

# Notice of Intent to Certify Sole Source

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**To:** Interested Parties

**From:** Ellen Swoger  
CIO, Applications

**Date:** 11/18/2022

**Re:** Sole Source Certification SS 9532 Virtual Reality Therapy Program

**Contact Email Address:** [solesource@umc.edu](mailto:solesource@umc.edu)

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## Sole Source Certification Award Details

Regarding UMMC Sole Source Certification Number SS9532, please be advised that UMMC intends to award the purchase of the Virtual Reality Therapy Program, to KindVR, LLC. KindVR is the only virtual reality healthcare company focused on providing proven support for pediatric procedures, which is customized for use in clinical settings.

UMMC issues this notice in accordance with Mississippi state law, policy, and procedures for sole source procurements.

## Sole Source Criteria

1. Where the compatibility of equipment, accessories, or replacement parts is the paramount consideration (and manufacturer is the sole supplier).
2. Where a sole supplier's item is needed for trial use or testing.
3. Where a sole supplier's item is to be required when no other item will service the needs of UMMC.

## Schedule

Task	Date
First Advertisement Date	November 28, 2022
Second Advertisement Date	December 5, 2022
Response Deadline from Objectors	December 12, 2022 at 3:00 p.m. Central Time
Notice of Award/No Award Posted	Not before December 12, 2022

## Project Details

**1. Describe the commodity/service that the agency/institution is seeking to procure:**

KindVR subscriptions provide research-based virtual reality software experiences for pediatric patients to mitigate pain and stress during medical procedures. KindVR's software experiences are customized for patients' body position and patient safety during procedures. The annual subscription includes software, hardware, training, support services, hardware and software updates, and infection control packs.

**2. Explain why the commodity/service is the only one (1) that can meet the needs of the agency/institution:**

KindVR is the only virtual reality healthcare company focused on providing proven support for pediatric procedures that is customized for use in clinical settings. KindVR virtual reality software provides patient support, promotes medical adherence, and enhances the patient experience, positively impacting clinical outcomes. All KindVR software applications and updates are included in the Program. The KindVR Therapy Program includes three elements: Software, Hardware, and Services ("Program").

**3. Explain why the source is the only person or entity that can provide the required commodity/service:**

KindVR, LLC is the sole provider of software, hardware, training, support services, hardware and software updates, and infection control packs on Kind Virtual Reality Therapy program. See supporting letter from KindVR, LLC, Attachment A.

**4. Explain why the amount to be expended for the commodity/service is reasonable:**

The estimated amount to be expended for the purchase of Virtual Reality Therapy Program is \$50,000.00 for three years. Please be advised that UMMC will determine if additional enhancements, upgrades, support, or equipment are within scope during the certification period and may increase the spending authority accordingly. Should KindVR, LLC change their name during this certification period, then UMMC will determine if a recertification is necessary. This amount is within the expected price range for this software.

**5. Describe the efforts that the agency/institution went through to obtain the best possible price for the commodity/service:**

Through market intelligence, UMMC was able to negotiate best pricing for these products. All applicable discounts were explored and applied.

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

Interested parties who have reason to believe that Virtual Reality Therapy Program (hereafter, "Products") should not be certified as a sole source should provide information in the Vendor Form for the State to use in determining whether or not to proceed with awarding the sole source to KindVR, LLC. The Vendor Form may be found at

<http://www.dfa.state.ms.us/Purchasing/documents/ObjectiontoSoleSourceDetermination.pdf>.

Objections must include the certification in Attachment B.

Comments will be accepted at any time prior to Monday, December 12, 2022, at 3:00 p.m. (Central Time) to [solesource@umc.edu](mailto:solesource@umc.edu). Responses may be delivered via email to [solesource@umc.edu](mailto:solesource@umc.edu). UMMC WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the Interested Parties that responses reach UMMC on time. Responses received after the deadline and responses that lack all required information will be rejected. UMMC reserves the right to inspect Interested Party's commodity for comparison purposes.

If you have any questions concerning the information above or if we can be of further assistance, please contact [solesource@umc.edu](mailto:solesource@umc.edu).

Attachment A: Vendor Correspondence

Attachment B: Objection Certification

Attachment B

**SUBMITTED IN RESPONSE TO**

**Sole Source Certification No. SS9532**

**Accepted until Monday, December 12, 2022, at 3:00 p.m.**

I certify that the information contained in this objection is true and accurate to the best of my knowledge. I understand that UMMC will investigate all statements made in this objection and that any false or misleading information provided may result in adverse action.

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Objector Name

Objector's title