

JUSTIFICATION FOR AN EXCEPTION TO FAIR OPPORTUNITY

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Procurement, Acquisition, and Logistics
Technology Acquisition Center
23 Christopher Way
Eatontown, NJ 07724
2. Description of Action: The proposed action is for the issuance of a firm-fixed-price delivery order under the National Aeronautics and Space Administration (NASA) Solutions for Enterprise-Wide Procurement (SEWP) V Governmentwide Acquisition Contract (GWAC), for brand name GetWellNetwork (GWN) Interactive Patient Care (IPC) system and Rounds+ system, inclusive of software licenses, installation, and technical support to support the technical refresh of the GWN IPC.
3. Description of Supplies or Services: VA, Veterans Health Administration (VHA), Captain James A. Lovell (JAL), Federal Health Care Center (FHCC) installed the GWN IPC and Rounds+ System in 2012. The GWN was previously procured by the Office of Patient Centered Care & Cultural transformation with nine other VA Medical Centers, and installed in 180 patient rooms within the FHCC. This requirement is for a single IPC system to replace the existing GWN system and will the IPC system will be utilized in 180 patient rooms within FHCC. GWN is the only provider of the IPC system procured by the VA National Office. GWN provides interactive patient care solutions through evidenced based clinical pathway outcomes and web-based management and reporting tools. FHCC has a requirement for the procurement of brand name GWN IPC system with Rounds+ enhancement software, and associated installation and technical support to replace the previous system and associated equipment. This requirement also includes the procurement of tablets to support the Rounds+ system; however, the required tablets are not brand specific and therefore not included in this justification. The Contractor shall provide technical support throughout the term of the software licenses including remote help desk support and regional client support management to both end-users and VA personnel. Support will include routine system updates and 24x7x365 help desk support provided remote through the vendor call center. The Contractor shall provide a regional support team responsible for the overall success of the IPC at the medical center. At a minimum, the regional support team should include Clinical, Technical, and Operational Support Resources. IPC Advisory Services staff will work with leadership on outcome priorities and staff on workflow design projects, provide staff and patient training, and work with the Medical Center on content updates. FHCC has an anticipated need for the aforementioned IPC system and support for a period of at least five years in order to continuously and seamlessly provide an integrated and customized patient education services for its patients. Accordingly, the period of performance shall be a 12-month base for GWN IPC system with Rounds+ enhancement, with four 12-month option periods to renew annual software license, and technical support. The GWN IPC and Rounds+ system shall be delivered within 30 days of receipt and processing of the delivery order, and the Contractor shall deliver and install the IPC system in all locations within six months after receipt of

order. The total estimated price of this proposed action is [REDACTED], inclusive of option periods.

4. Statutory Authority: The statutory authority permitting an exception to fair opportunity is Section 41 U.S.C. 4106(c)(2) as implemented by Federal Acquisition Regulation (FAR) 16.505 (b)(2)(i)(B), entitled "Only one awardee is capable of providing the supplies or services required at the level of quality required because the supplies or services ordered are unique or highly specialized."
5. Rationale Supporting Use of Authority Cited Above: Based on market research, as described in paragraph 8 of this document, it was determined that limited competition is available among resellers for brand name GWN IPC system with Rounds+ enhancement software, and associated installation and technical support. No other brand name IPC system, other than GWN can meet all of VA's functional requirements. The Government requires an IPC system that is integrated with the Veterans Information Systems and Technology Architecture (VistA)/ Computerized Patient Record System (CPRS) to effectively provide patient education and document it in the patient's medical records. The GWN IPC is the only interactive health education service system that is integrated with the patient's health record. Specifically, the GWN IPC software has the capability to interface with VistA/CPRS and provide the patient workflow functionality that allows VA to customize and align the patient engagement workflow with existing VA clinical workflows. Integration with VistA/CPRS requires complex and extensive software development to further configure and further develop a vendor's product resulting in significant delays and duplication of cost that would not be recovered through competition of this effort. This is a critical element in ensuring that the interactive system is more than just a television amenity system and is truly a patient and family engagement tool that is integrated as part of a Veteran's overall care and documentation. In addition, VA can introduce, authenticate, and engage patients in the MyHealtheVet portal through the GWN IPC system. No other IPC system provides these capabilities. Furthermore, VHA requires an IPC system that can facilitate its focus on Patient and Family Engagement and Activation to improve outcomes. The GWN IPC System is the only IPC system that provides the ability to customize and create patient engagement workflows for the patient based on any new initiative or key focus area for the medical center or VHA. These clinical requirements along with the proprietary workflow engine functionality provided by GWN makes the GWN IPC system the only IPC system that can meet all of VA's requirement. The GWN IPC system is the only IPC system that offers a complete suite of products across the care continuum to ensure a consistent and integrated patient IPC experience in the inpatient, ambulatory and home settings. GWN Inpatient, ambulatory, and my GWN have the same look and feel for the Veteran; however, each area has different workflows and content for the appropriate environment. GWN's IPC system provides a unique IPC solution capable of engaging patients throughout the care continuum (inpatient, outpatient, and through MyHealtheVet). Failure to procure the brand name GWN IPC system will prohibit FHCC's ability to provide an integrated and customized patient education services.

Only GWN has the ability to provide the required installation and technical support. Only GWN or a reseller has access to the proprietary source code necessary to install and support the GWN IPC system. Access to the proprietary source code is necessary to provide the necessary technical support inclusive of routine updates and help desk support. Failure to procure the technical support services would leave VA without the ability to remedy system issues prohibiting FHCC's ability to provide an integrated and customized patient education services to its patients.

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. It was determined, however, that limited competition is viable among resellers for the brand name GWN hardware, mobile tablets, Inpatient Pathway Edition with Rounds+ enhancement software, and associated maintenance and technical support. In accordance with FAR 16.505(a)(4)(iii)(A)(2), this justification will be provided with the solicitation to all interested NASA SEWP V GWAC holders. In accordance with FAR 5.301 and FAR 16.505(b)(2)(ii)(D), notice of award of the resulting order will be synopsisized and this justification will be made publicly available within 14 days after award on the Federal Business Opportunity website.
7. Actions to Increase Competition: The Government will continue to conduct market research to ascertain if there are changes in the marketplace that would enable future actions to be fully competed.
8. Market Research: Market research was conducted in June 2018 to ascertain the ability of any other source other than GWN to meet the aforementioned requirement for the IPC system, installation and technical support. The VA technical team looked at other vendors that provide IPC systems to ascertain if they are capable of providing an IPC system that met the Government's requirements. [REDACTED]
[REDACTED] Upon review, the technical team conducting the market research determined that while these vendors provided solutions with similar capabilities no other vendor can provide an IPC system that is fully integrated with VistA/CPRS; has the ability to customize and create patient engagement workflows for the patient based on any new initiative or key focus area for the medical center or VHA; and can introduce, authenticate, and engage patients in the MyHealthVet portal. Additionally, no other brand name solution has the proprietary rights to provide software maintenance and technical support for GWN products. While these companies may provide products with similar functionality, each company provides maintenance and technical support for its own proprietary products. Based on this market research, the Government's technical experts determined that only GWN IPC system can meet all FHCC's requirements relative to its IPC system.

Additional market research was performed in August 2018 utilizing the NASA SEWP V GWAC Provider Lookup tool, which resulted in the identification of multiple resellers of the required brand name GWN hardware and services. As a result, there is a reasonable expectation for limited competition on the NASA SEWP V

GWAC for brand name GWN IPC system inclusive of Inpatient Pathway Edition with Rounds+ enhancement software, and associated installation and technical support.

9. Other Facts: None