



Small Business Quarterly

The Defense Health Agency (DHA) Office of Small Business Programs (OSBP) Quarterly eBulletin

Our Mission

Advise the Defense Health Agency (DHA) Director and senior leadership on all matters related to small business and maximize the contributions of small business in DHA acquisitions. Provide leadership and guidance to the DHA components to meet the needs of the Military Health System and create opportunities for small businesses while ensuring each tax dollar is spent responsibly.

Our Vision

Create an environment in which DHA recognizes the value of small businesses and engages them as critical suppliers of required healthcare capabilities.

OUTREACH



The Defense Health Agency (DHA) Office of Small Business Programs (OSBP) Director, Mrs. Cassandra Martin, has participated in various HUBZone match-making sessions over the past year. Mrs. Martin has been invited to participate in the Third Annual HUBZone Small Business Summit in Atlanta, GA on April 2, 2014.

Business USA 

Director's Corner



Most of you are aware that as of October 1, 2013, the TRICARE Management Activity (TMA) transitioned to the Defense Health Agency (DHA). In accordance with Section 731 of the 2013 National

Defense Accountability Act (NDAA), the Secretary of Defense was directed to plan for the reform of the administration of the Military Health System (MHS). Lt. Gen. (Dr.) Douglas J. Robb is the DHA Director. On October 1, 2013, the DHA has Initial Operating Capability (IOC), with Full Operating Capability (FOC) by September 30, 2015. The goals of the MHS reform are to improve clinical and business practices, reduce cost, infrastructure, and personnel through establishing the DHA.

As a major component of the MHS, DHA provides access to high-quality health care services while maintaining the capability to support military operations. DHA's overall mission remains the same, to provide comprehensive coverage to all 9.7 million eligible beneficiaries around the world. As such, the DHA continues to be committed to make small business participation a top priority. Small businesses, as both prime contractors and sub-contractors within

the supply chain, are effective sources of innovation and positive influence on cost competitiveness. The DHA will continue the emphasis on increasing small business opportunities and looks forward to working with its industry partners and acquisition workforce to do more to obtain greater value for the taxpayer and the warfighter. We will provide updated information to our audience on the DHA in the next issue of this eBulletin.

In keeping with our vision to recognize the value of small businesses and influence the workforce climate to make small business participation a top priority in each acquisition, this issue of the DHA Small Business Quarterly continues the Small Business 101: Informational Series. This quarter the focus is on the Historically Underutilized Business Zone Small Business (HUBZone). The informational series serves as an information tool for the DHA acquisition community, who has the greatest potential for contributing to the DHA OSBP's primary strategic goal and is creating maximum opportunities for small businesses. As we increase the awareness of this community to the capabilities afforded by small businesses and the associated benefits that will accrue to their programs, the opportunities for small business participation will continue to increase.

I hope you enjoy this issue!

Cassandra W. Martin,
Director, DHA OSBP



To see if your small business qualifies for the Historically Underutilized Business (HUB) Zone program, the SBA has an interactive HUBZone map on their website: <http://www.sba.gov/content/hubzone-maps>.

Small Business 101: Informational Series

Historically Underutilized Business Zones (HUBZone) Program

Each quarter, the DHA Small Business Quarterly provides an informational series on one of the many small business programs. The intent of the series is to provide insight into the many small business programs that are available and the criteria for eligibility within the programs.

This quarter, the HUBZone certified small business concern is highlighted. In order for a small business to be considered for the HUBZone program, they must meet specific standards set by the SBA and the Small Business Reauthorization Act of 1997. Exceptions to the standards are provided to tribal-owned concerns. Certification ensues when a small business meets the following criteria:

- The business must be a small business per the NAICS code(s);
- The business must be at least 51% owned and controlled by a U.S. citizen;
- The business principal office is located within the HUBZone; and,
- The business workforce is made up of 35% employees who reside within the HUBZone.

The HUBZone program “promotes economic development and employment growth in distressed areas.” Unlike other programs, there is no time limit placed upon HUBZone certification. As long as the small business continues to adhere to the criteria, they may remain in the program. Still, it is not designed to be a “lifetime” program. Ineligibility from the program signifies the area is no longer considered depressed – the median household income increased and unemployment decreased. However, the program does require the small business to report any “material changes” such as change in ownership, business structure, principal office, and any changes in the required 35%

HUBZone workforce.

The HUBZone Act of 1997, 15 USC 631, Public Law 105-135, lists HUBZones under Title VI. Under this provision, terms, requirements, and expectations are outlined for contracting officials to adhere to. For additional information refer to Federal Acquisition Regulation (FAR) 19.13. The responsibility of any CO is to make certain that the laws are being adhered to, and the FAR addresses those regulations applicable to the small business concerns.

The CO has the authority to award a contract to a HUBZone small business concern under the following contracting strategies and in reference to Title 13 CFR, to include a HUBZone participant that may have already been awarded a contract under another small business concern.

- Set-aside awards based on competition restricted to qualified HUBZones (see 19.1305).
- Sole source awards to qualified HUBZone small business concerns (see 19.1306).
- Awards to qualified HUBZones through full and open competition after a price evaluation preference in favor of qualified HUBZones (see 19.1307).

HUBZones are just one of the small business concerns that provide products/services to the Federal Government and have been granted “preferential access to procurement opportunities.” Just like any small business looking to work with the Federal Government, HUBZones need to ensure they market their products/services effectively. The SBA works with small businesses to make certain they meet and sustain the eligible requirements. Visit the [SBA website](#) for further information on HUBZone Program Certification, to include any changes or updates to the program.

This article was developed based upon information available through the U.S. Small Business Administration.

Small Business Forum

Celebrating and Supporting Small Business Opportunities

The DHA OSBP began hosting Small Business (SB) Forums in March 2013. The most recent SB Forums were held at the Defense Health Headquarters (DHHQ) in November and December 2013. The SB Forums are designed to be informal so small businesses feel comfortable networking amongst each other, as well as briefly discussing their products and/or services with the OSBP Director, Mrs. Cassandra Martin. Below are a few pictures from the past year’s SB Forums. To find information on upcoming DHA SB Forums, please frequent the DHA OSBP website, <http://www.tricare.mil/tma/ams/smallbusiness/default.aspx>.

