



RESPONSE TO REQUEST FOR INFORMATION / SOURCES SOUGHT

SDVOSB PRIME TEAM

# VHA Salary Survey Data Collection & Analysis

U.S. Department of Veterans Affairs · Veterans Health Administration · Program Contracting Activity Central (PCAC), Independence OH

Solicitation **36C77626Q0191** (VA-26-00056720) · NAICS 541990 · PSC R405 · Response due **June 12, 2026, 2:00 PM ET** ·

Provided for market research under FAR Part 10



SCAN TO OPEN IT NOW

**This team already built the solution — operate it before you read a word.**

Our response has a live companion: the actual Task 4 enterprise compensation platform running on real BLS data — per-facility \$7451 locality, benchmarking, survey participation. Check every claim yourself at [vha-salary-survey.housestrategiesgroup.com](https://vha-salary-survey.housestrategiesgroup.com).

Show me the live platform →

No login · no install · works on any device · ~60-second tour

## 1 Respondent Information

Riley McGuire Partners LLC (“RMP”) is pleased to submit this response to Solicitation No. 36C77626Q0191, teamed with House Strategies Group, LLC (“HSG”). The following is provided for Government market-research and planning purposes under the authorities cited in the notice — RFO Part 10.001, RFO 15.101(c), RFO 19.101, and VAAR 810.000.

|                         |                                                                                                                                                                                                                                                            |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Prime Respondent</b> | <b>Riley McGuire Partners LLC</b> — Service-Disabled Veteran-Owned Small Business (SDVOSB), SBA VetCert certified through April 3, 2028 · Incorporated: District of Columbia · 2707 Tucker Rd, Suite 102, Louisville, KY 40299 (SAM — Active)              |
| <b>Point of Contact</b> | Neil B. Riley, Managing Partner · <a href="mailto:nriley@rileymcguirepartners.com">nriley@rileymcguirepartners.com</a> · (502) 230-9986                                                                                                                    |
| <b>UEI · CAGE</b>       | UEI <b>LQGBKZTF81H3</b> · CAGE <b>7QNY4</b> · SAM.gov: Active                                                                                                                                                                                              |
| <b>NAICS</b>            | Holds <b>541990</b> (this solicitation’s NAICS; size standard \$19.5M — RMP qualifies as small). Primary 541611; additional 541618, 541199, 541620, 541690.                                                                                                |
| <b>Teaming Partner</b>  | <b>House Strategies Group, LLC</b> — SBA-certified 8(a) Small Disadvantaged Business · UEI EAE1MJHMN2Z1 · CAGE 7W4Y5 · POC Jelani House, <a href="mailto:jelani.house@housestrategiesgroup.com">jelani.house@housestrategiesgroup.com</a> · (434) 981-5295 |

### SMALL-BUSINESS PROGRAM ELIGIBILITY — PRIME RESPONDENT (AS REQUESTED)

☒ **Small Business (SB)**

☐ Small Disadvantaged Business (SDB)

☐ Women-Owned (WOSB)

☒ **Service-Disabled Vet-Owned (SDVOSB)**

☐ Small Business 8(a)

☐ Large Business

☒ **Veteran-Owned (VOSB)**

☐ HUBZone

☒ **Other — teammate HSG is 8(a)/SDB**

## 2 Corporate Capabilities Overview

RMP is a veteran-founded management consulting firm whose principal client today is the Veterans Health Administration: under VHA lease administration and VA Office of Asset Enterprise Management (OAEM) engagements, RMP manages work touching the facilities where VHA’s clinical workforce serves — with the program-management

discipline, COR coordination, and VA security and process fluency that come from delivering inside VA every day. HSG, RMP’s teaming partner on those same VA contracts, is a public-sector **classification and compensation** firm whose practice produces precisely the artifact set this PWS describes — commercial-survey sourcing and participation, benchmark analysis, geographic differentials, job architecture, and a cloud compensation platform. Together: **a veteran-owned prime that already serves VHA, and a compensation specialist that has already built the Task 4 solution.**

**Why this team is responding — an honest look.**

We examined this requirement the way we would audit any program: *what is the work, at its core?* Stripped of incumbency assumptions, it is five plainly stated workstreams — none of which requires a large-business cost structure. Public contracting records show the Government has recently paid on the order of **\$3.9M per year**, and more recently **\$1.8M per year**, for this requirement. Respectfully, we believe neither number reflects the core work. A purpose-built small-business team — with an owned platform instead of per-seat licensing, specialists instead of layered overhead, and modern data engineering — can deliver the full PWS at **approximately \$1.1M per year all-in: roughly 70% below the full-scope figure and materially below the interim one**, with better tooling than the Government has had under this program to date. That estimate is built bottoms-up from a priced work breakdown structure, not asserted — Section 8 shows the basis.

**1 · SOURCE**  
Buy ~50 surveys & hold publisher agreements

**2 · PARTICIPATE**  
Submit VHA data in each publisher’s format

**3 · ANALYZE**  
Percentiles & localities for every duty station

**4 · PLATFORM**  
Cloud solution — pay setting, AI insight, export

**5 · GOVERN**  
Job architecture, reporting & audit lineage

**Built for the Revolutionary FAR Overhaul — the contractor this acquisition regime is designed to find**

This notice is issued under the Revolutionary FAR Overhaul authorities — RFO 10.001, 15.101(c), and 19.101 — not the legacy FAR. We read that as a statement of how the VA intends to buy: commercial-first, demonstration-driven, small-business-forward at presolicitation, and fast. This team was assembled in exactly that shape:

| Where the RFO points                                                                                                               | Where this team already stands                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Market research by demonstration</b> — RFO 10.001 streamlines market research toward direct evidence of commercial capability.  | The centerpiece of this response is an <b>operable platform the VA can use during market research</b> — RFO-native evidence, not narrative. Scan the cover QR and evaluate the capability itself.                                                                                                                   |
| <b>Commercial solutions first</b> — buy widely available services; build only what must be built.                                  | Task 4 is delivered as the PWS itself describes: a <i>commercially available service that does not collect Federal information</i> — owned outright, no per-seat license, integration-ready where the VA prefers a platform of record.                                                                              |
| <b>Small-business decision at presolicitation</b> — RFO 19.101 sets small-business goals at exactly this stage.                    | This response is the Rule-of-Two evidence: a VetCert <b>SDVOSB prime</b> with an <b>8(a) SDB partner</b> , performing together inside VA today — anchored in <b>38 U.S.C. §8127</b> , statute that stands regardless of how the FAR rewrite settles.                                                                |
| <b>Speed, with fewer rules and more judgment</b> — compressed timelines; evaluations that must be easy to make and easy to defend. | The WBS, basis of estimate, security architecture, and platform are <b>pre-built before solicitation</b> — award-to-operating in days. And our pricing structure (services FFP + surveys at cost) is designed so competing quotes are directly comparable — the cleanest possible file for the Contracting Officer. |

**3 Relevant Corporate Experience**

Four engagements substantiate the team — two RMP-led contracts inside VA/VHA (where RMP and HSG already deliver together), and two HSG engagements in exactly this PWS’s subject matter. The record runs deeper than the cards: public contracting data shows **40 VA awards to RMP totaling more than \$14M since 2018** (USASpending) — recurring, renewed VA work, not one-off wins.

### 3.1 VHA Lease Administration Support

RMP — PRIME · WITH HSG

Under 36C10F24R0031, RMP administers lease portfolio support for VHA — the medical-center and outpatient real estate where VHA's 380,000-person workforce serves. Site assessments, project management, compliance review, consideration analyses, and reporting platforms, delivered with VHA program offices and CORs. Demonstrates the exact delivery muscle this PWS needs: nationwide VHA footprint, recurring data operations, and VA security/process compliance.

**Client:** VHA / VA CFM    **Sol.** 36C10F24R0031 · **Award** 36C10F24N0010    **PoP / value:** 6/2024–12/2025 · \$772,803.69

**Role:** Prime · HSG subcontractor

### 3.2 VA OAEM — Enhanced-Use Lease Portfolio Support

RMP — PRIME · WITH HSG

Under successive task orders for VA's Office of Asset Enterprise Management (FY22–FY25 — 36C77622N0001, 36C77623N0164, and currently 36C77624N0371): EUL site visits, AOCC compliance reviews, Consideration Reports, and the EULIS SharePoint platform. Multi-year, renewed performance for a VACO program office — including building and operating a data platform VA staff use, the same pattern as Task 4.

**Client:** VA OAEM    **Current task order:** 36C77624N0371 · \$2,299,727.67 · 4/2024–5/2025

**Prior:** 36C77622N0001 (\$687,592) · 36C77623N0164 (\$1,512,509)    **Role:** Prime · HSG subcontractor

### 3.3 USDA APHIS — Senior HR & Classification Consulting

HSG

2022–present (subcontract to Rumik Consultancy, 8(a)): multi-country workforce and position management, position classification, standardized PDs, GAP and succession analyses for APHIS PPQ. Every performance rating **Exceptional**. Federal classification at scale — the discipline behind PWS Tasks 2 and 5.

**Client:** USDA APHIS PPQ    **PoP:** 2022–ongoing    **NAICS:** 541612    **Role:** Subcontractor (sole performer of cited scope)

### 3.4 Classification & Compensation Practice + Working VHA Platform

HSG

HSG's prime practice (NAICS 541612) delivers total-compensation and classification studies across state/local jurisdictions — each producing survey-sourced percentiles, locality differentials, a cloud analytical portal, and a maintained job-architecture catalog; this PWS's exact artifacts at smaller scale. For this requirement, HSG went further and **built the Task 4 solution** — a working enterprise compensation platform on real BLS/OIG data, operable today at the cover link.

**Clients:** multiple public-sector jurisdictions    **Type:** FFP studies    **Evidence:** live platform · [vha-salary-survey.housestrategiesgroup.com](https://vha-salary-survey.housestrategiesgroup.com)

## 4 Technical Understanding & Approach

### 4.1 Understanding of the Requirement

VHA is one of the largest health-care employers in the United States — on the order of 380,000 employees across **152+ medical centers** and 1,000+ outpatient sites spanning CONUS, Alaska, Hawaii, and the territories. The contractor must help VHA set and defend pay across **four interacting statutory frameworks** — \$7451 Nurse Locality Pay (BLS-comparable third-party survey data, localized to every facility's market), \$7431 PDPO physician market pay (blended specialty-survey data for facility compensation panels), \$7455 / Title 5 special salary rates, and the Title 38 Hybrid / GS schedules — all under VA Handbook 5007. The engagement is **operations-heavy, not merely analytical**: identify, schedule, and purchase roughly 50 national and regional surveys; hold publisher agreements and a submission calendar; **participate in surveys on VHA's behalf** — extracting, reformatting, and submitting VHA employee data for 152+ facilities in each publisher's own format while respecting the antitrust-sensitive nature of compensation data exchange; and return results as total cash compensation with geographic differentials applied to every duty station.

**152+**

VA medical centers

+ 1,000+ outpatient sites

**~50**

Surveys sourced & joined

salary · benefits · productivity

**4**

Statutory pay frameworks

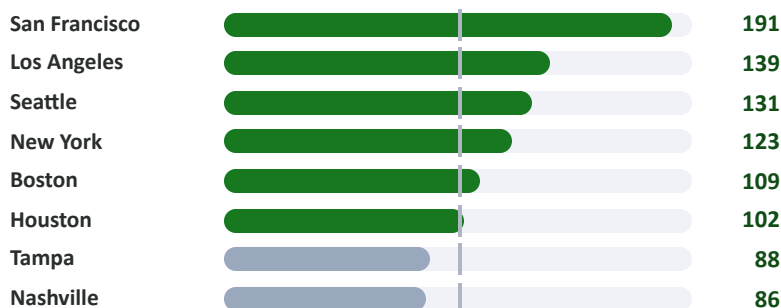
\$7451 · \$7431 · \$7455 · Title 5

**5-yr**

Anticipated FFP term

1 base + 4 option years

### Registered-Nurse locality index by metro — real BLS OEWS 2025 (national = 100)



Computed live on our platform. The §7451 Locality Pay System exists because of this spread — a 122% gap (San Francisco 191 vs. Nashville 86) that national averages erase.

#### Pay-addressable shortages

VA OIG (FY2025) flags severe shortages at **94%** of facilities for physicians and **79%** for nurses — roles short **and** below market. There, the compensation analysis is the fix (§7451 / §7431).

#### Where a raise won't help

Psychology is a top clinical shortage **despite** competitive VA pay — a supply/pipeline issue, not a pay gap. Honest analysis separates the two; ours does.

## 4.2 Proposed Technical Approach — PWS Tasks 1–7, with division of labor

| PWS Task                                                    | Team approach                                                                                                                                                                                                                                                                                                                                                                                                                                              | Lead      |
|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>1 — Kickoff &amp; IMPS</b>                               | Advisory-group kickoff within 10 business days; Integrated Master Project Schedule with Gantt and WBS; minutes, agendas, staff roster.                                                                                                                                                                                                                                                                                                                     | RMP       |
| <b>2 — Data Collection, Reformatting &amp; Distribution</b> | Secure intake of VA salary, duty-station, LPS, special-rate, Title 38, FWS, and SES files; reformatting to each surveyor's benchmark structure; <b>survey participation on VHA's behalf</b> — publisher agreements, a published submission calendar, and submissions generated in each publisher's own format (SullivanCotter, MGMA, Mercer, ECRI), de-identified to counts and rates.                                                                     | HSG · RMP |
| <b>3 — Survey Purchasing &amp; Analysis</b>                 | Purchase the ~50 VA-approved surveys (participant pricing where eligible); aggregate market data; compute geographic differentials drilled to city/state for every VHA duty station.                                                                                                                                                                                                                                                                       | RMP · HSG |
| <b>4 — Enterprise Compensation Solution</b>                 | The team's <b>already-built cloud platform</b> (below): applies differentials, reports full survey statistics, automates pay setting, uses AI to flag pay adjustments and disparities; Excel and import-ready outputs. AWS GovCloud (US); no Federal employee data stored in the hosted product; production system of record authorized via VA A&A (Handbook 6500 / Directive 6517), FIPS 140-2 encryption and a BAA for the scoped participation enclave. | HSG       |
| <b>5 — Job Architecture</b>                                 | Implementation plan (end of base year); employee mapping to functions, families, tracks, levels; data validation; benchmarking, composites, outlier analysis loaded into the solution.                                                                                                                                                                                                                                                                     | HSG       |
| <b>6–7 — Reporting &amp; Governance</b>                     | Monthly progress reports; quarterly meetings with agendas and minutes; work tracked against the IMPS.                                                                                                                                                                                                                                                                                                                                                      | RMP       |

### Work Breakdown Structure — the Task-1 IMPS arrives pre-built

The team has already decomposed the PWS into a 24-package WBS — the same structure that drives our internal basis of estimate (hours, rates, and survey costs priced per package) and that becomes the Integrated Master Project Schedule at kickoff, not invented after award.

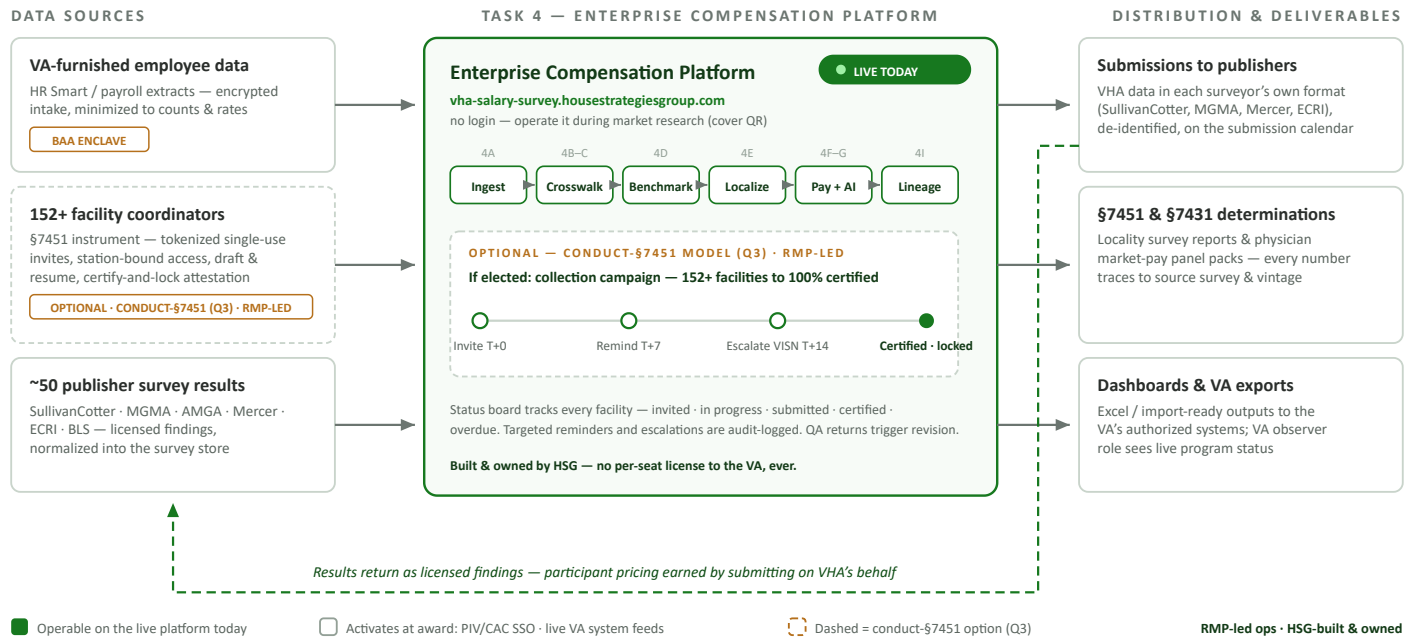
| WBS        | Work package                                               | Lead | Cadence |
|------------|------------------------------------------------------------|------|---------|
| <b>1.0</b> | <b>Program management &amp; governance (Tasks 1, 6, 7)</b> |      |         |
| 1.1        | Kickoff & Integrated Master Project Schedule build         | RMP  | Year 1  |
| 1.2        | IMPS maintenance & monthly progress reporting              | RMP  | Monthly |

| WBS        | Work package                                               | Lead | Cadence                   |
|------------|------------------------------------------------------------|------|---------------------------|
| 1.3        | Quarterly governance & COR coordination                    | RMP  | Quarterly                 |
| 1.4        | QA program & independent deliverable review                | HSG  | Continuous                |
| <b>2.0</b> | <b>Survey sourcing &amp; licensing (Task 3)</b>            |      |                           |
| 2.1        | Survey list confirmation + publisher agreements (~50)      | RMP  | Year 1 · renewals         |
| 2.2        | License & data-rights negotiation (VA-wide use)            | RMP  | At signing                |
| 2.3        | Renewal & submission-calendar administration               | RMP  | Annual cycle              |
| <b>3.0</b> | <b>Data operations &amp; survey participation (Task 2)</b> |      |                           |
| 3.1        | VHA extract intake + encrypted (BAA) enclave operations    | HSG  | Per refresh               |
| 3.2        | Occupation-to-benchmark crosswalk library (50 surveys)     | HSG  | Year 1 build · maintained |
| 3.3        | Submission production & QA in each publisher's format      | HSG  | ~50 / year                |
| 3.4        | Publisher follow-up & validation                           | HSG  | Annual cycle              |
| <b>4.0</b> | <b>Market analysis &amp; differentials (Task 3)</b>        |      |                           |
| 4.1        | Survey-results ingestion & normalization                   | HSG  | As results publish        |
| 4.2        | Benchmark computation & analyst validation                 | HSG  | Annual cycle              |
| 4.3        | Geographic differentials — every VHA duty station          | HSG  | Annual + triggers         |
| 4.4        | \$7451 survey coordination + \$7431 panel data packs       | HSG  | Facility calendar         |
| <b>5.0</b> | <b>Enterprise platform &amp; security (Task 4)</b>         |      |                           |
| 5.1        | Production hardening & award configuration                 | HSG  | Year 1                    |
| 5.2        | VA A&A / ATO package & security documentation              | HSG  | Year 1                    |
| 5.3        | Platform O&M + continuous monitoring                       | HSG  | Continuous                |
| 5.4        | AI feature operations & tuning                             | HSG  | Continuous                |
| <b>6.0</b> | <b>Job architecture (Task 5)</b>                           |      |                           |
| 6.1        | Implementation plan (due end of base year)                 | HSG  | Year 1                    |
| 6.2        | Occupation mapping & validation                            | HSG  | Year 1 · maintained       |
| 6.3        | Catalog load + version governance                          | HSG  | Per release               |
| <b>7.0</b> | <b>Clinical compensation SME &amp; transition</b>          |      |                           |
| 7.1        | Physician-compensation advisory (\$7431 panels)            | SME  | Panel calendar            |
| 8.1        | Transition-in, onboarding, badging & training              | Team | Year 1                    |

### How the data moves — survey distribution & collection, end to end

Two baseline streams converge on the team's platform — VA-furnished employee data (Subtask 2.1) in, publisher submissions and licensed results (2.3 / Task 3) out — with a third, dashed stream showing the optional conduct-\$7451 facility campaign (our Q3) the platform also supports. **The center of this diagram is not a concept — it is running**

today at [vha-salary-survey.housestrategiesgroup.com](https://vha-salary-survey.housestrategiesgroup.com) (cover QR), where the VA can operate the pipeline, the campaign console, and the exports.



Tour the Task 4 architecture & operate the platform → [vha-salary-survey.housestrategiesgroup.com/cloud-platform](https://vha-salary-survey.housestrategiesgroup.com/cloud-platform)

### The work itself — what the team actually does, and how the AI assists

Once the crosswalk library exists, most of each year's volume is mechanical and the platform automates it. The contract's recurring *labor* is the exception tail: payroll records whose classification data has drifted from reality — a 2009 position description on a nurse who now runs telehealth, a physician with no usable specialty code, one VA series (0610) that fans out to thirty market benchmark cells. Mismatch them and the pay number is wrong and indefensible. Our method splits that work into three explicit motions:

- 1 Screen (deterministic, every record).** Rules — not AI — test each row against its matched benchmark: pay outside the localized P10–P90 band, missing physician specialty, FLSA miscodes, pay-plan/grade contradictions, fields that don't reconcile. The clean ~95% flows straight through; flags route to the desk that owns the call.
- 2 Propose (AI, on the flagged tail).** For each flagged position the AI drafts the likely correct series, grade band, FLSA status, and survey benchmark match — with a confidence score and a written rationale grounded in OPM/VA qualification standards.
- 3 Decide (named humans, always).** A credentialed reviewer accepts, remaps, or excludes — recorded in the AI/Expert Reconciliation Log on the immutable audit chain (4I). **The AI never decides; it sorts and drafts.**

**In plain terms:** the VA hands us its payroll file once a year; software reads every record and sets aside the few hundred that look wrong; a certified classifier and a physician-comp CPA fix those, with an AI assistant drafting first — and every fix is written down, signed, and reproducible.

**Classification desk — Gilda Weech-House, CJE** decides crosswalk matches, series/level/FLSA repairs, and catalog commits — from the PD, the qualification standard, the AI proposal with its confidence and rationale, and the prior-year mapping basis.

**Physician-comp desk — Eric O. Leafgreen, CPA** decides \$7431 specialty blends, FMV ranges, and specialty-mapping repairs — from SullivanCotter/MGMA/AMGA cuts and the facility panel's context.

**Benchmark methodology — the benchmarking lead** decides aging/blending weights to a common effective date, total-cash construction, and outlier treatment — from each survey's methodology notes under a documented blend policy, on the BLS-anchored locality model.

**This loop is operable today** on the live platform's *VA Data Intake* screen: load the sample extract, run the QA screen, watch flags route to the named desks, and see exclusions flow through to the publisher submissions.

### 4.3 Key Risks & Mitigation



| Risk                                                                                                                                                         | Mitigation                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Survey-license &amp; data-rights friction</b> — publisher terms vs. VA-wide internal use and FAR 52.227-14.                                               | Negotiate redistribution rights at agreement signing, not after purchase; participant submissions on VHA's behalf earn participant pricing and standing; rights matrix maintained per publisher.       |
| <b>\$7451 facility-survey logistics</b> — if the VA elects locally administered surveys (our Q3): an annual, BLS-comparable effort touching 152+ facilities. | RMP already operates nationwide across VHA real estate; a published facility calendar, regional batching, and the platform's intake pipeline keep 152+ local surveys on schedule.                      |
| <b>Authorization timing</b> — Task 4 A&A pacing the data pipeline.                                                                                           | Architecture keeps Federal employee data out of the hosted product (less to authorize); scoped, FIPS-encrypted participation enclave under BAA; system of record authorized before live VA data loads. |

#### 4.4 Questions for the Government

- Q1** Will the ~50 survey purchases be reimbursed as a separate ODC/CLIN, Government-furnished, or inside the firm-fixed price — and will the VA share the current survey list, annual survey spend, and **whether VHA is today the named purchaser/participant of record with each publisher**, so pricing is accurate and comparable across respondents?
- Q2** Should the contractor participate (submit VHA data) on VHA's behalf to obtain participant pricing and results — and may participant pricing be assumed in estimates?
- Q3** For \$7451 Nurse Locality Pay, should the contractor conduct or coordinate the locally administered facility wage surveys at each facility, or rely on national published data? The two models differ greatly in cost and labor.
- Q4** What data-use rights must purchased results carry — VA-wide internal use of percentiles, loading into the Task 4 platform, raw datasets vs. derived benchmarks — so terms can be confirmed with publishers before award?
- Q5** Will the VA consider a **small-business set-aside under Veterans First (38 U.S.C. §8127)**? This response and the working platform behind it are evidence that at least two capable veteran-owned/small-business concerns can perform — and that a set-aside is consistent with substantially lower cost.

#### 4.5 Direct Answers to the VA's Five Market-Research Questions

##### Q1. Are any requirements in the draft PWS unclear or ambiguous?

**A.** Four points: (1) the notice references "Tasks 4A–4I" while the draft PWS enumerates nine unlettered Task-4 capabilities and the deliverables table is numbered 1–7 — please confirm canonical numbering. (2) Clarify the boundary between Task-3 geographic differentials and the \$7451 facility-level survey. (3) Confirm the Task-4 impact level and whether a commercially available service that does not store Federal data satisfies the requirement. (4) Define the employee-data extract format and cadence (Subtask 2.1).

##### Q2. Does your firm have past performance of similar size and scope, and for which PWS task(s)?

**A.** Yes, distributed across the team: RMP — multi-year prime performance inside VA/VHA with nationwide facility reach and platform delivery (Tasks 1, 3, 6, 7); HSG — federal classification with Exceptional ratings and a compensation practice producing this PWS's exact artifacts (Tasks 2–5); and, uniquely, a **working demonstration of the full solution** (Section 3.4). We are candid that no single prior contract matches this requirement's historical dollar value — Section 8 explains why we believe that value, not the team, is what should change.

##### Q3. Task 4: What is your cloud-based solution, and do you own it or is there a licensing fee?

**A.** The team **owns the platform outright** — no third-party per-seat license fee to the VA, ever. It is operable today at [vha-salary-survey.housestrategiesgroup.com](http://vha-salary-survey.housestrategiesgroup.com) (AWS GovCloud architecture; Federal employee data kept out of the hosted product; VA A&A for the system of record). Where the VA prefers a commercially authorized platform of record, we integrate it — that choice optimizes the VA's authorization posture, not our margin.

#### Q4. Task 4: Describe how your cloud solution completes Tasks 4A–4I.

**A.** Each capability maps to a running pipeline stage — secure ingest (A), reformatting (B), confidence-scored job-match (C), percentile/compa-ratio analysis (D), geographic differentials (E), automated pay-setting (F), AI disparity insight (G), dashboards and import-ready export (H), versioned catalog with immutable audit lineage (I) — itemized in Section 4.2 and operable live.

#### Q5. Identify potential issues or concerns the VA should address.

**A.** Five, from experience: (1) survey-license redistribution terms must permit VA-wide internal use; (2) the §7451 BLS-trigger review needs a defined intake path so facilities act on new data on time; (3) the planned VISN consolidation should be reflected in the catalog’s geographic hierarchy; (4) the Task-4 authorization path should be set early so the system of record is authorized before live data loads; (5) FAR 52.227-14 data rights should be reconciled up front with publishers’ license terms.

### 5 Proposed Staffing Approach — Key Personnel



**Neil B. Riley** **RMP**

**Program Manager · Managing Partner, RMP**

Leads RMP’s VHA lease-administration and VA capital-program work. Prime accountability, COR coordination, publisher negotiation, and §7451 survey operations across 152+ facility markets (the conduct model, if the VA elects it).



**Jelani House, PMP** **HSG**

**Deputy PM · Platform & Analytics Lead**

Architect of the team’s enterprise compensation platform (live at the cover link). Task 4 delivery, data engineering, benchmarking analytics, and schedule/cost discipline.

**GW**

**Gilda Weech-House** **HSG**

**Classification & Job-Architecture Lead**

Career federal classification expert; leads multi-unit position-classification and PD modernization at USDA. Task 5 job architecture, occupation crosswalks, and catalog governance.



**Eric O. Leafgreen, CPA** **SME**

**Physician & Clinician Compensation SME**

19 years in physician compensation, FMV and commercial reasonableness: led FMV compliance for 3,000+ employed providers (≈\$1B/yr under review) at Banner Health; advised the independent monitor on physician-comp valuation methodology under a \$450M OIG settlement (2,000+ provider transactions); AAPCP founding board member — chairs professional standards & credentialing. §7431 market-pay panels and specialty-survey blending (SullivanCotter, MGMA, AMGA).

Key personnel are supported by HSG’s analyst bench — market benchmarking, data operations and crosswalks, Title 5 / FLSA and special-salary-rate specialty, survey licensing, and deliverable QA — sized to the task calendar rather than carried as standing overhead. All personnel complete VA background investigations by task risk level (VA Directive/Handbook 0710) and annual VA privacy and security training before access.

### 6 Teaming & Subcontracting Approach

| Firm                                         | Role / scope                                                                                                                                                                     | Business type | Workshare  |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------|
| <b>Riley McGuire Partners LLC</b><br>(Prime) | Program management & COR coordination; survey purchasing and publisher agreements; §7451 survey operations (conduct model if elected); reporting & governance (Tasks 1, 3, 6, 7) | SDVOSB        | <b>51%</b> |
| <b>House Strategies Group, LLC</b>           | Task-4 platform & GovCloud hosting; data engineering and survey participation; benchmarking analytics; classification & job architecture (Tasks 2, 4, 5)                         | 8(a) · SDB    | <b>49%</b> |

RMP self-performs at least 51% of personnel cost, satisfying VAAR 852.219-75 / 13 CFR 125.6 limitations on subcontracting. The two firms already perform together inside VA (Section 3) — this is an operating team, not a paper one. Should the VA’s acquisition strategy make it advantageous, RMP and HSG are also prepared to form an **SDVOSB joint venture** under 13 CFR 128.402 (RMP managing venturer) — same team, same platform, same price posture.

### 7 Small Business & SDVOSB Participation



RMP is a Service-Disabled Veteran-Owned Small Business certified through the SBA Veteran Small Business Certification (VetCert) program — **SDVOSB and VOSB certifications current through April 3, 2028** — meeting 13 CFR Part 128 and VAAR 819.7003 eligibility. An award here is a **Veterans First** opportunity: with capable SDVOSB teams demonstrably available (this response among them), 38 U.S.C. §8127 and the Rule of Two support an SDVOSB set-aside — and because the team’s five-year **services ROM** (Section 8) falls **within the \$5M SDVOSB sole-source ceiling (VAAR 819.7008)** when survey purchases are funded as a separate at-cost line, the VA retains a fast, fully compliant direct-award path as well. HSG’s participation adds 8(a)/SDB credit toward VA’s small-disadvantaged-business goals.

**8 Preliminary Pricing Approach** (market research only; not an offer)

Public contracting records show this requirement was recently priced at approximately **\$3.9M per year** full-scope, and subsequently approximately **\$1.8M per year** on an interim basis. The team priced the PWS bottom-up: a 24-package work breakdown structure (Section 4.2), hours and fully loaded rates per package, operating costs itemized line by line, survey acquisitions priced from the **publishers’ own published 2026 schedules**, escalation applied, and the assumption ranges stress-tested by 20,000-trial simulation. The honest result: **the full PWS supports approximately \$1.1M per year all-in — roughly 70% below the full-scope price and materially below the interim arrangement — with no scope removed.** We share the structure and the survey-market detail below because structure-aware, comparable pricing is exactly what makes this market research useful to the VA.

**Five-year ROM — structured the way the buy should be structured**

| Element                                                                                                                               | Base year | Option years (3% esc.) | Five-year   |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------------|-------------|
| Professional services FFP — all seven PWS tasks; year 1 carries the one-time crosswalk-library build and the VA authorization package | ≈\$1.1M   | ≈\$0.7M / yr           | ≈\$4.0M     |
| Survey acquisitions — separately funded, at invoice cost (participant pricing, VA as participant of record; 4.5% esc.)                | ≈\$0.23M  | ≈\$0.24–0.27M / yr     | ≈\$1.25M    |
| All-in                                                                                                                                | ≈\$1.3M   | ≈\$0.95M / yr          | ≈\$5.2–5.5M |

**The survey market — from the publishers’ own published 2026 schedules**

| Publisher / product                                                                                             | Participant                                             | Non-participant                |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------|
| SullivanCotter — six-survey Workforce Premium Bundle                                                            | \$5,300                                                 | \$21,200                       |
| SullivanCotter — per survey (physician · staff · APP · executive) · CPT wRVU study                              | \$1,225–\$1,350 · \$3,900                               | \$4,900–\$5,400 · \$15,600     |
| Gallagher — Mega Bundle (staff, leadership, nursing, IT) · per survey                                           | \$4,300 · \$775–\$1,450                                 | — · \$5,500                    |
| MGMA practice-level report (enterprise DataDive license is quoted) · AMGA print report · HHCS specialty reports | \$585 · incl. w/ participation · \$175–\$205            | \$965 · ≈\$1,100 · \$350–\$675 |
| Mercer IHN modules · ECRI · productivity / staff-ratio surveys · BLS OEWS                                       | Quote-priced · quote · quote · no cost (public dataset) |                                |

A year-one basket across the ~50 products prices at **≈\$0.20–0.28M at participant rates — provided the VA is the participant of record.** We state the limit of our knowledge plainly: **public records do not reveal who signs today’s publisher agreements or what rate tier VHA’s spend receives** — which is why we recommend the structure rather than assume it. Publishers’ terms make consultant purchasers ineligible for participant pricing (a ≈4× spread, per their 2026 schedules above), so **naming VHA as participant and licensee is a no-regrets restructuring:** if VHA already holds participant rates, it is preserved; if today’s purchases run through a consultant, this change alone recovers several hundred thousand dollars per year. The standard **agent-of-record** mechanics add no VA burden — the contractor administers every agreement, submission, and payment under VHA’s license through the at-cost line, negotiated at signing — and the negotiation runs on VHA’s leverage: it is already the participant-in-fact, and no publisher will lose

the nation’s largest health-care employer over a naming convention. Database tiers and platform-redistribution rights are the separately quoted layer (our Q4) — which is why the survey line should be a separately funded, at-cost CLIN: it keeps the five-year services value within the SDVOSB sole-source ceiling, transfers publisher-price risk away from the FFP, and makes quotes directly comparable. Final pricing, if requested, will be submitted in response to any resulting solicitation. *One scoping condition, stated plainly: this ROM assumes the §7451 facility surveys are coordinated using purchased and BLS-comparable data (our Q3); a conduct-at-every-facility model is a materially larger scope that no respondent can price comparably until clarified.*

9

Additional Information & Live Demonstration

|                        |                                                                                                                                                                                                                                                                                          |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Live platform          | <a href="https://vha-salary-survey.housestrategiesgroup.com">https://vha-salary-survey.housestrategiesgroup.com</a> — the Task-4 solution on real data: §7451 locality model, benchmarking, survey participation in publisher formats, dashboards. No login required.                    |
| Downloadable artifacts | Platform walkthrough (PDF) · solution whitepaper · sample deliverables in the PWS’s formats (§7451 / §7431 reports, benchmark workbook, job-architecture export) — all at the portal.                                                                                                    |
| Compliance             | Firm identification & SB eligibility (§1) · capability across PWS Tasks 1–7 (§§2–5) · the VA’s five questions answered directly (§4.5) · format ≤10 pages, 11-pt Calibri, single-spaced · submitted to both designated POCs with the required subject line by June 12, 2026, 2:00 PM ET. |



Don’t take our word for it — operate it.

The same engine VHA would receive is live now — the §7451 locality model, the benchmarking, the survey-participation pipeline, the Task-4 platform, on real data. See whether it does what this document claims.

Let me try it myself →

SCAN TO OPERATE IT

[vha-salary-survey.housestrategiesgroup.com](https://vha-salary-survey.housestrategiesgroup.com) · no login · no install · built for this solicitation

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