



Doing Business with VISN 12

U.S. Department of Veterans Affairs

[Steve Maier](#)

Small Business Liaison

VISN 12: VA Great Lakes Healthcare System

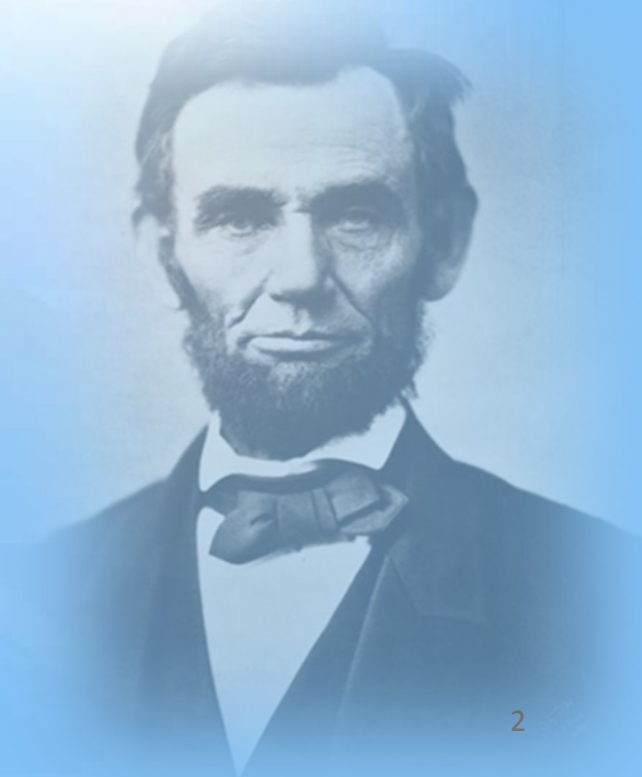




VA's Mission

Fulfill President Lincoln's promise

"To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring America's Veterans and their families.



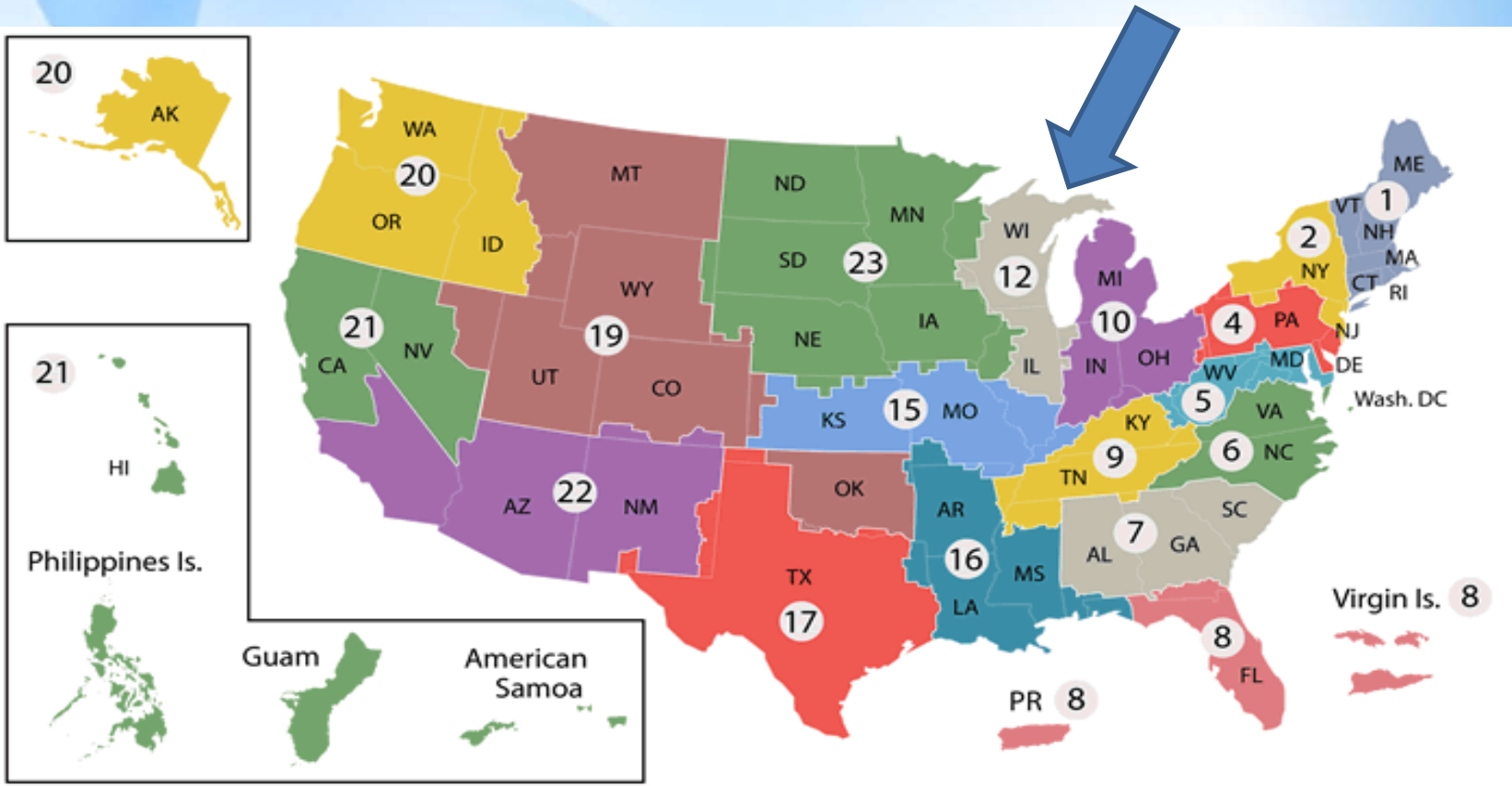


Veterans Health Administration (VHA)

- Nation's Largest integrated health care system
- More than 1,700 facilities covering all U.S. states and territories
 - Hospitals
 - Community Based Outpatient Clinics (CBOC)
 - Community Living Centers
 - Domiciliaries
 - Readjustment Counseling (Vet) Centers



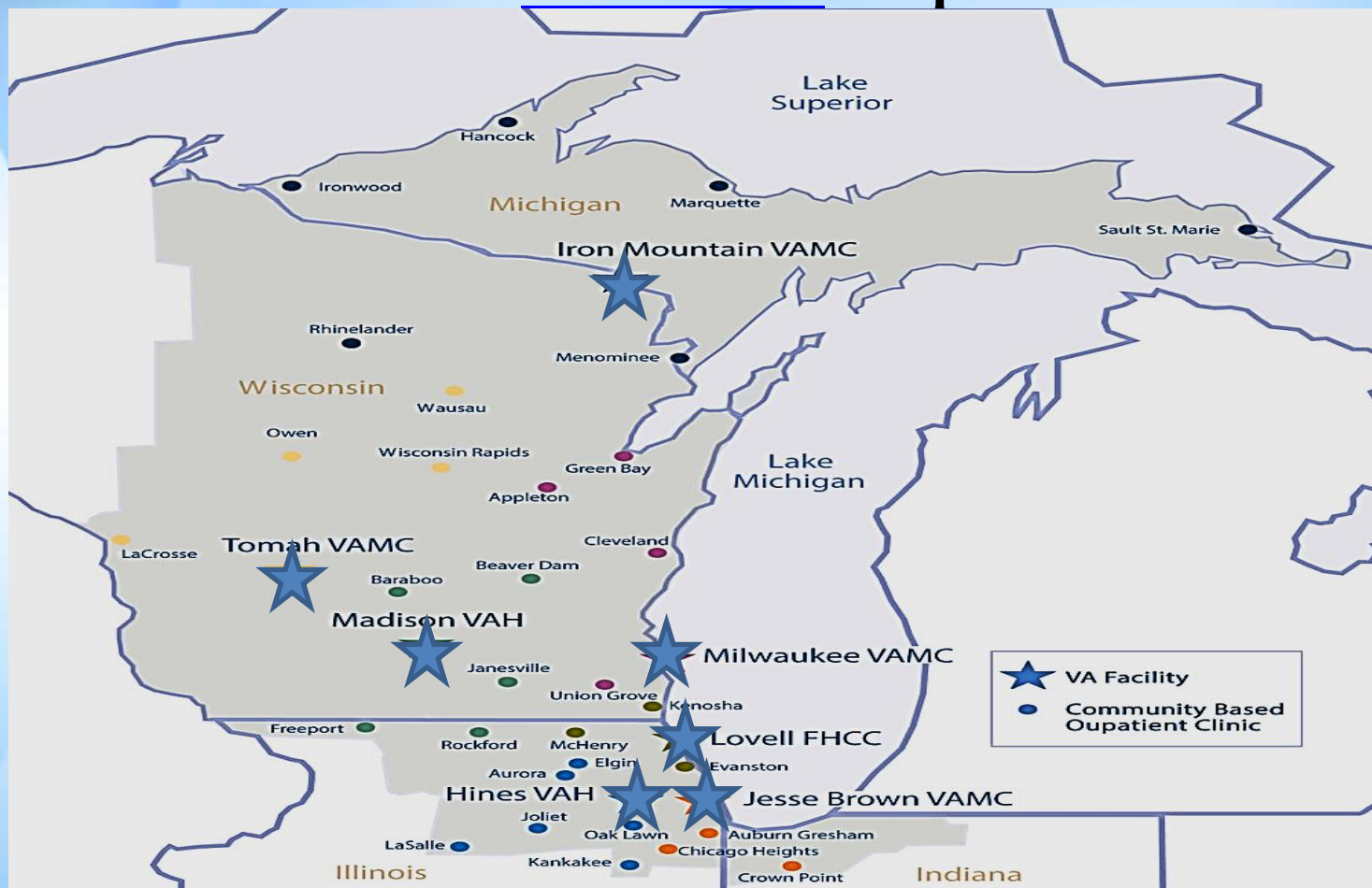
Veterans Health Administration (VHA) Structure - 18 "VISNs" (No 3,11,13,14 or 18) Veterans Integrated Service Networks



Please be advised: The information contained therein is subject to change at any time without notice.



VISN 12 Map



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Clement J. Zablocki VA Medical Center-Milwaukee, WI



Associated Community-Based Outpatient Clinics

[Appleton](#)

[Green Bay](#)

[Cleveland](#)

[Union Grove](#)



Wm S. Middleton VA Hospital – Madison, WI



Associated Community-Based Outpatient Clinics

[Baraboo](#)
[Beaver Dam](#)

[Freeport](#)
[Janesville](#)

[Madison West](#)
[Rockford](#)

NEW: [Beaver Dam](#)

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Tomah VA Medical Center – Tomah, WI



Associated Community-Based Outpatient Clinics

[Clark County](#)

[LaCrosse](#)

[Wausau](#)

[WI Rapids](#)

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James A. Lovell FHCC – N.Chicago, IL



Associated Community-Based Outpatient Clinics

[Evanston](#)

[Kenosha](#)

[McHenry](#)

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Jesse Brown VA Medical Center – Chicago, IL



Associated Community-Based Outpatient Clinics

[Auburn-Gresham](#)

[Crown Point](#)

[Chicago Heights](#)

[Lakeside](#)

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Edward Hines Jr. VA Hospital – Hines, IL



Associated Community-Based Outpatient Clinics

[Elgin - Hoffman Estates](#)

[Oak Lawn](#)

[LaSalle](#)

[Kankakee](#)

[Aurora](#)

[Joliet](#)

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Oscar G. Johnson VA Medical Center – Iron Mtn, MI



Associated Community-Based Outpatient Clinics

[Hancock](#)
[Ironwood](#)

[Marquette](#)
[Menominee](#)

[Rhineland](#)
[Sault Ste Marie](#)

[Manistique](#)

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VA Illiana Health Care System – Danville, IL



Associated Community-Based Outpatient Clinics

[Decatur](#)

[Mattoon](#)

[Peoria](#)

[Springfield](#)

[West Lafayette](#)



Network Contracting Office (NCO) 12

- Central Procurement office all VISN 12 facilities
- 2 Locations
 - Milwaukee (Off Campus from the VAMC)
 - North Chicago (On Campus at the FHCC)
- Staff of approximately 120 personnel
 - Contracting Officers
 - Contract Specialists
 - Purchasing Agents
 - Purchase Card Managers



Things bought in VISN 12 by NCO 12

CONSTRUCTION

SERVICES

SUPPLIES

EQUIPMENT

MEDICAL SHARING

PROSTHETICS

SPECIALIZED



Socio Economic Classes + Federal Goals

| | <u>Typical Fed Gov't Goal</u> | 2016 VHA Goal |
|-----------------------------------|-------------------------------|---------------|
| <u>Small Business</u> | 23 % | 42 % |
| <u>Women Owned Sm. Bus.</u> | 5 % | 5 % |
| <u>Disadvantaged Sm. Bus.</u> | 5 % | 5 % |
| <u>HUB Zone Sm. Business</u> | 3 % | 3 % |
| <u>Veteran Owned Sm. Bus</u> ** | None | 12 % |
| <u>Service Disabled Vet SmBus</u> | 3 % | 10 % |

** Veteran and Service Disabled Vet Goals per Public Law 109-461
[38 U.S. Code § 8127](#)

[Return](#)



How does Gov't Buy

- Feds have Multiple Paths in federal [purchasing](#)

“Mandatory” or
Existing Contracts

“Open Market” or
New Contract

[FAR 7.102\(a\)\(4\)](#)



Left Side Path Vehicles

- Orders placed only among contract holders
 - GSA Federal Supply [Schedules](#) ; [VA \(NAC\)](#)
 - GSA Fed Strategic Sourcing Initiative [FSSI](#)
 - Gov't Wide IT contracts
 - [GSA-GWAC](#) , [NASA-SEWP](#) , [NIH-NITAAC](#)
 - MATOCs for construction
 - Medical Prime Vendors [Med/Surg](#); [Pharm](#)
 - Medical [Standardization](#)



Right Side Path

- “Open Market”
 - No contract already in place
 - [Posting](#) Requirements
 - Unrestricted vs. [set-aside](#)
- For VA exclusively “Veterans First”
 - Public Law [109-461](#)
 - Section 502 ([Increased Goal](#))
 - Section 503 (Priority before other Socio Economic Programs)
 - Amends [FAR 19.203\(a\)](#) w/[VAAR 819.7004](#)





Supreme Court Case

Public Law 109-461

38 U.S. Code § 8127

(d) Use of Restricted Competition —

[REDACTED] a contracting officer of the Department shall award contracts on the basis of competition restricted to small business concerns owned and controlled by veterans if the contracting officer has a reasonable expectation that two or more small business concerns owned and controlled by veterans will submit offers and that the award can be made at a fair and reasonable price that offers best value to the United States.





Supreme Court Decision

- VETS First applies to everything
 - [Rule of 2](#) must exist
 - [VETBIZ](#) system to be eligible
- May use existing contracts (Right turn)
 - If Rule of 2 applies to that contract vehicle
- Contracting Officer must detail rule of 2
 - [May sole source](#) to SDVOSB/VOSB if just 1



How does Gov't Buy

- VA has Single Path in federal [purchasing](#)



SDVOSB/VOSB "Rule of 2"
Public Law 109-461
Veterans First



What does this all mean?



How do I get a
VA Contract?



www.vip.vetbiz.gov

| VIP Verified Businesses | | | |
|-------------------------|---------------------|-------------------------------|--|
| SDVOSB 6541 | VOSB 2230 | Total Verified 8771 | Timestamp 8/2/2016 11:55:04 AM |

| Find Veteran Businesses ? Help | |
|--|--|
| Business Name: | <input type="text"/> |
| Doing Business As: | <input type="text"/> |
| DUNS: | <input type="text"/> |
| NAICS: | <input type="text"/> |
| Keyword(s): | <input type="text"/> |
| State/Territory: | <div style="display: flex; align-items: flex-start;"><div style="border: 1px solid #ccc; padding: 2px;"><ul style="list-style-type: none">AlaskaAlabamaArkansasArizona</div><div style="margin: 0 5px;"><div style="text-align: center;">↑</div><div style="text-align: center;">↓</div></div><div style="border: 1px solid #ccc; padding: 2px;"><div style="text-align: center;">→</div><div style="text-align: center;">←</div><div style="text-align: center;">▶</div><div style="text-align: center;">◀</div></div><div style="margin-left: 10px;"><input type="text"/></div></div> |
| VOSB/SDVOSB: | <input type="text" value="All"/> |
| <input type="checkbox"/> Strict | |
| <input type="button" value="SEARCH"/> <input type="button" value="RESET"/> | |

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Critically important to Craft Profile

- Exclusive place for CO's to determine Rule of 2
 - Accurate NAICS codes
 - Descriptive Narrative about your company
 - Several Keywords
 - Brands you service or sell
 - Best selling items or services
 - Can't Have too many keywords
 - Accurate Service Area Selected



YOU can search VETBIZ (not just COs)

- Look yourself up (in the huddle w/CO)
 - Search yourself
 - Search competitors
- Not a Vet? Still should search VETBIZ!!
 - See if SDVOSB/VOSB do what you do
 - Partnership opportunities



What else might a CO do for Rule of 2?

- Sources Sought (RFI) notices
 - Perhaps email to those vendors found in VETBIZ
 - Post to Federal Business Opportunities [FBO.gov](https://www.fbo.gov)
 - Search [GSA E-Library](https://www.gsa.gov/e-library) for vets on schedule contract
 - Must still be certified in VETBIZ
 - All other federal agencies allow Self-cert for set-asides
 - » SDVOSB
 - » VOSB



Federal Business Opportunities FBO

 **FEDBIZOPPS.GOV** Federal Business Opportunities

Home Getting Started General Info Opportunities Agen

Search more than **33,200*** active federal opportunities.

Posted Date: Set-Aside Code:

Place of Performance: Type:

Keyword / Solicitation #: Agency: 

Additional criteria and multiple selections are available on the [advanced search form](#).
** Notices posted within the last 90 days.*

Search for VISN 12 opportunities using: “VA Great Lakes Healthcare System”



Register for an Account at [FBO](#)

- You can create and save searches
 - By FED agency (Like: VA Great Lakes Healthcare System)
 - By Product Service Code
 - By NAICS
 - By Keyword
 - By Location
 - Any Combo of the above
- FBO will email you the results automatically
 - Time saver



Screen Shot FBO Registration

Vendors / Citizens

Vendors and citizens may search, monitor, and retrieve opportunities.

Username

Password

Login

▶ [Find Opportunities](#)

No login is required to view opportunities.

▶ [Register Now](#)

▶ [Password Reminder](#)

▶ [Recovery FAQs](#)



Marketing: Know your VA Audience



How do I get a
VA Contract?



Know your audience

- 2 distinct audiences in VA Purchasing
 - End User, Clinician, Technician, Technical Expert, Program Office, COR
 - Customer – person who creates the requirement
 - Also secures the funding
 - Purchaser, Buyer, Contracting Officer, Ordering Officer, Purchase Cardholder,
 - Person charged with legally expending the funds



Customer is interested in:

- What your company does
- Past Performance
- What's different about you (bells & whistles)
- You can talk *technical* with them!
- **CAUTION:** They can't obligate money!!



Contracting Person (Buyer) is interested in:

- Are you a small business
- Is your registration current
- Past Performance (common for both)
- Do you hold any existing contracts?
- They can obligate \$\$\$, but not **tech** experts



Contracting Person (Buyer) Thresholds

- Generally speaking:
 - Purchase Card Holder: Up to \$3,500
 - Ordering Officer: Up to \$25,000* (Logistics)
 - Purchasing Agent: Up to \$25,000
 - Contracting Officer
 - Up to \$150,000
 - Unlimited



Understand their roles - Summary

- Technical Customer generates requirement
 - Provides essential physical characteristics
 - Sets minimum performance requirements
 - Obtains funding (Idea + Money = Contract)
- Contracting Personnel executes requirement
 - Follows Acquisition Policy
 - Publicize requirement; Obtain offers
 - Awards to vendor best meeting requirement



Create a Video

- You could cover your key points in video
 - Even if you can't personally visit customer
 - Demonstrate any products
 - Save on travel monies and Time
- End User (Program Person) or Contracting
 - Can watch when is convenient
 - Can easily show other decision makers
 - Less effort to “watch/listen” then “read”??



Marketing/Selling to Gov't is different

A.B.C.
Always Be Competing



Upcoming Events

- November: VA National Event in Minneapolis
 - Sign up at www.nvsbe.com
 - Study the list of “PDMs” and plan appointments
 - All regions, VISNs, departments are represented
 - As the event grows closer a list of VA attendees will be posted. Read the job titles in advance to plan who you want to meet.
 - TIP: Job titles citing “NCO” are regional contracting
 - Titles citing “VISN” means regional technical/hospital
 - If neither “NCO” nor “VISN” --- National VA Decision Maker!!



QUESTIONS?



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