

Human/Social Sciences/Cultural & Behavioral (HCCB) Dynamics, Selling to the US Federal Government

GETTING STARTED:

All businesses should follow the instructions in the North Carolina Military Business Center's "**Checklist: Steps to Getting Ready To Sell To The Federal Government,**" which is located on the links page of the NCMBC main website at www.ncmbc.us.

This checklist will take you through the steps you need to register your business for federal opportunities.

Use the checklist to:

- Get a number from the Data Universal Numbering System (DUNS)
- Identify your North American Industry Classification Codes (NAICS)
- Determine if you qualify as a small business
- Register your firm with System for Award Management (SAM)
- Register at www.MatchForce.org

Firms should register at the Federal Business Opportunities website (www.fbo.gov) and should establish search agents to ensure visibility of current opportunities.

FedBizOpps (<http://www.fedbizopps.gov/>) has been designated as the single source for Federal Government procurement opportunities that exceed \$25,000. Government buyers are able to publicize their business opportunities by posting information to FedBizOpps via the Internet. Through this one portal commercial vendors seeking federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire federal contracting community.

Familiarize Business with Federal, and DOD and procurement procedures

There has been a lot of discussion about the Federal procurement process becoming more like the commercial procurement model. However, there are many laws and regulations governing the federal process that do not apply to the commercial model. These laws and regulations are necessary to protect public funds, to implement Federal socio-economic programs, and to maintain the industrial base needed for Federal procurement. Review Defense Procurement and Acquisition Policy (<http://www.acq.osd.mil/dpap>).

The Federal procurement process is very complex. The following steps are intended to give you a very generalized overview of the process. You can find out more about the actual process by reviewing the Federal Acquisition Regulations

(FAR) (<http://www.arnet.gov/far>), and the Defense Federal Acquisition Regulation Supplement (DFARS) (<http://www.acq.osd.mil/dp/dars>).

Federal Acquisition Regulation (FAR) Part 35—Research and Development Contracting (<http://farsite.hill.af.mil>)

Target your Medical Technology Product or Service

To be a successful government contractor, you need to treat the Government like a customer. As a business owner, you should think through the same issues that you would if you were planning to sell to a private company or to an individual client.

Here are some basic questions that you must be able to answer:

- Do you have a medical technology product or service that few other companies sell?

Know the Federal Supply Classification (FSC) Code and North American Industry Classification System (NAICS) Code for your product or service. Many government product/service listings and future procurements are identified by FSC (<http://www.outreachsystems.com/resources/tables/pscs/>) or NAICS Code (<http://www.census.gov/naics>).

- Do you know what federal agency/agencies need your product or service?

Determining the segment of the Government that is right for you is essential. When you are target marketing to the Federal Government, keep these important issues in mind:

- Assess your competitive edge.
- Familiarize yourself with the agency's mission.
- Know what the agency you are targeting purchases.
- Know how the agency contracts.
- Focus on opportunities in the medical technology industry
- Attend Federal technology conferences, seminars and medical events.
Network.

Investigate Business Opportunities:

Federal Supply Schedule (FSS) contracts

Many supplies and services are purchased utilizing FSS contracts and the SmartPay Government Purchase Card (GPC). Contact the General Services

Administration (GSA) for information on how to obtain a FSS contract (<http://www.fss.gsa.gov/>).

Small Business Programs

There are several small business programs that may be of interest to you, including the Mentor-Protégé, Small Business Innovation Research, Women-Owned Small Business, Veteran Owned Small Business, Indian Incentive Program, and the Historically Black Colleges and Universities/Minority Institutions Program.

Subcontracting opportunities

Regardless of your medical technology product, it is important not to neglect the very large secondary subcontracting market.

SUB-Net (<http://web.sba.gov/subnet/>) is the SBA's Subcontracting Network. Prime contractors use SUB-Net to post subcontracting opportunities. These opportunities may or may not be reserved for small business, and they may include either solicitations or other notices -- for example, notices of sources sought for teaming partners and subcontractors on future contracts. Small businesses can review this web site to identify opportunities in their areas of expertise. While the web site is designed primarily as a place for large businesses to post solicitations and notices, federal agencies, state and local governments, non-profit organizations, colleges and universities, and even foreign governments also use it for the same opportunities.

The Federal Government and Department of Defense (DoD), through its agencies and Department of the Army, Air Force and Navy, conducts Human/Social Sciences/Cultural & Behavioral Dynamics (HCCB) programs in:

- medical research
- medical materiel development
- medical logistics and facility planning
- medical information systems, and
- development of new technologies to improve military health care on the battlefield.

The DoD is engaged in a broad spectrum of activity, from basic research in the laboratory, to innovative product acquisition, to the fielding and life cycle management of medical equipment and supplies for deploying units.

Medical Technology firms have opportunities to work with the government as both prime and subcontractors as well as in vendor teaming opportunities for various agencies, including the Department of the Air Force (AF Office of Scientific Research), Department of Army (US Army Medical Command-Fort Detrick, US Army Medical Research Acquisition Activity—Telemedicine & Advanced Technology Research Center and Army Research Office), Department of Navy (Office of Naval Research), Department of Veteran Affairs and others.

North American Industry Classification System (NAICS) Codes for HCCB include, but are not limited to:

339112: Surgical and Medical Instrument Manufacturing
339113: Surgical Appliance and Supplies Manufacturing
(541): Professional, Scientific, and Technical Services
541711: Research and Development in Biotechnology
541712: Research and Development in Physical, Engineering, and Life Sciences
541720: Research and Development in Social Sciences and Humanities
541990: All Other Professional, Scientific, and Technical Services

Perform the necessary research and market your firm.

After you have identified your customers, researched their requirements, and familiarized yourself with the federal and DoD procurement regulations and strategies, it is time to market your product or service. Present your company's capabilities to the Small Business Specialists at the activities that buy your products or services. The Small Business Specialist will provide you additional points of contact for marketing to the customer and pertinent information regarding long-range acquisition forecasts.