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## Notice of Intent to Certify Sole Source

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**To:** Interested Parties  
**From:** Craig P. Orgeron, Ph.D.  
**CC:** ITS Project Number 41998  
**Date:** August 11, 2015  
**Re:** Sole Source Certification Number 3808 for data collection software to provide MIECHV Federal Benchmark Reporting for Healthy Family America (HFA) for the Mississippi Department of Human Services (MDHS)

**Contact Name:** Donna Hamilton  
**Contact Phone Number:** 601-432-8114  
**Contact E-mail Address:** Donna.Hamilton@its.ms.gov

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### Sole Source Certification Award Details

Regarding Information Technology Services (ITS) Sole Source Certification Number 3808 for data collection software to provide MIECHV Federal benchmark reporting for Healthy Family America (HFA) for the Mississippi Department of Human Services (MDHS), please be advised that ITS intends to award Datatude, Inc. as the sole source provider of data collection software capable of providing MIECHV Federal benchmark reporting for MDHS's Health Family America (HFA) program, Healthy Homes Foundation through October 31, 2018, in an amount not to exceed \$351,500.00. For an explanation regarding Mississippi state law, policy, and procedures for sole source procurements, refer to Attachment C: Sole Source Procurement Overview.

### Sole Source Criteria

1. The product or services being purchased must perform a function for which no other product or source of services exist:

**FamilyWise is a full scale case management system developed by Datatude, Inc. MDHS must use a program that complies with the evidence based Healthy Families Accreditation Standards. Datatude is the only provider of HFA software that is currently able to provide Maternal, Infant, and Early Childhood Home Visiting (MIECHV) benchmarks and reporting. The Customer's sole source certification request is included as Attachment A.**

2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services:
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**MDHS has implemented the HFA program model. The program name is Healthy Homes Mississippi (HHM). MDHS uses the FamilyWise system to collect data. This database is a cloud-based, web application that is updated in real time and produces real time reports. This includes program administration, research, evaluation, MIECHV reporting, and ad hoc reporting, allowing connection to administrators and evaluators. The Home Visitors and their Supervisors enter data directly into the database system. The Customer's sole source certification request is included as Attachment A.**

3. The product or services must be available only from the manufacturer and not through resellers who could submit competitive pricing for the product or services:

**Datatude, Inc. is the developer and sole source for the FamilyWise online data collection system. This system was not developed using federal funds and is completely owned by Datatude, Inc. The Vendor's sole source certification letter is included as Attachment B.**

### **Schedule**

Task	Date
First Advertisement Date	8/11/15
Second Advertisement Date	8/18/15
Response Deadline from Objectors	8/27/15 at 3:00P.M. Central Time
Notice of Award/No Award Posted	Not before 8/28/15

### **Project Detail**

The Mississippi Department of Human Services, Division of Early Child Care and Development implemented the Healthy Families America (HFA) program model as the basis for their program, Healthy Homes Mississippi (HHM) and has made a business decision to continue using the system. MDHS purchased FamilyWise in July 2011 via sole source procurement at an initial cost of \$27,525.96. The total spent to date is \$79,105.96.

### **Submission Instructions and Format of Response from Objecting Parties**

Interested parties who have reason to believe that FamilyWise data collection software should not be certified as a sole source should provide information in the following format for the state to use in determining whether or not to proceed with awarding the Sole Source contract to Datatude, Inc.

- 1.1. Interested Party Information
  - 1.1.1 Contact Name, Phone Number and email address
  - 1.1.2 Company Website URL, if applicable
- 1.2 Objection to Sole Source Certification

- 1.2.1 Interested parties must present specific objections to the Sole Source certification using the criteria listed above.
- 1.2.2 A statement regarding the Interested Party's capabilities as related to this Sole Source Certification Request.
- 1.3 Comments will be accepted at any time prior to Tuesday, August 27, 2015, at 3:00 p.m. (Central Time) to Donna Hamilton at [Donna.Hamilton@its.ms.gov](mailto:Donna.Hamilton@its.ms.gov) or at the Mississippi Department of Information Technology Services, 3771 Eastwood Drive, Jackson, Mississippi 39211. Responses may be delivered by hand, via regular mail, overnight delivery, e-mail, or by fax. Fax number is (601) 713-6380. ITS WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the Interested Parties that responses reach ITS on time. Interested Parties may contact Donna Hamilton to verify the receipt of their Responses. Responses received after the deadline will be rejected.
- 1.4. Interested Party responses should include the following information:

**SUBMITTED IN RESPONSE TO**  
**Sole Source Certification No. 3808-41998**  
**Accepted until August 27, 2015 @ 3:00 p.m.**  
**Attention: Donna Hamilton**

If you have any questions concerning the information above or if we can be of further assistance, please contact Donna Hamilton at 601-432-8114 or via email at [Donna.Hamilton@its.ms.gov](mailto:Donna.Hamilton@its.ms.gov).

- Attachment A: Customer Sole Source Certification Request
- Attachment B: Vendor Correspondence
- Attachment C: Sole Source Procurement Overview

## Sole Source Certification Request

<b>Project Title: <u>Family Wise Online Data Collection</u></b>		<b>Stimulus (ARRA) Funds? <u>Yes</u> <u>No</u></b>	
<b>Customer Contact Information</b>			
Agency/Public University: Mississippi Department of Human Services Address: 750 North State St. Jackson, MS 39202		Contact Person: Vicki Brown Phone: (601)359-4610 Fax: (601)359-4565 Email Address: vicki.brown@mdhs.ms.gov	
MAGIC Customer Number (only required from state agencies): 7000000190		Division/Dept: Handmail: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Project Summary Narrative Description of Project</b> (include details of original acquisition if applicable): The Division of Healthy Homes of MS is required to provide MIECHV reporting for the Healthy Family America (HFA) program. Datatude's FamilyWise software provides online data collection services that allows the Division to track clients receiving services, monitor quality assurance, quantify outcomes, and provides the federally require MIECHV reporting.			
ITS Acquisition Approval (CP-1) should be effective through this date (Please allow time for all vendor invoices to be paid):			
<b>Cost Estimates</b> <i>Fiscal Year</i>	<b>Initial Costs</b>	<b>Ongoing Costs</b>	<b>Time Constraints</b> Item Needed by: ASAP Funds Expire:
FY2016		\$175,750.00	<b>Discuss Funding</b> (e.g. how much of needed funding is definite; total project budget; any matching or other non state funds)
FY2017-18		\$175,750.00	
<b>Total</b>		<b>\$351,500.00</b>	
<b>Anticipated Lifecycle of Products/System</b> (i.e. estimated years of effective use): 3			
<b>Acquisition Details</b>			
<b>Items Requested</b>	<b>Quantity</b>	<b>Description</b>	<b>Building Location(s)</b>
Monthly FSW (42 months)	50 FSWs	7/1/2015 – 9/30/2018	
Federal Reporting for MIECHV		6/1/2015 – 10/31/2018	
Describe platform & infrastructure (connectivity; software/hardware platforms; utilization of State Data Center resources: mainframe, eGovernment portal, payment engine, document management, hosting). For equipment or hosting outside the State Data Center, attach justification:			
Progress to Date: What has been done related to this project, including any communication with ITS staff (data/voice/procurement/other)?			
<b>Sole Source Certification</b> Note: Certification must be renewed for each revision or continuation of previous Sole Source Approvals.			
<b>Specific business requirements to be met by the requested products or services:</b> All HFA sites are required to meet the HFA Best Practice Standards. Datatude's FamilyWise is compatible with the HFA evidence based model. FamilyWise will provide the federally mandated Maternal, Infant, and Early Childhood Home Visiting (MIECHV) benchmarks and reporting.			
<b>Explain why these products or services are the only ones that can meet your needs</b> (include unique features/special functionality): The Division of Early Child Care and Development receives a grant for Healthy Family America (HFA) from the Health Resources and Services Administration. MIECHV reporting is required each October in order to meet grant requirements. Datatude's FamilyWise is the only product that can currently provide this reporting.			
<b>Explain why the source is the only entity that can provide the products or services</b> (Include other products/vendors researched or evaluated): There are 3 existing data management systems available that are compatible with the HFA evidence based model: FamilyWise, PIMS, and HF MIS. PIMS is not currently able to address MIECHV benchmarks and other HFA outcome indicators. DHS participated in a webinar with HF MIS and the software cannot currently meet the MIECHV reporting requirements. Datatude is the only provider of HFA software that is currently able to provide MIECHV reporting.			
<b>Explain why the amount to be expended for the services is reasonable:</b>			
<b>Explain what your agency did to obtain the best possible price for the services:</b>			
Vendor's Certification of Sole Source attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Vendor's proposal submitted: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
MAGIC Vendor Code(s) Vendor must be in MAGIC before a CP-1 can be issued.			
<b>Place Order To</b> Vendor Name: Datatude, Inc. Vendor Address: 6907 Almeda Road Houston, TX 77021-2009		<b>Remit To</b> Vendor Name: Datatude, Inc. Vendor Address: 6907 Almeda Road Houston, TX 77021-2009	

By my signature, I certify that, to the best of my professional knowledge: the requested product or services are a sole source as outlined in the ITS Procurement Handbook, Rule 207.2.013-030 Procurement Types: Sole Source, and as outlined in Mississippi Code annotated Section 31-7-13. In addition, I acknowledge that there is a charge for ITS procurement services associated with this request which will be billed to the requestor by ITS and that my agency/public university is responsible for these charges/costs.

  
Richard A. Berry, MDHS Executive Director

8/13/15  
Date

Attachment B



Donna Hamilton  
MSDH Procurement  
570 East Woodrow Wilson  
Jackson, MS 39215-1700

June 9, 2015

Dear Ms. Hamilton:

This letter is to acknowledge that Datatude, Inc. is the developer and sole source for the FamilyWise online data collection system. This system was not developed using federal funds and is completely owned by Datatude, Inc.

FamilyWise is a full scale case management system, which allows your program managers and supervisors to conduct continuous quality improvement through the use of our reports and data tickler systems. Furthermore, FamilyWise is the only database available for subscription which complies with the Healthy Families Accreditation Standards. In addition to helping document every aspect of service delivery and client characteristics, the reports and our service personnel assist the site in completing proper analyses and reports required for accreditation. All of our sites who have gone through the HFA accreditation process have successfully completed the HFA accreditation with the use of the reports available in FamilyWise.

Beyond HFA accreditation, many of our reports help program managers and supervisors achieve more. Best practice is achieved with the help of our ticklers and reports. They help to alert the staff to family risk issues and the supervisors to larger patterns occurring in the service.

In working with Mississippi over the last several years, we have also ensured that all data required for Mississippi's Maternal Infant and Early Childhood Home Visiting (MIEC-HV) benchmarks are available for tracking and reporting to the Health Resources and Services Administration (HRSA) as required through your state grants. We provide the means for the front line staff to easily enter required data, and utilize ticklers; we work with your evaluator in data quality reviews; and we create data sets allowing for the required federal

reports to be generated. We look forward to providing those reports to Mississippi as a part of our next iteration of enhanced service to you. As requested by your program team, this means that rather than sending the data for the evaluator to determine the numerator and denominator for each benchmark construct, we will actually calculate the numerator, denominator and proportion of families meeting each benchmark construct.

Finally, we want to highlight our unique commitment to home visiting services. While we provide software as a service (SaaS), we are more involved in the field of early childhood home visiting than any other software company. We are the only SaaS provider to HFA sites who has technical assistance staff who volunteer as Peer Reviewers for Healthy Families America. I also sit on the Healthy Families America Accreditation Panel, the Research, Practice, Policy Committee and the Data Governance Committee. As the lead manager on these projects, I am also endorsed by the Texas Infant Mental Health Association (First3Years) as a Level IV Research Mentor. All of these activities allows us to stay on the forefront of HFA activities and best practice for all families served by our clients.

Please let me know if you have any questions or items that need to be clarified.

Thank you,



Kristin Cotter Mena, Ph.D., *IMH-E® (IV)*

President  
Datatude, Inc.



*Datatude, Inc. • 4144 West Belfort Ave. • Houston, TX 77025*

## Attachment C: Sole Source Procurement Overview

The acquisition of information technology for all state agencies and institutions of higher learning (IHLs) is within the scope of the ITS law, found in Mississippi Code Section 25-53-1, et seq., and the policies and procedures established in accordance with this statute, found in the ITS Procurement Handbook posted on the ITS website ([www.its.ms.gov](http://www.its.ms.gov)).

ITS enabling legislation requires that information technology hardware, software and services be acquired in a manner that insures the maximum of competition among all manufacturers and suppliers of such equipment and services. Accordingly, ITS promotes full and open competition through the issuance of open specifications and the objective evaluation of Interested Party proposals to determine the lowest and best offering to meet an agency's or public university's business requirements. True competition protects the integrity and credibility of purchasing in the public sector and is essential in providing best value and adequate contractual protection for the purchasing entity. In certain limited situations, information technology acquisitions may be sole-sourced.

ITS utilizes the provisions of Public Purchasing Law for Sole Source and Emergency procurements of information technology. Mississippi Public Purchasing Law (Mississippi Code Section 31-7-13) specifies that noncompetitive items available from one source only be exempted from bid requirements (sole sourced). ITS statute, in Section 25-53-5 (p), permits ITS to utilize provisions in Public Purchasing Law or regulations, when applicable.

Per Public Purchasing law, acquisitions must meet the following criteria to be authorized as sole source:

1. The product or services being purchased must perform a function for which no other product or source of services exists,
2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services, AND
3. The product or services must be available only from the manufacturer and NOT through resellers who could submit competitive pricing for the product or services. The vendor's correspondence regarding this criterion for this project is included as Attachment B.

By policy as documented in the ITS Procurement Handbook, acquisitions of IT services must include the following information to be authorized as sole source:

1. An explanation about why the amount to be expended is reasonable, and
2. An explanation regarding the efforts by the purchaser to obtain the best possible price.

For state agencies, approval of all technology purchases with a lifecycle cost of \$5,000 or less, including sole source purchases, has been delegated to the agency. The ITS Procurement Limits Policies for Agencies (a section in the ITS Procurement Handbook) require a minimum of two competitive written bids or proposals for technology purchases with a lifecycle cost over \$5,000 but not over \$50,000 (not over \$25,000 for projects funded by the American Recovery and Reinvestment Act). Since, for single source items, the procuring agency will be unable to obtain two written bids, ITS must certify all sole source acquisitions of information technology with a lifecycle cost greater than \$5,000.

Institutions of Higher Learning (IHLs) or public universities have been delegated the authority to certify sole source procurements up to \$250,000 lifecycle cost under the ITS Procurement Limits Policies for IHLs (a section in the ITS Procurement Handbook). For the certification of sole source procurements delegated to the CIOs at public universities, the public university must follow ITS' Sole Source Procedure, including advertisement of the intent to award as sole source. Institutions certifying a sole source purchase must ensure the criteria listed above are met and documented in writing by the institution and the Interested Party prior to certifying a product or service as sole source. Sole source documentation must be reviewed and approved by the IHL's CIO for any sole-source certification above \$5,000. All sole source documentation should be retained in the public university's procurement file. Sole source requests above \$250,000 lifecycle cost require ITS approval.

Other than the delegations outlined above, all sole source technology procurements must be certified by ITS. The customer's Sole Source Certification Request for this project is included as Attachment A.

ITS thoroughly reviews Sole Source Certification Requests, determining if competing products and/or services exist. If so, ITS conducts a competitive procurement. If ITS' review confirms the sole source, then a Sole Source advertisement is issued, giving other Interested Parties an opportunity to identify competing products and/or services. Based upon the results of the Sole Source advertisement, ITS will either certify the request as a sole source or conduct a competitive procurement.