

Notice of Intent to Certify Sole Source

To: Interested Parties

From: Stacy Baldwin
Agency Procurement Officer

Date: October 12, 2015

Re: Sole Source Certification Number SS0014 for Laerdal SimMom birthing simulation manikin and accessories

Contact Email Address: solesource@umc.edu

Sole Source Certification Award Details

Regarding UMMC Sole Source Certification Number SS0014 for Laerdal SimMom birthing simulation manikin and accessories, please be advised that UMMC intends to award the purchase of the Laerdal SimMom birthing simulation manikin and accessories to Laerdal Medical Corporation as the sole source provider of the Laerdal SimMom birthing simulation manikin and accessories.

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	October 12, 2015

Second Advertisement Date	October 19, 2015
Response Deadline from Objectors	October 26, 2015, at 3:00 p.m. Central Time
Notice of Award/No Award Posted	Not before October 27, 2015

Project Details

1. Describe the commodity that the agency is seeking to procure:

The University of Mississippi Medical Center (UMMC) seeks to purchase a Laerdal SimMom Simulator, along with proprietary automatic delivery module and installation package which includes Installation, Extended Warranty through Year 2, Preventative Maintenance On-Site and Loaner Program, and on-site training. The SimMom simulator is a high fidelity fully interactive birthing simulator with baby and placenta.

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

While other companies do make high fidelity birthing simulators, all of the other simulators that UMMC has at the School of Nursing on the Oxford campus are Laerdal products. Purchasing the Laerdal Sim Mom will allow compatibility of equipment and accessories across other high fidelity simulators. This compatibility will be more cost effective and allow for increased efficiency in UMMC's simulation lab. Additionally, the faculty and staff will require less training on the Sim Mom since they have previously been trained on Laerdal products since UMMC already has the adult and pediatric high fidelity simulators. Familiarity with Laerdal high fidelity simulators will allow for quicker and more efficient utilization of the Sim Mom with students.

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

Sim Mom has unique birthing methods which is the only platform in the industry to combine four distinctly different simulations into one system. The high fidelity simulator has four distinct birthing capabilities with a unique AUTOMATIC DELIVER MODULE, a manual delivery method, a C-section skin, and a baby in a bag with fluids. Sim Mom also has a unique operation system call LLEAP that allows the operator to utilize a unified operating system. The Sim Mom also has unique post-partum modules to simulate all post-partum scenarios, hemorrhage module and inverted uterus. See supporting letter from Laerdal Medical Corporation, Attachment A.

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

The estimated amount to be expended is for the purchase of the Laerdal SimMom birthing simulation manikin and accessories is \$53,477.12. This amount is within the expected price range for these products.

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

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 the Laerdal SimMom birthing simulation manikin and accessories (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 Laerdal Medical Corporation. 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 Thursday, October 26, 2015, at 3:00 p.m. (Central Time) to solesource@umc.edu. Responses may be delivered via email to 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.

Attachment A: Vendor Correspondence

Attachment B: Objection Certification

Attachment A



LAERDAL MEDICAL CORPORATION
PO Box 1840, 167 Myers Corners Road
Wappingers Falls, NY 12590
877/LAERDAL (523-7325)
(845) 297-7770
Fax (800) 227-1143

www.laerdal.com

October 6, 2015

University of Mississippi Medical Center
2500 N State Street
Jackson, MS 39216-4500

Kenny Heard, J.D.
Senior Contract Administrator, Department of Contracts Administration

Laerdal Medical is the final manufacturer for the Laerdal SimMom. Additionally, we are the sole provider of post-sales support education and technical services for SimMom. We are the only provider of Value Plus technical and educational services which include Installation, Preventative Maintenance, Extended warranties and educational instruction. Laerdal Medical provides these services through our local support organization.

Laerdal Medical is the only source for having a SimMom that will integrate with the existing systems currently at the Oxford campus. You currently have our Audio Visual recording system that captures the AV during a simulation and also integrates it with the time-stamped debriefing log generated during a simulation. Also the OS utilized by the SimMom is the same as all other OS software currently in the simulation center. If you were to utilize any other mannequin or system you would have to use another OS and also AVS for it. Also our SimMom is the only mannequin on the market that has 4 unique birthing capabilities. They are: Automatic Delivery System, Manual birth, C-Section birth and Baby in a Bag with fluids. We also now have a flat abdomen to go with SimMom which allows her to be an adult female mannequin with many capabilities.

Laerdal Medical Corporation has been established in the USA since 1967 and our parent Company, Laerdal Medical was founded in 1940. We are the pioneer of CPR and Resuscitation training and we remain the industry leader in Patient Simulation. If I may be of any further assistance, please do not hesitate to contact me at your convenience.

Thank you,

Paul R. Thompson R.N
Territory Manager MS & AL
Cell-845-264-4719
Office- 800-433-5539 ext. 2304
paul.thompson@laerdal.com

Attachment B

**SUBMITTED IN RESPONSE TO
Sole Source Certification No. SS0014
Accepted until October 26, 2015, 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.

Objector Name
Objector's title

Date