Business Unit & Req. # Bus Unit 3208 - 12714 3218  
ECCN: ___________________________  
Total Amount: $85,000.00

Note:  This Sole Source Certification will become a public document, open to public inspection; therefore, you should be certain all material facts are true, relevant and clearly understandable.

SOLE SOURCE CERTIFICATION

Under the requirement of University of Florida Rule No. 6C1-3.020(5)(e)(2), the following is submitted in support of this request for authority to purchase, without bidding, the items available from one only source.

Note:  Sole Source means that the item/service is unique and that the vendor is the only one from whom the item/service can be provided. Best Price alone cannot be used for sole source. If the item/service is available from more than one source of supply, best price must be determined through the competitive bid process.

A. Sole Source Vendor  Company Name: HealthEconomics.com

Contact Person: Patti Peeples, PhD, CEO or Leslie Fine, Marketing Manager

Address: 1327 Walnut Street, Jacksonville, FL, 32206

Telephone: 904 838 1782  Fax: 904 212 2922  Email: leslie@healtheconomics.com

B. Describe in lay language, what the item/service is and how it is to be used in your area of research. (cont. P2)

C. What feature or special condition of this commodity/service is unique and cannot be obtained from any other source? Why are these features or special conditions important to the research?  (cont. P2)

This vendor is the only source that provides all three of the key services described herein under one roof.

D. Is this product being purchased directly from the manufacturer?  □ Yes  □ No

If No, is it available from more than one dealer?  □ Yes  □ No

If Yes, it is available from more than one dealer, why can this item not be bid? (cont. P2)

This vendor provides industry-specific, narrowly-focused pharmacoeconomic marketing services. Unable to identify any other vendor capable of meeting all specifications, terms and conditions required to satisfy the program objectives and content requirements outlined in the attached answer to section B of this form.

E. Prior to submitting this requisition, did you investigate other possible sources?  □ Yes  □ No

If Yes: 1) Did you obtain quotes from the other sources?  □ Yes  □ No If Yes, attach copies.

2) Is this Vendor’s price lower than the other sources?  □ Yes  □ No If No, justify the additional cost below.

Researchers additional vendors with the requisite level of qualifications, experience, reputation, and familiarity with project development and objectives. Search revealed many companies that specialize in reaching the general public to promote pharmaceutical products, but none that specialize in reaching the audience of professionals who work for the pharma/health care industry itself. Did not find any marketing agency with the required infrastructure and industry-specific resources that HealthEconomics provides.

F. What efforts have been made to obtain the best price possible? Why do you feel this price is fair and reasonable? (cont. P2)

We negotiated down the price and the package of services through three rounds of discussions, and thus trimmed $21,800 from the original proposal.

I / We, the undersigned, certify the above to be true and correct to the best of my / our knowledge and belief and the user and/or undersigned does not have a financial interest in the above named vendor.

<table>
<thead>
<tr>
<th>DEPARTMENT APPROVAL</th>
<th>PURCHASING APPROVAL</th>
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<tbody>
<tr>
<td>I hereby certify the validity of the information and feel confident the Sole Source Certification will meet University criteria and would withstand any audit or vendor protest. Heather Steingraber Principal Investigator’s Signature Date</td>
<td></td>
</tr>
<tr>
<td>This acquisition is approved as a non-competitive purchase. Purchasing Coordinator Signature Date</td>
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<tr>
<td>Failure to file a protest in accordance with Board of Governors (Bog) Regulation 18.002 or failure to post the bond or other security as required in the Bog Regulation 18.002 and 18.003(3) shall constitute a waiver of protest proceeding. N. S. Heredia Purchasing Authorized Signature Date</td>
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Sole Source Certification (Continued)
Please use the following sections to continue documentation if needed.

B. continued

Our program’s executive committee would like to contract with HealthEconomics.com to promote our Online M.S. in Pharmacy program in Applied Pharmacoeconomics and Managed Care Pharmacy Systems. These programs are focused on building an understanding of the principals of health economics and managed markets in the pharmaceutical and health industries. Critical to the success of our recruiting efforts is our ability to reach our target market of professionals in the health economics and managed care sectors of the pharmaceutical and health care industries. This market is hard to reach, and very “niche.” Promotional messages must be finely-tuned to use the appropriate terminology and to focus on the narrow issues relevant to this field.

C. continued

HealthEconomics.com is the only vendor with the Ability to create promotional material that “speaks the language” of the health economics industry. Expertise in health economics is critical to this endeavor because this field uses very specific language and is focused very narrowly on specific issues. The principal of HE.com, Patti Peeples, has a PhD in Health Economics and worked for a large pharma manufacturer for years. She authors white papers, blog posts, newsletter articles, and email verbiage that includes industry news, analysis, and appropriate jargon for professionals in this industry. HE.com provides unequaled reach to middle- and high-level professionals in the health economics sector of the pharmaceutical and health care industries. HE.com’s mailing list includes 25,000 subscribers who have opted-in to their list (not spam). Website includes 12,500 visits per month.

D. continued


E. continued


F. continued

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Digitally signed by Cert. Posted Jeffrey Hendel
Date: 2020.01.27
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