

**Department of Health and Human Services (DHHS)  
Centers for Medicare & Medicaid Services (CMS)  
Centers for Medicare and Medicaid Innovation (CMMI)**

**SMALL BUSINESS SOURCES SOUGHT NOTICE (SBSSN)**

Agency/Office: DHHS/CMS/OAGM/CMMI  
Contracting Office Location: 7500 Security Blvd. Baltimore, MD 21244  
Type: Sources Sought  
Solicitation #: HHS-CMS-SBSS-2019-000001S  
Title: Medical Bidding and Price Transparency Services  
Classification Code: D – Information technology services, including telecommunications services  
NAICS Code: 541511 - Custom Computer Programming Services  
Incumbent: N/A - New requirement  
Response Date: **September 24, 2018**

THIS IS NOT A FORMAL REQUEST FOR PROPOSAL (RFP) AND DOES NOT COMMIT THE CENTERS FOR MEDICARE AND MEDICAID SERVICES (CMS) TO AWARD A CONTRACT NOW OR IN THE FUTURE.

This is a SOURCES SOUGHT NOTICE posted for INFORMATIONAL PURPOSES ONLY and will be used to assist CMS in determining the availability of businesses that have the capability to provide complex, web-based platforms.

The purpose of this notice is to obtain information regarding the availability and capability of qualified small businesses only (including 8(a), service-disabled veteran owned small business, HUBZone small business, small disadvantaged business, veteran-owned small business, and women-owned small business).

The CMMI Center for Medicare and Medicaid Innovations is conducting market research to identify qualified sources that meet the requirements generally described in this notice.

THIS IS STRICTLY MARKET RESEARCH. CMS WILL NOT ENTERTAIN QUESTIONS REGARDING THE RESULTS OF THIS MARKET RESEARCH.

**Background**

CMS, Center for Medicare and Medicaid Innovation (CMMI) requires Contractor support for various models designed to explore alternative payment structures and other health service delivery changes designed to improve the quality of care and/or reduce healthcare cost. CMMI is seeking information on sources to provide assistance and support with various models that may require web-based platforms with varying features described below.

**Purpose and Objectives**

CMMI is seeking information on organizations that have the ability to develop and maintain a web-based

platform to perform tasks required to support health care pricing and bidding activities. We are seeking detailed information from organizations with experience with transmittal and storage of health care supplier information; personally identifiable information (PII); protected health information (PHI); health care price comparison data; and bid/auction data for health care procedures. We are seeking information from organizations with specific experience in health care price comparisons and on-line bidding for health care services and procedures between consumers and healthcare providers/suppliers. Responding organizations should have specific experience supporting provider/supplier pricing and transparency efforts in the healthcare exchange and/or commercial insurer health care market who currently offer support for the development and maintenance of web-based price comparison tools, bidding systems, and applications.

### **Capability Statement Information**

In order to respond to this notice, potential contractors must be able to indicate that they can support CMS's bidding platform and website management requirements. In particular, please address your capabilities with respect to the task areas listed below. Please also note whether you were the prime or subcontractor, the dollar value/percentage of the work performed and the contract number of the work.

Contractors may respond to all tasks in which they have experience:

Task 1 - Website development and maintenance, with capabilities to include a dynamic bidding platform and price comparison functionality;

Task 2 - Storage and transmittal of PII/PHI;

Task 3 - Manipulation, storage and transmittal of confidential (i.e., HIPAA protected) patient, provider and/or healthcare supplier information;

Task 4 - Development and management of software to support health care price comparison and bidding activities;

Task 5 - Retrieval and storage of health care data: quality improvement data and other relevant patient- and supplier-related data;

Task 6 - Capability to interface with major search engines and web-based tools. Development of website or web-based platform so that it is optimized for maximum organic search visibility on major search engines;

Task 7 - Development and maintenance of systems to interact with patients, providers, claims, and multiple insurers (i.e., ability to securely share related healthcare data with third parties);

Task 8 - Ability to profile health care suppliers to the public using retrieved data, such as quality measure performance or average number of procedures performed annually; and

Task 9 - Expertise meeting Section 508 requirements to ensure all material is accessible to people with disabilities.

### **Period of Performance**

The period of performance for such a contract is expected to consist of one base period, including transition activities, and four one-year option periods.

### **Capability Statement Instructions**

Each response shall also include the following business information:

1. Company name, mailing address, e-mail address, telephone and fax number, website address (if available), and the name, telephone number, and e-mail address of a point of contact having authority and knowledge to clarify responses with Government representatives.

2. Point of Contact, phone number and email address of individuals who can verify the demonstrated capabilities identified in the response.
3. Type of company (e.g., small business, 8(a), woman owned, veteran, etc.) as validated via the Central Contractor Registration (CCR). All potential offerors must register on the CCR located at <http://www.ccr.gov/index.asp>.
4. DUNS number, Cage Code, Tax Identification Number, and company structure (corporation, LLC, partnership, joint venture, etc.). Companies must also be registered in System for Award Management at (<https://www.sam.gov/portal/public/SAM/>) to be considered as potential sources.
5. Identification of the available contract vehicles; such as SPARC, NITAAC, GSA Federal Supply Schedules (schedule/contract number and appropriate Special Item Numbers) or other GWAC vehicles by agency and contract number.
6. NAICS code under which the company conducts business as a small business and socio-economic status of the small business as validated via the System for Award Management (SAM). All potential offerors must be registered in SAM located <https://www.sam.gov/portal/SAM/#1>.

## **RESPONSES REQUESTED**

Responses shall be provided electronically to [YsamarDominique.Arthur-Hopkins@cms.hhs.gov](mailto:YsamarDominique.Arthur-Hopkins@cms.hhs.gov) and [Evelyn.Dixon1@cms.hhs.gov](mailto:Evelyn.Dixon1@cms.hhs.gov) in the following format:

- The subject line of the e-mail message shall read: “HPMS HHS-CMS-SBSS-2019-000001S”:
- Microsoft Word (or PDF) document with page size 8.5 by 11 inches, with a minimum of 1” margins.
- Calibri Font Size 11 with no less than single spacing between lines.
- Submissions shall not exceed 15 pages. Cover Page is included in the total page count.

Please be advised that email-transmitted files over 5 megabytes are not delivered during standard working hours, are only released from the CMS server after 5:00 PM EST, and may affect the timeliness of your response.

Respondents are requested to state their capabilities and expertise in clear and concise language. Respondents are strongly encouraged to avoid use of excessive marketing and sales language. Please also note whether you were the prime or subcontractor, the dollar value/percentage of the work performed and the contract number of the work.

Note: Language in any resultant RFP will require all small businesses to recertify their size status at the submission of proposal. You are not required to respond to this sources sought notice if you cannot recertify your size as small.

## **DISCLAIMER AND IMPORTANT NOTES**

This notice does not obligate the Government to award a contract or otherwise pay for the information provided in response. The Government reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Any organization responding to this notice should ensure that its response is complete and sufficiently detailed. Information provided will be used to assess

alternatives available for the potential requirement and may lead to the development of a solicitation. Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted.

Respondents will not be notified of the results of this market research. Capability statements will not be returned, and **will not be accepted after the due date for responses.**

**THIS IS NOT A REQUEST FOR PROPOSAL. THIS NOTICE CONSTITUTES THE ENTIRE SOURCES SOUGHT ANNOUNCEMENT AND IS THE ONLY INFORMATION PROVIDED BY CMS. REQUESTS FOR ADDITIONAL INFORMATION WILL NOT BE HONORED. NO QUESTIONS WILL BE ADDRESSED.**

### **TEAMING ARRANGEMENTS**

All teaming arrangements should also include the above-cited information for each entity on the proposed team.

### **CONFIDENTIALITY**

No proprietary, classified, confidential, or sensitive information should be included in your response. The Government reserves the right to use any non-proprietary technical information in any resultant solicitation(s).