

**DEFENSE HEALTH AGENCY**

**A GUIDE FOR PREPARING  
AND SUBMITTING  
UNSOLICITED PROPOSALS**



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## 1. Introduction

This guide has been prepared, pursuant to Federal Acquisition Regulation (FAR) Part 15.6, to inform potential offerors of unsolicited proposals about the Defense Health Agency (DHA), its functions, and how it handles unsolicited proposal submissions. Inside are basic instructions for submitting an unsolicited proposal, particularly what type of information must be included to qualify the submission for further consideration. An adequate unsolicited proposal package is used by non-Government sources to present and explain the merits of a particular innovative approach or idea for accomplishing Government missions. Each proposal should, therefore, be clear and complete with respect to the content and format details addressed in this guide.

***NOTE:** In accordance with Defense Health Agency Acquisition Procedures (DHAAP), ALL unsolicited proposals received in DHA shall be forwarded to the Agency point of contact, Chief, Procurement Policy & Acquisitions Systems Division (PPASD), Deputy Assistant Directorate-Acquisitions (J-4) , for consideration.*

Another way the DHA acquires supplies, equipment or services is through acceptance of unsolicited proposals. Advertising material, commercial item offers, contributions, and routine correspondence *on technical issues are not* considered unsolicited proposals. (See FAR 15.601 and 15.603).

## 2. Definitions (FAR15.601)

**Advertising material** means material designed to acquaint the Government with a prospective contractor's present products, services, or potential capabilities, or designed to stimulate the Government's interest in buying such products or services.

**Commercial item offer** means an offer of a commercial item that the vendor wishes to see introduced in the Government's supply system as an alternate or a replacement for an existing supply item. This term does not include innovative or unique configurations or uses of commercial items that are being offered for further development and that may be submitted as an unsolicited proposal.

**Contribution** means a concept, suggestion, or idea presented to the Government for its use with no indication that the source intends to devote any further effort to it on the Government's behalf.

**Unsolicited proposal** means a written proposal for a new, unique, or innovative idea submitted to an agency on the initiative of the offeror for the purpose of obtaining a contract with the Government, and is not in response to a request for proposals, Broad Agency Announcement, Program Research and Development Announcement, or any other Government-initiated solicitation or program.

**Routine correspondence on technical issues** is a written request for information regarding Government interest in research areas, submission of research descriptions, pre-proposal exploration, and other written technical inquiries.

### **3. Acceptable Unsolicited Proposals**

By regulation, an unsolicited proposal must fulfill *all* of the requirements that are found in FAR 15.603(c). This means it must:

- 1) Be innovative and unique;
- 2) Be independently originated and developed by the offeror;
- 3) Be prepared without Government supervision, endorsement, direction, or direct Government involvement;
- 4) Include sufficient detail to permit a determination that Government support could be worthwhile and the proposed work could benefit the agency's research and development or other mission responsibilities;
- 5) Not be an advance proposal for a known agency requirement that can be acquired by competitive methods; and
- 6) Not address a previously published agency requirement.

### **4. Preliminary Contacts with DHA**

Because unsolicited proposals are developed on the initiative of the submitter, the Government is not responsible for any costs incurred in the preparation or processing of an unsolicited proposal. For this reason, the DHA recommends that agency personnel be contacted before expending extensive effort on a detailed unsolicited proposal or before submitting proprietary data to the Government.

Preliminary contacts should include inquiries as to the general need for the type of effort contemplated. Agency technical personnel may only be contacted for the limited purpose of obtaining an understanding of the agency mission and the responsibilities relative to fulfilling that mission. Any such meetings between the offeror and agency technical personnel are strictly informal discussions. Discussions may not be construed in any way as authority to begin contractual work performance.

Detailed discussions may also be limited, depending on the circumstances, by particular laws that govern the conduct of lobbying efforts in connection with the expenditure of Congressionally-appropriated funds (see Public Law 101-121, Restrictions on Lobbying), and that control the exchange of information in connection with procurements already underway (see Public Law 101-189, Procurement Integrity).

Should questions arise during the preparation of an unsolicited proposal, the offeror is encouraged to contact the following office:

Procurement Policy and Acquisition Systems Division  
Defense Health Agency  
7700 Arlington, Blvd  
Falls Church, VA 22042

## 5. Who May Submit Proposals

The DHA will only accept unsolicited proposals from individuals or organizations determined to be responsible prospective contractors. To qualify as a responsible prospective contractor the following regulatory requirements must be satisfied:

### **General Standards (FAR 9.104)**

- 1) Have adequate financial resources to perform the contract, or the ability to obtain them;
- 2) Be able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and Governmental business commitments;
- 3) Have a satisfactory performance record;
- 4) Have a satisfactory record of integrity and business ethics;
- 5) Have the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them;
- 6) Have the necessary production, construction, and technical equipment and facilities, or the ability to obtain them; and
- 7) Be otherwise qualified and eligible to receive an award under applicable laws and regulations.

## 6. What to Submit

Those who are interested in preparing an unsolicited proposal package for submission to the DHA must begin by preparing the following:

### **Project Technical Information (FAR 15.605(b))**

- 1) Concise title and abstract (approximately 200 words) of the proposed effort;
- 2) A reasonably complete discussion stating the objectives of the effort or activity, the method of approach and extent of effort to be employed, the nature and extent of the anticipated results, and the manner in which the work will help to support accomplishment of the agency's mission;
- 3) Names and biographical information on the offeror's key personnel who would be involved, including alternates; and
- 4) Type of support needed from the agency; e.g., facilities, equipment, materials, or personnel resources.

The abstract (no more than 200 words in length) should contain a description of the proposed project including project objectives and benefits. The statement of work should contain a complete functional description of the project to be undertaken, with a reasonably complete discussion stating the objectives of the effort or activity, the method

of approach and extent of effort to be employed, the nature and extent of the anticipated results, and the manner in which the work will help to support accomplishments of the agency's mission. It should also include a list of facilities, equipment, materials, or personnel resources to be used during the project, including whether these are to be Government-furnished; a schedule of major tasks and events to be accomplished; and a list of items to be delivered to the Government as end results of contract performance.

In addition to the project technical information above, unsolicited proposals should contain the following basic and supporting information to permit consideration in an objective and timely manner:

**Basic Information (FAR 15.605(a))**

- 1) Offeror's name and address and type of organization; e.g., profit, nonprofit, educational, small business;
- 2) Names and telephone numbers of technical and business personnel to be contacted for evaluation or negotiation purposes;
- 3) Identity of proprietary data to be used only for evaluation purposes;
- 4) Names of other Federal, State, Local agencies, or parties receiving the proposal or funding the proposed effort;
- 5) Date of submission; and
- 6) Signature of a person authorized to represent and contractually obligate the offeror.

**Supporting Information (FAR 15.605(c))**

- 1) Proposed price or total estimated cost for the effort in sufficient detail for meaningful evaluation;
- 2) Period of time for which the proposal is valid (a six month minimum is suggested);
- 3) Type of contract preferred;
- 4) Proposed duration of effort;
- 5) Brief description of the organization, previous experience, and past performance in the field, and facilities to be used;
- 6) Other statements, if applicable, about organizational conflicts of interest, security clearances, and environmental impacts; and
- 7) The names and telephone numbers of agency technical or other agency points of contact already contacted about the proposal.

**Limited Use of Data (FAR 15.609)**

If an unsolicited proposal contains information the offeror wishes to protect from unwanted disclosure the title page must be marked with the legend in Appendix B.

Ensure that the offeror also mark each restricted sheet with the following legend:

***“Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.”***

The agency Point of Contact (POC) shall return to the offeror any unsolicited proposal marked with a legend different from that identified in Appendix B. The return letter will state that the proposal cannot be considered because it is impracticable for the Government to comply with the legend, but will consider the proposal if it is resubmitted with the proper legend.

The agency POC shall place a cover sheet on the proposal, or clearly mark it with the legend identified in Appendix C, unless the offeror clearly states in writing that no restrictions are imposed on the disclosure or use of the data contained in the proposal.

## **7. Evaluation of the Package**

The DHA will acknowledge receipt of unsolicited proposals within 10 business days after the proposal is received by the Procurement Policy and Acquisition Systems Division. The offeror will be notified by that office of the receipt of the proposals, the fact that the proposal is undergoing evaluation, and an estimated completion date.

Clarity and completeness of the unsolicited proposal package are important. The package that possesses these qualities will result in less time spent in review and prompt a quicker response.

In conducting a comprehensive evaluation of an unsolicited proposal, evaluators will consider the following factors (see FAR 15.606-2), among any others appropriate for the particular proposal:

- 1) Unique, innovative, and meritorious methods, approaches or concepts demonstrated by the proposal;
- 2) Overall scientific, technical, or socioeconomic merits of the proposal;
- 3) Potential contribution of the effort to the agency’s specific mission;
- 4) The offeror’s capabilities, related experience, facilities, techniques, or unique combinations of these which are integral factors for achieving the proposal objectives;
- 5) The qualifications, capabilities, and experience of the proposed principal investigator, team leader, or key personnel who are critical in achieving the proposal objectives;  
and
- 6) The realism of the proposed cost.

Offerors must take note that a favorable evaluation of an unsolicited proposal does not in itself, justify awarding a contract without providing for full and open competition, nor does it constitute any obligation on the part of the Government to accept the proposal. Other priorities or program funding limitations may preclude the DHA from making an award even if the evaluation is favorable.

If an unsolicited proposal does not meet statutory criteria for award of a sole-source, or other noncompetitive contract, then a contract cannot be awarded in direct response to that proposal. In that case, a contract may only be awarded if the proposal is subsequently selected after full and open competition is obtained. Criteria for authorizing the Government to use noncompetitive contracts are found in the Competition in Contracting Act (Public Law 98-369) and in FAR Part 6. A market search will be necessary to determine whether there are capable, alternative sources or means by which the Government may obtain the proposed product or services.

If it is decided that the proposal either does not meet the requirements for an innovative or unique approach, technique, or concept; closely resembles a pending competitive acquisition requirement; or, that similar products or services are available to the Government without restriction from another source, the offeror may wish to consider submitting its proposal in response to a written solicitation issued by the Government. The offeror may do this by submitting a proposal as a prime contractor or as a subcontractor. Information on federal procurement opportunities is advertised in the Federal Business Opportunities (FedBizOpps or FBO) found at <http://www.fedbizopps.gov>. DHA uses the Central Contractor Registration (CCR) System to find small business sources. CCR can be found at <http://www.ccr.gov>. Click on Begin New Registration to enter information into CCR. The Small Business Specialist is available to offer advice and assistance, particularly to qualifying small businesses, regarding DHA procurement opportunities.

## **8. When to Submit Proposals**

Unsolicited proposals may be submitted at any time throughout the year. All unsolicited proposals should be submitted well in advance of the anticipated starting date. This is to allow the agency time to make adjustments to accommodate the acceptance of unsolicited proposals, such as reallocating time and resources for proposal related efforts not anticipated in previously approved operating and budget plans. Due to funding considerations, action on proposals submitted near the beginning or end of the Federal Government's fiscal year may also be affected by the outcome of deliberations on annual Federal budget appropriations.

## **9. Where to Submit Proposals**

All unsolicited proposals should be emailed to the following address:

[dha.buckley.procurement.mbx.contractpolicydivision@mail.mil](mailto:dha.buckley.procurement.mbx.contractpolicydivision@mail.mil)

This office acts as a central receiving point for the distribution, handling, and reporting of unsolicited proposals. The receiving office will forward unsolicited proposals to appropriate program areas for evaluation.

NOTE: **DO NOT** furnish unsolicited proposal to any other office in DHA to avoid jeopardizing its eligibility as an unsolicited proposal, and to prevent unintended or unwarranted disclosure of its contents.



## **APPENDIX A REFERENCES**

The following publications are suggested for additional information:

**Title 48 Code of Federal Regulations (CFR).** Chapter 1, The Federal Acquisition Regulation (FAR), Subpart 6.3 – Other than Full and Open Competition, and Subpart 15.6 – Unsolicited Proposals, available at the Acquisition Network website at <https://www.acquisition.gov/>.

Procurement Directive 15-01 – Unsolicited Proposals (current edition)

**APPENDIX B**  
**UNSOLICITED PROPOSAL (FAR 15.609(a))**

**USE AND DISCLOSURE OF DATA**

This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed – in whole or in part – for any purpose other than to evaluate this proposal. However, if a contract is awarded to this offeror as a result of – or in connection with – the submission of these data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government’s right to use information contained in these data if they are obtained from another source without restriction. The data subject to this restriction are contained in Sheets [*insert numbers or other identification of sheets*].

**APPENDIX C**  
**UNSOLICITED PROPOSAL (FAR 15.609(d))**

**UNSOLICITED PROPOSAL - USE OF DATA LIMITED**

All Government personnel must exercise extreme care to ensure that the information in this proposal is not disclosed to an individual who has not been authorized access to such data in accordance with FAR 3.104, and is not duplicated, used, or disclosed in whole or in part for any purpose other than evaluation of the proposal, without the written permission of the offeror. If a contract is awarded on the basis of this proposal, the terms of the contract shall control disclosure and use. This notice does not limit the Government's right to use information contained in the proposal if it is obtainable from another source without restriction. This is a Government notice, and shall not by itself be construed to impose any liability upon the Government or Government personnel for disclosure or use of data contained in this proposal.