

JUSTIFICATION FOR EXCEPTION TO FAIR OPPORTUNITY

1. AGENCY AND CONTRACTING ACTIVITY

This justification is executed by the Department of Veterans Affairs, Acquisition Service -Frederick on behalf of the Department of Veterans Affairs (VA), Veterans Health Administration (VHA), Office of Health Information (OHI).

2. NATURE/DESCRIPTION OF THE ACTION

The Government intends to negotiate a logical follow-on with Booz Allen Hamilton Inc. (BAH) for continuing strategic outreach and communications services for VHA/OHI. Currently, these services are provided under Contract No. VA798-10-D-0128, Task Order No. VA798-12-J-0001. The Task Order's initial one year period of performance ends November 6, 2012.

3. DESCRIPTION OF SUPPLIES/SERVICES

This follow-on task order will continue communications support to OHI and includes strategic communications planning and process improvement; graphic design and product development, including PowerPoint presentations; and multimedia and website development and support. Efforts shall include the development of communication materials not limited to but including items such as brochures, posters, flyers, fact sheets, and presentations.

The follow-on task order will be an extension of the services BAH is currently providing. The following tasks requested align with the services currently being provided.

1. Project Management
2. Implementation and Ongoing Support of a Communications Strategy for OHI
3. Graphics Support
4. Professional Web Management and Maintenance Support for the OHI Intranet Websites

The follow-on task order will have a performance period of 6 months from the date of award. The estimated value of this requirement is \$471,029.66. FY13 funds are available.

4. IDENTIFICATION OF EXCEPTION TO FAIR OPPORTUNITY AND SUPPORTING RATIONALE

In accordance with FAR 16.505(b)(2)(i)(C), the new work is a logical follow-on to an original Firm Fixed Price (FFP) task order under BAH's contract for OHI, which was competed in accordance with applicable contract ordering procedures.

As stated previously, the required tasks align with the services BAH is currently providing.

Issuing the order on a sole-source basis is the most economic and efficient way to obtain these services: During the period of performance of the previous task order, BAH assembled a team of staff with extensive knowledge of and specialized experience with OHI's internal communication strategies. Keeping this contractor in place will ensure continuity of services without extensive delays due to their knowledge and understanding of internal procedures and organizational dynamics. Additionally, many of the new deliverables identified for the new period of performance are dependent on the work that BAH initiated under the current requirement including full implementation of a web strategy. BAH has assembled a team that is able to effectively and efficiently meet the needs of the office because of institutional knowledge of OHI communication requirements, programs, campaigns, processes and resources.

5. DETERMINATION BY THE CONTRACTING OFFICER REGARDING FAIR AND REASONABLE ANTICIPATED COST

Re-competing this requirement would result in substantial duplication of cost to the Government that is not expected to be recovered through competition. The Contracting Officer (CO) will evaluate pricing and determine the price to be fair and reasonable before awarding a new task order.

6. ANY OTHER SUPPORTING FACTS

The sole-source task order is advantageous to the Government. OHI is in transition; thus it is vital to maintain frequent communication with internal staff and continue outreach efforts to partners and stakeholders during this period of uncertainty. As the organization has continued to evolve and adjust as a result of the last reorganization and with the strong possibility of realignment in the near term, OHI will require immediate knowledge possessed by the incumbent to continue the strategies and tactics executed under the existing contract, due to the sensitivity and complexity of messaging and the rapid coordination needed.

7. ACTIONS THE AGENCY MAY TAKE TO REMOVE BARRIERS TO COMPETITION

This method of awarding follow-on contracts is not considered a barrier to competition. Booz Allen Hamilton was the successful contractor under competition that was conducted for the services currently in place.