Proposed Sole Source Purchase Form

Pursuant to New Mexico Procurement law, the UNM Purchasing Department will post your completed form on the UNM Sunshine Portal for 30 days prior to purchase of the goods/services.

I. GENERAL INFORMATION. PLEASE PROVIDE THE FOLLOWING:

<table>
<thead>
<tr>
<th>Date of Request</th>
<th>Request Submitted by</th>
<th>Requisition Number (If Applicable)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/2019</td>
<td>Megan Bateman</td>
<td></td>
<td>Administrative Officer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department</th>
<th>Email</th>
<th>Phone</th>
<th>Proposed Vendor</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSC Public Information Office</td>
<td><a href="mailto:megbateman@salud.unm.edu">megbateman@salud.unm.edu</a></td>
<td>505-272-3500</td>
<td>Seasons Communications</td>
<td>$59,000</td>
</tr>
</tbody>
</table>

Buyer Team - See Commodity list at [http://www.unm.edu/~purch/commcodes.pdf](http://www.unm.edu/~purch/commcodes.pdf)

Provide a basic description of goods/services to be provided:
Seasons Communications will be working on updates the “Find a Doctor” (FAD) tool by recommending and implementing strategies for a seamless and more user friendly experience through upgraded technology and coding. They will be analyzing the current platform and suggesting changes to enhance the functionality for those using the FAD feature. These changes are around helping the patient navigate our health system efficiently and effectively.

Why is this purchase needed?
This is needed in order to update the backend of the program to help facilitate a smoother experience for those looking to use the FAD application. Seasons Communications will be analyzing the current interface and providing recommendations to improve the way patients find doctors, specialties and locations. The Seasons team will be able to understand what the user needs and improving the functionality of the FAD application. The functionality of the system is currently a barrier to connecting patients with providers and must be addressed.

II. BASIS FOR SOLE SOURCE PROCUREMENT. CHOOSE APPLICABLE BOX(ES) AND PROVIDE ADDITIONAL INFORMATION, AS REQUESTED:

- [ ] Proprietary item, technology or service only available from the proposed vendor. (Check box and describe proprietary component)

- ☒ Compatibility requirement with existing item, technology or service. (Check box and describe compatibility requirement)
Seasons Communications will provide services that will be uniquely tailored for the need of the HSC in developing research, analysis and training for improving the Find a Doctor application. Seasons communications is a unique vendor because of their experience with academic medical institutions and clinical enterprises. They have a different level of understanding of our unique and complex needs and have experience with our coding previously. This partnership will ensure that the FAD can move forward into a smarter search that serves the needs of our patients.

☐ Renewal of support/maintenance/subscription of software, technology or other intellectual property. (Check box and describe)

☐ Other Basis for Sole Source: Please describe below:

III. SUPPLEMENTAL DETAILS. PLEASE PROVIDE ADDITIONAL INFORMATION AS REQUESTED BELOW:

Describe in detail the unique capabilities of the proposed vendor’s goods/service and/or personnel performing the work and why this constitutes the only source. Focus on what is unique about the goods/service and why no other vendor could meet your needs.
Seasons Communications already knows the Find a Doctor system that is currently in place and what is needed for the coding to be upgrading allowing for smarter search capabilities. The institutional knowledge of this program and overall knowledge of best practices in this field will enable them to enhance the platform to be more compatible with the needs of our clients. They will be working on the back end to add features that allow for more range in searching, allowing the public to find the resources more useful.

Describe the due diligence made to locate other possible sources including communications with other universities, communications with similar providers, web searches, yellow page searches, review of advertisements and trade publications, etc.

The FAD previously was crafted by another vendor, who did not take into consideration coding limitations, IT needs and patient experience. It is crucial that we have a vendor who understands our network and capabilities, which Season’s does. Allowing us to use Seasons will ensure we do not end up with another product that does not meet our needs, was not written in a coding language we use and was not collaborative with IT.

List the other vendors who were contacted. Please describe the specs/qualifications/criteria that the other vendors were unable to satisfy.

Because we are on a tight timeline to completion we wanted a vendor with experience with our website and familiarity with FAD’s at other institutions. Because of that we are asking to use Seasons.