



DHA Industry Day Requirements Exchange

March 22, 2023

Industry Day Requirements Exchange Requirements Summary

Total # of requirements 11

Opportunity Title	No. of Requirements	Directorate	Presenter
Enterprise Personnel Workforce Management Data System (EPWMDS)	2	J-1 – Administration and Management	Ronald Hamilton James Otto Suzanne Curtis
Automated Civilian Hiring Program (ACHP)			
Interoperable Networking for Training, Readiness, and Education in Medicine (INTREMED)	1	Medical Simulation and Training Program Management Office	Jude Tomasello
Linen Management	1	Medical Logistics	Amanda Boyd
Lung Cancer Screening and Nodule Surveillance	1	Medical Affairs	Lt. Col. Giovanni Lorenz
Integrated Support Services	2	J-9 - Research & Engineering	April Simmons
Professional and Administrative Services			
Communications Operational Support	1	Strategic Communications	Karen Roberts
Biosurveillance - Disease Forecasting	2	Public Health	Juan Ubiera
Predictive Analysis			
DHA Enterprise Network Support Services (DENSS)	1	J-6 Information Operations	Sarabeth Kuzmak



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Industry Day Requirements Exchange

Agenda (1 of 2)

Opening

0900-0920	VIP Speaker 1 – Lieutenant General Telita Crosland, Director, Defense Health Agency
0920-0925	Opening remarks and introduction – Ms. Kim Bonafede, Industry Day Requirements Exchange Moderator
0925-0945	VIP Speaker 2 – Brigadier General Katherine Simonson, Acting Assistant Director for Support
0945-1005	VIP Speaker 3 – Ms. Kathleen Berst, Deputy Assistant Director – Acquisition and Sustainment

1005-1010 Break – 5 minutes

Office Briefings

1010-1015	Office of General Counsel – Mr. David Smith, Contract Law
1015-1035	Office of Small Business Programs – Ms. Cassandra Martin, Director, Office of Small Business Program
1035-1050	J-8 - Financial Operations – Colonel John Lee
1050-1120	Innovation & Technology – Ms. Naomi Escoffery

1120-1125 Break – 5 minutes



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Industry Day Requirements Exchange

Agenda (2 of 2)

Directorate Presentations

1125-1140	J-1 – Administration and Management– Mr. Ron Hamilton
1140-1150	Medical Simulation and Training Program Management Office – Mr. Jude Tomasello
1150-1200	Medical Logistics – Ms. Amanda Boyd
1200-1210	Medical Affairs – Lieutenant Colonel Giovanni Lorenz
1210-1220	J-9 - Research and Engineering – Ms. April Simmons
1220-1230	DHA Communications – Ms. Karen Roberts
1230-1240	Public Health – Mr. Juan Ubiera
1240-1250	J-6 - Information Operations – Ms. Sarabeth Kuzmak

Closing

1250-1300	Mr. James Watkins, Director, Defense Health Agency - Contracting Activity
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Lieutenant General (LTG) Telita Crosland

Director, Defense Health Agency

Industry Day Requirements Exchange – Virtual – 22 Mar 2023



DHA Mission, Vision, Priorities

MISSION

The Defense Health Agency supports our Nation by improving health and building readiness – making extraordinary experiences ordinary and exceptional outcomes routine.

VISION

Unrelenting pursuit of excellence as we care for our joint force and those that we are privileged to serve.
Anytime, Anywhere---Always.

PRIORITIES

Enabling Combat Support to the Joint Force in Competition, Crisis, or Conflict

Building a Modernized, Integrated, and Resilient Health Delivery System

Dedicated and Inspired Teams of Professionals Driving Military Health's Next Evolution



THE EVOLUTION OF

HEALTH CARE

WAVE 0

LEGACY
HEALTH
SYSTEM



WAVE 1

DIGITIZE

WAVE 2

DIGITALIZATION



WAVE 3

CONVERGED
ECOSYSTEMS

Director, Defense Health Agency (DHA)

LTG Telita Crosland

QUESTIONS



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Defense Health Agency
Industry Day Requirements Exchange
DHA-Assistant Director for Support (acting)

Brigadier General (BG) Katherine Simonson

March 22, 2023

Agenda



Digital Health Construct Components



Optimization in the Evolution of Healthcare



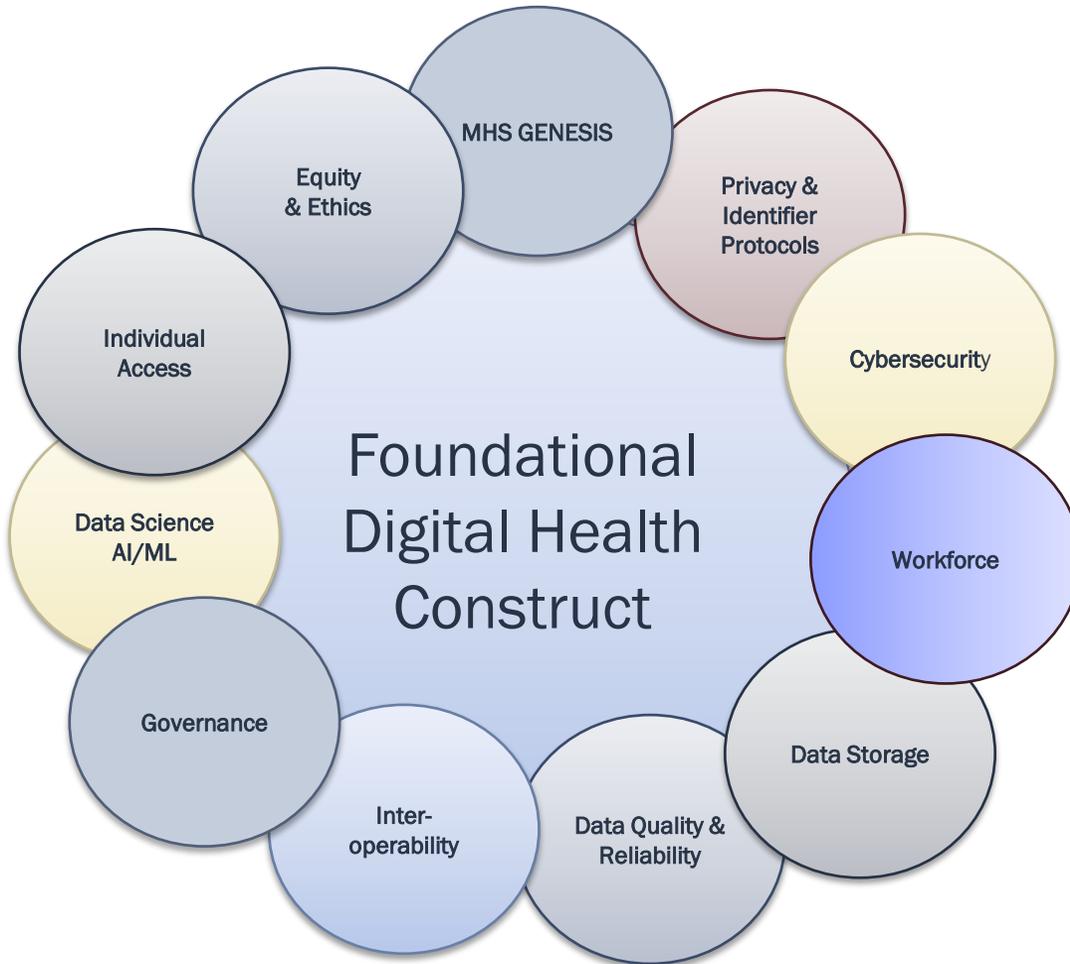
Innovation in Digital Healthcare



Q/A



Digital Health Construct Components



- Building the infrastructure
 1. Build secure network
 2. Accelerate data into action
 3. Develop data workforce
 4. Support external partnerships
 5. Manage change through values, process, governance

Perspectives; National Academy of Medicine June 2022



Optimization in the Evolution of Healthcare

Transition

The process by which DHA assumed authority, direction and control of CONUS and OCONUS MTFs, established the DHA market construct, and continues to execute NDAA transitions.



Optimization

The evolution and synchronization of DHA's capabilities and business processes to manage and operate all mission sets as well as transform DHA HQ to achieve optimization.

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Evolution of Healthcare



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Innovation in Digital Healthcare:

What is the Future of Digital Health in the MHS?

From virtual healthcare to improving team integration to leveraging technology-assisted care and more, the MHS is dedicated to exploring innovative solutions and investing in the future healthcare.



DHA–Assistant Director for Support (acting) BG Katherine Simonson

QUESTIONS





**Defense Health Agency
Industry Day Requirements Exchange
Deputy Assistant Director, Acquisition &
Sustainment**

Kathleen Berst, MBA, PMP, RAC

March 22, 2023

Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst



Industry partnerships are the critical to the success of DHA's integrated system of care, providing the necessary products and services to support the Agency's mission

- Supplies
- Equipment
- Devices
- Systems
- Clinical services
- Administrative support
- Facilities support
- And much, much more



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Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Improving Our Processes So We Can Improve the Way We Partner

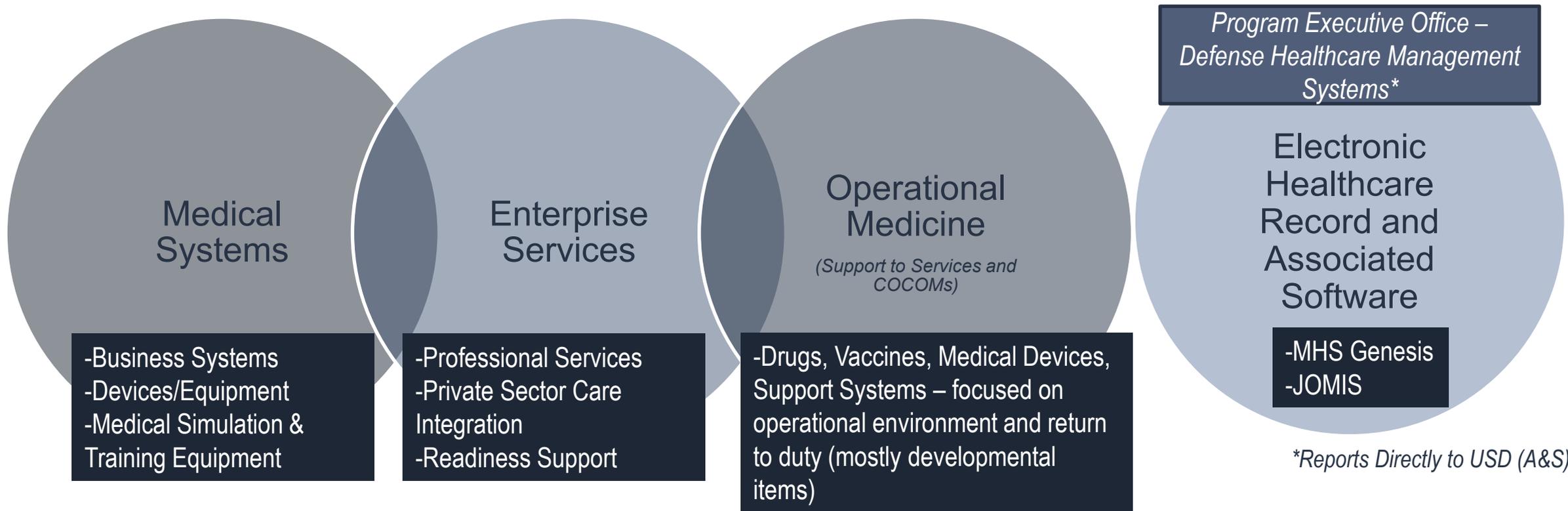
- DHA is maturing our processes and our ecosystem of Program Managers (Acquisition), Contracting, and Logistics in support of DHA's requirements
 - Defined responsibilities and common processes across the lifecycle for improved planning, delivery, and lifecycle management
 - Improved aggregation of demand/requirements to develop tailored acquisition strategies
- GOALS:
 - Better support to our markets and MTFs
 - Clearly defined requirements and better planning to improve partnerships with industry
 - Improved acquisition strategies



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

DHA's Portfolios of Required Products and Services



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Medical Systems (Includes Devices and Equipment)

- What We've Done So Far
 - Initial focus is on items over \$100K
 - Defined and established portfolios and program managers for enterprise solutions
- What We're Still Working
 - Integrated planning and lifecycle management processes across all portfolios (documented)
 - Approach to items under \$100K
- Anticipated Outcomes for Industry Partners:
 - Better planning and defined long (er) term requirements
 - Tailored acquisition strategies
 - Defined portfolios and established program managers become POCs for industry engagement



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Medical and Administrative Services

- Why is this important for DHA?
 - DHA spends more money on services than supplies and equipment
 - Implementing a tailored version of the DoD acquisition of services framework will maximize enterprise approaches, improve planning and decision making, promote transparency, and create opportunities to identify cost efficiencies
- What We've Done So Far
 - Largest services acquisition programs (>\$1B)
 - ✓ Led by trained and experienced PMs
 - ✓ Under CAE decision authority
 - ✓ Follow a tailored version of the 7-step process
 - Initial publication in process



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Medical and Administrative Services (cont.)

- What We're Still Working
 - Implementing required DoD reviews (Services Requirements Review Board and Independent Management Review)
 - Approach for managing smaller programs
 - Documented publication
 - Improved support to markets and MTFs
- Why This Matters to Industry
 - Better aggregation of demand supports tailored strategies
 - Better planning and defined long (er) term requirements



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Market Based Buying

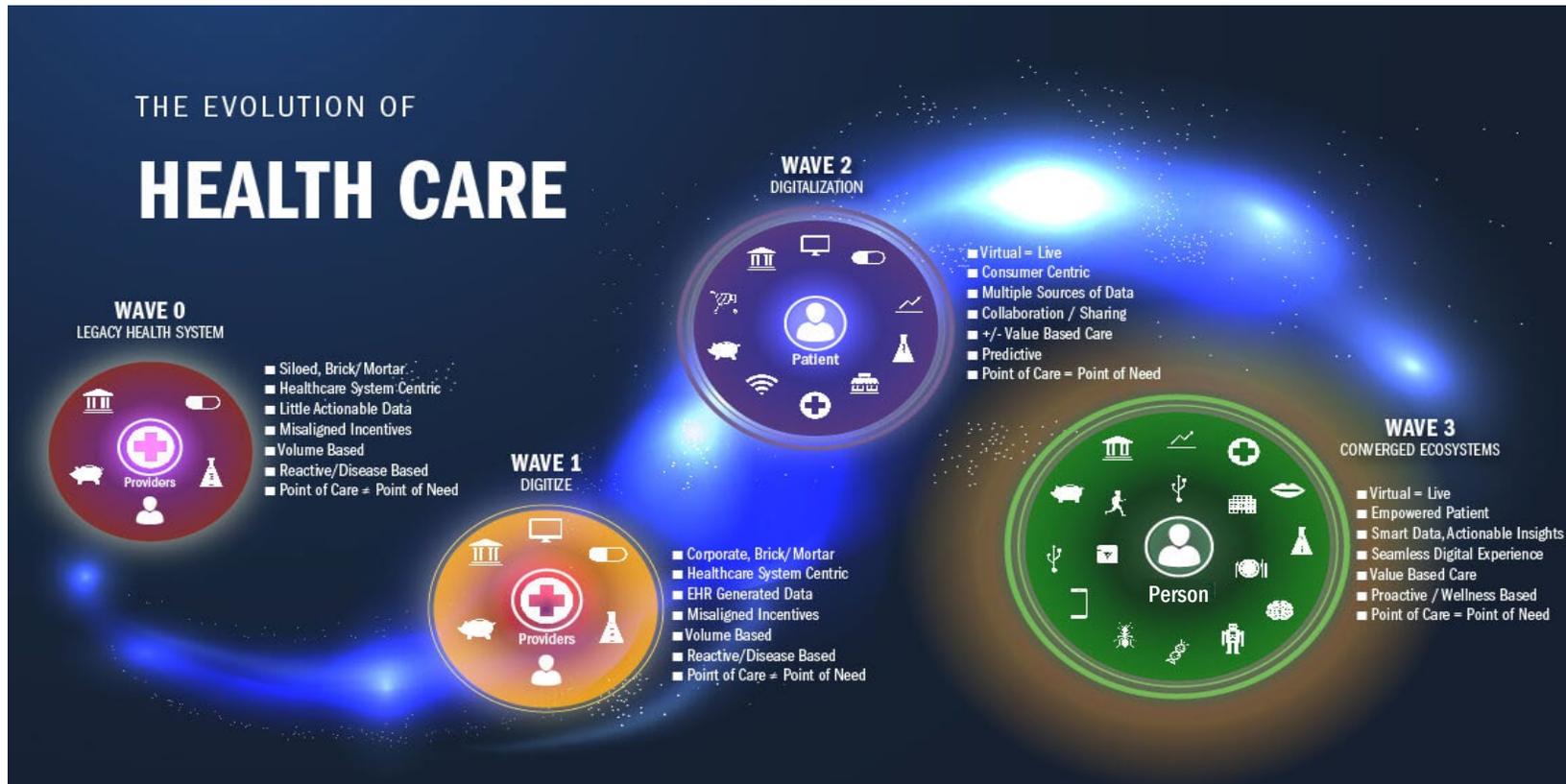
- Goals:
 - Transition from MTF centric (local) buying to market and potentially enterprise approaches
 - Reduce MTF administrative burden, improve utilization of COR resources, minimize use of clinical personnel in the acquisition process, identify enterprise efficiencies, and improve industry engagement and purchasing power
- MBB pilot initiated in San Diego market
 - Improve support and acquisition processes at the market level
 - Identify and aggregate demand across the San Diego market MTFs into cohesive acquisition packages
 - Assist with development of requisition packages
 - Conduct data analysis
 - Incorporate category management principles



Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

Where We're Going Integrated System of Care – People Centered and Digital First



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Deputy Assistant Director, Acquisition & Sustainment

Ms. Kathleen Berst

QUESTIONS





**Defense Health Agency
Industry Day Requirements Exchange
Office of General Counsel**

Mr. David Smith
March 22, 2023

OFFICE OF GENERAL COUNSEL

Mr. David Smith

**Protect the Integrity of the Procurement
Process and
Ensure Fair and Equal Treatment to
Contractor Participants**



OFFICE OF GENERAL COUNSEL

Mr. David Smith

Government Personnel- Ground Rules

- Conduct business with integrity and in a transparent manner
- No preferential treatment (or appearance of preferential treatment) for any individual or company
 - Equal/fair access for ALL to public information regarding government needs/requirements
 - Avoid giving any vendor a competitive advantage by discussing non-public information, especially during one-on-one interactions
- Recuse yourself from acquisition discussion if you have a personal conflict of interest
- Protect non-public information, vendor proprietary information, or information received in confidence from a vendor
- Don't recommend courses of action for vendors regarding particular requirements



OFFICE OF GENERAL COUNSEL

Mr. David Smith

Vendor Ground Rules

- Submission of capability statement, “white papers”, and other materials does not constitute a formal proposal submission; DHA will use materials submitted for market research purposes only
- Understand that answers provided during the course of the Industry Day are not official and will not be binding on the DHA



OFFICE OF GENERAL COUNSEL

Mr. David Smith

General Notes

- Post Industry Day follow-up meetings/discussions with vendors will fall under the market research umbrella
 - DHA discourages vendors from submitting proprietary information; if you submit proprietary information, please mark it as such
 - Government remains obligated to treat vendors fairly/equally, disclose only public information, avoid giving any vendor a competitive advantage, etc.
- If DHA ultimately develops requirements relating to the specified topic areas, normal acquisition rules (e.g., satisfy Competition in Contracting Act requirements) and processes will apply as an Agency seeks to fulfill those requirements



OFFICE OF GENERAL COUNSEL

Mr. David Smith

QUESTIONS



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Defense Health Agency
Industry Day Requirements Exchange
Office of Small Business Programs

Ms. Cassandra Martin

March 22, 2023

Office of Small Business Programs

Ms. Cassandra Martin, Director

OSBP Organizational Chart



Director,
Defense Health Agency
LTG Telita Crosland

Deputy Director
Dr. Michael Malanoski

Director, Defense Health Agency
Office of Small Business Programs
Ms. Cassandra G. Martin

Mission: Ensure small businesses have an equitable and fair opportunity to compete and be selected for DHA contracts, both at the prime and subcontract levels.

Vision: To have an environment in which DHA recognizes the value of and engages small businesses as critical suppliers of required health care and IT capabilities.



Office of Small Business Programs

Ms. Cassandra Martin, Director

- Promote and maximize DHA prime contract and subcontract opportunities for small businesses to support the military health system and the healthcare needs of over 9.1M military beneficiaries
 - Ensure small businesses have an equitable and fair opportunity to compete and be selected for DHA contracts, both at the prime and subcontract levels
 - ✓ Advocacy, Counseling, Training
 - ✓ Help small businesses understand what DHA buys and ensure they are ready to do business with the government (i.e., understand solicitation clauses & provisions, etc)
 - ✓ Outreach events (vendor meetings, forums, SB fairs, conferences, conventions, industry days)
 - ✓ Facilitate communication with contracting personnel and Program/Requirements personnel

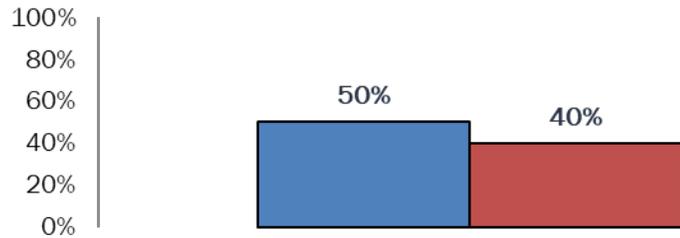


Office of Small Business Programs

Ms. Cassandra Martin, Director

FY22 Small Business Goal Performance

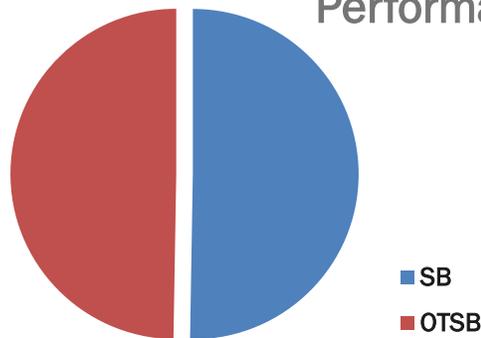
DHA Prime SB Goal Performance



DHA Prime Actions

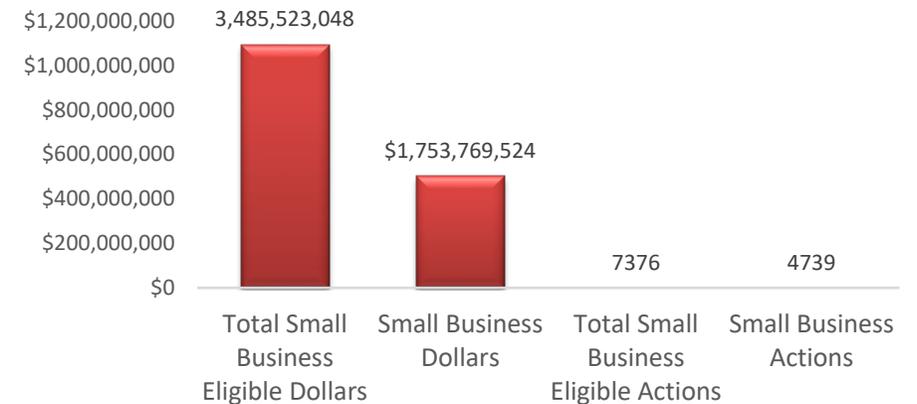


DHA Prime SB Performance



(Source: FPDS-NG)

FY22 YTD



Office of Small Business Programs

Ms. Cassandra Martin, Director

Fiscal Year 2022

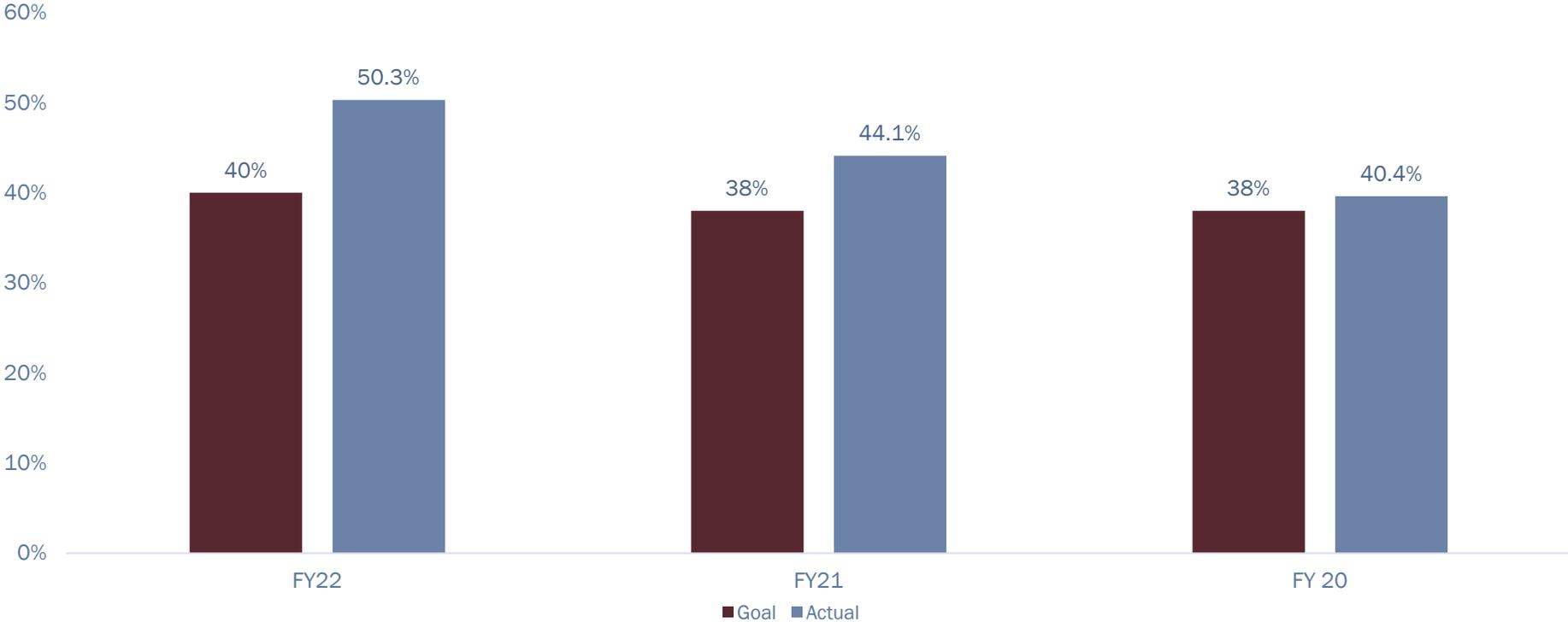
	Total Eligible Dollars		
	\$3,485,523,048		
PROGRAM	Awards	Goal%	Actual
Small Business (Prime)	\$1,753,769,524	40.00%	50.3%
Small Disadvantaged (SDB)	\$1,084,315,808	33.00%	31.1%
Service Disabled Veteran Owned (SDVOSB)	\$309,742,657	3.00%	8.9%
Women-Owned (WOSB)	\$385,420,407	5.00%	11.1%
Historically Underutilized Business Zone (HUBZone)	\$112,869,561	3.00%	3.2%
(Source: FPDS-NG)			



Office of Small Business Programs

Ms. Cassandra Martin, Director

FY20-FY22 Prime SB Goal Performance



(Source: FPDS-NG)



Office of Small Business Programs

Ms. Cassandra Martin, Director

FY22-FY21 Trend Charts

(Source: FPDS-NG)

FY22 TOTAL ELIGIBLE	\$3,485,523,048		
PROGRAM	Awards	Goal%	Actual
Small Business (Prime)	\$1,753,769,524	40%	50.3%
Small Disadvantaged (SDB)	\$1,084,315,808	33%	31.1%
Service Disabled (SDVOSB)	\$324,954,171	3%	8.9%
Women-Owned (WOSB)	\$385,420,407	5%	11.1%
HUBZone	\$112,869,561	3%	3.2%

FY21 TOTAL ELIGIBLE	\$2,712,880,763		
PROGRAM	Awards	Goal %	Actual
Small Business (Prime)	\$1,195,319,752	38%	44.1%
Small Disadvantaged (SDB)	\$843,332,389	5%	31.1%
Service Disabled (SDVOSB)	\$237,355,243	3%	8.8%
Women-Owned (WOSB)	\$228,727,708	5%	8.4%
HUBZone	\$47,852,441	2%	1.8%



Office of Small Business Programs

Ms. Cassandra Martin, Director

- DHA contract spend is organized across several service and product portfolio groups
 - Knowledge Based Services
 - Electronic & Communication Services
 - Equipment Related Services
 - Facility Related Services
 - Medical Services
 - Research & Development Services
 - Electronic & Communication Equipment
 - Medical Supplies & Equipment



Office of Small Business Programs

Ms. Cassandra Martin, Director

	COMMONLY USED NAICS IN FY22
325412	Pharmaceutical Preparation Manufacturing
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing
334516	Analytical Laboratory Instrument Manufacturing
339112	Surgical and Medical Instrument Manufacturer
339113	Surgical Appliance & Supplies Manufacturing
339114	Dental Equipment & Supplies Manufacturing
511210	Software Publishers
541512	Computer Systems Design Services
541330	Engineering Services
541519	Other Computer Related Services
541611	Administrative Management & General Management Consulting Services
561110	Office Administrative Services



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Office of Small Business Programs

Ms. Cassandra Martin, Director

Initiatives for FY23

- Early engagement with acquisition process
- Increase outreach activities
 - SDBs, WOSB, HUBZone, HBCU/MI
- Improve small business entry to DHA contract opportunities and access to decision makers
- Track new entrants and recent entrants
- Collaborate with Category Management PM
- Increase collaboration with SBIR program manager



Office of Small Business Programs

Ms. Cassandra Martin, Director

Contact Us

DHA Office of Small Business Programs

Email: dha.smallbusinessforum@health.mil

Website: <https://www.health.mil/Military-Health-Topics/Office-of-Small-Business-Programs/Small-Business-Programs>

- Schedule a meeting with the Small Business Professional
- Having a succinct, written capability statement and BE PREPARED to discuss your capabilities as well as your capacity.
- Expound on your past performance — and make sure it's relevant to the current requirement of interest



Office of Small Business Programs

Ms. Cassandra Martin, Director

QUESTIONS





**Defense Health Agency
Industry Day Requirements Exchange
Financial Operations (J-8)**

Colonel (COL) John W Lee, CDFM-A, DFMCP3, FACHE, PMP, MHA, MBA, MA, MS
March 22, 2023

FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

Disclosure

Presenter has no relevant financial or non-financial interests to disclose.

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Commercial Support was not received for this activity.



FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

People

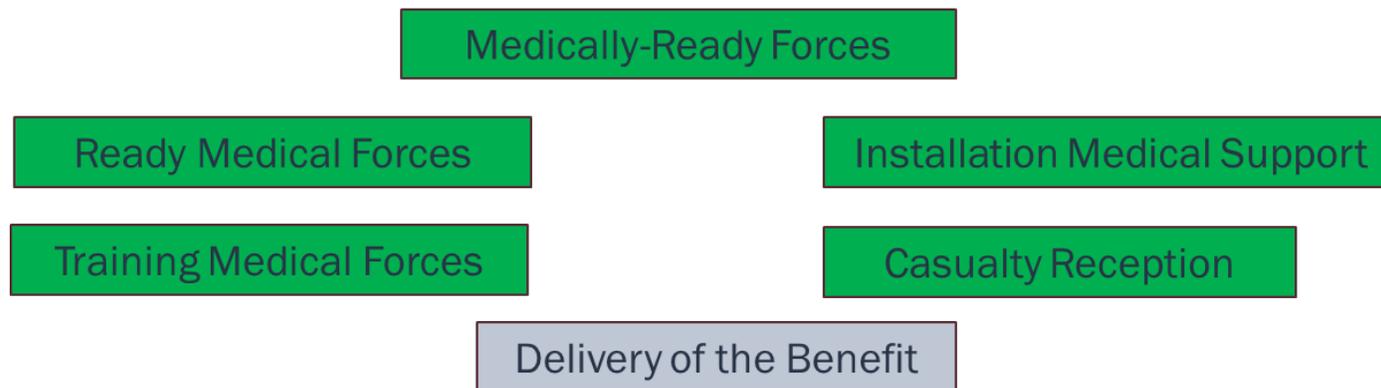
People
Programming
Performance

DHA Mission:

The Defense Health Agency supports our Nation by improving health and building readiness — making extraordinary experiences ordinary and exceptional outcomes routine.

DHA Vision:

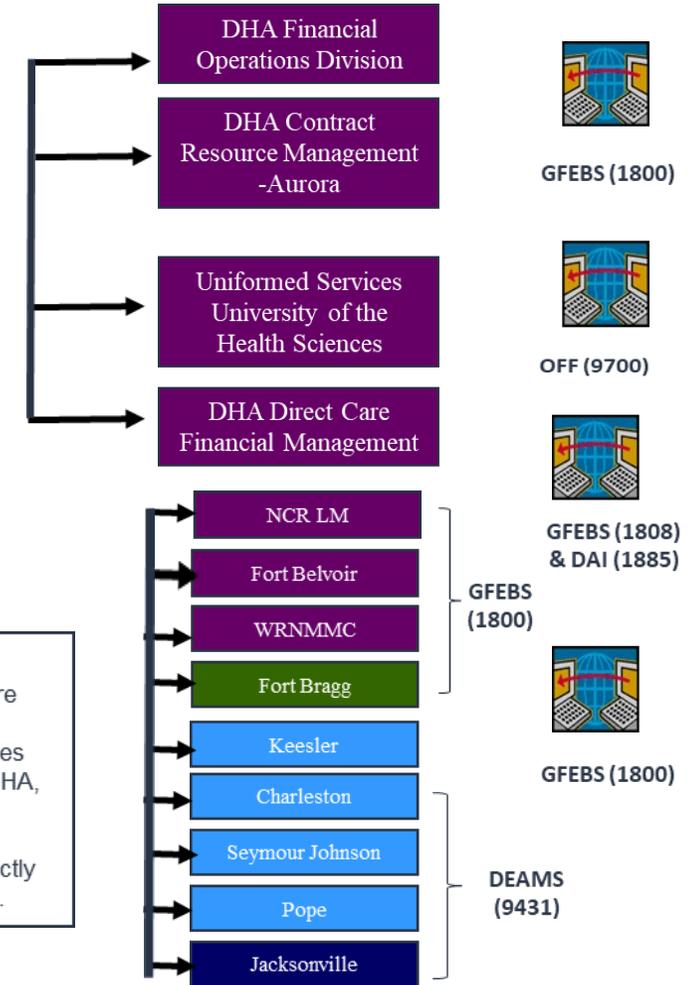
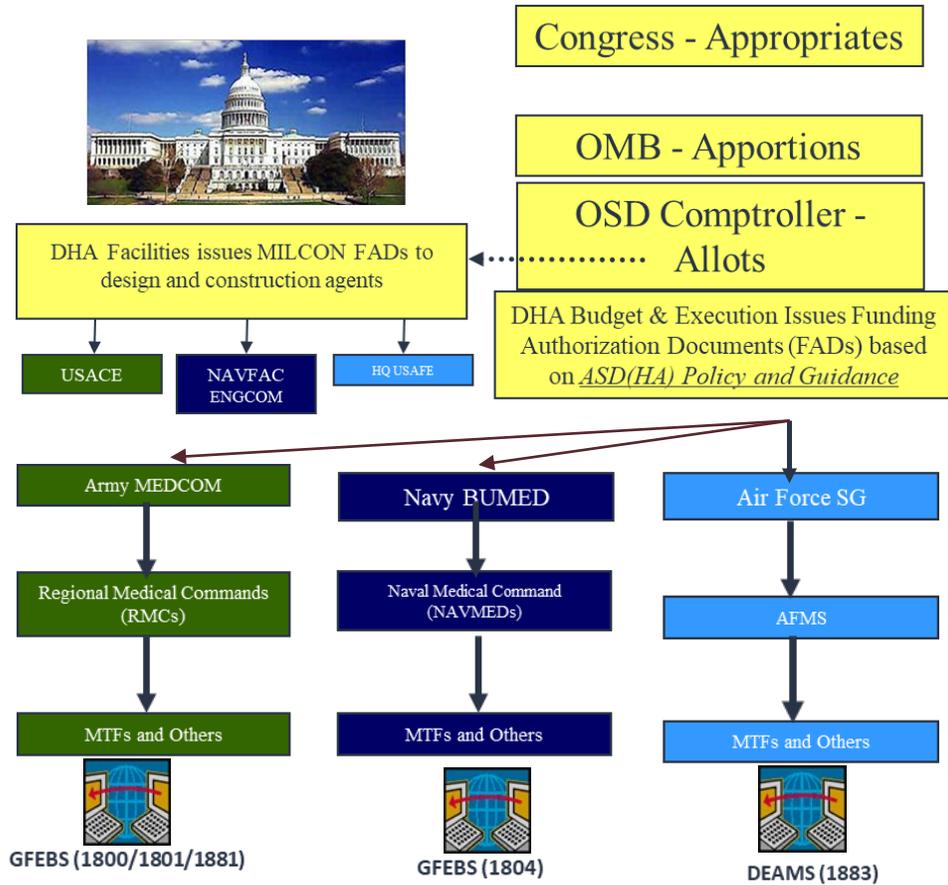
Unrelenting pursuit of excellence as we care for our joint force and those we are privileged to serve. Anytime, Anywhere — Always.



FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

Defense Health Program O&M Funds Distribution



People Programming Performance

via *Direct Support*

Direct Support:
Sustains current healthcare related support to Military Medical Treatment Facilities (MTFs) on behalf of the DHA, temporarily in order to transition Functional Capabilities (FC) that directly support MTFs to the DHA.



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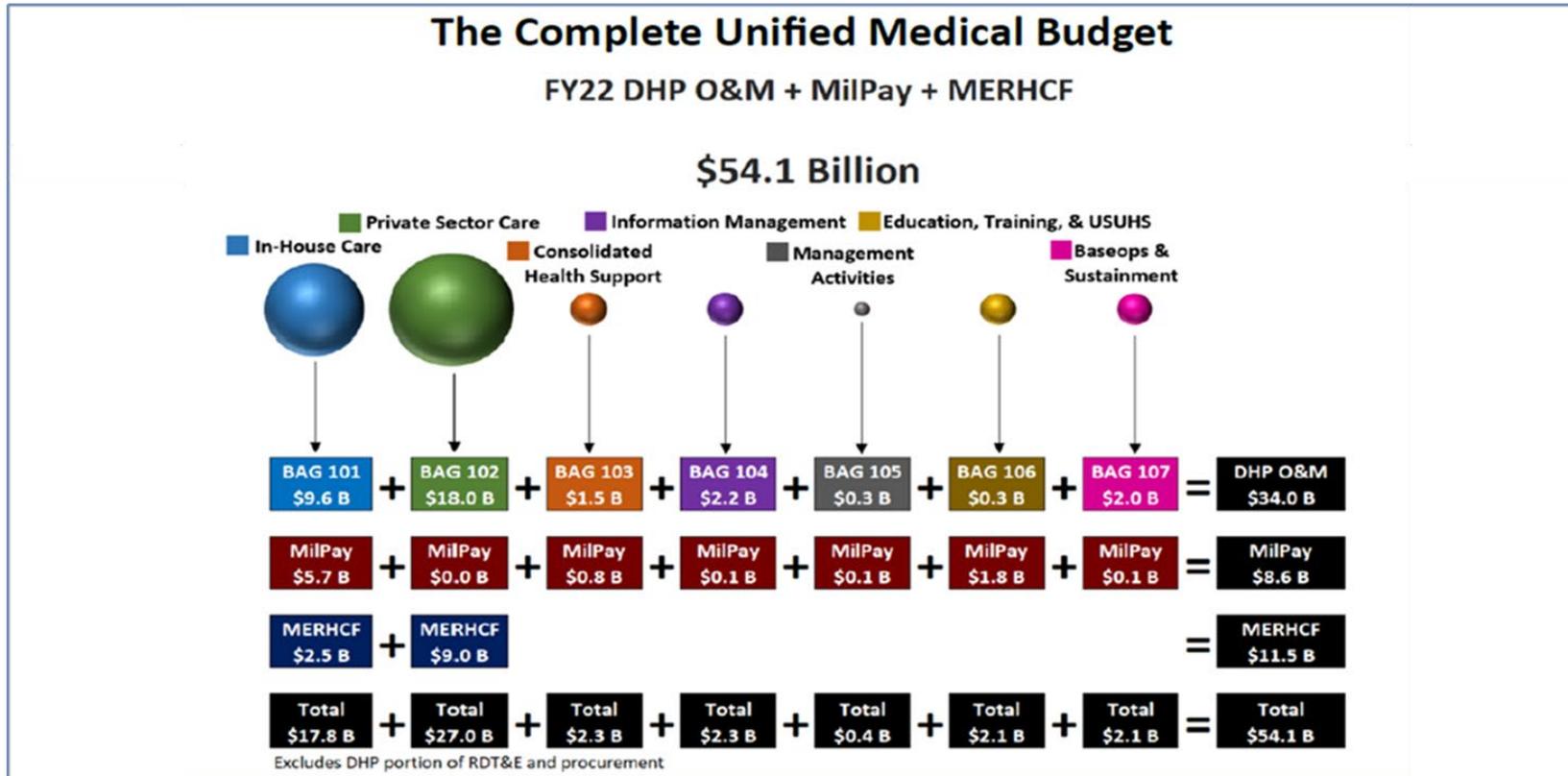


FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

Programming

People
Programming
Performance



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FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

People
Programming
Performance

Performance – FY23 Funding for Markets/MTFs

Integrated Resources	Incentive System	Program Defined
<p>Performance Based Resources (PBR)</p>  <ol style="list-style-type: none"> Primary Care Behavioral Health Surgical Services Women's Health Physical Performance Medical Service Inpatient Services Pharmacy Operations Pharmaceuticals Laboratory Radiology Dental Health  <p>\$7.49 Million - 65%</p>	<p>Outcomes Based Resourcing (OBR)</p>  <p>DAD MA</p> <ol style="list-style-type: none"> Behavioral Health Data Portal Adoption MOTION & MSK Triage Tool Adoption Postpartum Hemorrhage LeapFrog - Bar Code Medication Administration NSQIP - All Cases Morbidity Dental Penalties <p>Satisfaction (TRISS)</p> <ol style="list-style-type: none"> Commander's/ Directors' Surveys  <p>DAD HCO</p> <ol style="list-style-type: none"> JOES PSC Reduction Appointment Productivity OR Optimization TRICARE Inpatient <p>\$30M</p>	<p>Requirements Based Resources (RBR)</p>  <ol style="list-style-type: none"> Equipment Utilities Housekeeping & Laundry Administration Overhead In-House Care General Consolidated Health Support Information Management Education & Training Sustainment, Restoration, Modernization Baseops & Communications  <p>\$4.11 Million - 35%</p>



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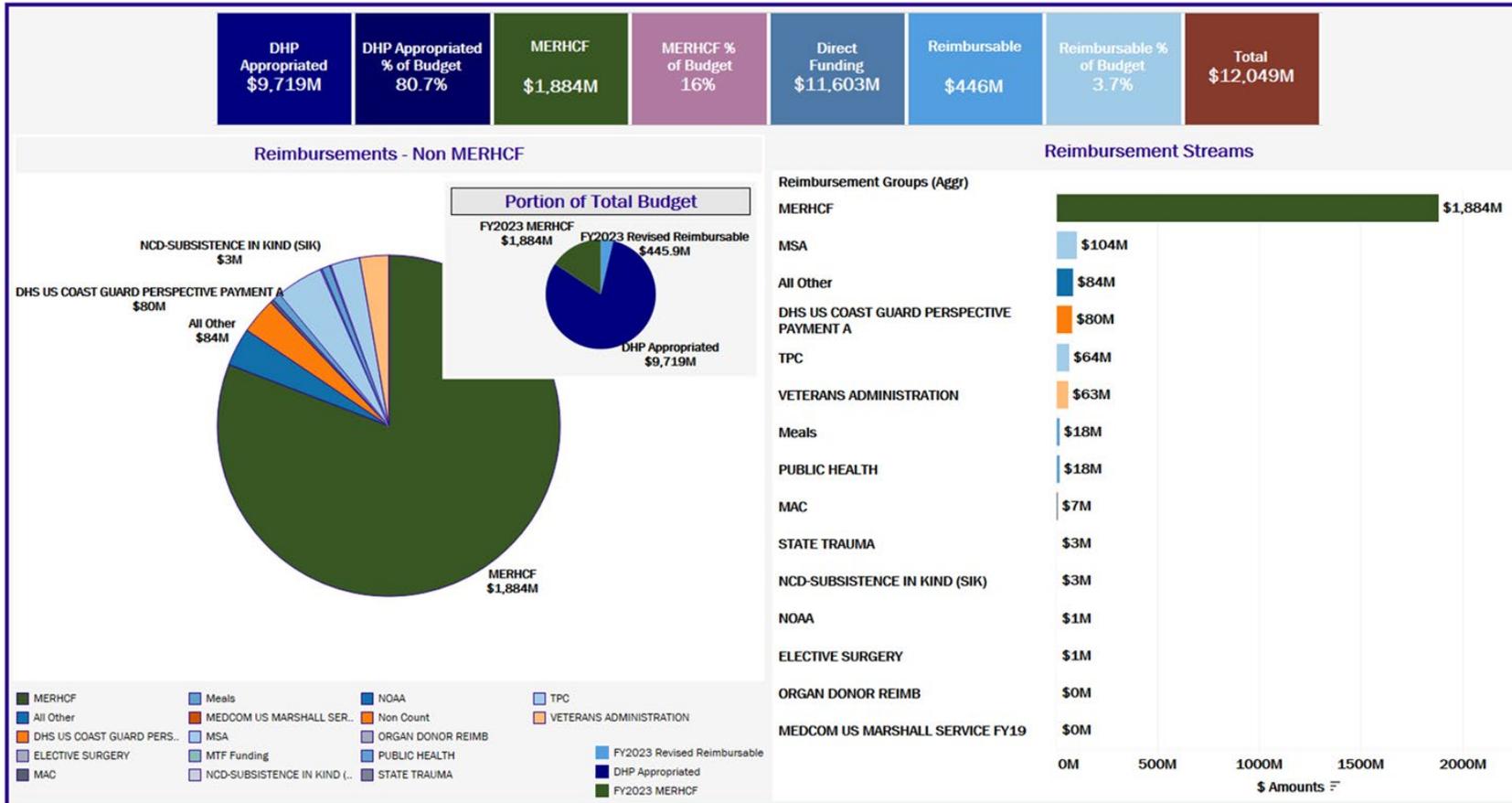


FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

Performance – Other Sources of Funding

People
Programming
Performance



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FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

Contract Requirements Process

UPR Process: Initiatives submitted in support of achieving the organization's strategic goals and priorities (DHA Campaign Plan, NDAA, NMS). Strategic Initiatives will be prioritized against all other requests for corporate decision-making and provided for leadership approval as part of POM Balancing. The process is focused on enterprise-level requirements; limiting input from the field to Markets, Services, HQs and prioritized through DHA Governance Structure.

Pros: Ensures cross-functional review of programs tied to future dollar investments are validated and prioritized for enterprise-level funding review.



Submit: Markets, Services, HQs, DHA Campaign Plan, DHA Governance



Validate: Functional Workgroups and/or committee



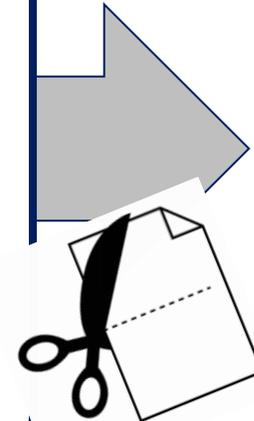
Prioritize: DHA Governance (DAD, AD, Board-level Decision)
Must Do, Need to Do, Nice to Do



Develop: Panel Build Business Case Analysis, Resource Strategy



Approve: DHA Governance (ROB, ESC & CEB)



Balance: DHA Director Approves DHA POM



FINANCIAL OPERATIONS (J-8)

COL John Lee, Deputy

QUESTIONS



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Defense Health Agency Industry Day Requirements Exchange Innovation and Technology

Ms. Naomi Escoffery, PMP

March 22, 2023

Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

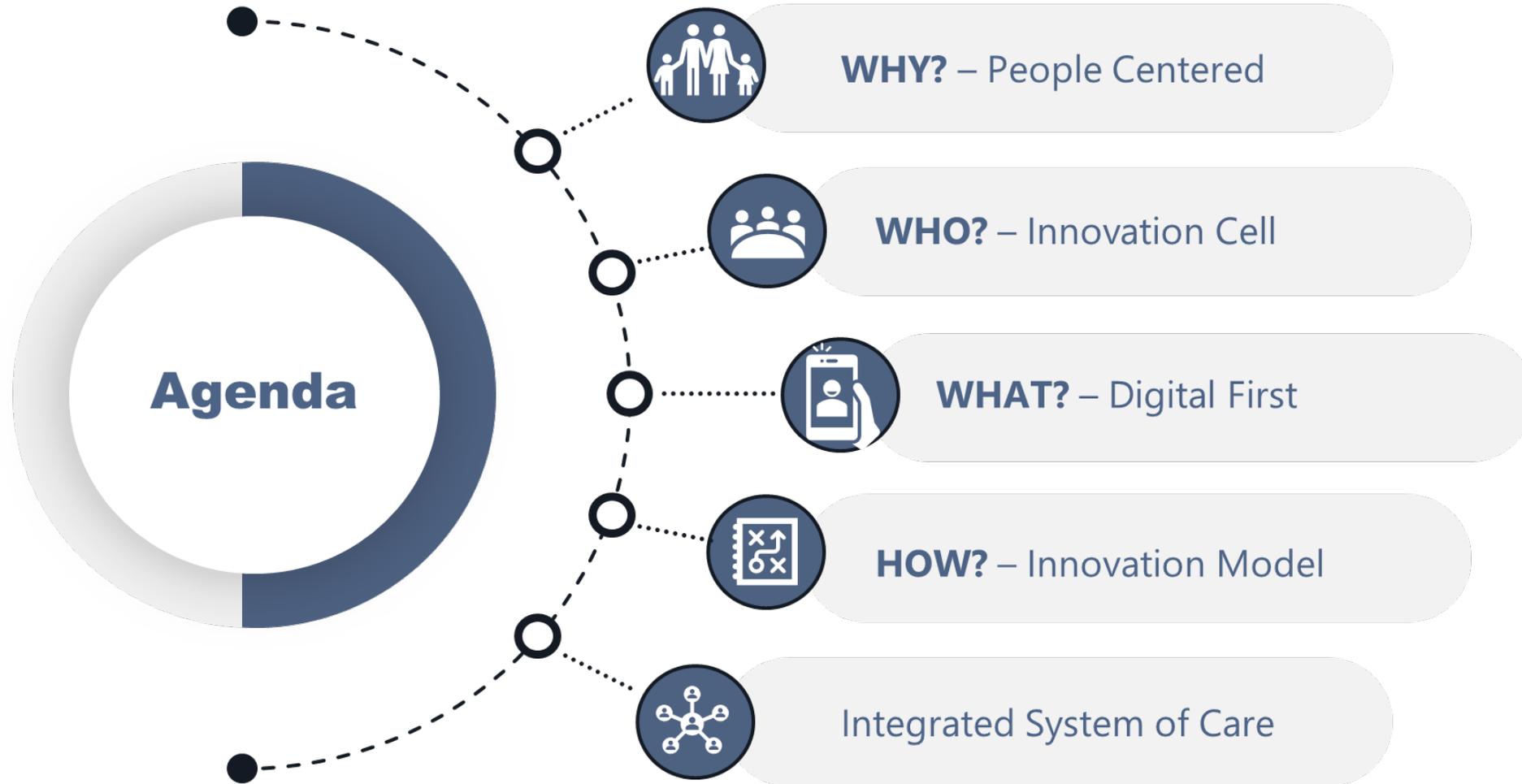


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Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



People Centered

Why?

Who?

What?

How?



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Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

The Military Health System is...a comprehensive, integrated health care delivery system comprised of:

A Hospital System with

45

Hospitals Worldwide

An Integrated Outpatient Care System

*consisting of
465 medical clinics
and
291 dental clinics*

*A unique indispensable
\$51 billion per year
military medical enterprise*

A Health Benefits Program

- ✓ 9.6 million covered lives
- ✓ 380,000+ participating providers
- ✓ Delivery of over 60% of our care is purchased from civilian sources

Why?

Who?

What?

How?

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Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

Who?

What?

How?

Service Members

“
DHA will approach innovation in a meaningful way – a disciplined way. People centered, virtual first.”

- DHA Director

“
Fostering innovation is key. Producing creative and adaptive leaders. Becoming “Polivators” – policy combined with innovators to think agile and apply innovation”

- TATRC Leadership at AMSUS

Military Patients

“
Both of my kids use the system. I want them to have the best healthcare system and I want to help.”

- Retired Navy Officer, father of two active-duty services members

“
I just want it to work! And work right.”

- Retired USAF Colonel, former DHA employee

Industry

“
Lacking a clear definition of digital, companies struggle to connect digital strategy to their business, leaving them adrift in the fast-churning waters of digital adoption and change.”

- McKinsey

“
Understanding how/when to adopt/invest in medical innovation is critical. Move too early, the infrastructure needed may not be in place; wait too long, competitive advantage may have passed.”

- Harvard Business Review

Academia

“
Evolve medical education to meet the needs of our patients. We need to advance innovation using a Digital Health Transformation Strategy.”

- USUHS President

“
End users need to be embedded in innovation from start to finish. Change in culture, workforce, mindset and skillset to be competitive with industry.”

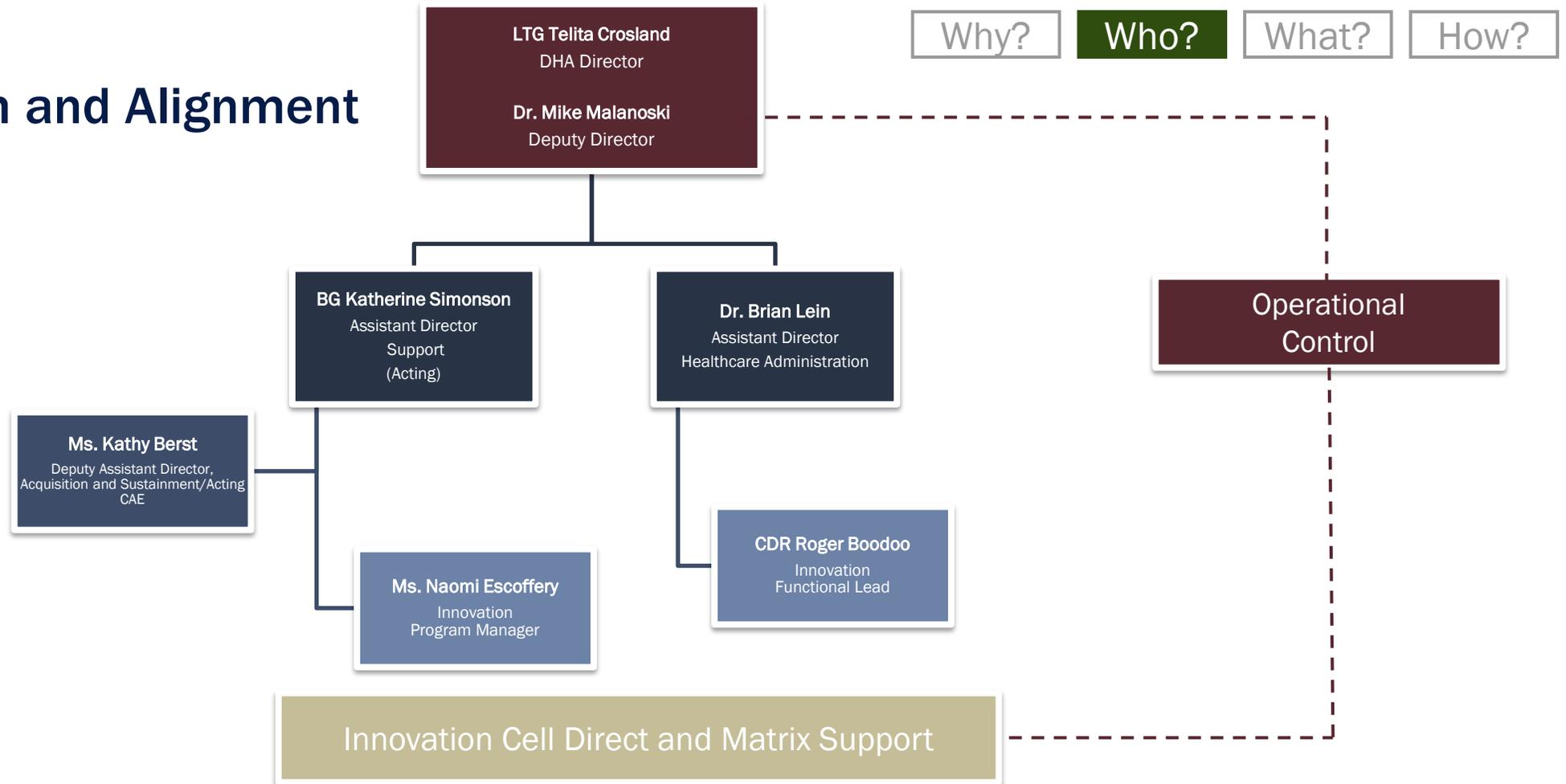
- USUHS President



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Innovation Team and Alignment



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

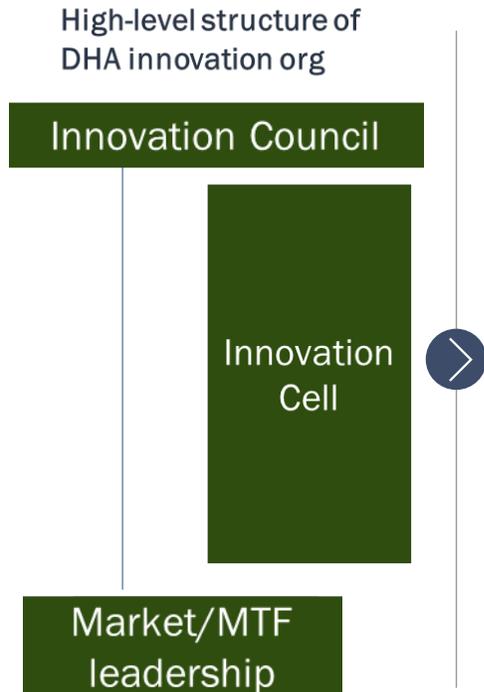
Who?

What?

How?

Three key stakeholder groups will take accountability for DHA innovation

Responsibilities for key stakeholder groups



Group	Consists of...	Responsible for...
Innovation Council	<ul style="list-style-type: none"> DHA leadership Innovation Cell Director PEO DHMS 	<ul style="list-style-type: none"> Providing top-down strategic guidance on innovation strategy and road-map Prioritization of innovation front door and allocation of resources (funding, FTEs, tech)
Innovation Cell	<ul style="list-style-type: none"> Clinical function Strategic function Technical function Contract function Product management function Product teams Innovators (matrixed across org) 	<ul style="list-style-type: none"> Prioritizing resources across innovation ideas (including stopping/re-scoping some ideas) Continuously monitoring relevance of domains and change/update when needed Develops and executes innovation strategy Foster connection between creators and ideas Connect new concepts to the resources to make change possible
Market/MTF Leadership	<ul style="list-style-type: none"> Representatives from each service market 	<ul style="list-style-type: none"> Providing bottom-up identification of innovation opportunities based on local pain points Driving implementation of innovation initiatives Fostering and executing on an innovation mindset with colleagues on the ground



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

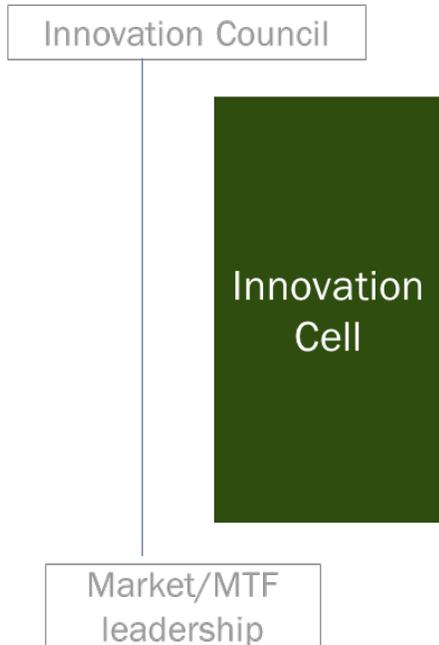
Who?

What?

How?

Innovation Cell will consist of seven key roles and will be supplemented by support staff from DHA HQ and the MTFs

High-level structure of DHA innovation org



Role	Responsibilities	Experience
Clinical function	<ul style="list-style-type: none"> Engages clinical leaders to identify highest value innovations Translate clinical requirements into technical/functional requirements 	<ul style="list-style-type: none"> Clinical or health care business background Strong knowledge of healthcare trends and technologies
Strategic function	<ul style="list-style-type: none"> Drives optimization and identifies cost saving opportunities Quantifies ROIs of innovations to aid in prioritization 	<ul style="list-style-type: none"> Knowledge of acquisition process Strategic portfolio management Operational expertise
Technical function	<ul style="list-style-type: none"> Identifies innovation opportunities within overall strategy Helps determine technical skills necessary to execute innovations 	<ul style="list-style-type: none"> Technical SME with background in software engineering, data management, hardware management
Contract function	<ul style="list-style-type: none"> Develops & executes contracts to allocate resources to project teams Manages agreements with other government innovation functions 	<ul style="list-style-type: none"> Knowledge of government contracting Has a general understanding of existing technical resources within MHS
Product management function	<ul style="list-style-type: none"> Oversees the piloting and execution of innovations to hold product teams accountable Tracks and reports on metrics to ensure progress on innovation projects 	<ul style="list-style-type: none"> Experience with product and project management Strong DHA specific experience in "getting things done"
Product teams	<ul style="list-style-type: none"> Build and implement innovations into the MTFs Consist of contracted resources, supplemented by MOAs with other USG innovation units 	<ul style="list-style-type: none"> Defined by the types of resources needed to carry out the chosen innovation strategy
Innovators	<ul style="list-style-type: none"> Foster connection between creators and ideas Connect new concepts to the resources to make change possible 	<ul style="list-style-type: none"> Developing robust understanding of any problem before a solution is found Identify strengths, weaknesses, opportunities and threats



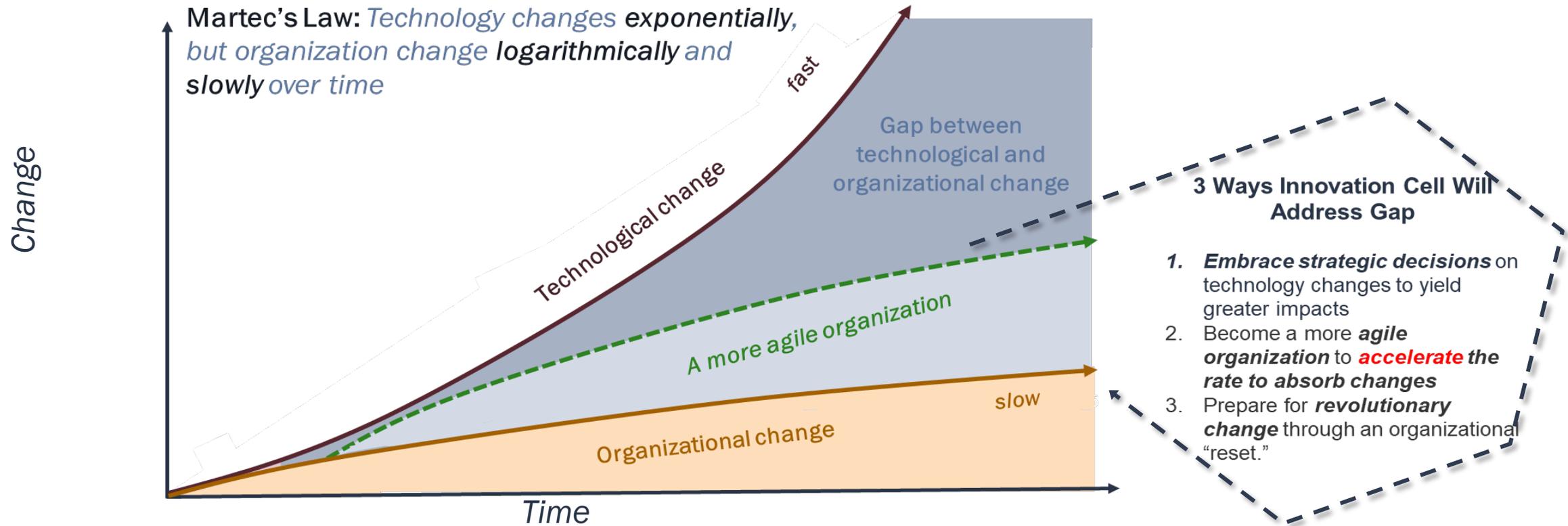
Improving Health and Building Readiness. Anytime, Anywhere – Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

DHA's Approach to Martec's Law



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



Improving Health and Building Readiness. Anytime, Anywhere — Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

Who?

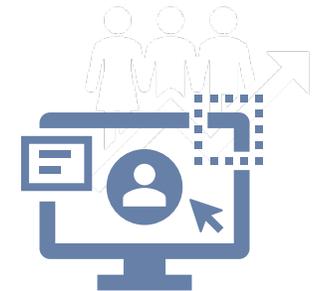
What?

How?

Through Innovation

Defined as:

- Technology in support of enterprise performance that is **disruptive**, and significantly changes the performance of the organization.
- Direct product of innovative activities is **NOT** incremental process improvement or optimization.



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

Who?

What?

How?

Digital First

- Technology That “Meets The Parents Where They Are”
- Improving Patient Care and Experience
- Providing Flexible Health Care Options
- Ensuring Real-Time Information Exchange
- Operating at the Speed of Relevance
- Increasing Patient Satisfaction Through Ready, Reliable Care



Improving Health and Building Readiness. Anytime, Anywhere — Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

Who?

What?

How?

Example Use Case #1

Smart on FHIR apps integration for remote monitoring and increasing patient engagement.

Example Use Case #3

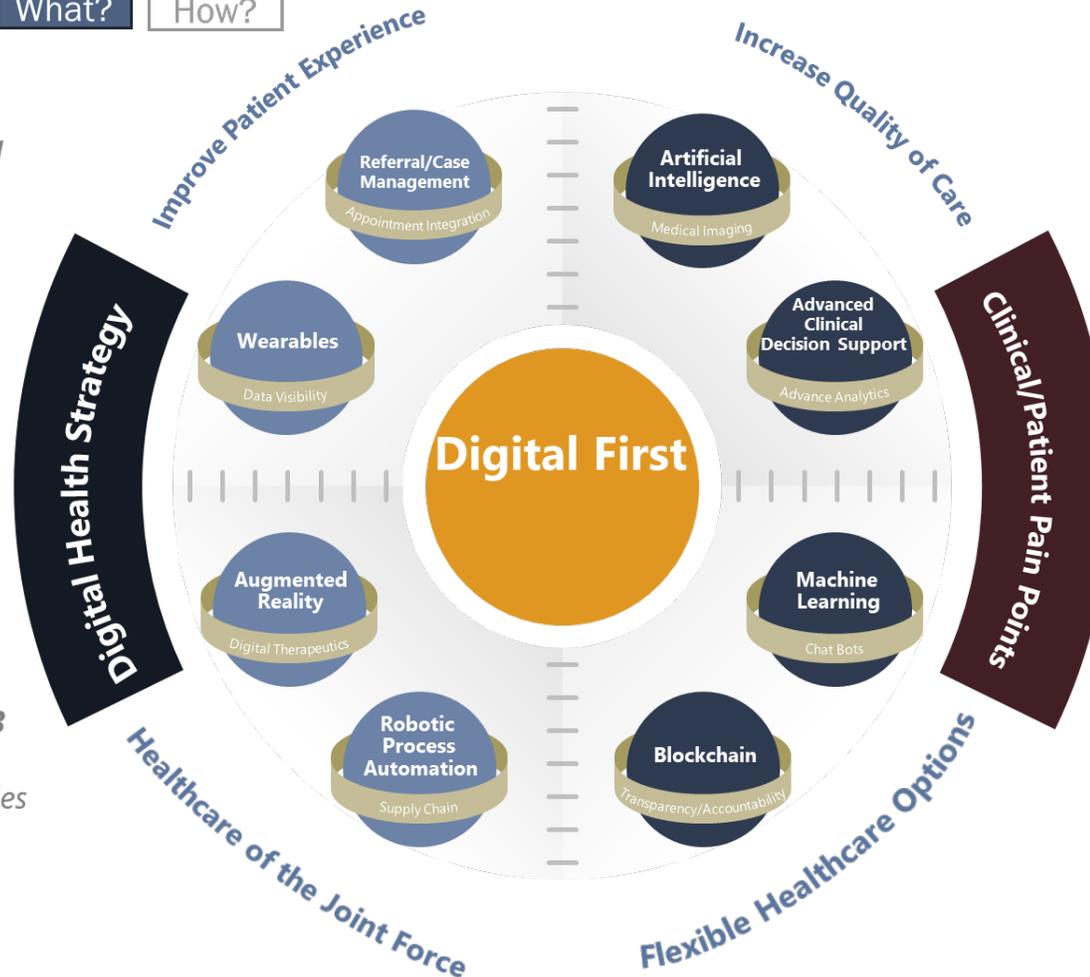
Non-intrusive wearables for disease prediction and early detection

Example Use Case #2

Leverage AI/ML to inform clinical decision support, run chatbots, and review medical images.

Example Use Case #4

Medical device, pharmaceuticals, and supply chain management tracking using distributed ledger technology.



Improving Health and Building Readiness. Anytime, Anywhere – Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



Innovation Model

Improving Health and Building Readiness. Anytime, Anywhere — Always

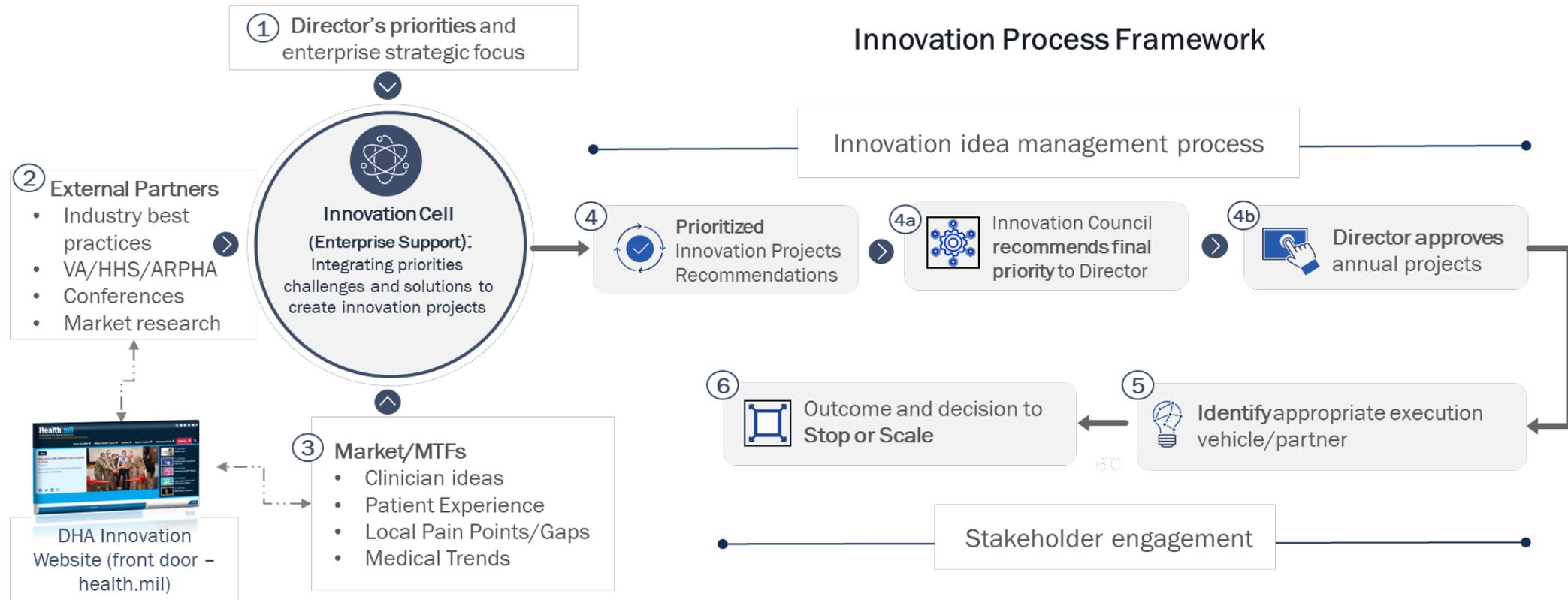


Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why? Who? What? **How?**

Building world class innovation takes time, DHA has begun



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Why?

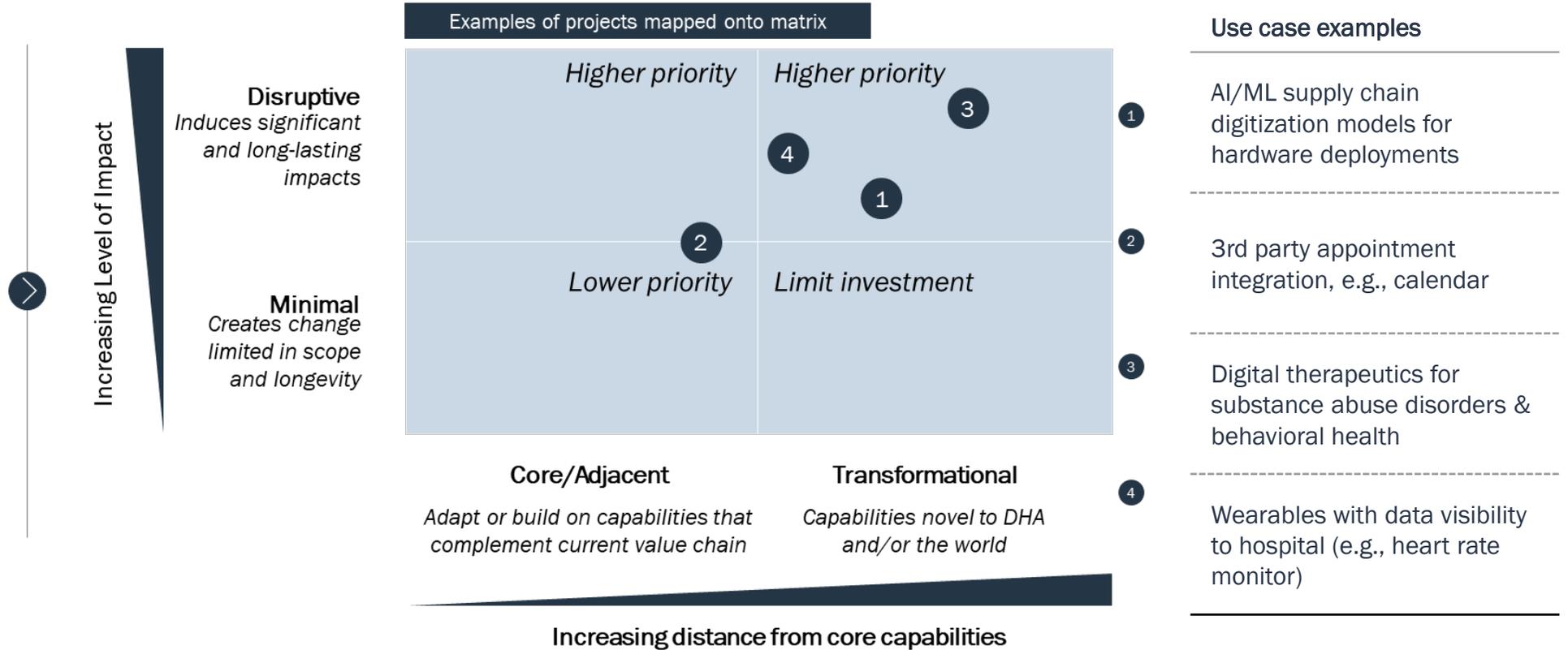
Who?

What?

How?

Innovations will be prioritized by level of impact and distance from core

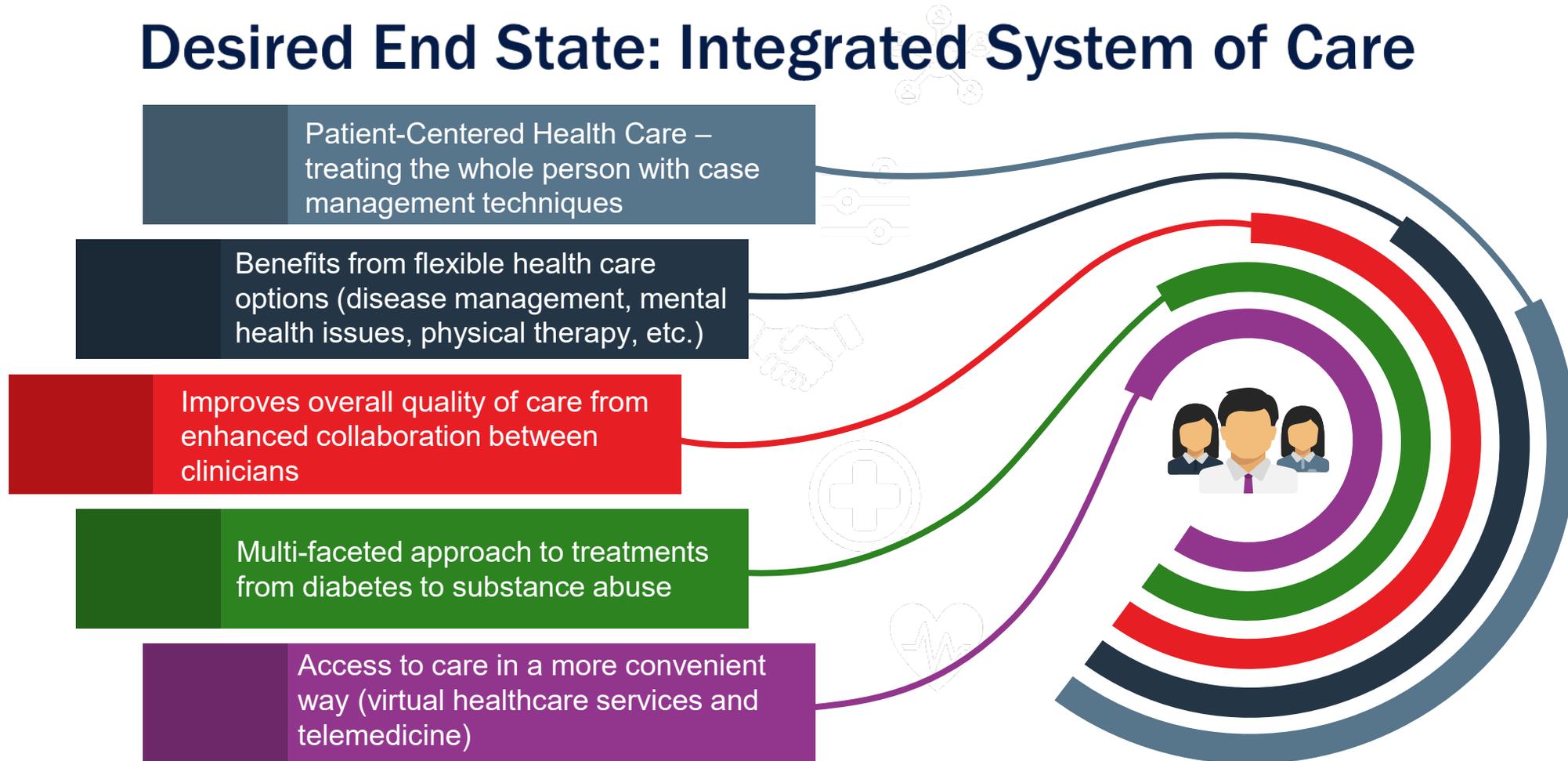
The Innovation Cell will prioritize projects that have a significant and long-lasting impact



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

Desired End State: Integrated System of Care



Improving Health and Building Readiness. Anytime, Anywhere – Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



Naomi Escoffery, PMP

Deputy to the Deputy Assistant Director, Acquisitions and Sustainment
Program Manager, DHA Innovation Cell



CDR Roger Boodoo, MD

DHA Innovation Functional Lead

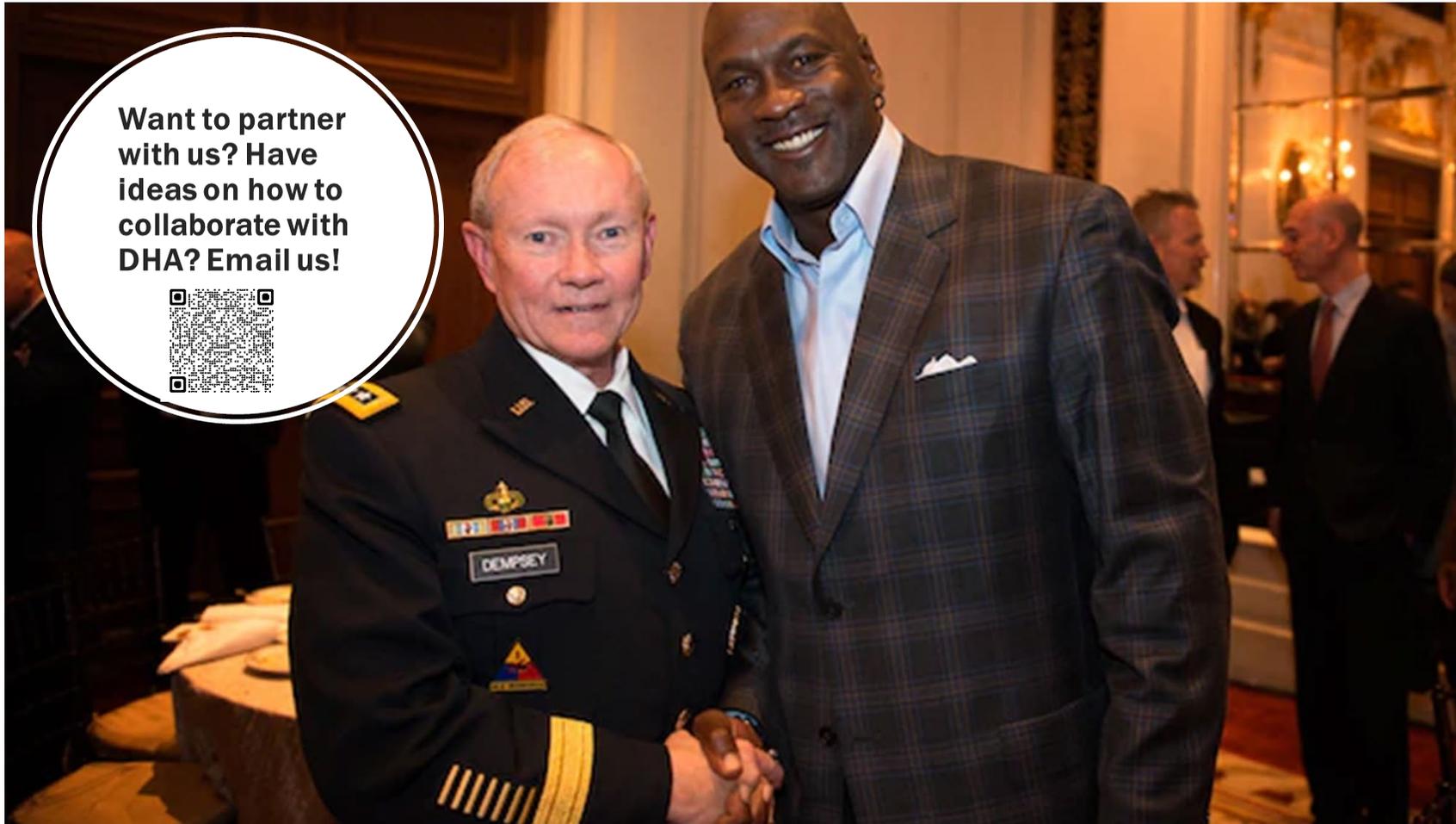


dha.ncr.acq-sustainment.mbx.dha-innovation@health.mil



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell



Improving Health and Building Readiness. Anytime, Anywhere — Always



Innovation and Technology

Ms. Naomi Escoffery, Deputy to the Deputy Assistant Director, Acquisition and Sustainment, Program Manager, DHA Innovation Cell

QUESTIONS



Improving Health and Building Readiness. Anytime, Anywhere – Always





**Defense Health Agency
Industry Day Requirements Exchange
Administration and Management (J-1)**

Mr. Ronald Hamilton

March 22, 2023

Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Priority List

- Enterprise Personnel Workforce Management Data System (EPWMDS)
- Automated Civilian Hiring Program



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Requirements Summary

- Enterprise Personnel Workforce Management Data System (EPWMDS)
 - Contracting Officer – TBD
- Automated Civilian Hiring Program (ACHP)
 - Contracting Officer – TBD



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Requirement #1 Summary

Specifications	Summary
Requiring Activity	DoS, A&M J-1
Requirement Title	Enterprise Personnel Workforce Management Data System (EPWMDS)
Anticipated Award Date	TBD – Est. FY24
Anticipated Period of Performance	TBD
Anticipated Solicitation Release Date	TBD
Anticipated NAICS Code	541512

Specifications	Summary
Existing Contract # / Incumbent	N/A
Contract Type	TBD
Competition Type	Competitive
Contract Vehicle	TBD
Place of Performance	Falls Church, VA
Anticipated Award Value	TBD



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Requirement #1 Details

- **Purpose:**
 - Single automated system that allows the DHA leaders to view, analyze and manage the DHA total workforce down to the Military Treatment Facility (MTF) and Dental Treatment Facility (DTF) levels for assigned, attached, detailed and with duty at status of military, civilian, and contract personnel working in DHA Activities
- **Details:**
 - Retrieve workforce data from various Human Resources, Manpower Requirements/Authorizations, and Contract data systems to aggregate and centralize the data to inform available DHA capabilities and workforce staffing levels
 - Metric: Dashboard Reporting and Analytical capability



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Requirement #2 Summary

Specifications	Summary
Requiring Activity	DoS, A&M J-1
Requirement Title	Automated Civilian Hiring Program (ACHP)
Anticipated Award Date	TBD – Est. FY24
Anticipated Period of Performance	TBD
Anticipated Solicitation Release Date	TBD
Anticipated NAICS Code	541512

Specifications	Summary
Existing Contract # / Incumbent	N/A
Contract Type	TBD
Competition Type	Competitive
Contract Vehicle	TBD
Place of Performance	Falls Church, VA
Anticipated Award Value	TBD



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

Requirement #2 Details

- **Purpose:**
 - Establish an automated hiring program that allows the DHA and the Civilian Human Resources Agency Center of Excellence (CHRA COE) to streamline and automate the various end-to-end hiring processes.
- **Details:**
 - Populate request to hire by interfacing current documented, required and authorized civilian positions on the DHA manning documents in the Fourth Estate Management Tracking System (FMTS) with the processing of the request through the DOD AutoNoa, Defense Civilian Personnel, as well as the OPM USAJobs and USA Staffing systems.
 - Metric: Automatic hiring tool for managers, and HR Staff to reduce manual touch points by hiring managers, HR staff and applicants and reduce the time to hire in the DHA.



Administration and Management (J-1)

Mr. Ronald Hamilton, Director

QUESTIONS



Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA Administration and Management (J-1) with respect to Industry Day requirements.





**Defense Health Agency
Industry Day Requirements Exchange
PEO – Medical Systems
Medical Simulation and Training Program Management Office**

Mr. Jude Tomasello

March 22, 2023

PEO – Medical Systems, Medical Simulation and Training Program Management Office

Mr. Jude Tomasello, Program Manager

Previous Industry Day Requirement Disposition

Opportunity Title	Status	Originally Briefed
Interoperable Networking for Training, Readiness, and Education in Medicine (INTREMED)	Market Research and Acquisition Strategy determination	March 2022 Industry Day



PEO – Medical Systems, Medical Simulation and Training Program Management Office

Mr. Jude Tomasello, Program Manager

INTREMED Details

- **Purpose:**

- INTREMED is a System of Systems, cloud native, open architecture consisting of connected COTS and/or GOTS technology to enhance interoperability between existing training and education learning management and delivery systems.

- **Details:**

- Provide an integrated and enterprise-wide education, training, and human performance improvement infrastructure.
- Provide a Data-Driven Framework for Training and Education.
- Automate the electronic Competency Assessment File (eCAF).
- Facilitate Continuous Competency Maintenance.



PEO – Medical Systems, Medical Simulation and Training Program Management Office

Mr. Jude Tomasello, Program Manager

INTREMED Requirement Summary

Specifications	Summary	Specifications	Summary	
Requiring Activity	DAD – Education & Training	INTREMED CNS dated 09 JUN 2022	INTREMED is a System of Systems, cloud native, open architecture consisting of connected state of the art Commercial-Off-The-Shelf (COTS) and/or Government-Off-The-Shelf (GOTS) technology to enhance interoperability between existing training and education learning management and delivery systems.	
Requirement Title	INTREMED		Contract Type	Firm Fixed Price
Anticipated Award Date	2QFY24		Competition Type	Small and/or Large Bus.
Anticipated Period of Performance	5 years (base + options)		Contract Vehicle	TBD
Anticipated Solicitation Release Date	3QFY23		Place of Performance	MST PMO, Orlando, FL
Anticipated NAICS Code	TBD		Anticipated Award Value	\$15M - \$25M



PEO – Medical Systems, Medical Simulation and Training Program Management Office

Mr. Jude Tomasello, Program Manager

- Details:
 - Capability will be hosted on the MHS Information Portal (MIP)
 - MIP has a Software Development Kit (SDK) for developers to use.
 - An Integrated Product Team (IPT) consisting of MST PMO, EIDS PMO (who owns the MIP), MIP contractor, and selected vendor will be established for this opportunity.
 - No small business set aside information available

Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA PEO Medical Systems, MST PMO with respect to Industry Day requirements.



QUESTIONS





**Defense Health Agency
Industry Day Requirements Exchange
DAD/PEO – Medical Logistics**

Ms. Amanda Boyd
March 22, 2023

DAD/PEO – Medical Logistics

Ms. Amanda Boyd, Health Systems Specialist

Requirement Summary

Specifications	Summary	Specifications	Summary
Requiring Activity	DAD- Acquisition and Sustainment, Medical Logistics	Existing Contract # / Incumbent	114 Separate Military Treatment Facilities
Requirement Title	Linen Management	Contract Type	Firm Fixed Price
Anticipated Award Date	FY24,Q3	Competition Type	TBD
Anticipated Period of Performance	FY24-FY29	Contract Vehicle	TBD
Anticipated Solicitation Release Date	FY23,Q3	Place of Performance	All DoD medical facilities in 50 U.S. States and Territories
Anticipated NAICS Code	812331 – Linen Supply	Anticipated Award Value	TBD



DAD/PEO – Medical Logistics

Ms. Amanda Boyd, Health Systems Specialist

Linen Management

Purpose: “Perform laundry, dry cleaning, linen pick-up and delivery services for medical linen at DoD Medical Treatment Facilities.”

- Adhere to current Federal and DoD acquisition guidance
- Ensure compliance with regulatory mandates (EPA, OSHA, DoD)
- Standardize Linen requirements & performance outcomes across DHA
- Align with industry standards – Healthcare Laundry Accreditation Council (HLAC) and Center for Disease Control (CDC)
- Reduce quality assurance and surveillance procedure variation
- No small business set aside information available



DAD/PEO – Medical Logistics

Ms. Amanda Boyd, Health Systems Specialist

Requirement Summary

- Linen Management
 - George M. Mayers, Acquisition Office, Southern Markets Contracting Division, Defense Health Agency Contracting Activity (DHACA)



DAD/PEO – Medical Logistics

Ms. Amanda Boyd, Health Systems Specialist

QUESTIONS



Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA PEO-Medical Logistics with respect to Industry Day requirements.





Defense Health Agency
Industry Day Requirements Exchange
Medical Affairs

Lieutenant Colonel (Lt Col) Giovanni Lorenz

March 22, 2023

Medical Affairs, Oncology Clinical Community (OCC)

Lt Col Lorenz, Associate Professor of Radiology/Consultant, OCC

- The Defense Health Agency (DHA) is centrally located in Falls Church, Virginia.
- The DHA is a joint, integrated combat support agency that enables the U.S. Army, U.S. Navy, Air Force, and U.S. Space Force medical services to provide a medically ready force to Combatant Commands in both peacetime and wartime.
- The DHA has authority, oversight, and control for all Military Treatment Facilities (MTFs) nationally and internationally.
 - Mission – The DHA supports our Nation by improving health and building readiness – making extraordinary experiences ordinary and exceptional outcomes routine.
 - Vision – The unrelenting pursuit of excellence as we care for joint force and those we are privileged to serve. Anytime, Anywhere – Always.



Medical Affairs, Oncology Clinical Community (OCC)

Lt Col Lorenz, Associate Professor of Radiology/Consultant, OCC

- The United States Preventative Task Force (USPSTF), Health and Human Service (HHS), Title 32 Code of Regulations (CFR) 199.17 (f)(2), and Fleischner Guidelines recommends annual screening for lung cancer and nodule surveillance.
- Screening is recommended for patients who are age 50 to 80 with at least 20 pack a year history of smoking who are currently smoking or have quit in the past 15 years.
- Currently, the DHA/MTFs are non-compliant with these recommendations.
 - Processes for enrolling and tracking patients for lung cancer screening for early detection is largely undefined and unregulated resulting in reduced surveillance of at risk patients when compared to non-DHA beneficiaries.
 - Without standardized procedures for early detection via low dose chest CT, patients run the risk of advanced lung cancer resulting in higher health care costs and death.
- DHA's goals include:
 - Early identification, recruitment and participation of at-risk patients into a standardized Lung Cancer Screening program.
 - Increasing patient tracking and follow-up through standardized auto registration via enterprise EHR and imaging workflows.
 - Aligning Lung Cancer Screening with best practice recommendations.



Medical Affairs, Oncology Clinical Community (OCC)

Lt Col Lorenz, Associate Professor of Radiology/Consultant, OCC

- Our market research identified the following gaps:
 - No standard method for identifying, automatically including or tracking qualifying patients through the life of a lung cancer screening program.
 - The tools that are needed to track and monitor patients are not automated or available across the enterprise EHR and imaging workflows.
 - DHA's current system does not have a health population database which could identify patients who meet criteria for lung cancer screening.
 - DHA's current system lacks the capacity for curated management workflow operation, Key Performance Indicators (KPI), or patient engagement.
 - Current platform is unable to track patients for follow-up to ensure low dose CT is ordered, Lung-RADS categorized and repeated annually at a >80% success rate.
- Goal is to improve screening rates to at least 80% of the target population.
- Goal is to have 100% of eligible patients have annual low dose CT scans ordered and 60% of patients complete an initial low dose CT scan and maintain 60% compliance in the program at 5 year assessment.



Medical Affairs, Oncology Clinical Community (OCC)

Lt Col Lorenz, Associate Professor of Radiology/Consultant, OCC

- Requirements and Priority List:
 - Identification of eligible patients for Lung Cancer Screening and Nodule surveillance (LCSNS) that meet the criteria and established recommendations of best practice standards.
 - Monitoring and tracking of low dose CTs scans ordered and completed by eligible patients.
 - Follow-up and treatment for presence of incidental pulmonary nodules that aligns with the Fleischner guidelines.
- The desired end state includes the creation of a standardized automated workflow across the Military Health System to increase the probability that patients receive annual lung cancer screening and patients with incidental actionable imaging findings receive appropriate care and follow up imaging.
- The estimated go-live timeline for this initiative is Q3-2024



Medical Affairs, Oncology Clinical Community (OCC)

Lt Col Lorenz, Associate Professor of Radiology/Consultant, OCC

- Our team requests that you submit a White Paper communicating your understanding of the issue and proposed courses of action
- Additional questions and comments can be emailed to the mailbox below
- DHA_OCC_LCSNS-TEAM_mbx@health.mil



QUESTIONS





**Defense Health Agency
Industry Day Requirements Exchange
DAD/Research & Engineering (J-9)**

Ms. April Simmons
March 22, 2023

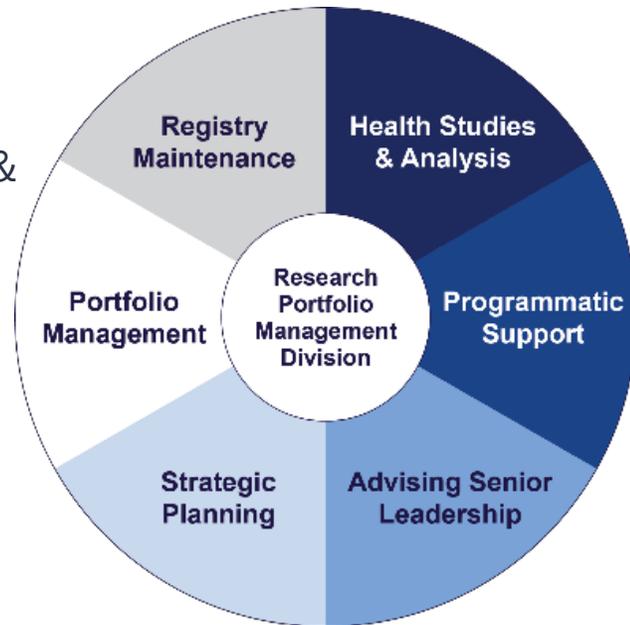
DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

DAD-R&E leads the discovery of innovative medical solutions responsive to the needs of Combatant Commands, the military Services, and the Military Health System

Inputs

- White House priorities
- Congressional mandates & inquiries
- DOD leadership priorities
- DOD & DHA directives
- Joint, validated requirements
- DHP RDT&E guidance
- DHA Campaign Plan initiatives
- Clinical gaps & priorities



Outputs

- S&T investment strategies
- Research transition agreements
- Strategic roadmaps
- Clinical recommendations & guidance
- Agency-wide policies for clinical investigations
- Efficient approvals of research protocols
- Research insights on MHS quality, variation, readiness
- Effective implementation of evidence-based changes to care



Improving Health and Building Readiness. Anytime, Anywhere – Always



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

2022 Industry Day Requirement Recap

2022 IDRE Requirements	Current Status
Integrated Support Services	Award in process (re-compete)
Knowledge Translation	Awarded
MSO Education Clinical Affairs Research & Longitudinal Studies	Award in process (re-compete)
Data Scientist and Data Analyst Support	Awarded
Vision Coordination Support Services	Awarded
VCE Network Support Services	No longer pursuing
Administrative and Professional Support Staff	Award in process (re-compete)



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

2023 Industry Day Requirements

- **Integrated Support Services**
- **Professional and Administrative Services**



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

- Integrated Support Services**

Specifications	Summary
Requiring Activity	Research Support Division (RSD)
Requirement Title	Integrated Support Services
Anticipated Award Date	29-Sep-23
Anticipated Period of Performance	29-Sep-23 thru 28-Sep-24
Anticipated Solicitation Release Date	17-May-23
Anticipated NAICS Code	TBD – Determined by Contracting

Specifications	Summary
Existing Contract # / Incumbent	NA
Contract Type	Service – Firm Fixed Price
Competition Type	Full and Open
Contract Vehicle	NA
Place of Performance	Silver Spring and Falls Church
Anticipated Award Value	\$ 3M-\$4M Total Base plus 4



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

Integrated Support Services

- Purpose:
 - To provide enduring mid- and high-level staff support and staff augmentation through technical, supervisory, and managerial personnel.
- Details:
 - Provide matrixed and flexible support across a variety of tasks within R&E/RSD and be responsive to changing priorities among activities that occur across DHA.
 - Provide support for enduring staff requirements, staffing processes, short term taskers and mission analysis within R&E and RSD.



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

Integrated Support Services Anticipated Positions

- Task Lead (1 FTE)
- Program Analyst (2 FTEs)
- Acquisition Analyst (1 FTE)
- Medical Budget and Program Expert (1 FTE)
- Program Manager/ Analyst (1 FTE)
- Grant Manager (1 FTE)
- Functional Analyst (2 FTEs)
- Functional SME (3 FTEs)



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

- Professional and Administrative Services

Specifications	Summary
Requiring Activity	National Museum of Health and Medicine
Requirement Title	Professional and Administrative Services
Anticipated Award Date	1-Aug-23
Anticipated Period of Performance	1 Aug 23 – 31 Jul 28 (Base plus 4)
Anticipated Solicitation Release Date	29-Apr-23
Anticipated NAICS Code	541990

Specifications	Summary
Existing Contract # / Incumbent	HT0011-17-C-0008 (Original Contract) / HT0011-22-C-0027 (Bridge Contract)
Contract Type	Service – Firm Fixed Price
Competition Type	Full and Open
Contract Vehicle	NA
Place of Performance	Silver Spring, MD
Anticipated Award Value	\$ 10M-\$10.5M Total, Base plus 4



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

- Professional and Administrative Services
- Purpose:
 - To provide enduring mid- and high-level staff support and staff augmentation through technical, supervisory, and managerial personnel.
- Details:
 - Provide highly qualified, experienced personnel and services necessary to perform professional and administrative support, seamlessly integrating current and future operations.
 - Provide organizational and administrative support in the positions established to support the collaborative environment of the National Museum of Health and Medicine, whose overall mission is the development, planning, analysis, management and implementation of all activities related to its holdings, their use, or any other activity related to the understanding and promotion of awareness around our Nation's military medical history, medical science, and related areas.



DAD/Research & Engineering (J-9)

Ms. April Simmons – Business Analyst

Professional and Administrative Services Anticipated Positions

- Exhibits and Graphics Specialist (1 FTE)
- Public Affairs Coordinator (1 FTE)
- Visitor Service Assistance/ Desk Monitor (4 FTEs)
- Education Coordinator (1 FTE)
- Photographer (1 FTE)
- Social Media/ Website Manager (1 FTE)
- Museum Specialist (3 FTEs)
- Museum Technician (2 FTEs)
- Anatomical Specialist (1 FTE)
- Librarian (1 FTE)
- Assistant Registrar (1 FTE)
- Facility Specialist (1 FTE)



DAD/Research & Engineering- (J-9)

Ms. April Simmons – Business Analyst

QUESTIONS



Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA Research and Engineering with respect to Industry Day requirements.





**Defense Health Agency
Industry Day Requirements Exchange
Strategic Communications**

Ms. Karen Roberts

March 22, 2023

Special Staff – Strategic Communications

Ms. Karen Roberts, Deputy Director, Communications

Previous Industry Day Requirement Disposition

Opportunity Title	Status	Originally Briefed
Communications Operations	Descoped – finalizing SOW	March 2019



Special Staff – Strategic Communications

Ms. Karen Roberts, Deputy Director, Communications

Requirement Summary

Specifications	Summary
Requiring Activity	SS – Strategic Communications
Requirement Title	Communications Operational Support
Anticipated Award Date	01/02/2024
Anticipated Period of Performance	01/29/2024-01/29-2030
Anticipated Solicitation Release Date	05/01/2023
Anticipated NAICS Code	TBD

Specifications	Summary
Existing Contract # / Incumbent	Contracting Resources Group
Contract Type	Firm Fixed Price
Competition Type	TBD
Contract Vehicle	TBD
Place of Performance	DHA HQ – Falls Church, VA
Anticipated Award Value	~ \$3.5M



Special Staff – Strategic Communications

Ms. Karen Roberts, Deputy Director, Communications

Requirement #1

- Purpose:
 - Provide strategic communications operational support for the Office of the Assistant Secretary of Defense (Health Affairs) and the Defense Health Agency Headquarters
- Supports the following:
 - Communications Strategy
 - Media Relations – Research and Training
 - Website Content
 - Newsroom
 - Social Media
 - Strategic Outreach
 - Communications Analytics
 - Visual Information (Graphics and Video)
 - Senior Leader Support
 - Messaging/Plans



Special Staff – Strategic Communications

Ms. Karen Roberts, Deputy Director, Communications

- Details:
 - No small business set aside information available
 - We are accepting white papers and capabilities statements as we build the solicitation but not accepting meetings with vendors ahead of solicitation.
 - ✓ Meeting times are too limited to accommodate all requests so we can't accept all, we accept none

Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA Strategic Communications with respect to Industry Day requirements.



Special Staff – Strategic Communications

Ms. Karen Roberts, Deputy Director, Communications

QUESTIONS



Improving Health and Building Readiness. Anytime, Anywhere – Always





Defense Health Agency
Industry Day Requirements Exchange
DAD/Public Health

Mr. Juan Ubiera

March 22, 2023

DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Overview

- The Department must transform its ability to rapidly detect, characterize, and respond to Biothreats to protect the health of the Force and minimize degradation of the operational environment.
- Currently, DoD's biosurveillance lacks synchronization, as validated by inadequate integration between existing tools capturing health and biosurveillance within and between the Military Health System (MHS), Chem-Bio Defense, and the Intelligence Community.
- Requirement to enable risk awareness and detection to inform decision-making across the biodefense enterprise, enhancing the DoD's biodefense posture and mitigating emerging naturally occurring, and engineered biological threats to the Total Force.
- These investments will posture the Department to support timely bioincident detection, assessment, response and recovery in accordance with the National Defense Strategy, the National Strategy for Biosurveillance and the draft National Biodefense Strategy and Implementation Plan.



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Priority List

- Anticipate outbreaks before they begin as well as approaches to forecast the course of an ongoing outbreak.
- Develop a machine-learning platform that would make use of MHS data along with multiple other civilian data sources (weather, population movement, etc.) to predict new health threats to U.S. Forces and MHS beneficiaries
- Provide real-time predictive and forecasting system for diseases and injuries which can provide assessment of such threats in person, place and time.
- Provide predictive tools that inform practical decision support in operational settings.



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Requirement Summary

- Requirement #1 : Anticipate outbreaks before they begin
 - Contracting Officer: TBD
- Requirement #2: Forecast the course of an ongoing outbreak.
 - Contracting Officer: TBD



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Requirement #1 Summary

Specifications	Summary
Requiring Activity	DAD/Public Health
Requirement Title	Disease Forecasting
Anticipated Award Date	TBD
Anticipated Period of Performance	TBD
Anticipated Solicitation Release Date	TBD
Anticipated NAICS Code	TBD

Specifications	Summary
Existing Contract # / Incumbent	TBD
Contract Type	TBD
Competition Type	TBD
Contract Vehicle	TBD
Place of Performance	TBD
Anticipated Award Value	TBD



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Requirement #1 Details

- Anticipate outbreaks before they begin.
- This will align with National Biodefense Strategy which “defines biodefense as actions to counter biological threats, reduce biological risks, and prepare for, respond to, and recover from biological incidents, whether naturally occurring, accidental, or deliberate in origin and whether impacting human, animal, plant, or environmental health.



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Requirement #2 Summary

Specifications	Summary
Requiring Activity	DAD/Public Health
Requirement Title	Predictive Analytics
Anticipated Award Date	TBD
Anticipated Period of Performance	TBD
Anticipated Solicitation Release Date	TBD
Anticipated NAICS Code	TBD

Specifications	Summary
Existing Contract # / Incumbent	TBD
Contract Type	TBD
Competition Type	TBD
Contract Vehicle	TBD
Place of Performance	TBD
Anticipated Award Value	TBD



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

Requirement #2 Details

- An Artificial Intelligence based platform to inform operational decision on the emergence, progression of a disease outbreak.



DAD/Public Health

Mr. Juan Ubiera, Chief of Integrated Biosurveillance

QUESTIONS



Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA Public Health with respect to Industry Day requirements.





Defense Health Agency
Industry Day Requirements Exchange
DAD/PEO – Information Operations (J-6)

Ms. Sarabeth Kuzmak

March 22, 2023

DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

Specifications	Summary
Requiring Activity	J6 – IOD – Network Modernization Branch
Requirement Title	DHA Enterprise Network Support Services (DENSS)
Anticipated Award Date	Aug 2023
Anticipated Period of Performance	1 Sept 2023 – 31 Aug 2028 (base +4)
Anticipated Solicitation Release Date	3-9 Months
Anticipated NAICS Code	541519

Specifications	Summary
Existing Contract # / Incumbent	HT0015-19-F-0003 - Ventech HT0015-18-C-0002 - ASRC HT0015-18-F-0098 - Team
Contract Type	Firm Fixed Price
Competition Type	8a set-aside
Contract Vehicle	GSA SIN 54151S, 54151heal
Place of Performance	San Antonio, Texas
Anticipated Award Value	\$28M-\$33M over 5 years



DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

Requirement #1 Details

- Purpose:
 - The Network Modernization Branch (NMB) within IOD provides DHA with a variety of deployment, engineering, and sustainment service for the Wide Area Network (WAN), Local Area Network (LAN), and Wireless Area Network (WLAN). The DENSS will further the NMB's ability to provide these services to the DHA.



DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

Requirement #1 Details

- Details:
 - Provides project management oversight of the current LAN/WLAN network infrastructure projects taking place throughout the DHA Enterprise.
 - Provides LAN/WLAN and GENESIS just in time deployment support as well as supporting Health Facilities MILCON and renovation network infrastructure projects.



DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

Requirement #1 Details

- Details continued:
 - Monitor wireless performance, network appliance security and event logs, customer requests for wireless access, and software license usage.
 - Ensure the wireless infrastructure and software meet IA configuration requirements. Install patches, software updates, and new software versions, as provided by the government, to meet Information Assurance Vulnerability Alert (IAVA) requirements



DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

Requirement #1 Details

- Details continued:
 - Provide Tier III SME-level technical engineering support to production network solutions
 - Lead and support the planning, design, implementation and integration of programmable network solutions – Automation



DAD/PEO – Information Operations (J-6)

Sarabeth Kuzmak/ Chief, Network Modernization Branch

QUESTIONS



Email dha.jbsa.acquisition.mbx.industryday@health.mil and request to have your message forwarded to DHA PEO Information Systems (J-6) with respect to Industry Day requirements.





DHA CONTRACTING ACTIVITY (DHACA)

Director / Head of the Contracting Activity

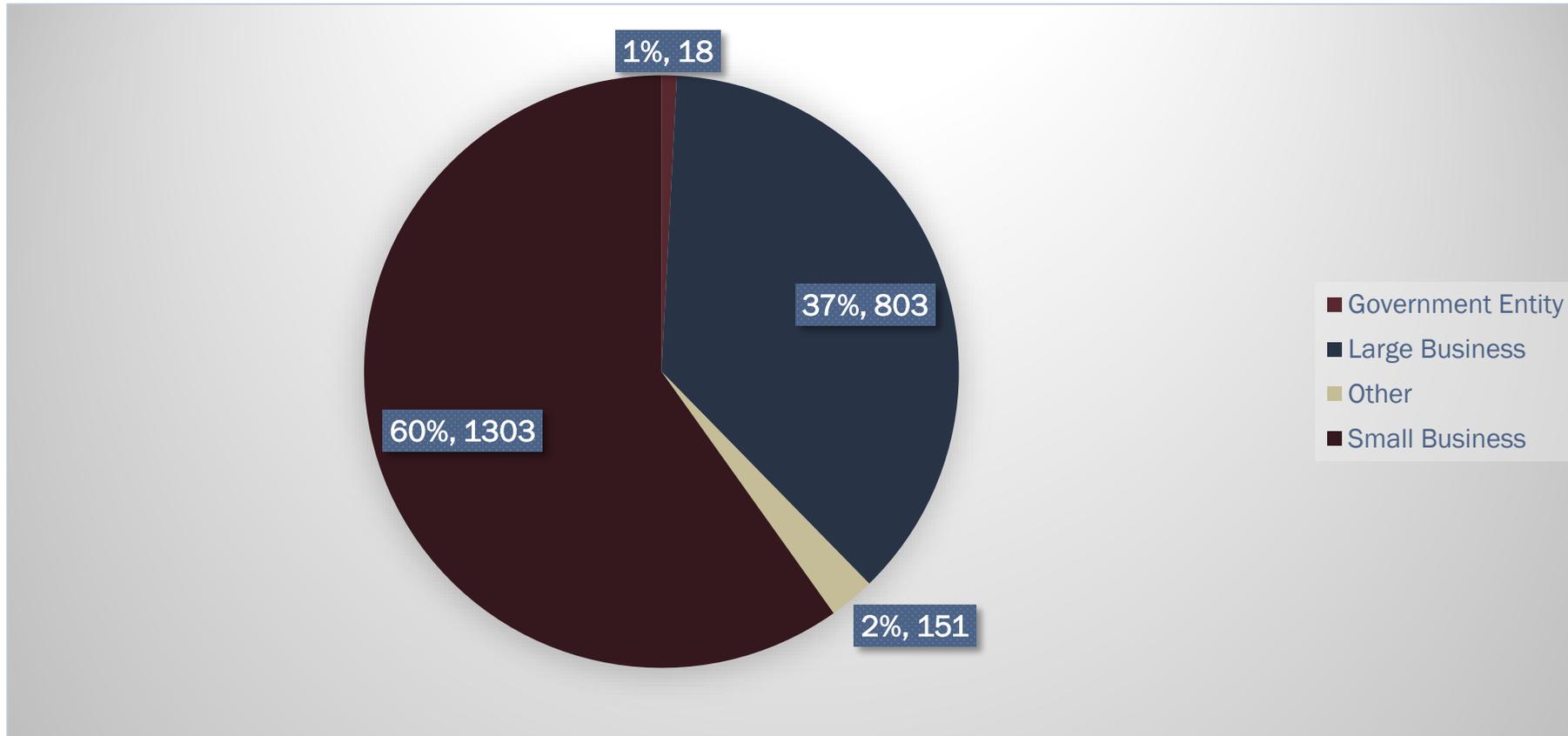
Mr. James Watkins

March 22, 2023

Director / Head of the Contracting Activity

Mr. James Watkins

The chart below details IDRE registrant data (2275 total registrants):



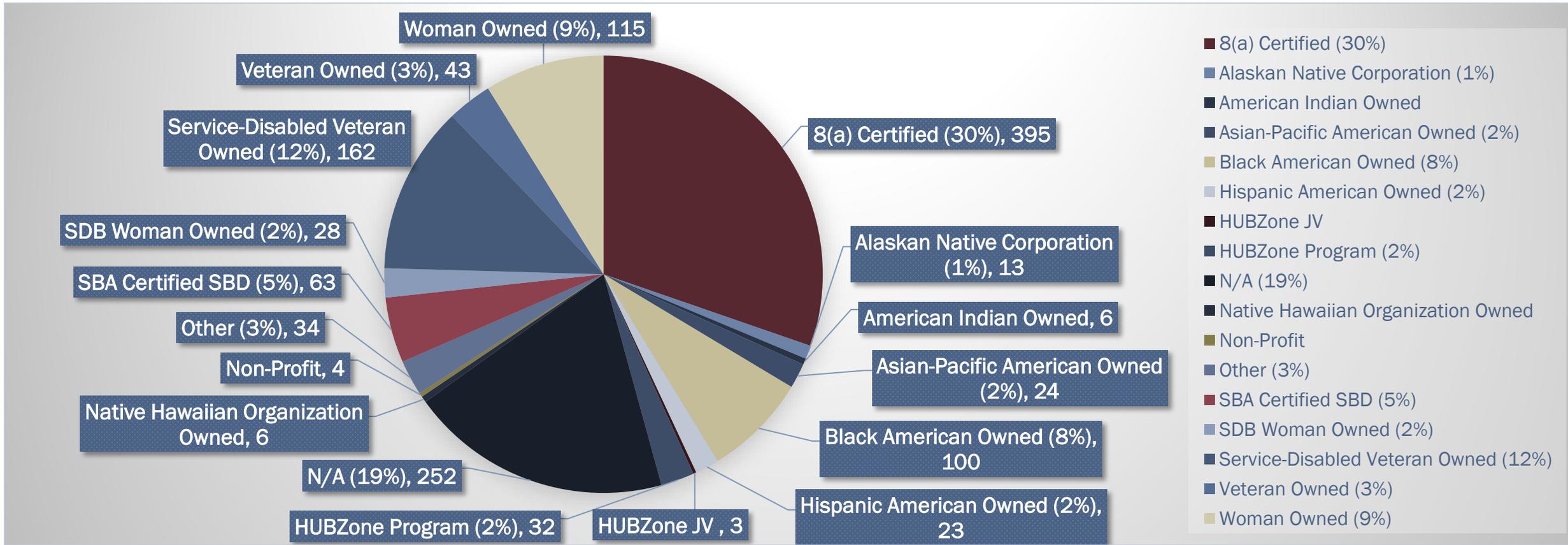
2023 Industry Day Requirements Exchange
84% Increase from last year's attendance



Director / Head of the Contracting Activity

Mr. James Watkins

The chart below breaks down details for small business classifications among IDRE registrants (1303 small business registrants):



Director / Head of the Contracting Activity

Mr. James Watkins

Thank you!



We want to hear from you!

Please take time to fill out the survey below:

<<https://www.surveymonkey.com/r/2023IDRE>>

Want to find out more about DHA?

Check out SAM.gov and Health.mil for more information.

<<https://www.health.mil/IDRE>>

<<https://sam.gov/opp/cf9fc13bc59e4bf5b81a9c47f0ce0ff2/view>>

Make sure to follow us on LinkedIn!

<<https://www.linkedin.com/company/defense-health-agency/>>

Contact Us:

<dha.jbsa.acquisition.mbx.industryday@health.mil>

