



Defense Health Agency

ADMINISTRATIVE INSTRUCTION

NUMBER 090
November 3, 2017

CAE (J-4)

SUBJECT: Industry Partnership Network (IPN) Program

References: See Enclosure 1.

1. PURPOSE. This Defense Health Agency-Administrative Instruction (DHA-AI), based on the authority of References (a) and (b), and in accordance with the guidance of References (c) through (m), establishes the Defense Health Agency's (DHA) procedures regarding the DHA IPN Program. The IPN Program facilitates direct acquisition-related communication between the Agency and DHA's industry base. The IPN Program will inform industry about, and garner industry's input on, DHA's future requirements. The forms of communication include: notices of future requirements, Requests for Information (RFIs), industry written submittals, and direct one-on-one meetings with contractors.

2. APPLICABILITY. This DHA-AI applies to:

a. All DHA personnel to include: assigned, attached, or detailed Service members, federal civilians, contractors (when required by the terms of the applicable contract), and other personnel assigned temporary or permanent duties at DHA, to include regional and field activities (remote locations) and the National Capital Region Medical Directorate/J-11 activities (centers, clinics, and Medical Treatment Facilities).

b. All DHA members involved in the requirements development process for contracted supplies and services. The DHA IPN Program is optional and intended to be used in novel or complex requirements in need of additional market research. The DHA IPN Program cycles will be approved and executed by DHA Component Acquisition Executive (CAE) (J-4).

c. All contract types.

3. POLICY IMPLEMENTATION. It is DHA's policy, pursuant to References (d) through (m),

that the DHA IPN Program will strengthen DHA's customer focus (i.e., goal M-1 from Reference (d)), through direct communication with industry partners.

4. RESPONSIBILITIES. See Enclosure 2.

5. PROCEDURES. See Enclosure 3.

6. RELEASABILITY. **Not cleared for public release.** This DHA-AI is available to users with Common Access Card authorization on the DHA SharePoint site at: <http://www.health.mil/dhapublications>.

7. EFFECTIVE DATE. This DHA-AI:

a. Is effective upon signature.

b. Will expire 10 years from the date of signature if it has not been reissued or cancelled before this date in accordance with DHA-Procedural Instruction 5025.01 (Reference (c)).



for R.C. BONO
VADM, MC, USN
Director

Enclosures

1. References
2. Responsibilities
3. Procedures

Glossary

ENCLOSURE 1

REFERENCES

- (a) DoD Directive 5136.01, “Assistant Secretary of Defense for Health Affairs (ASD(HA)),” September 30, 2013
- (b) DoD Directive 5136.13, “Defense Health Agency (DHA),” September 30, 2013
- (c) DHA-Procedural Instruction 5025.01, “Publication System,” August 21, 2015
- (d) Defense Health Agency Strategy Map and Objectives, September 6, 2016
- (e) DHA Procurement Directive 10-01; Request for Information (RFI)¹
- (f) Office of the Under Secretary of Defense (Acquisition, Technology, and Logistics) Memorandum, “Implementation Directive for Better Buying Power 3.0 – Achieving Dominant Capabilities through Technical Excellence and Innovation,” April 9, 2015
- (g) DHA Procurement Directive 15-01, “Unsolicited Proposals,” June 26, 2015²
- (h) Federal Acquisition Regulation 1.602-2
- (i) Federal Acquisition Regulation 15.603
- (j) Federal Acquisition Regulation 2.101
- (k) Federal Acquisition Regulation 10.002(b)(2)(iii)
- (l) Federal Acquisition Regulation 15.201(c)(7), (e) and (f)
- (m) DoD Instruction 5000.74, “Defense Acquisition of Services,” January 5, 2016, as amended

¹This reference can be found at:

<https://info.health.mil/sites/DOP/PAC/SitePages/DHA%20Acquisition%20Policy%20and%20Appointments.aspx>

²This reference can be found at:

<https://info.health.mil/sites/DOP/PAC/SitePages/DHA%20Acquisition%20Policy%20and%20Appointments.aspx>

ENCLOSURE 2

RESPONSIBILITIES

1. DIRECTOR, DHA. The Director, DHA, will:
 - a. Provide general Agency program oversight.
 - b. Ensure that the CAE (J-4) has the necessary resources and Director-level support to ensure compliance with this DHA-AI.

2. DIRECTOR, CAE (J-4). The Director, CAE (J-4), will:
 - a. Execute this DHA-AI by assigning responsibilities, programmatic reporting, and monitoring performance in collaboration with DHA's subject matter experts (SMEs) to an appointed primary point of contact (POC) (see the Performance Metrics Table on page 5).
 - b. Develop specific DHA strategic priorities for publication to industry.
 - c. Coordinate participation from DHA Joint Structure Directors, DHA CAE (J-4) staff, applicable SMEs or other directorate representatives, and other DHA staff.

3. DHA CONTRACTING OFFICER (CO). The DHA CO will ensure performance of all necessary and effective contracting efforts, including reviewing and publishing RFIs as discussed in this DHA-AI.

4. DHA IPN PROGRAM MANAGER. The DHA IPN Program Manager will:
 - a. Execute IPN-related tasks with input from a multidisciplinary team, including a DHA CO, a content SME, representatives from the DHA Office of Small Business Programs, and the Office of General Counsel.
 - b. Collect and report performance metrics data.
 - c. Communicate with company representatives external to the organization on behalf of DHA.
 - d. Publish written material.

Table. Performance Metrics

Title	Description	Threshold	Objective	DHA Strategy Reference
Reporting Responsiveness	DHA IPN Program team responds to each request from industry. Responses will likely be via telephone or e-mail.	Response within 5 days	Response within 3 days	Ensure that Everyone can Succeed (W2)
Industry Participation	Number of industry submittals received in response to DHA's published notice.	Ten (10) submittals per published notice	Fifteen (15) submittals per published notice	Strengthen Strategic Partnerships and Alliances (W9)
Percentage of DHA IPN cycles that support a future acquisition	DHA IPN cycles focus on the upcoming needs of the Agency. Joint Structure Directors and SMEs use market research knowledge gained for acquisition.	3%	5%	Build Robust Improvement Capability (W1)
Industry Satisfaction	Satisfaction surveys are available to the industry for 10 days after the completion of a DHA IPN RFI and/or a one-on-one meeting.	The first year will be used to benchmark. Comments received will be considered for changes in the program.		Strengthen Strategic Partnerships and Alliances (W9)

ENCLOSURE 3

PROCEDURES

1. GENERAL PROVISIONS. The implementation of the DHA IPN Program will meet the requirements put forth in this DHA-AI, as well as applicable regulations and assessment benchmarks.

a. The purpose of the DHA IPN Program is to gather market intelligence for future DHA requirements that anticipate a need for an innovative or leading edge type solution. As an overview, DHA’s industry base will be asked to provide a written submittal on topics where the DHA is seeking market intelligence and innovative ideas to help develop Agency requirements. The DHA will analyze the submittals to identify industry capabilities and potential solutions. Vendors providing submissions to the DHA may be invited to face-to-face communications with the DHA staff. The panel will analyze the presentations, ask questions, and have open discussions with vendors regarding the material presented. The market intelligence gained as a result of the DHA IPN process is intended to improve the DHA’s requirements, increase the potential for innovative solutions, and expand acquisition resources.

b. The DHA IPN Program team will execute the procedures defined below in the DHA IPN Process Map Figure.

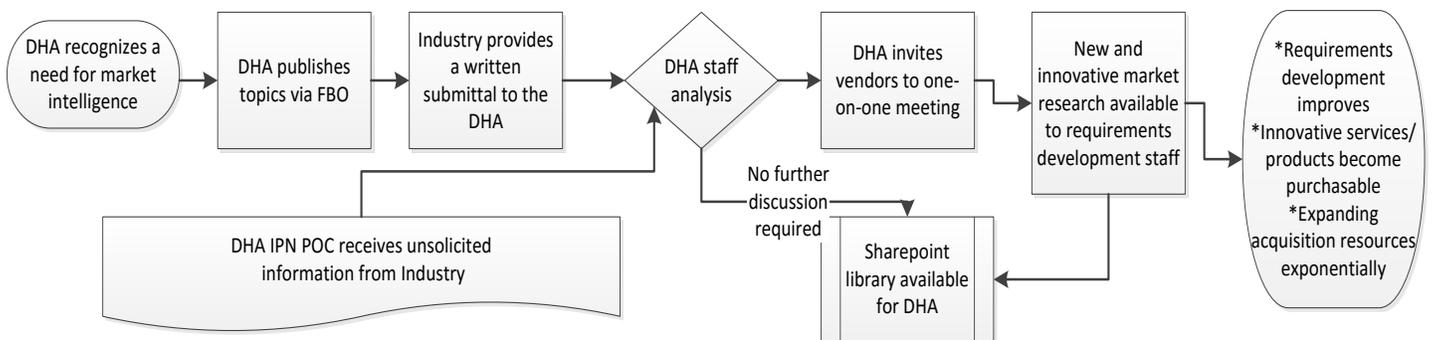


Figure. The DHA IPN Process Map

2. DEVELOPMENT

a. The DHA Joint Structure Directors and staff will provide future acquisition needs based on mission requirements and acquisition forecasts. The DHA IPN Program Manager will be available to discuss future needs with DHA staff and determine if a DHA IPN cycle will benefit the Agency.

b. A special notice will be developed by the DHA IPM Program Manager in consultation with the DHA SME, CO, and the Office of General Counsel.

(1) The special notice announcement will be used for the purposes of an RFI. The special notice will solicit information from industry partners that perform services or produce solutions that address defined DHA needs.

(2) The special notice announcement will contain a synopsis, product or service descriptions, specific information on how the industry can respond and engage with the DHA, an appropriate disclaimer, and a confidentiality statement.

3. COMMUNICATION

a. A special notice will be published to industry as described in external communication strategies.

b. Industry partners may be invited to a one-on-one meeting with the government to further discuss capabilities and potential solutions for future requirements.

c. External communication. Communication typically directed to DHA's industry base or any company with a potential solution to the service(s) and product(s) described.

(1) The General Services Administration (GSA) Federal Business Opportunity (FBO) Website: <https://www.fbo.gov/> will be used to publish RFIs.

(2) Social media accounts will be developed for the DHA IPN initiative.

(3) DHA's industry base will be able to make themselves available by registering for the DHA IPN Program at www.health.mil/VIF. The Vendor Information Form is used as a medium for the industry to contact and submit unsolicited company information to DHA. This information could result in a meeting with the government.

(4) DHA will publish up-to-date program information within the DHA IPN community on GSA's Interact Website: <https://interact.gsa.gov>. Communication on GSA Interact Website will compliment other published notices.

(5) The DHA IPN e-mail address (dha.ncr.acquisition.mbx.dha-ipn@mail.mil) will be published for industry participants on relevant electronic and written correspondence. Industry submittals will be sent to the IPN e-mail address.

d. Internal communication. Communication within the government.

(1) Provide information about meetings, program summaries, and industry information on the DHA IPN SharePoint site:
<https://info.health.mil/sites/DOP/SAPM/IPN/SitePages/Home.aspx>

(2) The above SharePoint site—with a topically organized market research library—will be available at all times for DHA staff. A link to the library will be posted on the DHA Ordering

Portal, Step 3, Market Research, other resources column. The following information will be maintained on the DHA IPN SharePoint site:

- (a) Special notice;
- (b) Industry POC information;
- (c) Formal industry submittal to the special notice;
- (d) Industry presentation(s) briefed at the one-on-one meeting;
- (e) Summary of one-on-one meeting between the government and industry; and
- (f) DHA IPN performance metrics summary.

(3) Socialize materials via e-mail to DHA Contracting Officer's Representatives and other applicable DHA staff.

(4) The DHA will publish up-to-date program information within the DHA IPN community on GSA's Interact Website: <https://interact.gsa.gov>. Communication on the GSA Interact Website will complement other published notices.

4. RESULTS

a. The DHA IPN process will produce market intelligence available on the DHA SharePoint site to DHA staff for use in future acquisition requirements development.

b. Evaluate and publish performance metrics as described in the Performance Metrics Table (see Enclosure 2, page 5).

GLOSSARY

PART 1. ABBREVIATIONS AND ACRONYMS

CAE	Component Acquisition Executive
CO	Contracting Officer
DHA	Defense Health Agency
DHA-AI	Defense Health Agency-Administrative Instruction
FBO	Federal Business Opportunity
GSA	General Services Administration
IPN	Industry Partnership Network
POC	point of contact
RFI	Request for Information
SME	subject matter expert

PART II. DEFINITIONS

Unless otherwise noted, these terms and their definitions are for the purposes of this DHA-AI.

CO. An assigned individual who can bind the Federal Government of the United States to a contract. This is limited to the scope of authority delegated to the CO by the head of the Agency. This individual enters, administers, terminates contracts, and makes related determinations and findings. They are also appointed by Standard Form 1402, Certificate of Appointment.

DHA IPN Program team. A multidisciplinary team coordinated by a Program Manager and comprised of CAE assigned staff to execute the program and conduct performance monitoring. The DHA IPN Program team will also include ad hoc members from DHA Joint Structure Directorates as cycles are performed in their areas of responsibility or areas of expertise.

industry base. Companies that provide contracted services or supplies to the government. It is also referred to as the defense industrial and technological base.

IPN cycle(s). One entire IPN iteration beginning with the identification of a requirement by the CAE and ending with all collected market intelligence being filed on the IPN SharePoint site for use by DHA staff.

RFI. A written request and process. The collected written information to identify potential sources, capabilities of suppliers, pricing and delivery information, and market conditions/information. An RFI is used to compile information to help determine next steps. The information provided in an RFI is subject to change and is not binding.

special notice. Transmitted information regarding procurement matters such as business fairs; long-range procurement estimates; pre-bid or preproposal conferences; meetings; the availability of draft solicitations; or draft specifications for review.