**Technical Response to the Request for Quotes (RFP)**

Sol. No 36C26122Q0437  
Critical Incident Team - Public Health National Program Office (PHNPO)

**Due**: July 8, 2022 at 11:00 am Pacific

**Submitted to**:   
Department of Veterans Affairs   
VA Sierra Pacific Network (VISN 21)   
VA Northern California HealthCare System   
5342 Dudley Blvd, Bldg 209, McClellan CA 95652-2609   
Atten: Rico Johnson | rico.johnson@va.gov



**Submitted by:  
BrennSys Technology LLC**44679 Endicott Dr., Ste 317  
Ashburn, VA 20147  
[www.brennsys.com](http://www.brennsys.com) | Point of Contact: Larry Aldrich, President  
tel: 571-370-6760 | email: laldrich@brennsys.com

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

**Contents**

1.1 - Corporate Expertise 3

Exhibit: Summary of BrennSys Corporate Experience 5

1.2 - Project Management 7

Exhibit: BrennSys provides automated reports of progress towards goals 8

1.2.2 - Technical Approach to Tasks 8

1.3 - Troubleshooting 14

Exhibit: BrennSys workflow for issue management 15

Exhibit: BrennSys issue escalation parameters 16

1.4 - Quality Control Plan 16

Exhibit: Suggested Performance Standards 18

Methodology: Data Integrity 20

Methodology: Automate to Decrease Risk 21

Exhibit: Quality Assurance Monitoring Form 22

1.5 - Reporting 23

Staffing Plan 24

Exhibit: Staffing Matrix 25

Meeting Security Requirements 28

# 1.1 - Corporate Expertise

BrennSys Technologies LLC (BrennSys) has a level of expertise in this field. BrennSys has the personnel and experience to develop plans, programs, and procedures to conduct outreach to specific communities, with the goal of serving as liaison and coordinator to increase an organization’s messaging to the targeted group. We specialize in outreach marketing — a strategy that involves reaching out to special interest group members, potential customers, influencers, and the served community with the goal of developing a strong relationship with the target audience. To do this, we search for these influencers, study them, and send outreach messages.

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 talent to federal agencies, and are supported by a number of potential subcontract teammates.

One specialty is “data driven communication,” where we provide a strategy aimed at achieving diverse goals such as: Driving mission awareness; Promoting services; Stakeholder communication; Search Engine Optimization (SEO) outreach for backlinks (e.g. to bloggers); Data gathering (through studies and surveys); and, Brand partnerships and collaborations. In many cases, outreach marketing from BrennSys can involve reaching out to people and individuals to help with collaboration and the “network” effect of spreading a campaign strategically — thus avoiding looking like spam.BrennSys is well suited to:

* + Serve as a liaison between target underrepresented minority groups, increasing brand awareness regarding Air and Space Force careers in STEM-related job series.
  + Increase access to the Air and Space Force via direct communication, presence, mentorship programs, and additional activities as determined to be appropriate.
  + Boost underrepresented minority groups’ interest in pursuing STEM careers with the Air and Space Force, and thus increase the pool of underrepresented minority and women applicants for available jobs in the Air Force and Space Force, targeting STEM, and
  + Help provide access on demand to applicants for internships and full time jobs regarding STEM career fields.

BrennSys is successful in recruiting and retaining high-demand skill sets. In coordination with our Government clients, we work to retain qualified incumbent employees during contract transition. As proven on BrennSys’s multiple prime contracts, our management approach and deep Test and Evaluation (T&E) and Agile reach-back enables BrennSys to maintain consistent program staffing levels. We harness our human resources capabilities to maintain cleared, certified personnel.

BrennSys’s Knowledge Management System provides us with the technical capacity to manage multiple simultaneous efforts. We offer our customers complete contract transparency focused on cost, quality, and schedule. For this effort, we will leverage our remote operations capabilities, experience as a SAAS/PAAS provider, and significant help desk support experience.

BrennSys’s technical, management, and staffing approaches create stability, reduce costs and enhance Government performance, which reinforces a responsive and price competitive team — delivering best value in a fiscally challenged environment.

BrennSys offers VA and its end user customers recently deployed, highly experienced professional personnel combined with Agile, T&E, logistical and O&M expertise. We look forward to this opportunity and our continued support to the government with professionally staffed and cost-effective, efficient services using leading-edge technology and best business practices.

This means BrennSys can provide exceptional technological expertise. After the contract award and throughout the contract life, BrennSys will offer the Government new and/or enhanced technologically advanced products/services or system upgrades throughout the period of performance of the contract.

Here we identify previous contracts which are relevant to the scope of the PWS. Our past performances are all within the past 5 years, and are relevant in that they are of similar size and scope.

## *Exhibit*: Summary of BrennSys Corporate Experience

| **Customer** | **Project** | **Contract Info** | **Services Overview** |
| --- | --- | --- | --- |
| **VA Department of Health** | Office of Emergency Medical Services Outreach | 2018-2019; Prime | Social media outreach, targeted marketing campaigns |
| **Department of Veterans Affairs** | Media Development and Management | 2018-2028; Prime | Promote public and private awareness of the VA’s mission, goals, initiatives and objectives, Message communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements |
| **Department of Veterans Affairs** | Veterans Experience Office (VEO) Support Services | 2021-2026; Prime | Customer experience (CX): real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers. |
| **Strategic Acquisition Center - Frederick  Department of Veterans Affairs** | AboutFace Outreach Program | #VA119A-17-D-0157 36C10X20N0151; 2020-2025; Sub | All aspects of new media development: video and multimedia from pre-production, production and post-production. Content development for website, enhancing design and information architecture, performing functional maintenance, ensuring 508 compliance, and produce other media and/or educational materials for the National Center for PTSD. |

**VA Department of Health – Office of Emergency Medical Services Outreach**. In the spring of 2019, we worked with the Virginia Department of Health Office of Emergency Medical Services, which needed a marketing firm to assist in 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.  As part of the project, we ensured that social media platforms were being appropriately utilized and reached the right audiences when they needed to be there.  We also compiled a list of all the fire, EMS, law enforcement and dispatch locations, and ensured that they receive a targeted print campaign.  The project required biweekly reports, and was completed in 2019.

**Department of Veterans Affairs – Media Development and Management**. We are currently working with the Department of Veterans Affairs on a contract that runs from September, 2018 until September of 2028.  Our services include developing materials to promote public and private awareness of the VA’s mission, goals, initiatives and objectives.  We work to develop and disseminate marketing materials and services which will increase public understanding of the complex and technical aspects of the VA.  Some of our services are determining the advertising objective, specifically defining and creating materials with the specific message we are working to communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements.

**Department of Veterans Affairs - Veterans Experience Office (VEO) Support Services**. We provide the VA VEO with Graphic Design Services. The Veterans Experience Office (VEO) is VA’s lead organization for customer experience (CX) at VA and reports directly to the Secretary. VEO supports VA in the Department’s modernization efforts to become a premier CX organization by bringing industry best practices to VA service design and delivery. VEO accomplishes this through four core CX capabilities: real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers.

**Strategic Acquisition Center - Frederick  Department of Veterans Affairs - AboutFace Outreach Program**. In the private sector, we recently contracted with AboutFace Web Design to provide services from October of 2020 until October of 2005, including media production, website maintenance, social media clips, website and YouTube channel maintenance, production of videos of veteran interviews, topic pages, user guides and education, CMS migration and site redesign.

AboutFace is a documentary website that features multimedia stories of Veterans who have experienced post-traumatic stress disorder (PTSD), their family members, and VA clinicians. By watching the videos on AboutFace, viewers can learn about PTSD, explore treatment options, and get advice from others who have lived with the disorder. AboutFace is produced by the VA’s National Center for Post-traumatic Stress Disorder (NCPTSD), the world’s leading center for PTSD research and education. BrennSys works with NCPTSD to further develop AboutFaces’ mission while maintaining and advancing the role it plays in reducing stigma and informing Veterans and their loved ones how PTSD treatment can turn lives around.

This contract includes 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.). We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks. 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.).

We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks.

# 1.2 - Project Management

BrennSys uses the Project Management Body of Knowledge (PMBOK) based processes and methods to ensure delivery of high quality work within schedule and budget. BrennSys use a PMBOK-based approach, with a dedicated Project Management Office (PMO). This support consists of overseeing all aspects of the VA project while ensuring agreement on all key areas of delivery by the client and executed according to the client’s standards. This includes consistent management and tracking of project activities and schedules, gathering business and functional requirements, developing project implementation timelines, monitoring software configuration, defining and implementing User Acceptance Testing (UAT) plans, performing regular status reports with the client, and working with the client to define success and risk criteria for the project. The PMO must also track project financials and contract expenses.

Project oversight will be ensured with an updated Project Management Plan (PMP). BrennSys’s approach to Help Desk, System Support and other tasks will be coordinated, built upon key phases: Setting a Baseline for SLAs, Quality Control, and Continuous Improvement. These activities correspond to the quality management processes outlined by the Project Management Body of Knowledge (PMBOK). BrennSys views System Support as a holistic endeavor, and our System Support Framework defines the processes and activities that our team members are responsible for. Task oversight is ensured with an updated Project Management Plan (PMP). Within the PMP, the Work Breakdown Structure will track the activities our team undertakes. Using Microsoft Project, our task lead will ensure tracking of resources and schedules, keep lines of communication open with ad hoc and schedule communications (meetings, telephone and email communiqué, and status reporting). BrennSys will provide project management support services to ensure timely undertaking of the work assigned.

BrennSys's assigned Project Manager will meet with the COR (or delegate) and provide soft and hard (upon request) status reports. The COR will have final determination in assigning priorities. BrennSys will provide status reports that include updated Microsoft Project plans. The Project Manager and the COR (or delegate) will review progress, identify any required corrective actions, and evaluate priorities.

The BrennSys Project Manager or delegate will facilitate proactive communication to keep VA informed of any and all PHPNO related issues, especially ones that limit operational status of either system. The PM will help develop, prepare, and maintain all decision documents (including project plans, monthly status reports and key milestone documents) and maintain updated design and specification documents, working with our technical writer. The systems administrators will work with the PM to develop and maintain configuration management for the duration of the project. Manage all activities associated with the project as well as manage monthly project status meeting or design meetings.

The BrennSys online project management portal automatically compares planned resources with our actual resources and displays the results in a Gantt chart. This helps stay on track when we are executing the project.

## Exhibit: BrennSys provides automated reports of progress towards goals

BrennSys uses a workload chart to make sure the team isn’t over extended. The BrennSys project manager can balance staff work to keep them more productive, working towards the VA’s goals. Our PMP will match who is responsible for tasks to the WBS and to deliverables and a schedule.

# 1.2.2 - Technical Approach to Tasks

For Task 1, 5.1.1 BrennSys will manage and evaluate procedures, and provide technical assistance to public health epidemiologists, BrennSys will ensure our SMEs cover the areas of investigation, such as chronic diseases, environmental health, infectious diseases, injury prevention and control. Particular attention will be required to both electronic and paper chart review and conducting staff interviews. Our expertise may involve: Traveling to sites to research, observe and study the outbreak and spread of infectious diseases; Interacting with people to collect disease-related data through field research, observation, questionnaires and studies; Performing laboratory-quality tests to analyze data. Deliverables include: Monthly and Interim Project Progress Reports, and a Final Project Progress Report.

For 5.2 Task 2, BrennSys personnel will 5.2.1 Direct and manage multi-disciplinary teams in the development of plans, goals, objectives, policies, and procedures for completion of an investigation. The purpose of the epidemiologic investigation is to identify a problem, collect data, formulate and test hypotheses. It involves the collection and analysis of more facts or data to determine the cause of illness and to implement control measures to prevent additional illness. BrennSys personnel will 5.2.2 Review project proposals and plans to determine time requirements and allotment of available resources to various phases of the project. Our PM and SMEs will 5.2.3. establish work plan and staffing for each phase of the project, confer with project staff to outline work plan and to assign duties, responsibilities, and scope of authority. The deliverables for this task include: Monthly Progress Reports, a Staffing Plan, and a Project Plan.

BrennSys will take a holistic approach to 5.3 Task 3, and 5.3.1 Develop a communication plan, including writing and editing planning documents, correspondence, briefing materials, speeches, talking points, introductory remarks, and other communications on behalf of VA. We apply Industry Methodologies – and our current business methodologies showcase the VA technical capabilities. Promote Content. Creating great content is not a guarantee that the right people will see it. And yet content creation and distribution play a huge role in helping drive the VA marketing and business goals. That’s why the VA must leverage strategies like outreach marketing to promote every piece of content the VA create. How do we promote our customers’ content using outreach marketing? One of the best (and an industry best practice) ways of incorporating outreach marketing into the VA content strategy is to promote new content to the VA audience. Show them the VA value them by asking for their opinion. the VA can also ask them to help the VA spread the word by sharing the VA content with their network. We do our best to strengthen relationships to turn them into brand advocates. Build Relationships/Collaborations. Another outreach marketing strategy the VA can use is to build relationships or collaborations. Establishing strategic marketing and product collaborations with other brands in the VA circle (but not competitors) is a great marketing strategy. It can help the VA reach a bigger audience that’s likely to be interested in the VA product. It’s also cost-effective as the VA can use the VA audience, not the VA outreach budget, as cross-promotional leverage.

To support the organization, we will 5.3.2 draft, as requested, messages from the the VA to members of the community, congress, VA leadership. We will coordinate with central office communication directorate staff to ensure wide-spread recognition of important events, press releases. We ensure the client has a solid online presence with a web page. to be recognized when the VA contact an influential blog is one of the biggest leverages that the VA can have in the marketing world. The more they know the VA, the more probable it is that they’re going to provide a response to the VA query. But the question is, how do the VA create that presence? Social media is just the tip of the iceberg here. Today, Facebook, Twitter, LinkedIn, Instagram and alike are all oversaturated with content made by influencers. The trick is to find the channel that can make the VA page stand out. For example, Twitter is the place where we get the most engagement for our blog and where we can leverage more outreach opportunities.Find New Candidates. Outreach marketing is an excellent way of acquiring new customers without having to dig deep into the VA pockets to pay for ads or running other types of marketing campaigns like public relations (PR). Distribute the outreach campaign. We create personalized messages tailored to the VA prospects and the platform being used to reach out to them. We will 5.3.3. prepare, compile, and design comprehensive reports and presentations to professionally communicate outcomes and recommendations resulting from analytical studies, impact analysis. We reach out to potential partners, over Zoom/Teams or other video conference platforms, or by in-person meetings. Once we determine potential partners, we design an outreach marketing campaign to pitch the message, including the PowerPoint, QuickTime and other Digital Video and Media to get the message across. We make sure to craft the messaging in such a way that highlights goals and benefits to the targeted audience. Whether it is candidate searches or outreach collaboration, our strategic marketing is the way to achieve it. Deliverables include: Weekly status reports on assigned communications; Drafts of required communications materials; and, Comprehensive outcome reports and presentations.

BrennSys will provide consulting as part of 5.4 Task 4, including 5.4.1 providing authoritative advice and consultation for difficult, complex, or unique tests utilizing special knowledge (e.g. PCR, Specialized tests or microbiology automation).   Utilize specialized Clinical Microbiology laboratory knowledge (hospital, clinic or reference lab) to process patient specimens. We will 5.4.2 provide authoritative advice to staff microbiologists and troubleshooting ability for more markedly difficult, unique, and/or emerging tests utilizing specialized knowledge. To accomplish this, BrennSys SMEs will 5.4.3 perform validations of new methods to determine accuracy, precision, sensitivity, specificity, normal ranges and interfering substances in area of responsibility. These personnel will 5.4.4 conduct studies and recommends changes to correct deficiencies and improve the specialty area and recommend new/replacement instrumentation.

As experts in process development, our staff will 5.4.5 design work flow to accomplish objectives in the clinical specialty area. This will be augmented as we 5.4.6 ddvise director and providers on various aspects of the specialized testing, including the appropriateness of specific tests and takes into consideration the clinical context and usefulness of the test information.  Recommend alternate testing to overcome ambiguity in the clinical diagnoses. BrennSys has a comprehensive team of curriculum developers, so we will 5.4.7 identify training needs appropriate for the type and complexity of the laboratory services performed. As part of our support, we will 5.4.8 identify and resolves laboratory issues associated with complex aspects of data or unique or controversial aspects of the testing where no direct precedent exists. This will enable BrennSys personnel to 5.4.9 improve laboratory process control in specialty areas using quality improvement monitors.

For 5.5 Task 5, we will leverage our Agile expertise to speed up the design and build process. At BrennSys, gathering requirement details on an Agile project is primarily done through user stories using user interviewing, user observation, questionnaire and story writing workshop techniques. To get an informative answer from a user we try to keep the question open-ended and context-free. During the requirements gathering, analysis and business design services phase, BrennSys will gather, identify, document, and formalize the high-level requirements as defined in this PWS. BrennSys will coordinate with the CO/COTR and program stakeholders to determine and define requirements for phased or complete releases of functionality. This means we will 5.5.1 develop and implement comprehensive data analysis strategy while we 5.5.2 develop and maintain automated data processing systems. BrennSys will coordinate with VA infrastructure support teams and VA Cloud Governance Board (CGB) to assure infrastructure compatibility, VA high-availability, and scalability. BrennSys will monitor and analyze enterprise data usage metrics; anticipate data growth rate; review needs for functional improvements, and feature enhancements; perform hardware and software capacity planning for infrastructure expansion as a part of O&M support. BrennSys will, in coordination with the team building the Department’s Data Analytics Capability (DAC) as part of VA’s IT Platform and aligned with the roadmap of DAC, provide architecture and system engineering support for the VA. BrennSys will maintain and update government developed software, COTS software configurations, and software systems.

We will implement software configuration management (CM) procedures to provide a uniform approach to supporting the VA systems, and other government developed software packages. We will assign a software configuration manager to educate organization stakeholders on CM “best practices,” develop and maintain CM procedures and work instructions for each product assigned. BrennSys will establish release baselines and works with the development teams of COTS/GOTS products to administer CM repositories. The BrennSys process for maintaining and updating software includes the development and maintenance of artifacts following proper version control procedures using CMMI-L3 compliant CM processes and work instructions. We will work with the appropriate governing body for reviewing and approving change requests under CM procedures and work instructions.

Our data architects will 5.5.3 develop specifications for database, communication systems, security, and data storage. BrennSys Offers Leading Edge SafeAGILE-based Development — How does BrennSys improve results with Safe AGILE? We start with four components. First, by splitting the work: we slice a big chunk of work into several layers of activities, in which each layer is characterized by a tangible result to be obtained. In this case:

We then take on planning and execution of a smaller number of experiments, followed by immediate data processing and interpretation. Next, we increase the number of variables to be investigated, execution of new experiments, merging new and old data, and processing> Our experts then increase the number of data points to be acquired for each variable, execution of new experiments, merging new and old data, and processing. Each layer is addressed in a dedicated, limited period of time (for example, 2–12 weeks), called a sprint.

***Sprint planning***. Meet with supervisors and any other stakeholders in a short meeting (around 30 minutes) with the aim of defining the goal of the sprint (for example, what the VA want to investigate in the first set of experiments) and its duration (four weeks, for instance). Everybody has to agree on these two points, so that expectations are aligned and the whole research team is on the same page. On this occasion, the sprint-review meeting (see step five) can be scheduled.

***Sprint execution***. Our debs get to work! Maximum focus is required on a specific task for a limited amount of time. Our team can do it, keeping momentum.

***Weekly scrum***. Meet with the supervisor for a maximum of 15 minutes, but ideally every week (for example, the same time slot every week and outside of conventional working hours to ensure there are no commitments, such as meetings or teaching activities, to get in the way). This meeting has to be short and efficient — try to have a stand-up meeting with no laptops or papers. Only three questions need to be addressed: what was done the previous week to contribute to the goal? (For example, which experiments were performed?) What will be done next week to contribute to the goal? (For example, what experiments will be performed next?) And, are there any impediments? (For example, is the set-up working properly? Are all the materials needed available?)

***Sprint review, retrospective and planning***. At the end of the sprint, meet all of the stakeholders to discuss results and whether those are in line with expectations (review). Take some time to go into detail and do some analytical brainstorming together. Discuss the difficulties encountered, so that the next sprint is better than the previous one (retrospective). This is the phase for ‘impediment removal’, or problem solving. Honesty and transparency are crucial. Agile is all about adapting to change: plans can change. Go back to step one and restart the planning, addressing the next layer of work in a new sprint.

***Section 508 Compliance*** — BrennSys fully supports the Government’s request for accessible services. BrennSys will ensure that all supplies and services delivered will be aligned with current provisions for accessibility included in Section 508. In circumstances where this is not feasible, equivalent facilitation will be provided. The BrennSys Project Manager will oversee our participation and compliance with technical standards, functional performance criteria and documentation and support as required. By assigning this responsibility to the Project Manager, BrennSys can ensure that appropriate provisions are made within individual contracts. This may include: Contractor training on 508 Standards; Collection of information; Providing guidance to staff as required.

Our team will 5.5.5 develop guidelines and upgrade techniques of new operational procedures for the support of databases. For example, we will monitor system performance and recommend improvements. Modifications and/or configuration changes may be needed to resolve an event that is negatively affecting the integrity of data or use/performance of the system. BrennSys will conduct the analysis, make changes as necessary, and implement the modification. Any interruption of service with a root cause within the PHPNO application that lasts more than 30 minutes during the hours of 7:00 AM to 8:00 PM EST may force VA to enforce the financial penalties of this contract that relate to lack of performance by BrennSys as it relates to the scope of this SOW. We will perform the necessary functions to maintain the historical and current integrity of PHPNO data. These include but are not limited to, packer files and related directory structure, associated database(s), customized source code, and aggregated report data generated by either system and published. BrennSys will provide for emergency, after hours support services in the event that any major or critical system issues or outages occur that requires the system to be back online before the next business day.

BrennSys specials will 5.5.6 evaluates and implement data analysis customer support for epidemiologists. We follow an enterprise-based data modeling services, rolled out after an enterprise data model that will allow analysts and business stakeholders to address the business needs as represented. The Contractor will be responsible for the creation of a Conceptual, Logical and Physical data model that details the key entities and data attributes to implement an initial master data design. Deliverables: Logical Data Models (LDM) Solution Manuals, Report detailing the maintenance of records.

We will 5.5.7.2 prepare reports and correspondence related to the project data analysis. Our reference architecture provides a blueprint for "fractal scope," from an ecosystem architecture to an enterprise or application architecture and is based on establishing the building blocks of SOA: services, components, and flows that collectively support business processes and goals. The metadata underlying each layer and the relationships between layers can further facilitate epidemiologists in bridging the gap between business and IT from solution modeling to solution realization. The other major capability afforded by the solution stack is the increase of reusability when designing and developing solution assets for rapid development, deployment, and management of solutions within industry or across industries.

At BrennSys, we design SQL and other databases thoughtfully — keeping in mind specific parameters —using what we refer to as our “database design best practices.” We consider every viewpoint during planning. Our database architect will choose a database type, and normalize for the data. We aim to make structures transparent and define constraints to maintain data integrity. To aid the government to ensure we “future proof” our work, we document everything. In this case, we also plan for increasing backup time in the build, as the amount of data stored and managed increases over time. Finally, BrennSys is very focused on the need to keep privacy primary in our design considerations.

To implement our “database design best practices,” the BrennSys database architect will structure table structure with the primary purpose of the database management system in mind. We use data modeling software to help structure the fields and data types, based on the outline of requirements. Finally, in documenting the solution, we will define a style guide so the government can continue to make the most of our work, long after the SQL database is deployed. To operationalize this, we will first create the appropriate database tables and then define the names of all the fields to store in that table. SQL database tables let us divide a file into separate parts.

For example, one database table may hold the titles and summaries of all the content for the website, while we may use a second database table may hold the metadata and specialized tags of all the content. Finally, a third database table may hold the names and contact information of content contributors. SQL stores all this related information in a single SQL file that is saved locally on a hard drive. BrennSys will support workflow and auditing, as all content on the PHPNO Website requires annual review. Our solution will serve as a tool in tracking this process, particularly when content is being edited by multiple SMEs. The database will track assigned editors, version control (drafts), readability statistics, deadlines, web promotion workflow, metadata, media type, etc. The BrennSys team will offer guidance on other items that should be included for tracking, to increase the deliverable’s value. We will design the solution with flexibility in mind, to expand as the government’s needs change in the future. BrennSys SMEs will develop, compile, maintain documents for databases, statistical packages and communication systems.

# 1.3 - Troubleshooting

Part of the BrennSys approach is understanding risks to successful execution of this effort — and dealing with the management of issues as they occur. Our day to day procedures are focused on 3 of the 13 ITIL process areas: Incident Management (IM); Problem Management (PM) and Change Management (CM). Finally, the ITIL CM process helps us to respond to business changing environment by making changes with minimal disruption to IT Services. Since the user is the real determinate whether an issue is truly closed or not, the ticket remains in the Resolve state and if it is not re-opened within 5 days, the ticket is then automatically marked 'Closed' by the system's business process module. If Tier-1 cannot resolve the ticket while interacting with the user, the ticket and associated assignment(s) are assigned to the appropriate help desk personnel and Tier level.

We understand troubleshooting may involve attempts to replicate the problem, log analysis, code review, debugging, modify or generate new source code to correct problem, report generation, loading data, etc. BrennSys is to facilitate the collection, receipt, tracking, and ultimately address and report on solution. Trouble tickets submitted will be captured in a database that shows ticket status, which includes comprehensive history of reporting, action taken, and ultimate problem resolution. VA will coordinate any needed contact between BrennSys and users of the system.

BrennSys uses for online portal as part of our technical approach for troubleshooting and resolving problems reported by users. Users log tickets into our system, which are then routed to the best qualified technical person to help resolve. These tickets represent any issues that users may encounter that they cannot address, themselves.

An issue typically means deviance in the functionality of an end product developed by the project team, from the specified requirements. Since the utmost responsibility of this project will revolve around ensuring that it works the way it should when this fails to confirm, it becomes an Issue or Defect, that needs to be fixed. BrennSys tracks issues in our online issue management tool, part of our online project management portal. The QA process for Issues Management is the entire set of steps from identifying an issue in the product, to resolving it.

## Exhibit: BrennSys workflow for issue management

This includes a full workflow of: the methods used to identify issues; Allocating responsibility to handle issues; Steps the team uses to resolve an issue; and, Learning from past issue records for optimization. The VA client can open a ticket at our project management portal when an issue arises, and BrennSys will track the the issue through to resolution.

VA and BrennSys will work together to prioritize help desk items, and identify the criticality of each. BrennSys will expect that some changes to the system may need to occur or be released to PHPNO during non-critical hours to avoid disruption during production hours. Some changes, if they are complex or large in nature, may need to be released on the weekend. COR (or delegate) and BrennSys PM will coordinate these types of activities. As the following exhibit shows, BrennSys will classify issues by severity, and assign an Issue Response Time appropriate to the severity.

## Exhibit: BrennSys issue escalation parameters

| Severity Level | Response Time | Description | Resolution Time |
| --- | --- | --- | --- |
| Critical | Within 15 minutes | Complete outage, multiple users impacted, no immediate workaround | Within 8 hours |
| High | Within 1 hour | Degraded service, multiple users affected, latency issues, unable to log into systems | Within 12 hours |
| Medium | Within 8 hours | Does not immediately impede mission performance, only one user affected, work arounds exist, break/fix request | Within 3 business days |
| Low | Within 1 business day | Equipment upgrade, move, new component or enhancement. Impact is low and work can be scheduled based on business case | Within 7 business days |

BrennSys will facilitate proactive communication to keep VA informed of any and all PHPNO related issues, especially critical ones that limit operational status of either system. The PHPNO user base has a nationwide presence. We will provide after hours emergency support, per the Performance Requirements found in our QAP.

# 1.4 - Quality Control Plan

BrennSys summaries our internal quality control plan here, to ensure a high level of quality is delivered to the VA. BrennSys's Quality Assurance Plan (QAP) is pursuant to the requirements listed in the PWS. This plan sets forth the procedures and guidelines that will be used in ensuring the required performance standards or services levels are achieved by BrennSys. The purpose of the QAP is to describe the systematic methods used to monitor performance and to identify the required documentation and the resources to be employed.

Our quality control process will consist of testing, configuration management, and communication activities. Testing will include functional area testing, source code testing and system integration testing. Configuration management will ensure version control of the source code in addition to the creation of a development and testing environment separate and distinct from the production environment. We will update this (draft) Quality Control Plan (QCP) within ten (10) days of award, and update with feedback from the government. The government is responsible for evaluating our performance. For those tasks listed on the Service Delivery Summary (SDS), we assume the COR will follow the methods of surveillance specified in a Quality Assurance Surveillance Plan (QASP). The COR will record all surveillance observations. COR surveillance of tasks not listed in the SDS or by methods other than those listed in the SDS may occur during the performance period of this contract on an as needed basis.

Quality Meetings. The CO may require our team to meet with the CO, contract administrator (CA), COR, and other government personnel as deemed necessary. We may request a meeting with the CO when he or she believes such a meeting is necessary. Written minutes of any such meetings will be recorded by the COR and sent to all attendees via e-mail for their review. A copy of all recorded minutes will be provided to BrennSys, and a copy will be placed in the official contract file for record keeping purposes. In the event BrennSys does not concur with any portion of the minutes, we will provide exceptions to the minutes, in writing, to the CO within 10 working days following receipt. Final resolution to exceptions taken by the contractor resides with the CO.

BrennSys's QCP will be updated after kick-off, and we will keep the QCP current, to ensure the requirements of this effort are met.

Our QCP incorporates high standards and proven methods that have been improved upon over years of successful service to our customers. Our approach entails the thorough integration of QC into every stage of a project — from the very beginning through its entire life cycle. Our diligent application of QC at every stage of the task will ensure the delivery of a compliant, timely product/service to a satisfied customer. Our QCP will allow for the early identification and elimination of risks to successful mission accomplishment. Our approach will foster effective QC and a process of continuous improvement that will allow BrennSys to meet or exceed the performance standards depicted in the following exhibit (established in the PWS) and related documents.

The QAP provides a means for evaluating whether BrennSys, and subcontractors, meet the performance standards/quality levels identified in the Performance Work Statement (PWS) of each Task awarded and the BrennSys Quality Control Plan (QCP). The intent is to ensure that BrennSys performs in accordance with the performance metrics and the Government receives the quality of services called for in the contract. A properly executed QAP will assist the Government in achieving the objectives of this procurement.

The BrennSys quality control plan is to focus on four key areas: Documentation; Security and audit standards; User requirement specifications; and Risk mitigation. The standards we use to provide our customers with peace of mind as well as a quality product can help implement this quality control plan that preserves knowledge and makes the VA’s business processes more efficient.

BrennSys will produce a custom QA/QC plan within seven days of task order issuance, based on the following company standard operating procedures. As it is with development, so too it is with QA: documentation defines roles, preserves the audit trail and establishes repeatable protocols. Consistency is crucial. We have established standard templates that our team can use to document processes, prioritizing detailed, precise information. Whether it be effort estimates, requirement specifications or business case selection, there is an easy way to track progress through the duration of a project with BrennSys’s online project management portal.

## Exhibit: Suggested Performance Standards

| Performance Requirement | Performance Standard | Method of Measurement | Method of Survellience |
| --- | --- | --- | --- |
| Schedule Management | All work is completed on agreed-upon time per task order requirements. Final deliverable is delivered 95% on time. | Establish temporal milestones for key tasks and deliverables in the project plan and compare with actuals | Periodic inspection |
| Deliverable Quality | Deliverables are provided without spelling or other typographic errors. Error-free 95% of the time | Review of deliverables | Periodic inspection |
| Task Progress Status Reporting Accuracy | Progress on task status provides current/valid information. Deliverables are provided error-free 95% of the time | Review of task progress reports | Periodic inspection |
| Project Management Support Services | Monthly status reports are delivered every other Wednesday by 4pm EST. Status report has previous two weeks of activity that reports on help desk items, system changes, system enhancements and up/downtime.  Status report is comprehensive, complete, and free from spelling errors and has one standardized font throughout. Status reports are accurate and reflect current status of JFAS/JFAS.  JFAS and JFAS reporting are reporting separate sections of Status Report.  If any status meetings are scheduled, they occur as scheduled and the contractor is prepared and facilitates any meeting. | 100% Inspection | Reduction of current invoice amount by 1% per business day that status report is late.  For status reports that have severe deficiencies, including being incomplete, incorrect, or syntactically deficient, the contractor submits a revised copy within one business day with appropriate corrections.  Reduction of current invoice amount by 1% per business day that revised status report is late, incomplete, or incorrect.  Complete task at no additional cost to the government.  Status report and supporting documentation meets VA requirements. |
| System Developer Services | Contractor monitors system performance and recommends improvements as necessary. Modifications introduced to either system function as designed.  Contractor performs necessary functions to maintain the historical and current integrity of both systems. Contractor provides continued performance tuning to ensure systems operates at peak efficiency. | On-going Site Monitoring  Specific changes successfully pass testing by VA personnel (if applicable) and system operates as expected, repetitively and consistently, with expected results and without negative impact to either system.  System operates as expected. Performance remains acceptable and available during defined business hours. | Reduction of current invoice amount by 1% per hour that either system is not available for VA during defined business hours.  System may be taken offline during agreed upon times for maintenance.  Completed at no additional cost to the government |
| Issue management, after hours, emergency support services | Contractor responds within reasonable amount of time considering the circumstances and unpredictable nature of emergency support needs.  Contractor may invoice VA for incurred cost to the appropriate CLIN using agreed upon labor rates in contract. | Random Sample  VA envisions these emergency support services issues to be focused on general system stability or operational availability related.  Contractor performs “best effort” for after hours, emergency support requirements.  Invoiced charges are reasonable and fair and reflect the true nature of the work required to resolve reported issues. | Unplanned or unexpected support requirements that are reported are addressed in a reasonable fashion, considering the circumstances. System returns to normal operational status. |

Security and Audit Standards are important, and sometimes unknown. Fortunately, BrennSys has worked with VA for many years, so we know, for example, that HIPAA compliance to audit standards can impact even a project such as this one. BrennSys is experienced at sussing out external requirements our client must be aware of and accountable to in every project. When we finalize our quality control plan it will confront these requirements and issues and establish processes to meet them. Use clear, plain language to convey rules and protocols around items such as data handling, access and modifications; encrypted data transfers; storage of paper and electronic records; as well as physical and logical protection standards. As we are an experienced technology firm with domain expertise, we will navigate these decisions and processes by mirroring the User Requirement Specifications in our QA plan.

For each stakeholder, we will make clear the business and product requirements governing all actions within both the development and testing phases of the System Development Life Cycle (SDLC). All our decisions within the development process will be guided by an awareness of our end users and the performance of our deliverables. In our Project Management Plan (PMP, see our management approach), we will offer up a solid plan for communication and feedback across the development and testing phases to ensure actions are reflective and motivated by the user requirements.

We will mitigate risk through QA. The only guarantee within any SDLC is that there will be surprises along the way. How will we cope with the discovery of a serious bug or a significant delay in workflow? BrennSys developers build these variables into our quality control approach, documented in our PMP, to provide realistic and effective time and resource estimates. Everything is viewed through the prism of the production cycle.

Our final QA plan will also address how VA can ramp up or scale down the Access database in production as the environment around the users evolves and changes—sometimes suddenly.

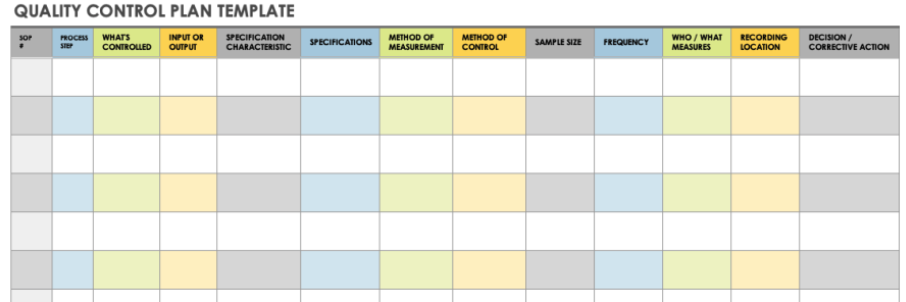
## *Methodology: Data Integrity*

Just as data checking and review are important components of quality control for data management, so is the step of documenting how these tasks were accomplished. Creating a plan for how to review the data before it is collected or compiled allows a content developer to think systematically about the kinds of errors, conflicts, and other data problems they are likely to encounter in a given data set. When associated with the resulting data and metadata, these documented quality control procedures help provide a complete picture of the content of the dataset. A helpful approach to documenting data checking and review (part of our Quality Assurance/Quality Control, or QA/QC process) is to list the actions taken to evaluate the data, how decisions were made regarding problem resolution, and what actions were taken to resolve the problems at each step in the data life cycle.

For this aspect of quality control and assurance, BrennSys includes standard operating procedures (SOPs) in our documentation that covers:

* + determining how to identify potentially erroneous data
  + how to deal with erroneous data
  + how problematic data will be marked (i.e. flagged)

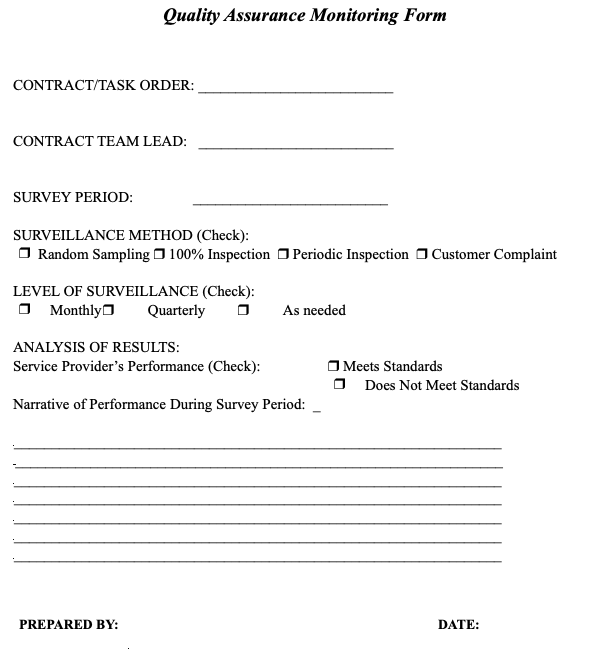
For instance, a content creator may graph a list of particular observations and look for outliers, return to the original data source to confirm suspicions about the validity of certain values, and then make a change to the live dataset. In data subset, the content developer may wish to compare versions of data streams to find discrepancies. Recording how these steps were done can be invaluable for later understanding of the dataset, even by the original content manager.

***Exhibit****: The final version of the BrennSys quality control plan will be embedded on our project management portal, for easy access. We will track all QA/QC in this template.*

The value added by the BrennSys approach to quality assurance is that we are able to ensure that we proactively meet production standards with our comprehensive quality control plan template (see the exhibit). We enter the unique standard operating procedure (SOP) numbers from our developer guidelines in order to monitor progress and improvements. Monitoring will be tracked using a Quality Assurance Monitoring Form. Next, our team will enter the process steps, specifications, methods of measurement and control, and the decision or corrective measures, if any, needed. BrennSys uses this template approach to facilitate a failsafe quality control process and maintain high-quality software development standards.

## *Methodology: Automate to Decrease Risk*

At BrennSys, we separate data entry from the coding activities. We do not ask data entry operators simultaneously to check anything, count anything, etc. Our Access database designs aim to restrict their work to creating a computer-readable facsimile of the data, nothing more. In particular, this principle implies the data-entry forms should reflect the format in which you originally obtain the data, not the format in which you plan to store the data. It is relatively easy to transform one format to another later, but it can an error-prone process to attempt the transformation on the fly while manually entering data.

As part of the BrennSys QA/QC process, we will create a data audit trail: whenever anything is done to the data, starting at the data entry stage, we will document this and record the procedure in a way that makes it easy to go back and check what went wrong (because things will go wrong). Consider filling out fields for time stamps, identifiers of data entry operators, identifiers of sources for the original data (such as source files and their file names), etc. As the old adage goes, “…storage is cheap, but the time to track down an error is expensive.”

## Exhibit: Quality Assurance Monitoring Form

BrennSys aims to automate nearly everything. Our database administrators assume any step will have to be redone (at the worst possible time, according to Murphy's Law), and plan accordingly. We don't try to save time now by doing a few "simple steps" by hand.

In particular, BrennSys developers create support for data entry: we make a front end for each table (even a spreadsheet facsimile can do nicely) that provides a clear, simple, uniform way to get data in. At the same time the front end should enforce the VA’s business rules — that is, it should perform as many simple validity checks as it can. We will use Access to enforce relational integrity checks (e.g., every article associated with a metadata tag really exists in the database).

Another unique aspect of the BrennSys QA/WC process is that we constantly count things and check that counts exactly agree. For example, if an article is supposed to measure no more that 1,000 words, make sure (as soon as data entry is complete) that the word count is reported. Although checking counts is simple and uninformative, it is great at detecting duplicated and omitted data.

As the VA’s data are valuable and important, we may consider independently re-validating manually the entire dataset. This means that each item will proofread by two different non-interacting people. This is a great way to catch typos, missing data, and so on. The cross-checking can be completely automated. This is faster, better at catching errors, can be as efficient as 100% manual double checking.

While it seems redundant to write this, BrennSys will use a database to store and manage the data — before we import it into the final product. Spreadsheets are great for supporting data entry, but we will get the government’s data out of the spreadsheets or text files and into a real database as soon as possible. This prevents all kinds of insidious errors while adding lots of support for automatic data integrity checks. We can then use a copy of the actual data as our test data, as well.

After all data are entered and automatically checked, leverage Access: make sorted tables, create summaries of tags used, etc., and look at them all. These are easily automated with Access. We aim to not ask users to do repetitive tasks that the computer can do. The computer is much faster and more reliable at these. To this end BrennSys will write (and document) utility scripts to do any task that cannot be completed immediately. These will become part of your audit trail and they will enable work to be redone easily.

BrennSys has found, over the last decade, that if our customers follow these guidelines, approximately 50%-80% of the work in getting data into the database will be accomplished by us at the database design phase, and in writing the supporting scripts. It is not unusual to get 90% through such a project and be less than 50% complete, yet still finish on time: once everything is set up and has been tested, data entry of legacy information and checking it can be amazingly efficient.

Data are input into the Access database will be through a web interface or a desktop application. We propose to run checks of the quality of not only the content data, but also the data contained in lookup tables, such as the metadata tags, publishing and retraction dates, etc. As data entry is ongoing, this QA/QC process will need to be run intermittently. As content for articles will not have yet been publicly released, the QA/QC process will align with the publication/editorial calendar. This component of QA/QC involves three steps: (a) a different user checks each article; (b) the editor or content approver will visually inspect each for outliers; and (c) content contributors/writers will flag questionable data after spurious results are obtained.

# 1.5 - Reporting

BrennSys has a toolbox of methods for reporting progress and issues to the Government. Progress Assessments and Program Status. BrennSys will assign a Project Management Institute (PMI) certified Project Manager to PHPNO to ensure the timely accomplishment of each task and provide the CO Representative (COR) and CO (CO) with bi-weekly project status reports. Activities for PHPNO and PHPNO will be separated in the bi-weekly project status report as those activities are reported to different audiences. Our progress reports will describe problems encountered, proposed solutions, and impact on the schedule. We have built the cost incurred by BrennSys to provide project management services into the cost of technical deliverables under effort.

The Weekly Activity Report (WAR) helps align focus. The idea is to keep focus on this week’s most important things and to be disciplined without being too formal. The idea is to pick the three most important things you want to accomplish in a specific period of time. Then we break those down to help you focus on what you should be working on this month and this week, so when you are planning each day, you can make sure you are doing something that brings you closer to accomplishing your goals. As bi-weekly status reports are due by 4:00 PM EST on the second and last Wednesday of each month, and will include a complete listing of previous items reported, addressed, and remedy actions, our PM will utilized BrennSys’s project management portal. These status reports will conform to the template included in the government-provided SOW Appendix C, and logged via BrennSys’s project tracking portal.

Our reporting approach is process-driven, based on the ITIL and ITSM methodologies: Information Technology Systems Management (ITSM) is the process for implementation and management of quality IT services that meet the needs of the organization, service-focused versus IT component focused. BrennSys’s approach is composed of multiple frameworks such as Information Technology Infrastructure Library (ITIL), and aimed at aligning IT services with the organization’s requirements and customer needs. Our methodology is informed by Control Objectives for Information and related Technology (CoBiT), which links business goals to IT goals and leverages governance, and ISO standards 900x and 20000, to define the management processes required for the effective delivery, management, and maintenance of IT services.

# Staffing Plan

At BrennSys, we have discrete processes for staff planning and recruiting processes that alleviate how time-consuming these steps are. With a 95% staff retention rate, our clients win by leveraging the BrennSys team’s expertise in IT consulting services. With our experience and pool of tested, qualified technologists, we are able to provide the right talent for this effort. If the government requires additional resources, BrennSys has the ability to source personnel quickly, from our other full time employees or from our pool of vetted contractors.

Our PMP will include a resource plan, where we identify, list, and organize the resources needed to complete this project, as well as help determine the quantity needed for each resource, the cost and when they are needed in the project work breakdown structure (WBS).

## Exhibit: Staffing Matrix

| Position | Hours | Role |
| --- | --- | --- |
| Project Manager | 1900 | BrennSys will supply a corporate liaison as the project manager. This person will ensure the PMP is executed as planned, QA/QC is carried out, and acts as the single point of contact for the government. This person is responsible for the end-to-end project management of this task. Responsible for engagement with client and the team throughout project phases as well as the management of and interaction with all relevant stakeholders; responsible for regular reporting on project progress. They will provide oversight and manage multi-disciplinary teams in the development of plans, goals, objectives, policies, and procedures for completion of a project in a highly technical and fiscal related field; develops project schedule and budget; reviews project proposal or plan to determine time requirements and allotment of available resources to various phases of the project; establishes work plan and staffing for each phase of the project, and arranges for recruitment or assignment of project personnel; confers with project staff to outline work plan and to assign duties, responsibilities, and scope of authority; directs and coordinates activities of project personnel to ensure the project progresses on schedule and within prescribed budget; reviews status reports prepared by project personnel and modifies schedule or plan as required; coordinates project activities with activities with government regulatory or other government agencies; coordinates intra and inter departmental matters necessary to expedite the projects; and facilitates and troubleshoots the solution of problems associated with designing, implementing, leading, and completing projects. |
| IT Programmer/Analyst | 1900 | They participate in or overseeing a variety of analytical and programming assignments that provide for the development, enhancement, and maintenance of automated data, voice, or video application programs, application systems, and operating systems software within mainframe, network, and client server environments. Incumbent is responsible for overseeing the work assignments of other information technology professionals or have regular assignments which have been recognized as having significantly greater complexity than those assigned at the experienced level. Develops and maintains databases, while ensuring high levels of data availability. Responsible for reviewing requirements, specifications and technical design documents to provide timely and meaningful feedback. Implements design into database schema, front end user interface, and reports. Diagnoses and resolve database access and performance issues. Coordinates data migrations between systems. Develop, implement, and maintain change control and testing processes for modifications to databases. Interfaces with customer during JAD sessions. |
| Research Associate | 1900 | He/she serves as an expert providing authoritative advice and consultation for more difficult, complex, or unique tests utilizing special knowledge (e.g. PCR, Specialized tests or microbiology automation). Incumbent utilizes recent experience/specialized knowledge gained in a Clinical Microbiology laboratory (hospital, clinic or reference lab), working with patient specimens and using instrumentation typically found in a hospital laboratory. Assists with JAD sessions (meeting minutes, followup on issues). Ensures documentation is maintained. Performs processes related to quality assurance testing. Identifies and reviews activities and deliverables critical to project quality. Develops software test plans and test cases as required. Validate database integrity after each test. Logs and tracks defects, working directly with the client and programmer to ensure appropriate follow-through and defect resolution. |
| Laboratory Technician | 1900 | They have technical and project management experience in the oversight of Clinical and Public Health laboratory high-complexity testing on a variety of biological specimens and/or environmental samples using manual or automated techniques. The work performed involves a variety of laboratory disciplines, such as bacteriology, molecular biology, flow cytometry, genetics, immunology, mycology, parasitology, serology, and virology. The incumbent must be able to manage workloads, multitask effectively, understand and maintain quality control procedures, and maintain a high level of performance. |
| Public Health Analyst | 1900 | They are familiar with the latest methodological developments in public health, whether these be quantitative or qualitative, empirical or literature-based. Knowledge of historical survey of the major public health methods, and evolution. Knowledge in full array of public health methodologies--simple and epidemiological surveys, observational methods, randomized control trials and outcome measures, interviews, focus groups, and secondary and meta-analysis. |
| Program Support | 1900 | They support the management and evaluation of procedures. Manage and evaluate procedures and provide assistance to public health epidemiologist and attorneys. Areas of investigation include chronic diseases, environmental health, infectious diseases, injury prevention and control. Particular attention will be required to both electronic and paper chart review and conducting staff interviews. |
| PM Communications | 1900 | They oversee all investigational communications activities, including communication plans, media relations, external and internal communications including editing, proofreading, and writing both electronic and print, of reports, schedules, catalogs, and collateral brochures, direct mail, emails, newsletters press releases, articles, web site, presentations, posters, and exhibits. |

***Employee Qualifications*** – We believe the following performance standards address completing the attached Draft PWS: the KPIs we recommend would be measurable values to track whether or not they are achieving their objectives: increasing candidate applications, website referral traffic, and cost-per-click. Following summarizes the bench support BrennSys can provide for this type of work.

At kick-off, one deliverable will be an updated Staffing Plan. An advantage of BrennSys is our resourcing capability. BrennSys innovative recruiting tools and approach is a significant strength of our proposal! BrennSys uses innovative recruiting tools, which we call the Enterprise Applicant Tracking and Recruiting System (EATRS), enabling our HR Specialists to post new positions and vacancies to the internet via LinkedIn, Monster, and other web-based recruiting sites. This gives us exposure for announcements to among the largest global online recruiting and employment vendors. Through EATRS, we can cross-post vacancies to more than 100 job boards, as well as local printed media where our vendors have contractual agreements. Resumes are maintained in a secure and searchable database, accessible by authorized users. Intelligent, concept-based searching enables us to focus on key terms and combine related terms and topics, providing a ranked listing of results. We use narrowly focused search criteria to select from all applicants in the EATRS databases. For this effort, members of our corporate HR team will search out hard-to-fill vacancies permitting us to focus on active and passive job candidates. We will also employ external recruiting entities to meet recruiting needs. Our system maintains full compliance with the U.S. Department of Labor (VA) Office of Federal Contract Compliance Programs for tracking resume version and search criteria, data management techniques and reporting functions.

Our corporate HR staff is responsible for ensuring recruitment is structured, documented, fair, and consistent. Our transition hiring team will interview incumbent personnel. To reduce performance risk, we offer right of first refusal per Executive Order 13495, to all incumbent employees who meet our qualification standards. We recognize the advantages as well as the disadvantages of employing incumbent contractor personnel: incumbent personnel bring specific knowledge and firsthand experience that can make an important contribution to a seamless transition, but they can also be too tied to current practices and unwilling to make the necessary changes to improve contract performance.

***Incumbent Capture*** — Our approach to hiring incumbents is to make offers only to those qualified personnel who are committed to implementing new processes and innovations that we may bring to the contract. When integrated into our project organization, it is this combination of experience, technical skill, and commitment to excellence that will produce the improved contract performance that we seek. BrennSys's Project Manager and Lead Technical Support Personnel are considered Key Personnel to this effort. BrennSys will provide advance notice and the replacement’s resumé if there is a personnel change. BrennSys will identify personnel that are planned to staff this effort. BrennSys will provide the technical qualifications, education, or certifications that demonstrate to VA the proven capabilities of these individuals.

It will be BrennSys’s responsibility to ensure proper training and pass down has occurred for any key replacement staff. Any cost associated with training the replacement staff will be borne by BrennSys. BrennSys employees will sign Non-Disclosure Statements for this effort.

***Training*** *—* All BrennSys employees assigned to this contract who create, work with, or otherwise handle records are required to take VA-provided records management training. BrennSys is responsible for confirming training has been completed according to agency policies, including initial training and any annual or refresher training. BrennSys will ensure the personnel providing the labor hours possess the knowledge, skills, and ability necessary to address the applicable Revised 508 standards defined in this contract, and will provide supporting documentation upon request.

***Corporate Reachback*** — Our PM has access to and will collaborate with our corporate resources such as operations, contract administration, quality control, safety, environmental, human resources and legal, to facilitate administrative, logistical, and management support for this and every effort. The full resources of BrennSys’s organization are at the PM’s disposal. The corporate office makes available to core personnel requirements additional personnel and resources on an as-needed basis. This reach-back capability enhances rapid corporate support to the project if required. Corporate support can range from a simple telephone call answering a question to sending subject matter experts to the project site to aid in problem resolution.

BrennSys corporate headquarters provides an oversight role in a quality assurance mode by periodically reviewing and inspecting contract operations to ensure conformity with contract requirements and company policy. Corporate staff is also available to consult with site staff regarding operations, contract administration, accounting, payroll, human resource matters, safety, quality control, and legal issues. Corporate staff can provide training to our Washington DC based operations staff both on-site and off-site if needed. Training may include policy changes or implementation of new industry practices within program management, functional areas, leadership, or financial management, and may involve peer training from individuals with similar responsibilities within our corporation.

A specific area of corporate reach-back support is in response to increases and decreases in requirements particularly when they happen across multiple requirements simultaneously. Support to increased requirements can be provided in a number of ways. Given the extent of our support to similar programs and requirements, we would triage prioritization of needs across programs and most likely be able to divert some resources from other programs to meet urgent needs — this provides a time window to pursue other solutions as well. BrennSys maintains a reserve pool of Part Time or Temporary Personnel that can be activated to support increased requirements. BrennSys is also able to divert skilled corporate assets when necessary to fill urgent needs until a better solution is developed.

## Meeting Security Requirements

BrennSys will follow VA standards, guidelines, and associated methods and techniques to provide adequate information security for all agency operations and assets. Security services are inclusive of encryption, information integrity, and security assessments. BrennSys will set up a security program to ensure our personnel meet all the requirements of the contract with regard to clearance, vetting, and meeting the high quality thresholds we set for our personnel.

We will create this security program in conjunction with the VA’s policies and proceduers, starting with a Security Plan. BrennSys will leverage Role-Based Access Control (RBAC) policy and enforce Least Privilege principles for identified data assets, based on group and role assignments and data classification standards. RBAC will enable secure, scalable access control provisioning as the user footprint grows. Another advantage of awarding BrennSys this effort is our approach to security. We take a holistic approach, and we utilize a plan that will describe the processes for obtaining personnel security clearance and safeguarding data, materials, and systems. The security plan will identify BrennSys processes for verifying that the personnel understand and comply with applicable security requirements. The plan will include an affirmative statement indicating a corporate commitment to staffing this effort with personnel having the appropriate clearances. We will update our Security Plan upon award, as it reflects BrennSys’s commitment to managing risk and ensuring security. Our approach is to organize and synchronize our team’s efforts (including federal, state, local, tribal, and territorial) with those of the client, to strengthen national preparedness. Our draft plan incorporate lessons learned from past efforts, and reflects NIST and other federal security priorities.