



HHS PULSE

"Invest in a Small Business... The Heart of our Economy"

Kathleen Sebelius, Secretary

Bill Corr, Deputy Secretary

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REFLECTIONS FROM THE DIRECTOR

-DEBBIE RIDGELY, OSDBU DIRECTOR

I want to take a moment to look back on where we started, recognize how far we have come and set our sights on a promising future. I will retire from government service after 34 years, effective October 1, 2011. For over ten years I have had the privilege of being the HHS OSDBU Director.

One of the first ideas that I implemented was to conduct the monthly Vendor Outreach Sessions, with the full participation of each of the Small Business Specialists, who supported the Operating Divisions of HHS. Having everyone together in one spot, at one time, was a huge efficiency for both the vendor community as well as, the internal staff.

Seven years ago, the OSDBU office was consolidated under my leadership. Each of the Small Business Specialists, who were co-located in the Operating Divisions, would now have a direct reporting relationship to the OSDBU Director. We were all responsible for carrying out the small business program and now the business model was streamlined to operate with one voice. The consolidation improved the operation for the internal community as well as, the external community. The Operating Divisions received seamless support since there was always a Small Business Specialist available to work with them; even if someone was on leave. Having the specialists responsible for more than one Operating Division broadened their breadth and depth of experience at HHS. To this day, we are the only Executive Agency that uses this business model. I am very proud of what I

was able to accomplish with the support of senior leadership at HHS.

We hired an outside contractor to conduct a Climate Assessment of our Small Business Program. As such, we were able to implement numerous improvements which are still on-going and cover: improved procurement forecast of opportunities on the web in a single location, improved communications, such as this newsletter and improved training of both our acquisition and program office staff.

The HHS OSDBU instituted a Mentor-Protégé Program and that is something I want to see prosper and expand. In FY 2011, HHS has generated contract awards to over 718 small businesses that have not had a contract with HHS in the past. Diversifying our vendor base is what makes a difference to all of us. "Small Business is the Heart of our Economy."

I leave the office on a positive note and I want to publicly thank and acknowledge my great staff. It does not happen without each and every one of you. Your dedication to the small business program is noteworthy. I also want to acknowledge the participation and support I have received from the business community. Your willing input and honest voices continue to help us improve. The journey has had its challenges but every great journey does. I want to wish everyone much success in your future endeavors!



7th Annual National Veterans Small Business Conference and Exposition

The U.S. Department of Health & Human Services (HHS), Office of Small and Disadvantaged Business Utilization (OSDBU) participated at the **7th Annual National Veterans Small Business Conference and Exposition in New Orleans, LA** on August 15 - 18, 2011.

Besides the location, there was another noticeable difference at this year's conference, VetGovPartner. VetGovPartner is the new Matchmaking portal and social network for the 2011 National Veteran Small Business Conference. VetGovPartner is a fully-integrated web application designed to facilitate matchmaking, partnering and networking among attendees before, during and after the Conference. The portal enabled attendees to view, create, sign up and track conference Matchmaking sessions between small businesses, large businesses and Government partners.

New conference procedures and a new location notwithstanding, this year's National Veterans Small Business Conference and Exposition was a well attended event, with approximately 4,000 individuals registered and 400 Exhibitors in attendance.

VetGovPartner is a fully-integrated web application designed to facilitate matchmaking, partnering and networking among attendees before, during and after the Conference.

The OSDBU team, consisting of four Small Business Specialists, shared the responsibilities of maintaining the HHS/OSDBU Exhibit Booth, as well as, counseling attendees during the matchmaking sessions. One of the added values is the HHS' Specialists are able to attend at least one training session during the conference.

Representatives from the National Institutes of Health (NIH) and the Health Resources and Services Administration (HRSA), participated at this year's conference. Ms. Mary Armstead, Director, NIH Information Technology Acquisition and Assistance Center (NITAAC), and Ms. Susan Nsangou, Senior Contracting Officer at the National Institute on Drug Abuse, participated at the conference by hosting training sessions and speaking with attendees at the HHS/OSDBU Exhibit Booth. Ms. Armstead held two sessions on the NITAAC Government-wide Acquisition Contracts vehicles while Ms. Nsangou hosted a session on taking steps to communicating with program and contracting officials.

Mr. Steve Zangwill, the Senior Advisor to the Head of the Contracting Activity for HRSA, participated at the conference, speaking with attendees at the HHS/OSDBU Exhibit Booth.

MINORITY INSTITUTIONS OF HIGHER EDUCATION & MINORITY-OWNED SMALL BUSINESS

GOVERNMENT CONTRACTING WORKSHOP



Submit your small business success story and you may be featured in an upcoming issue of HHS Pulse. Please email us at: sbmail@hhs.gov



To **Unsubscribe** to the HHS Pulse simply email us at sbmail@hhs.gov. Please include Unsubscribe in the subject and add your name and email address in the message.



Visit our newly re-designed website
<http://www.hhs.gov/smallbusiness/>



Have a question?

Please visit our FAQ page for answers:
<http://answers.hhs.gov/categories/962>

ABOUT THIS WORKSHOP

The U.S. Department of Health and Human Services (HHS), Office of the Secretary (OS), Office of Small and Disadvantaged Business Utilization (OSDBU) provides information for organizations interested in doing business with the Federal Government. A series of government contracting (govcon) workshops are being held in a variety of locations throughout the United States to provide information to Minority Institutions of Higher Education (MIHE) staff and Minority Owned Small Business (MOSB) representatives to 1) become familiar with processes and procedures associated with federal government contracting; and 2) to identify and pursue contract opportunities with HHS. The objective of these workshops is to engage, equip and inform the MIHE and MOSB participants of the federal procurement process so that they become more effective in pursuing contracting opportunities at HHS.

COST: FREE

WORKSHOP DATES & LOCATIONS

Please check OSDBU's website for upcoming dates and locations.

ADDITIONAL INFORMATION/REGISTRATION

For more information and to register, visit <http://fedgovconworkshops.com/>. For businesses, there is a limit of two representatives per company per workshop.

If you have questions regarding the event, please contact us at fedgovconworkshops@d2dinc.com.

AGENDA

The synopsis of the agenda is below. The full agenda is available on the website.

Day One

- Introduction to Government Contracting
- Understanding Procurement Methods
- The Government's Internal Process
- Small Business Classifications & Certification Programs

- Guest Speaker
- Other Business Opportunities
- Marketing to the Government & HHS

Day Two

- Introduction to FAR and Compliance Issues
- Contract Pricing & Cost Proposals
- Guest Speaker
- Technical Proposals

WHO SHOULD ATTEND?

MOSBs and MIHEs that are interested in pursuing government contracts or who have initiated the process, but have not yet been successful should attend a workshop. This includes business owners, MIHE faculty and staff.

I work for a MIHE. Why Should I Attend?

In this economy, Institutions need additional sources of funding. The Federal Government is an excellent resource to fund and get grants for research projects. MIHE faculty and staff should attend a workshop so they understand the government contracting environment and have the tools necessary to navigate the government processes.

This is a Two-Day Event. I'm a Teacher and Can't Afford to Miss Classes.

We understand that class schedules may overlap with the workshop schedule. There is no requirement to attend the entire workshop. Come to the session(s) that are convenient for your schedule.

I already know the basics of government contracting. How will this workshop help me?

You may be familiar with the basics; however this workshop will develop deeper. You will also gain insight about the proposal development process, which will position you to submit compliant proposals.



Web Sites to Bookmark

Federal Business Opportunities
<http://www.fedbizopps.gov>

General Services Administration
<http://www.gsa.gov>

SBA Government Contracting and Business Development.
<http://www.sba.gov/gcbd/>

Small Business Administration
<http://www.sbaonline.sba.gov>

Central Contractor Registration
<http://www.ccr.gov>

Government Agency Links
<http://www.usa.gov/Agencies.shtml>

Excluded Parties List System
<http://epls.arnet.gov>

Women-Owned Businesses Links:

National Association of Women Business Owners
<http://www.nawbo.org>

Small Business Administration: Contract Assistance for Women Business Owners
<http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>

Women's Business Centers
<http://www.awbc.biz>

Women Impacting Public Policy
<http://www.wipp.org>

Events Calendar



October 6, 2011
(DC Area) The Society of American Military Engineers is hosting a Small Business Conference
Fort Belvoir Officer's Club
Fort Belvoir, Virginia
Please visit <http://www.samedcpost.org> or contact Ms. Tawania Mcfadden at (301) 661-4018 or via email at tawaniamc@gmail.com for additional information.

October 18, 2011
American Express OPEN's Government Contracting Program will host a government procurement event
Dallas Marriot City Center
Dallas, TX.
Please visit <http://www.openforum.com/governmentcontracts.com> for additional information.

October 20, 2011
The 6th Annual Veterans Business Conference, sponsored by Congressman Silvestre Reyes & the El Paso Small Business Consortium
El Paso Community College
El Paso, Texas
Please contact Mr. Joseph R. Conway at (915) 831-7748 or via email at jconway@epcc.edu for additional information.

October 30 - November 2, 2011
2011 National Minority Supplier Development Council Conference & Business Opportunity Fair
Georgia World Congress Center
Atlanta, Georgia
Please visit <http://www.openforum.com/governmentcontracts.com> for additional information.

November 10, 2011
The Virginia Gateway Region Economic Development Organization, in cooperation with the SBA & others will be sponsoring a Veterans & Small Business Conference
Location TBD
Washington, DC
Please contact Ms. Joanne W. Tompkins at (804) 861-1667 or via email at jtompkins@cpd.state.va.us for additional information.

Mark your calendars and review the ongoing procurement events sponsored by Showworks, Inc., for calendar year 2011. Please visit <http://www.allianceforbiz.com> for additional information.

Mark your calendars and review the ongoing procurement events sponsored by the National Black Chamber of Commerce for calendar year 2011. Please visit www.nationalbcc.org for additional information.



<http://www.hhs.gov/smallbusiness/>
Subscribe to "The HHS Pulse" here

Office of Small & Disadvantaged Business Utilization

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SCG Small Business Success Story:

Signature Consulting Group, LLC (SCG) is a Health IT management-consulting firm, which provides policy, operations, and system management consulting and delivery services to Government and Not-for-Profit Organizations.

SCG has been awarded key contracts in all three of the major health legislative acts to impact the US Healthcare System over the past decade; the Medicare Modernization Act (MMA) of 2003 for the Medicare Advantage Prescription Drug (MAPD), the American Recovery and Reinvestment Act (ARRA) of 2009 for the Health Information Technology for Economic and Clinical Health (HITECH), and the Affordable Care Act (ACA) of 2010. SCG is responsible for developing and managing the national meaningful use of health information technology audit and data validation strategy for the HITECH program. SCG developed the quality measures system, which tracks and reports quality metrics and performance results from the implementation of the ACA health reform legislation to White House and HHS Leadership.

SCG has worked extensively with the Center for Medicaid and Medicare Services (CMS) in the areas of financial management; fraud waste and abuse detection, auditing and operations evaluations, business and data analysis, project management, and system integration. CMS has

awarded SCG eight prime contracts. SCG has also been a subcontractor to more than twelve contracts at HHS, CMS, and the Office of National Coordinator (ONC).

SCG had its start working with several BlueCross BlueShield (BCBS) Plans providing Health Specialist and project support. SCG combined Healthcare expertise and information systems knowledge to provide broad and adaptive operational and system solutions to BlueCross BlueShield Health plans. Working with mid to large size Health Plans, SCG further developed its health operations expertise along with technical Health IT capabilities. By applying the experience and expertise gained in its work with the BCBS plans including plan operations, health administration, and system integration, SCG successfully transitioned from the private sector into government consulting. SCG now plays an integral role supporting Health and Human Services (HHS) with the implementation of major health legislation.

“At Signature Consulting Group, we have the expertise to be able to treat both the problems and the solutions as a whole,” states Corey Cooke, President of SCG. “With a multi-faceted approach to each problem, we are able to build the best solution thereby providing tangible results to a project.” With SCG’s unique ability to

fully understand aspects of both the health operations and the systems side of problems, it can effectively develop solutions to both.

SCG’s dual health and system expertise assisted CMS in the analysis of premium withhold data in the Medicare Program to develop a business intelligence solution across 70 databases, which provides CMS users with a consolidated and acute view into plan payment activity. Chellam Manickam, SCG’s Vice President of Technology, has been instrumental in setting up practice areas that ensure technical solutions are rooted in practical business objectives and effective health operations. Combining health management and clinical expertise with the latest in technology and system integration has allowed SCG to stay at the forefront of Government Health IT efforts to modernize and improve healthcare delivery.

SCG has continually been awarded prime contracts with CMS due to its ability to stay current on Federal healthcare initiatives and IT strategies. Mr. Cooke’s vision for SCG has been to develop a company dedicated to providing business-focused management consulting in health management and information services to clients. Mr. Cooke attributes SCG’s ability to provide value to its clients through a number of key internal measures:

- Continual employee learning and development through training and establishment of company industry knowledgebase in the areas of health and IT management, which has in turn attracted and retained a high caliber of health and technical employees, providing them with a broader base of expertise in problem solving and serving clients
- Partnering with established and proven organizations to learn from and fill in gaps in capabilities and expertise
- Clearly defined practice areas of services: Governance and Program Management; Quality Management and Validation; Financial Management; Health IT and Interoperability; and Business Intelligence and Data Management.
- Established processes and reusable methods.

With internal measures in place, SCG looks to establish highly productive partnerships with companies in the two

worlds of contracting: the healthcare support companies that provide regulatory, policy and clinical expertise; and pure play IT companies that supply system development services. Working with partners broadens not only SCG's qualified resource pool, but also the company's capabilities. "Signature Consulting Group understands that the client directly benefits from partnering with the correct company on any given project. We are very successful at creating these productive alliances, because we consistently strive to establish positive ongoing communication, awareness, and knowledge of peer companies in the field," says Sam Elias, SCG Vice President of Business Development.

SCG has successfully partnered with Accenture on HITECH auditing to provide structured and proven process for strategy development and has partnered with Logistics Management Institute (LMI) for technical management of the largest Federal

Taradata implementation of a fraud waste and abuse detection system with users across federal law enforcement agencies.

SCG is dedicated to defining and using flexible processes that can be tailored to most types of analysis project in healthcare administration or system development. SCG library of frameworks include: Project Management; Analysis solutions (requirements, business, information, and system architecture); Quality Assurance; Procurement Management; and Security Management.

SCG's success can be attributed to the founder's established vision for the company and by its adherence to the proven measures for organizational improvement and client satisfaction. SCG was established in 2004 and is a designated Small & Disadvantaged 8(a), Minority Owned Small Business located in Maryland. <http://www.sghealthit.com>

HHS Office of Small and Disadvantaged Business Utilization

VHW8 Industry Day
November 15, 2011
8:30 a.m. – 12:30 p.m.



RESERVATION REQUIRED

This event and registration is open to 100 companies. Only two (2) attendees per company may register for this event, to respect fair access. Scheduling of one-on-one appointments will be on a first-come, first-serve basis. PLEASE NOTE: This event is exclusively for Service-Disabled Veteran-Owned (SDVOSB), Veteran-Owned (VOSB) Historically Underutilized Business Zone (HZ), Women-owned and 8(a) small businesses. Information provided on the registration form will be verified through the Central Contractor Registration (CCR).

Go to <http://www.hhs.gov/smallbusiness/> for more information or to register.

Contracting Opportunities

OPDIV	Product/Service Description:	Dollar Range:	Contact Person:	Contact Information:	ESR*:	Acquisition Strategy:	Procurement Category:	NAICS:
CDC	Geospatial Science Consulting Support for Public Health Applications for GIS	\$5,000,001 to \$10,000,000	Andrew Dent	(770) 488-3861	1st QTR 2012	GSA Schedule	IT Services	541511
CDC	SIMAN Development Contract	\$500,001 to \$1,000,000	Gretchen Floreno	(404) 639-1534	1st QTR 2012	GSA Schedule	IT Services	541511
CDC	ORISE Sharepoint	\$100,000 to \$500,000	Ronald Ottem	(404) 639-2576	1st QTR 2012	GSA Schedule	IT Services	541511
CDC	Division of Strategic National Stockpile (DSNS). Exexternal Consultants - Evaluation Program - OD-BC	\$1,000,001 to \$5,000,000	Steven Adams	(404) 639-0692	1st QTR 2012	GSA Schedule	Technical Assistance	541990
FDA	Project Management Team - Task order under the CDER-wide IDIQ contract to be awarded in FY11 for quality management systems	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	56
FDA	Program Management Team - Task order under the CDER-wide IDIQ contract to be awarded in FY11 for quality management systems	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	56
FDA	Decision and Social Science, Outcomes Research and other Disciplines Contract (new Task Order 8 - Patient Focused Drug Development)	\$1,000,001 to \$5,000,000			1st QTR 2012	TBD	Business Services	56
FDA	Canon Copier Maintenance Contract	\$1,000,001 to \$5,000,000			1st QTR 2012	TBD	Business Services	56
FDA	CDRH to discuss seasonal concept of program analysts to assist in development of complex full and open acquisitions requirements for six month temporary services. Projects range from R&D to IT.	\$100,000 to \$500,000			1st QTR 2012	TBD	Business Services	56
FDA	This is for Peer Review Support for Scientific Information Disseminated by CFSAN/FDA.	\$500,001 to \$1,000,000			1st QTR 2012	GSA Schedule	Business Services	81
FDA	Campaign Evaluation Services	\$10,000,001 and above			1st QTR 2012	GSA Schedule	Business Services	81

Contracting Opportunities cont.

OPDIV	Product/Service Description:	Dollar Range:	Contact Person:	Contact Information:	ESR*:	Acquisition Strategy:	Procurement Category:	NAICS:
FDA	Technical Assistance for Data Management	\$1,000,001 to \$5,000,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	Purchasing of Marketing Data	\$1,000,001 to \$5,000,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	Development of standards for track and trace and authentication through research and analyses of current systems and assessment of data carrier technology. These standards will provide a means to standardize the	\$100,000 to \$500,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	Contract a study to compare foreign and FDA labeling for possible eligible drugs and determine significant differences	\$100,000 to \$500,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	FY12 User Fee Assessment/Cost Analysis	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	54
FDA	New procurement for UFMS site support for FDA	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	54
FDA	Escendent- I-Procurement Support	\$100,000 to \$500,000			1st QTR 2012	TBD	Business Services	54
FDA	Escendent- User Fee Consultant	\$100,000 to \$500,000			1st QTR 2012	TBD	Business Services	54
FDA	UFMS Testing and Change Control Support (BTT TO #___)	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	54
FDA	OFO Business Continuity Plan (BTT TO #___)	\$10,000,001 and above			1st QTR 2012	TBD	Business Services	54
FDA	Competitive Sourcing Services to include Post Study Accountability & Modification of FY07 & FY08 FDA MEOs Exercise Option Year of MAI Contract #GS23F8056H	\$1,000,001 to \$5,000,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	Janitorial Services for Dauphin Island, AL. w/ Unique Cleaning Services	\$100,000 to \$500,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	Janitorial Services Contract # HHSF22320101171P for Dauphin Island, AL. w/ Unique Cleaning Services	\$100,000 to \$500,000			1st QTR 2012	GSA Schedule	Business Services	54
FDA	San Juan Operations and Maintenance Contract for New Award	\$500,001 to \$1,000,000			1st QTR 2012	TBD	Business Services	54