

Request for Information (RFI) Response –
Enterprise Cybersecurity Awareness and Training Program Support (ECATPS)
Centers for Medicare & Medicaid Services

7500 Security Blvd. , Mailstop B3-30-03 Baltimore, MD 21244

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Submitted to:

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Founded in 2012 / 10 years of experience as a Service Disabled Veteran Owned Small Business • CVE
Certified Service Disabled Veteran Owned Small Business (SDVOSB) • Virginia Certified Small Veteran
Owned and SWaM Business • Cage Code: 7LPG7 | DUNS Number: 080176755

Statement of Interest: BrennSys Technology LLC

BrennSys is a customer-oriented, mission-focused contractor firm that provides commercial entities and government agencies flexibility and availability of expertise without the expense and commitment of sustaining in-house staff. Our firm focuses on public-sector staffing specializing in temporary and permanent placement of positions for federal agencies. BrennSys provides project-specific and purpose-built assignments, in addition to long-term and outsourced arrangements. We offer recruiting, security screening, on-boarding, on- and off-site personnel management, benefits and other back-office services so agencies may focus on the mission — with the assurance that its personnel are first-class.

BrennSys is interested in participating in this procurement as a prime contractor; we are expert at providing solutions and talent to federal agencies, and are supported by a number of potential subcontract teammates, if the requirements change.

Corporate Capabilities

With more than a decade of experience supporting federal agencies in project management, BrennSys brings expertise to provide training materials development, a “train-the-trainer” approach to scaling up knowledge transfer, and consulting expertise to address emerging challenges and operation requirements within an organization development framework. BrennSys provides training content development services and delivery, and our staff of subject matter experts (SMEs) support development, delivery, and the life cycle of a comprehensive information security and other training programs. For the Veterans Administration, for example, we have developed and implemented curriculum using the cognitive apprenticeship learning model as well as the ADDIE model. The Addie model is an instructional design methodology used to help organize and streamline the production of your course content. Developed in the 1970s, ADDIE is still the most commonly used model for instructional design because it is simple and effective. The cognitive apprenticeship learning model focuses on instruction that works to make thinking visible. It is a model of instruction that incorporates elements of formal schooling into traditional apprenticeship. Cognitive apprenticeship improves the development of cognitive skills for complex professional practices.

In addition, BrennSys leverages our technological acumen in recommending, employing, and managing unified open source learning management solutions, such as Moodle, Blackboard Learn, and Schoology. We also support enterprise-level platforms such as Adobe Captivate Prime, Docebo, TalentLMS, iSpring Learn, and eFront.

Subject Matter Expert Consulting

BrennSys has on our team the subject matter experts (SMEs) to evaluate CMS’ current training program and emerging draft materials to provide the government with insight into the scope of the programs, materials, infrastructure, desired organizational and individual learning outcomes and supporting training goals and objectives. One deliverable we would provide is a summary of the review to inform a strategy for aligning work efforts underway, future developmental work, existing curriculum and supporting materials, and learning strategies for a cohesive approach across all the various programs.

We bring the capacity to specify, configure and manage Learning Management Systems. BrennSys has worked with various state and Federal agencies to enable them to harness the power of emerging information technologies. Our system integration experts and enterprise architects help agencies to overcome complex systems integration challenges, both within the organization’s own walls, and with its external partners, suppliers, and end user served communities. BrennSys systems integration specialists can help the Government manage the complexity inherent with technology and solve business challenges

through the integration of technology — as discrete advisory services or with a comprehensive solution package. Our systems integration offerings include: design; functional and test design and quality assurance; program integration and management; solution integration; and, systems development.

Training and Awareness Development Support

BrennSys offers organizations our expertise in developing effective training for staff and the served community. As an instructional design consultants, we offer a variety of services to help clients create more effective learning experiences. We work with the agency to design course or training programs from scratch, or review and revise existing learning materials. We can also provide guidance on how to select and use instructional technology effectively, and provide professional development training on instructional design principles and practices.

BrennSys SMEs use deep knowledge of adult learning theory to design educational interventions that are engaging for participants and effective in conveying meaningful material. We also use our project management capabilities to keep program planning and implementation on track. We have experience leveraging Learning Management Systems as part of a comprehensive organizational change management approach to enriching staff capabilities.

In-house, BrennSys has further augmented our own CaTS (see below) with a ***Learning Management System*** (LMS) that enables us to track skills, provide a schedule for certification and re-certification of staff, and lay out promotion/progress roadmaps with individual customized plans. BrennSys uses our corporate LMS for delivering online training and learning content to employees placed at agencies. This LMS helps onboard new hires, to get them the knowledge and skills required to perform in their roles at federal agencies, and, ultimately, advance faster in their careers. This is another BrennSys win-win advantage that sets us apart from run-of-the-mill government contractors.

We provide cyber training support: BrennSys supplies organizations with our expertise in security awareness training — our courses offer a proven educational approach for reducing risky employee IT behaviors that can lead to security compromises. Through the efficient delivery of relevant information and knowledge verification on subjects including information security, social engineering, malware, and agency-specific compliance topics, security awareness training increases an agency's resilience to cyber attacks.

BrennSys cyber experts devise and deliver course that ensure staff learn to avoid phishing and other types of social engineering cyberattacks, spot potential malware behaviors, report possible security threats, follow government-mandated IT policies and best practices, and adhere to applicable data privacy and compliance regulations (HIPAA, FCRA, FERPA, GLBA, ECPA, COPPA, and VPPA). As cyber security threats continue to evolve, security awareness training helps the Government decrease help desk costs, protect valuable data, and secure overall technology investments. Training on an ongoing and continuous basis ensures employees are kept up to date on the latest methods of attack, so they stay informed and you stay out of any headlines. BrennSys is constantly developing, adapting and adding new training content at least monthly and often more frequently.

Program Management

BrennSys continually improves our internal control systems to manage contracts very similar to this potential effort. We provide an audit trail for every task and expenditure, mapped to a contract's line items and deliverables. BrennSys understands that the tasks under this potential effort are extensive and require a streamlined and efficient approach to manage personnel and deliverables. Our methodology to meet

requirements and exceed acceptable quality levels whenever possible is based on the Project Management Body of Knowledge (PMBOK®), and refers to the five process steps of project management: initiating, planning, executing, controlling, and closing. It contains many processes and techniques of project management by which to evaluate or complete the way we run projects for our government clients.

The BrennSys personnel management approach ensures best value is delivered to the Government. BrennSys charges our PM as the single-point-of-contact on the front line of customer interaction. We recognize this as a high profile/impact project that requires support during business hours each working day. Our trained, certified and experienced PM will oversee this effort, and the staff undertaking the various services.

All deliverables are subject to three levels of quality control, based on the processes we will customize in our Quality Control Plan (QCP). We are adept at managing personnel so that end-user and stakeholder interaction with vital systems continue to operate smoothly, whatever the circumstance. To effectively manage and coordinate performance of efforts across the government, we emphasize a top down approach, starting with our PM, who is responsible for ensuring all activities related to managing, coordinating, and executing performance efforts under this contract flow down to the team members assigned for day-to-day execution.

From a personnel management perspective, our PM will coordinate contractual requirements through our Contracts Team using a variety of automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Program Management Office (vPMO) contracts management site. We use automated accounting systems such as Deltek Costpoint to verify, approve, and process invoices, while vPMO and Teams serve as knowledge management, communication, and collaboration tools. Within each tool is embedded workflows and processes with checks/balances that enable progress tracking and quality measures. BrennSys brings additional value to the government because our technical and status reports are factually accurate and complete, reflecting the BrennSys commitment to “white glove” quality, while we adhere to deadlines.

BrennSys has held fixed-price and cost-reimbursement contracts. We recommend a fixed price contract for this procurement as it guarantees the Government the best value, as this model allows the agency predictability about the services provided. We also recommend the government consider a Quality Assurance Surveillance Plan that tracks effectiveness of the personnel the contractor provides to the agency.

Staffing Capabilities

BrennSys has extensive experience, since 2010, providing recruitment, hiring, and administration of personnel to federal and other clients. For example, to the US Department of Veterans Affairs, the staff we provide are currently working on a contract that runs from September, 2018 until September of 2028. These staff are developing materials to promote public and private awareness of the VA’s mission, goals, initiatives and objectives. Other staff we place are working with the National Center for PTSD providing services that include all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, 508 compliance, etc.).

Another example of our experience is how BrennSys provides outsourced personnel to the Virginia Department of Health. Starting in 2019, we worked with the Office of Emergency Medical Services by providing personnel to assist in the development go tools for sharing resources and information to help

first responders deal with the mental health impacts that occur as a result of their experiences on their very stressful jobs. BrennSys outsourced personnel ensured that social media platforms were being appropriately utilized and reached the right audiences when they needed to be there.

CaTS is BrennSys's specialized ***Candidate Applicant Tracking System***, a software tool that is used to handle the recruitment process. It tracks, sorts, handles hundreds or thousands of resumes of the job seekers and applicants. It is an intelligent system to save information, screen resumes to sort according to the skills and requirements of the recruitment team. BrennSys leverages CaTS because job seekers love the online portal approach. It is easy for them to apply online filling the forms with relevant applications that will go to the database of the organization for further screening by the CaTS systems. Faster screening makes the recruitment process quick. So, a job seeker knows he/she is hired or not, very quickly and thus looks forward to joining or searching jobs further quickly. This reduces the frustration among the job seekers and saves them from losing another opportunity. BrennSys uses CaTS to reduce the chance of overlooking or deleting a resume accidentally. So, all the resumes comes forefront for screening through different search mechanisms inside CaTS. And, of course, security of data is higher, as CaTS is cloud based.

The benefits to the Government are myriad — and BrennSys is happy to pass on the savings. Ease of use for both applicants and the employer means the hassle of sending paper applications has been eliminated. Also, it is easy for our recruitment team to get all those applications from great candidates from all over the world through just a few clicks. We also organize applicant data, as CaTS helps save and sort applicant data effectively, for future use. It also can keep track of the relevant data of the applicants regularly during the recruitment process, and later, via email updates. BrennSys uses CaTS to manage the complete recruitment lifecycle from start to end, from finding a resume, screening best possible candidate, schedule an interview and on boarding.