **Statutory Authority Permitting Other than Full and Open Competition:** Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;
5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):**

The contractor is University of California, San Francisco (DUNS 094878337). In the procurement of this current contract and previous ones only one contractor, University of California at San Francisco (UCSF) demonstrated skills and experience required in creating, updating, and delivering sophisticated specialized content relevant to HIV, viral hepatitis and advanced liver disease. The UCSF team brings 25+ years' expertise in HIV patient and provider education and 15+ years in viral hepatitis, including advanced liver disease, patient and provider education. The web team has designed, managed and developed content for more than 60 national and international websites, including several large federally funded websites for HRSA, CDC, NIH, and the VA. Technical staff members have between 10 and 20 years of expertise with diverse aspects of web development. The content team has researched and written hundreds of federal web pages and educational resources (books, FAQs, training slides, fact sheets) for the VA and other federal partners in the areas of HIV and viral hepatitis.

No other capable and interested companies have been identified throughout the years this service has been provided. Multiple sources sought on FBO have been unfruitful. Reaching out to companies the contracting officer has learned tech firms are uninterested and unqualified for the clinical portion of the requirement.

6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** The known interested and capable source is the incumbent University of California, San Francisco (DUNS 094878337). A sources sought was posted. Emails were sent to

VHAPM Part 806.3 Other Than Full and Open Competition (OFOC) SOP
Attachment 2: Request for Sole Source Justification Format >\$150K

vendors exploring their capabilities. Sources sought was posted on Federal Business Opportunities on February 9, 2018. To date three responses were received.

- a. Web 4U is an SDVOSB definitely supported their capability for the IT portion, but simply stated they can do the Clinical portion but provided no capability statement to support it.
- b. Etelic Inc. is an SDVOSB definitely supported their capability for IT portion, but did not reply to my inquiry regarding the clinical portion
- c. Elittle is a minority owned SB supported capability for IT portion, but didn't confirm clinical capability.

A VIP query was completed on March 15, 2018 which found 384 SDVOSB/VOSBs under NAICS 4758134. None of the SDVOSBs or VOSBS responded to the sources sought/RFI and presented as interested and capable for the entire requirement.

7. **Determination by the CO that the Anticipated Cost to the Government will be Fair and Reasonable:** While no companies offered to provide our entire service or team to provide our entire requirement, similar services are offered on GSA price schedules for the IT portion of the contract and separately for the clinical portion. Comparisons for those labor categories can be made. The IGCE and historical pricing will also be utilized. The cost is considered fair and reasonable.
8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted**

To support modification to exercise the first option year, a sources sought was posted. Sources sought was posted on Federal Business Opportunities on February 9, 2018. Emails were sent to vendors exploring their capabilities. Three companies responded to the sources sought.

- a. Web 4U is an SDVOSB definitely supported their capability for the IT portion, but simply stated they can do the Clinical portion but provided no capability statement to support it.
- b. Etelic Inc. is an SDVOSB definitely supported their capability for IT portion, but did not reply to my inquiry regarding the clinical portion
- c. Elittle is a minority owned SB supported capability for IT portion, but didn't confirm clinical capability.

9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:** None.

10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:**

- a. University of California, San Francisco is an other than small, nonprofit university. As they incumbent for several years, they are considered capable and are interested.

VHAPM Part 806.3 Other Than Full and Open Competition (OFOC) SOP
Attachment 2: Request for Sole Source Justification Format >\$150K

- b. Web 4U is an SDVOSB definitely supported their capability for the IT portion, but simply stated they can do the Clinical portion but provided no capability statement to support it.
- c. Etelic Inc. is an SDVOSB definitely supported their capability for IT portion, but did not reply to my inquiry regarding the clinical portion
- d. Elittle is a minority owned SB supported capability for IT portion, but didn't confirm clinical capability.

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:

Justification for Other than Full and Open Competition will be posted on FBO. It was also forecasted on FCO. Market research was also conducted. A sources sought was posted on FBO. No future action is planned to promote competition.

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.

Lorenzo L.

McFarland 187727

Digitally signed by Lorenzo L.
McFarland 187727
Date: 2018.03.21 17:41:13
-05'00'

Lorenzo McFarland
Title

21 March 2018

Date

13. Approvals in accordance with the VHAPM Part 806.3 OFOC SOP:

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

Kristina D.

Weir 235727

Digitally signed by Kristina
D. Weir 235727
Date: 2018.03.22 13:01:05
-04'00'

Kristina Weir
Contracting Officer
SAO East NCO5

March 22, 2018

Date

VHAPM Part 806.3 Other Than Full and Open Competition (OFOC) SOP
Attachment 2: Request for Sole Source Justification Format >\$150K

- b. **One Level Above the Contracting Officer (Required over\$150K but not exceeding \$700K):** I certify the justification meets requirements for other than full and open competition.

CRYSTAL J

SHOWELL 110284

Crystal Showell
NCO 5 Division Chief

Digitally signed by CRYSTAL J
SHOWELL 110284
Date: 2018.03.22 13:05:37 -04'00'

March 22, 2018

Date

Scott Sands
NCO 4 Director of Contracting

March 22, 2018

Date

- c. **VHA SAO HCA Review and Approval:** I have reviewed the foregoing justification and find it to be complete and accurate to the best of my knowledge and belief and approve for other than full and open competition.

Joseph Maletta
SAO East Director
VHA Head of Contracting Activity (HCA)

Date