



**AFMLO/VA SPECIAL SERVICES DIVISION
VA NATIONAL ACQUISITION CENTER
1432 SULTAN STREET - SUITE C
FREDERICK, MARYLAND 21702-5006**



June 4, 1999

Dear Potential Offeror:

The AFMLO/VA Special Services Division, of the Office of Acquisitions & Materiel Management is in the process of procuring services for a complete health care education system via satellite transmission and videotape programming in the very near future. We require services from a provider that has fully accredited satellite Continuing Education Programming on the basis outlined herein. All programs shall receive the accredited status by the appropriate accrediting bodies, with examples referenced herein, and must meet either Continuing Medical Education (CME) or JCAHO educational requirements. The service provider shall advise the MTF as additional accreditation opportunities become available. The service provider shall also provide Patient Education and Wellness and Patient Entertainment Programming on the basis outlined below.

In order to determine if the services we require is commercially available, we need your cooperation by completing the following questionnaire and providing the information requested. The Government will treat all information you submit as proprietary information.

Thank you for your assistance. I would appreciate hearing from you as soon as possible but no later than June 14, 1999. If you have any questions or concerns please call me at 301 619-4033 or e-mail at mary.boyd@ft-detrick.af.mil.

Sincerely,

A handwritten signature in cursive script that reads "Mary M. Boyd".

Mary M. Boyd

AFMLO/VASS DISTANCE LEARNING
CONTINUING MEDICAL EDUCATION PROGRAMMING
MARKET SURVEY

The objective of this market survey is to establish a two-way communication with industry and to evaluate the potential of the commercial market to provide a state-of-the-art Satellite Continuing Education Program – Distance Learning within the conceptual approach outlined in the draft statement of work located on our web page at

<http://www.medicine.army.mil/afmlo/va/vendor.htm>

The information provided by industry as a result of this market survey (and any subsequent requests for information) will be used to refine requirements, develop an acquisition strategy, and develop a solicitation. The quality of information provided will influence the quality of our products and will impact the opportunity for success. It is our intent to gain industry feedback on all documents in draft before final release.

Introduction

Medical technological changes and advances are occurring with mind-boggling speed and frequency. In this environment, it is crucial that government medical treatment facilities (MTF) stay abreast of the latest changes in treatment modalities and techniques. Unfortunately, with limited resources we can send only a small portion of our workforce to formal training programs each year. Paradoxically, this is typically reserved for the “high performers” or senior healthcare providers who, typically because of their experience level, need the training less than the other healthcare professionals in the facilities. The remainder of the workforce must identify time and have the initiative to develop their personal curriculum, which may depend on reading, on-the-job training, and other self-development efforts to stay current in their chosen profession.

Staying abreast of the latest changes in treatment modalities and techniques not only provides a healthcare environment that keeps the patients healthier, but it also helps mitigate risk inherent in the medical profession. A satellite education system enables a much larger percentage of our MTF workforce to receive technical and professional training on a regular basis.

Satellite based training and education systems (composed of hardware, software, and state-of-the-art education materials) are used by a large number of private and public hospital systems and offers a complete health care education system via satellite transmission and videotape programming. Programs are broadcast daily and are arranged in a modular curriculum format by a professional university staff. Many meet Joint Commission on Accreditation of Hospital Operations (JCAHO) educational requirements.

Healthcare professionals are required to receive certain levels of Continuing Education in order to maintain their licenses. Each discipline within healthcare has certain accrediting bodies that approve programs as being appropriate for the profession. All Continuing Education Programs which are the subject of this Statement of Work shall be current and accredited by the appropriate accrediting bodies as outlined herein. Some examples of these bodies are:

Accreditation Council for Continuing Medical Education
American Association for Respiratory Care

American Health Information Management Association
Accreditation Council for Continuing Medical Education
American Society of Radiological Technologists
Continuing Education Coordinating Board for Emergency Medical Services
Certifying Board for Dietary Managers
Dietary Managers Association
American Nurses Credentialing Center
American Council on Pharmaceutical Education
American Dietetic Association

Each of the programs must be accredited for one full contact hour (at least) of Continuing Education within that discipline.

A satellite based education and training system integrates various modalities of multimedia training venues. The system, therefore, has the potential to save large amounts of travel and tuition dollars while providing state-of-the-art training to all functional areas of our MTF. The funding is a true savings by shifting the current expenses from travel and tuition fees that support relatively few members of the healthcare provider network, to an education system that services literally all members of our healthcare community. It also provides smaller MTF and clinics with the opportunity to provide training that is currently not available to them. By providing training on-site, we not only save the travel and tuition fees, but also by maintaining the technical acumen of the staff, potential litigation fees are reduced.

Information Exchange

You may contact the Contracting Officer (CO) via email at mary.boyd @ft-detrick.af.mil.

Please provide comments, questions, or recommendations for improvement relative to this market research approach to the CO via email backed up by a hard copy through the mail.

Questions, comments, and recommendations on any aspect of this effort are invited at any time. Please submit questions/comments to the COT via email. Questions and government responses will be posted on the AFMLO/VASS Business Opportunities Home Page, (<http://www.medicine.army.mil/afmlo/va/vendor.htm>) and the source of the question will not be identified. If you submit a question that contains proprietary information, it must be appropriately marked and will be answered directly to the source only.

If you wish to be notified via email of changes to the web page pertaining to this effort, please send email to the address above and request to be put on the change notification list. To facilitate teaming arrangements, we will publish a list of interested companies who request to be placed on the change notification list. Individual names will not be published.

General

Provide feedback on the feasibility of the Government's concept for achieving the requirement, and recommendations for improvement.

Experience

What experience do you have with in meeting the requirement? Please address scope of operation, application, size, complexity, and relevancy to this effort.

What is your expertise in performing the required service and how would you migrate existing government equipment to state-of-the-art business processes and information technology?

Functional

What commercial business processes do you have or are aware of that are applicable to the requirement?

What factors would you apply to evaluate the quality and completeness of these business processes and information technologies that you intend to use?

Technical

What commercial products do you provide or use that implement relevant commercial business processes?

Provide insight into software architecture/infrastructure used to implement commercial business processes.

Discuss the implications of including the processing function of a modernized system for this effort. Also address the advantages/disadvantages of assuming the data processing operation of the legacy system.

Acquisition

What commercial acquisition strategies are typically used to modernize Continuing Medical Education Programs – Distance Learning systems? Please describe the commercial buying practices for this type of effort. Also identify any regulatory/statutory requirements unique to government contracting that would impede the use of these best commercial buying practices.

What role would small business play in accomplishing this type of effort?

We are considering a long-term strategic relationship with a contractor to accomplish this effort. In your opinion, how should that relationship be structured? What issues do we need to consider in implementing such a relationship? How would the government preserve the benefits for competition as such a long-term contract nears conclusion?

Identify risk(s) associated with the proposed concept that would preclude the use of a fixed price contractual instrument. What type of contractual vehicle would you recommend?

How would you structure phases/increments in a modular contracting approach?

What acquisition strategy do you think we should pursue? Provide feedback on the use of multiple awards, downselection, and phased competition approaches. What do you think evaluation criteria should be?

Cost/Schedule

Please provide a conceptual funding approach. At what level should the fixed funding be? Where does the contractor cost cross the funding line and contractor profit begin? Given that there may be an initial investment, how long should the contract be initially to make this a viable business opportunity for your company?

Please provide any Rough Order of Magnitude (ROM) estimates that could support the Government in requirement definition for budgetary planning.

What are the cost drivers relative to this initiative?

What would you identify as key events and what are the associated schedule estimates?

What are the schedule drivers relative to this initiative?

What skill mix would you apply to implement a solution?

Risk Management

Identify the technical, operational, cost, performance, and schedule risks that would be associated with this effort. Discuss your approach to management of these risks.

Other

What other information do you need to understand the concept and respond to the questions?

What other comments or issues would you like to raise to the CO's attention?

Please complete the attached SF129

Provide information concerning:

EDI capabilities:

- purchase order acceptance
- Invoicing
- Electronic Funds Transfer

Credit card acceptance.

- list types accepted

Is the product under any Government contracts? If so list: