



# HHS PULSE

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

Kathleen Sebelius, Secretary

Bill Corr, Deputy Secretary

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## VHW8 Industry Day – Creating Success for Small Businesses One Day At A Time



Looking around the Great Hall of the Hubert Humphrey Building in Washington DC on November 15, 2011, attendees of the Fifth Annual VHW8 Industry Day were surrounded by some of the very best leaders, innovators and professionals of existing and emerging small businesses. Over 100 small, 8 (a), Veteran-Owned, Service Disabled Veteran Owned (SDVOB), Historically Underutilized Business Zone (HUBZone) and women owned businesses participated in this HHS OSDDBU sanctioned event by sending

their very best representatives to engage with HHS key decision makers and HHS large business prime contractors. The VHW8 Industry Day was created by HHS OSDDBU to

provide a unique opportunity for small businesses to support their pledge of ensuring a fair and reasonable opportunity to compete for HHS expenditures. The activities of the day were comprised of quick fire one-on-one appointments and informative breakout sessions. This provided an opportunity for small businesses to attend brief meetings and have access to agency representatives and large business prime contractors to market their business. The



desired outcome of the event was to provide a forum that stimulates the creation of relationships that would in turn lead to more small business opportunities and awards.

So, is attending this event worth it? We asked a small business and the following feedback was gathered:

The Grant Group, LLC, a small women owned, 8(a) certification pending business that specializes in integrated healthcare solutions, was represented on industry day. The President and Founder, Ms. Orlene Grant, RN, BSN, MSN was especially grateful to have this opportunity to market her business. For her, “It’s about finding the right set of connections to create entry into an agency or to team with other businesses. As

a small business, we have limited resources and these industry days help us market directly to the targeted agency or business so we can reach our goals within a shorter timeframe.”



Two weeks after the HHS OSDBU VHW8 Industry Day, Ms. Grant was contacted to see if any successes had been realized from attending the event. Ms. Grant was quick to reply that, “the NIH representative was most

helpful in pointing out agencies that I had not considered. That information helped broaden possibilities. Another CMS representative pointed out a stellar potential teaming partner which is being pursued and appears hopeful. In all, the day was worth the time invested.”

The HHS OSDBU VHW8 Industry Day is inarguably one of the best tools that a small business can utilize to stimulate growth and enhance their ability to compete in the government marketplace. Every small business needs to take advantage of how the HHS OSDBU supports their mission and goals. For over 100 businesses and individuals, on November 15, 2011 in downtown Washington DC, they did just that.

## *Insider Tips for Better One-On-One Meetings With The Government*

When asked how small businesses could improve presentations during one-on-one meetings, Small Business Specialists from the Centers for Medicare and Medicaid Services (CMS) and the Assistant Secretary for Preparedness and Response (ASPR) responded with the following helpful tips:

- Research and understand the agency’s mission before you meet with the representative.
- Be prepared with a solution to meet challenges. It’s about the solution that you can offer to the government and not what they can offer you. They are your customer.
- Come prepared with a capability statement. Don’t simply supply a business card and expect results.
- Know your NAICS codes and the specific project you are targeting.
- Know your business and what you do. If you cannot be concise in your description during the time allocated for the meeting, be prepared to point the agency in the right direction to find that information.
- Show up on time! A first impression is everything.





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](mailto:sbmail@hhs.gov)



To **Unsubscribe** to the HHS Pulse simply email us at [sbmail@hhs.gov](mailto: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>



**Reston, VA, November 7, 2011** – IDL Solutions was awarded a 6-year, \$59 million contract to design, build, operate and maintain the Multidimensional Insurance Data Analytics System (MIDAS) for the Center for Consumer Information and Insurance Oversight (CCIIO) of the Centers of Medicare & Medicaid Services (CMS) within the US Department of Health and Human Services (HHS).

IDL will build MIDAS on industry leading analytics, data warehousing and business intelligence technologies to ensure ease of maintenance and deployment during the life of the system.

*“We are proud and honored to continue supporting the mission of HHS and, in particular, CMS and CCIIO,” said Baly Ambegaoker, President and CEO of IDL Solutions.*

### About IDL Solutions

IDL Solutions, Inc., is headquartered in Germantown, Wisconsin, with federal offices in Reston, Virginia and multiple on-site client locations throughout the Washington, DC metropolitan area. The company provides information technology services, including strategic enterprise solutions, enterprise application and web solutions, and enterprise networking and infrastructure management. IDL is an SEI CMMI Level 3 company. To learn more about IDL, please visit <http://www.idl.com>.



## 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



### January 10, 2012

Vendor Outreach Session Time:  
8:45 am -12:00 noon  
200 Independence Avenue,  
SW Hubert H. Humphrey Building  
Washington, DC  
Registration is scheduled to  
open, Wednesday,  
November 30, 2011.

### March 13, 2012

Vendor Outreach Session Time:  
8:45 am -12:00 noon  
200 Independence Avenue,  
SW Hubert H. Humphrey Building  
Washington, DC  
Registration is scheduled to  
open, Friday, January 27, 2012.

### February 14, 2012

Vendor Outreach Session Time:  
8:45 am -12:00 noon  
200 Independence Avenue,  
SW Hubert H. Humphrey Building  
Washington, DC  
Registration is scheduled to  
open, Friday, Wednesday,  
January 4, 2012.

For additional information, visit  
the Federal OSDBU Directors  
Interagency Council's website  
at: <http://www.osdbu.gov>



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



### Office of Small & Disadvantaged Business Utilization

Please scan the QR Code to obtain  
additional information about the U.S.  
Department of Health and Human  
Services' Small Business Program.





Measurably better

High-end team and leadership provider Team Results USA has tripled its business with HHS in the last three months. Already deeply involved with several parts of NIH including the NIH Training Center and the Center for Scientific Review (CSR), Team Results USA is now working on critical team initiatives at the FDA. Clients there include the Senior Leadership Team and the Program Management Team at the Center for Drug Evaluation and Review (CDER).

“We have a unique approach to building effective teams,” says Team Results CEO, workplace psychology specialist and former National Security Agency staffer John Kolm. “We train America’s new diplomats, over 35 Federal agencies, and Fortune-100 companies like Toyota and IBM. It’s a pleasure to include all the great folks at the FDA in our work for HHS!”

The success of the company is due to its retreats, which are different from the decades-old games, workshops and rope courses we all know. Team Results USA uses modern ideas and technologies, taking work teams on a 21<sup>st</sup> century “Mission Impossible”. Their outdoor simulations are filled with adventure, espionage tricks, secret codes, fun and laughter and over 165 special props unique to the company. With

## Leadership Company Works with Top Teams at HHS

HHS manager. “The results are immediate, measurable and sustainable, and they follow up with us back at work and write reports. We get visible productivity benefits and a clear return on the investment.”

Over 90% of Team Results USA’s clients re-engage the company

they need from major providers, but also the best practices in the world from specialists in technical and professional areas. The Small Business folks are terrific, and HHS managers can be sure that they’re getting the best value and choice by using them.”

Team Results USA is on CCR and



Setting up for a program with U.S. Diplomats in Cumberland MD

within 12 months. Team Results USA began in 1996 and has four offices worldwide. The largest office is in Potomac MD and serves the U.S. Government, which accounts for about 70% of its business.

“HHS is a particular pleasure to deal with,” adds CEO John Kolm. “Their Small Business office makes a real effort to reach out to the niche specialties that small business tends to do best. That way, HHS can not only get the bulk supplies

ORCA, is in the HHS procurement system and can be reached at (202) 257 5593, on the web at [www.teamresultsusa.com](http://www.teamresultsusa.com) or by email to [john.kolm@teamresultsusa.com](mailto:john.kolm@teamresultsusa.com).

## Contracting Opportunities

HHS Operating Division	Release Date	Contact	Acquisition Strategy	Procurement Category	Dollar Range	NAICS:	Project Description
CDC	2nd QTR 2012	Sharon Campolucci 404.498.6861 SCampolucci@cdc.gov	Full & Open	IT Services	\$1,000,001 to \$5,000,000	541511	Pharmaceutical Transactions Data
CDC	2nd QTR 2012	Charmaine Graves 404.498.2387 CGraves@cdc.gov	GSA Schedule	Technical Services	\$100,000 to \$500,000	541990	New Contact Center - Emergency Surge Transition
CDC	2nd QTR 2012	Gary Nakashian 770.488.2401 GNakashian@cdc.gov	GSA Schedule	IT Hardware & Software	\$100,000 to \$500,000	334119	IT Hardware EOL replacements - Laptop e6400, desktops, LCD monitors - ISG
CDC	2nd QTR 2012	Ronald Lake 770.488.1186 RLake@cdc.gov	GSA Schedule	Technical Services	\$100,000 to \$500,000	611710	Competency Gap Assessment and career map development
CDC	2nd QTR 2012	Gretchen Floreno 404.639.1534 GFloreno@cdc.gov	Small Business Set-Aside	Construction	\$100,000 to \$500,000	236220	OPS Center Maintenance/Upgrades
CDC	2nd QTR 2012	Cheryl Stauss 404.639.7812 CStauss@cdc.gov	Full & Open	IT Services	\$1,000,001 to \$5,000,000	518210	Integration with ASPR and DSLR Cooperative Agreement Reporting System
FDA	2nd QTR 2012	Doreen Williams 301-827-3366	GSA Schedule	Health Services	\$1,000,001 to \$5,000,000	33	This is for the occurrence of transfusion-related adverse events and utilization of blood and blood products in the U.S.
FDA	2nd QTR 2012	Doreen Williams 301-827-3366	TBD	Research & Development	\$100,000 to \$500,000	54	Copy Testing of Messages in Direct-to-Consumer (DTC) Promotion of Prescription Drugs Study
FDA	2nd QTR 2012	Gina Jackson 301-827-1982	TBD	Construction	\$500,001 to \$1,000,000	23	Construction for new Direct-to-Consumer (DTC) viewing room

## Contracting Opportunities cont.

HHS Operating Division	Release Date	Contact	Acquisition Strategy	Procurement Category	Dollar Range	NAICS:	Project Description
FDA	2nd QTR 2012	Patricia Pemberton 301-827-1022	TBD	Business Services	\$5,000,001 to \$10,000,000	56	Analytical, evaluation, and technical assistance Blanket Purchasing Agreement
FDA	2nd QTR 2012	Jennifer Fagan 301-443-5861	TBD	IT Services	\$5,000,001 to \$10,000,000	54	CDER Informatics Technical, Analytical, and Development Support
FDA	2nd QTR 2012	Patricia Pemberton 301-827-1022	TBD	Business Services	\$100,000 to \$500,000	56	Canon Copier Paper Supply
FDA	2nd QTR 2012	Linda Giles 301-827-7048	TBD	IT Services	\$1,000,001 to \$5,000,000	54	Sales Data - Global & Nat'l pharmaceutical sales data to estimate & forecast trends, price & volume of distribution
FDA	2nd QTR 2012	Doreen Williams 301-827-3366	GSA Schedule	Equipment	\$100,000 to \$500,000	42	Requisition will be used to purchase a MiSeq System MiSeq System Integrated system for automated generation of DNA
FDA	2nd QTR 2012	Doreen Williams 301-827-3366	GSA Schedule	Equipment	\$100,000 to \$500,000	42	12-color flow cytometer to replace vintage 1994 FACSort - MCM / Patel \$200,000
FDA	2nd QTR 2012	Dawn Rabunsky 301-827-7066	TBD	Equipment	\$1,000,001 to \$5,000,000	54	ICP-MS and smoking machines purchase for ORA Lab/Atl
FDA	2nd QTR 2012	Dawn Rabunsky 301-827-7062	GSA Schedule	Research & Development	\$100,000 to \$500,000	54	On going research on HP/HC list - Usability testing of various list formats (experiment)