



Doing Business with VISN 12 U.S. Department of Veterans Affairs

[Steve Maier](#)

Small Business Liaison

VISN 12: VA Great Lakes Healthcare System

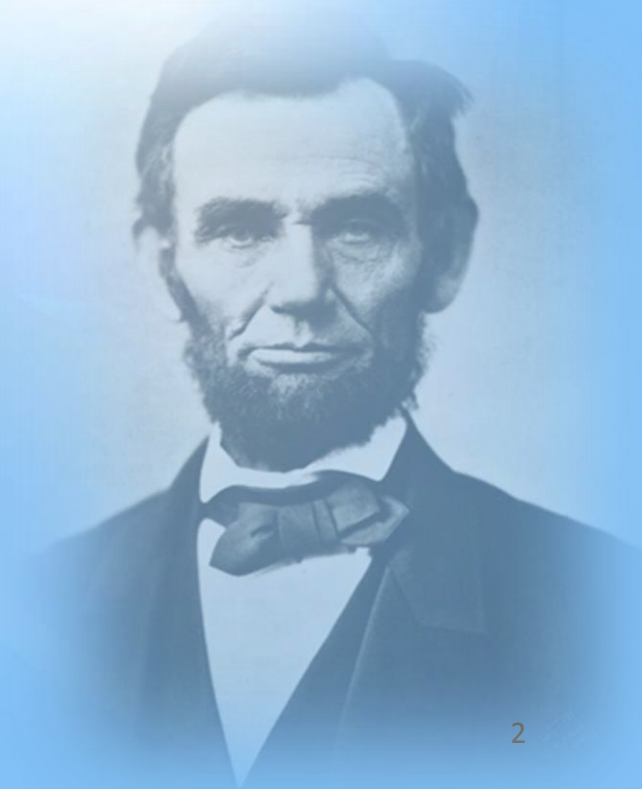




VA's Mission

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.



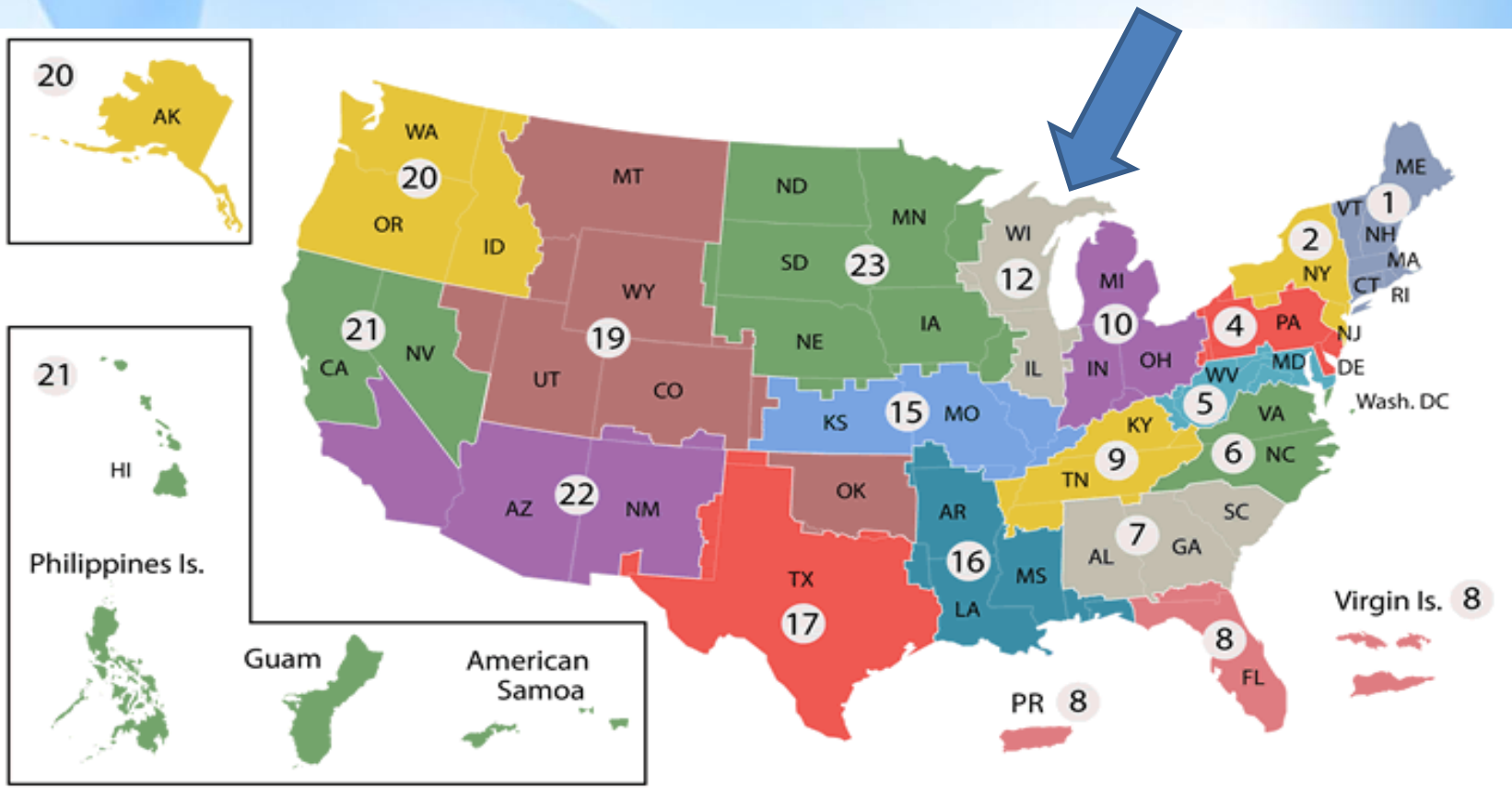


Veterans Health Administration (VHA)

- 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



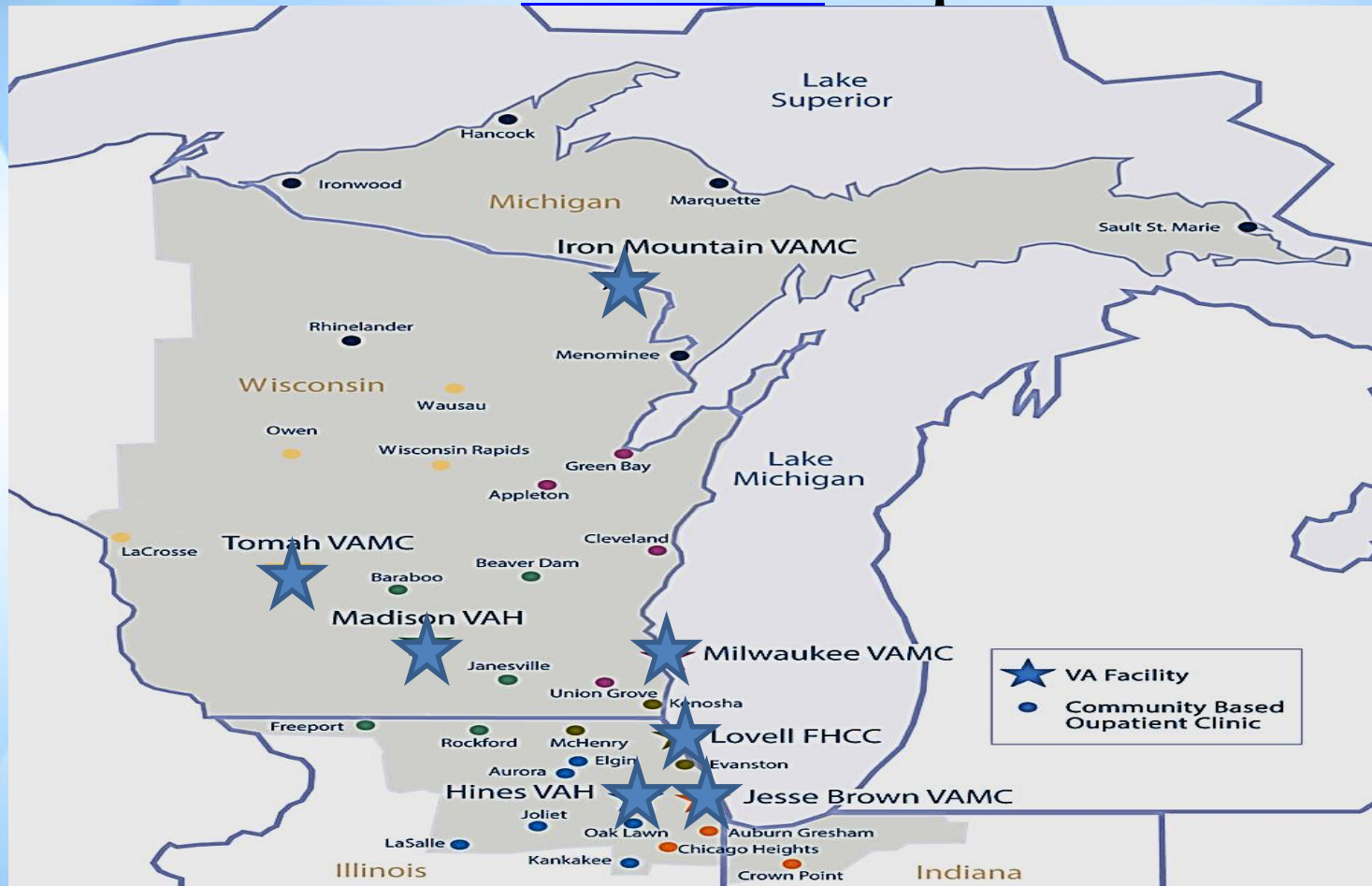
Veterans Health Administration (VHA) Structure - 18 "VISNs" (No 3,11,13,14 or 18) Veterans Integrated Service Networks



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](#)

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Tomah VA Medical Center – Tomah, WI



Associated Community-Based Outpatient Clinics

[Clark County](#)

[Wausau](#)

[LaCrosse](#)

[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](#)



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



Starts with Registration



How do I get a
Government
Contract?



Registration

- System for Award Management [SAM.Gov](https://sam.gov)
 - Email Address; Company POCs
 - DUNS + NAICS
 - Banking Info (for Direct Deposit)
 - 3 yr Annual Receipts or # of Employees (1 yr)





Are you a small Business??

- Find NAICS [Size Standards](#)
- Based on:
 - Avg # of **employees** over the past 12 months,
OR
 - Avg **annual receipts** over the past 3 years
 - Total/Gross Income + cost of goods sold





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



How does Gov't Buy

- VA has 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 —
Except as provided in subsections (b) and (c), **for purposes of meeting the goals under subsection (a)**, and in accordance with this section, 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.



Know where Opportunities are Posted

How do I get a
Government
Contract?

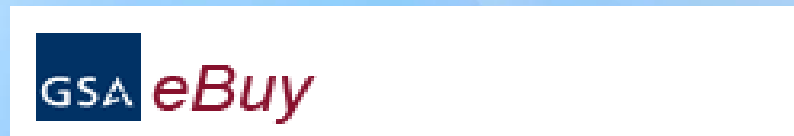




Primary Posting Sites



- Register for an account
 - Create and set “Search Agents”
 - Build contact list



- Must be schedule holder to have access



Requirements \$3k - \$25k

- If not posted, how are these competed?
- “Consider 3 sources” [FAR 13.104\(b\)](#)
- Competition comes from “Source List”
 - [FAR 13.102](#) defines as....





Marketing: Know your Audience



How do I get a Government Contract?



Know your audience

- 2 distinct audiences in Federal 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*
 - 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 [FAR](#)
 - Publicize requirement; Obtain offers
 - Awards to vendor best meeting requirement



Marketing: Ideas



How do I get a Government Contract?



Marketing Efforts-Capability Statement

- Brief (1-2 pages like a resume'...elevator pitch)





Suggested Content for Capability Statement

- Contact Info and Business certs
 - DUNS, key personnel, email, website ([w/gov't link](#))
 - Small Biz, women, vet, and/or disadvantaged
- Highlight Signature products/services (picture)
What makes YOU different/better
- Any previous Gov't awards or orders (tailor to VA)
- Idea: Mention target audience (who at VA)
 - Give the job title(s) of person you think should see it



New School: 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”??



Old School: Send a Letter



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Access to Technical Decision Makers

- This Afternoon: VA clinicians/techs/administrators
 - Great Opportunity
 - Please remember: they can't obligate the Government!

The scheduled vendor capability discussion is an opportunity to discuss small business capability with VA Milwaukee Medical Center technical staff. The capability discussion of items or services will in no way, expressed or implied, obligate the Government to evaluate further, purchase, or otherwise acquire the items or services discussed. The Government is not bound or obligated in any way to give any special consideration to the vendor on future contracts as a result of this demonstration/discussion.



Marketing/Selling to Gov't is different

A.B.C.
Always Be Competing



Upcoming Events

- June 15-16: Tomah Event at Camp Douglas
 - Hoping for Clinical/Technical Attendance
- 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



QUESTIONS?



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VISN 12 Small Business Liaison

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