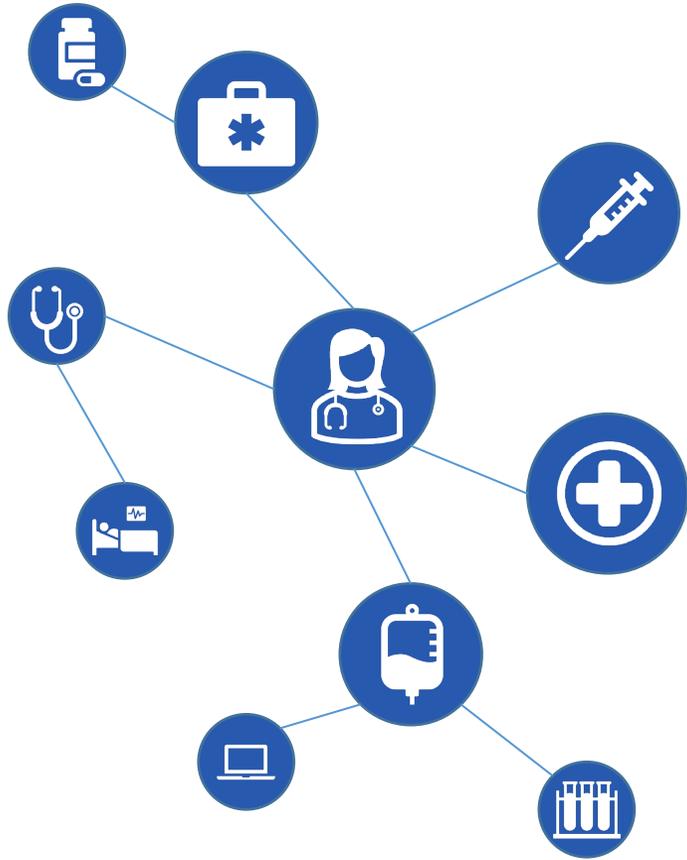


# Development Multiple Award Contract (DevMAC) Reboot Evaluation Criteria

December 2023





PEO DHMS must maximize value in a rapidly evolving Healthcare Industry.

DevMAC will provide an ecosystem of “builders” with expanding capabilities to leverage the Federal Single-Record Ecosystem and drive innovation across the Health IT sector.

# Evaluation Criteria



The Government is seeking industry feedback on industry's ability to demonstrate:

1. Communication
2. User Experience

Effective communication serves as the lifeblood that fuels collaboration, transparency, and successful project outcomes

## Effective Communication:

- Promotes alignment and transparency
- Fosters engagement, accountability, and shared ownership within the team
- Facilitate the exchange of feedback
- Enables the team to deliver high-quality outcomes, innovate, and adapt to change



Request: How can industry demonstrate, as part of a proposal, effective and transparent communication?



User experience is how a user feels while interacting with a product, system, or service.

Request: How can industry demonstrate, as part of a proposal, the product has a positive and quality user experience?

Some known methodologies for evaluating user experience.



A/B Testing



Checklist



Usability Test



Heuristic Evaluation

# Industry Feedback

# Industry Feedback Requested



**Question 1:** How can industry demonstrate, as part of a proposal, effective internal and external communication?

**Question 2:** How can industry demonstrate, as part of a proposal, the product has a positive and quality user experience?

Responses due by Jan 5, 2024  
0800 Eastern Standard Time

Email responses to:  
[Sonya.m.edom.civ@health.mil](mailto:Sonya.m.edom.civ@health.mil)

## **Submission:**

- Cover Page: Includes Company Name, Cage Code, UIE, and Small Business concern (if applicable)
- Question #1: Limit to one (1) page in length, or three (3) power point slides
- Question #2: Limit to one (1) page in length, or three (3) power point slides



Proprietary information may be submitted; however, respondents are responsible for adequately marking proprietary, restricted or competition sensitive information contained in their response. If a submission is marked, it will be protected from disclosure outside of Government personnel, unless permission is granted for Government support contractors to view the material.

The following companies and individual employees are bound contractually by Organizational Conflict of Interest and disclosure clauses with respect to proprietary information, and they will take all reasonable action necessary to preclude unauthorized use or disclosure of an RFI respondent's proprietary data. Responses **MUST** clearly state whether permission is granted allowing the support contractors identified below access to any proprietary information.

- Boston Consulting Group (BCG)
- ZYGOS Consulting,
- Andrew Morgan Consulting, LLC
- Greenlight Analytics, LLC
- Itero Group, LLC



Thanks for reviewing the DevMAC Reboot

For informal discussions regarding DevMAC Reboot and other opportunities,  
please visit our HIVE Hub: <https://connect.bidscale.com/hive-hub>

Official draft and RFP documents available on SAM.gov!