

FUNCTIONAL CATEGORY CAPABILITY AREA / NAICS CROSSWALK

Functional Category I – Health System Transformation and Innovation				
Area		NAICS Code	Definition	Size Standards in millions of dollars
1A	Program and Project Management	541611	Administrative Management and General Management Consulting	\$ 16.5
1B	Business Requirements Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1C	Strategic Planning	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1D	Program Evaluation	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1E	Business Process Reengineering, Improvement and Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1F	Change Management and Transition	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1G	Quality Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
1H	Strategic Communications / Executive Support	541820	Public Relations Agencies	\$ 16.5
		541810	Advertising Agencies	\$ 16.5
		541890	Other Services Related to Advertising	\$ 16.5
		541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541810	Advertising Agencies	\$ 16.5
Functional Category II – Implementation and Operations Support				
Area		NAICS Code	Definition	Size Standards in millions of dollars
2A	Studies and Analyses	541611	Administrative Management and General Management Consulting Services	\$ 16.5
2B	Data Governance	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541511	Custom Computer Programming Services	\$ 30.0
2C	Performance Measurement	541611	Administrative Management and General Management Consulting Services	\$ 16.5

2D	Training Development	611430	Professional and Management Development Training	\$ 12.0
2E	Training Delivery	611430	Professional and Management Development Training	\$ 12.0
2F	Policy Research and Development	541611	Administrative Management and General Management Consulting Services	\$ 16.5
2G	Policy Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
2H	Advertising Services	541810	Advertising Agencies	\$ 16.5
		541820	Public Relations Agencies	\$ 16.5
		541830	Media Buying Agencies	\$ 16.5
2I	Media Buying	541810	Advertising Agencies	\$ 16.5
		541830	Media Buying Agencies	\$ 16.5
2J	Public Relations Services / Outreach	541820	Public Relations Agencies	\$ 16.5
		611430	Professional and Management Development Training	\$ 12.0
2K	Conference, Events, and Planning Services	561920	Convention and Trade Show Organizers	\$ 12.0
2L	Healthcare Related Promotional Materials	541430	Graphic Design Services	\$ 8.0
		541810	Advertising Agencies	\$ 16.5
2M	Video / Film Production	541810	Advertising Agencies	\$ 16.5
		512110	Motion Picture and Video Production	\$ 35.0
2N	Graphics Design	541430	Graphic Design Services	\$ 8.0

Functional Category III: Healthcare Business Enabling Services

Area		NAICS Code	Definition	Size Standards in millions of dollars
3A	Medical Supply Chain and Healthcare Logistics Analysis	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541614	Process, Physical Distribution, and Logistics Consulting Services	\$ 16.5
3B	Supply Chain Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541614	Process, Physical Distribution, and Logistics Consulting Services	\$ 16.5

3C	Supply Chain Planning	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541614	Process, Physical Distribution, and Logistics Consulting Services	\$ 16.5
3D	Inventory Management and Operation	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541614	Process, Physical Distribution, and Logistics Consulting Services	\$ 16.5
3E	Supply Chain Optimization	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541614	Process, Physical Distribution, and Logistics Consulting Services	\$ 16.5
3F	Financial Management Modernization	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541211	Offices of Certified Public Accountants	\$ 22.0
		541219	Other Accounting Services	\$ 22.0
3G	Internal Financial Controls	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541211	Offices of Certified Public Accountants	\$ 22.0
		541219		
3H	Management and Operations	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541211	Offices of Certified Public Accountants	\$ 22.0
		524298	All Other Insurance Related Activities	\$ 16.5
		541219	Other Accounting Services	\$ 22.0
3I	Research and Development Administration Support	541611	Administrative Management and General Management Consulting Services	\$ 16.5
3J	Human Resource Support	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541612	Human Resources Consulting Services	\$ 16.5

3K	Procurement Support to Program and Project Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
3L	Information, Privacy and Records Management	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		541511	Custom Computer Programming Services	\$ 30.0
3M	Revenue Operations	541611	Administrative Management and General Management Consulting Services	\$ 16.5
		524298	All Other Insurance Related Activities	\$ 16.5
3N	Value Based Healthcare Planning	541611	Administrative Management and General Management Consulting Services	\$ 16.5