On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAdvantage.gov.

**Schedule Title:** MULTIPLE AWARD SCHEDULE  
**FSC Group:** PROFESSIONAL SERVICES & INFORMATION TECHNOLOGY  
**Contract Number:** GS-10F-011BA  
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

**Contract Period:** OCTOBER 28, 2018 – OCTOBER 27, 2023  
**Price List Current Thru Mod # PS-0020 Effective 02/03/2022**

**Contractor:** REEFPOINT GROUP, LLC  
DBA REEFPOINT GROUP  
612 THIRD ST STE 3A  
ANNAPOLIS, MD 21403  
WWW.REEFPOINTGROUP.COM

**Point of Contact for Contract Admin:** Jeremy Toton  
e-mail: jtoton@reefpointgroup.com  
Tel: 410-571-4941  
Fax: 410-267-0413

**Business Size:** Small, Veteran Owned, Service-Disabled Business  
Prices Shown Herein are Net (discount deducted)
## CUSTOMER INFORMATION

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1a</strong> Awarded SIN(s):</td>
<td>541611/541611-RC</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td></td>
<td>54151S</td>
<td>Information Technology Professional Services</td>
</tr>
<tr>
<td></td>
<td>54151HEAL</td>
<td>Health Information Technology Services</td>
</tr>
<tr>
<td></td>
<td>OLM/OLM-RC</td>
<td>Order-Level Materials</td>
</tr>
<tr>
<td><strong>1b</strong> Lowest Priced Item:</td>
<td>Not Applicable</td>
<td></td>
</tr>
<tr>
<td><strong>1c</strong> Hourly Rates &amp; Labor Category Descriptions:</td>
<td>See Page 5</td>
<td></td>
</tr>
<tr>
<td><strong>2</strong> Maximum Order:</td>
<td>$1,000,000 – SIN 541611; SINs 54151S &amp; 54151HEAL - $500,000; OLM - $250,000</td>
<td></td>
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<tr>
<td><strong>3</strong> Minimum Order:</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td><strong>4</strong> Geographic Coverage:</td>
<td>Worldwide</td>
<td></td>
</tr>
<tr>
<td><strong>5</strong> Point of Production:</td>
<td>Same as company address</td>
<td></td>
</tr>
<tr>
<td><strong>6</strong> Discount:</td>
<td>Government Net Prices (discounts already deducted.)</td>
<td></td>
</tr>
<tr>
<td><strong>7</strong> Quantity Discounts:</td>
<td>For SIN 541611: None</td>
<td></td>
</tr>
<tr>
<td></td>
<td>For SINs 54151S &amp; 54151HEAL: 1% volume discount for orders that meet or exceed $300,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.5% volume discount for orders that meet or exceed $500,000</td>
<td></td>
</tr>
<tr>
<td><strong>8</strong> Prompt Payment Terms:</td>
<td>Net 30 days</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.</td>
<td></td>
</tr>
<tr>
<td><strong>9</strong> Foreign Items:</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td><strong>10</strong> Time of Delivery:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Normal:</td>
<td>To Be Determined at the Task Order Level</td>
</tr>
<tr>
<td></td>
<td>b. Expedited</td>
<td>Contact Contractor</td>
</tr>
<tr>
<td></td>
<td>c. Overnight &amp; 2-day delivery</td>
<td>Contact Contractor</td>
</tr>
<tr>
<td></td>
<td>d. Urgent Requirements</td>
<td>Contact Contractor</td>
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<tr>
<td><strong>11</strong> FOB Point(s):</td>
<td>Destination</td>
<td></td>
</tr>
<tr>
<td><strong>12a</strong> Ordering Address:</td>
<td>Same as Contractor</td>
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</table>
Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), are found in Federal Acquisition Regulation (FAR) 8.405-3.

Payment Address: Same as Company address

Warranty Provision: Standard Commercial Warranty Terms and Conditions

Export packing charges, if applicable:

Terms and conditions of rental, maintenance Not Applicable, and repair (if applicable): Not Applicable

Terms and conditions of installation (if applicable). Not Applicable

Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

Terms and conditions for any other services (if applicable). Not Applicable

List of service and distribution points (if applicable): Not Applicable

List of participating dealers (if applicable): Not Applicable

Preventive maintenance (if applicable): Not Applicable

Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not Applicable

Section 508 Compliance for EIT: Not Applicable

Unique Entity Identifier (UEI) Number: 809852846

Notification regarding registration in SAM database: Contractor has an Active Registration in the SAM database.

ReefPoint Group LLC Overview
ReefPoint Group provides analytic services to business, healthcare, government, and military enterprises. Our services allow clients to make transparent, trustworthy, and quantitatively-justifiable decisions in key strategic management areas. We understand critical and strategic decisions must be data driven and that is where we excel.

As a Service-Disabled Veteran-Owned Small Business, ReefPoint Group is committed to excellence and is dedicated to providing innovative, timely, accurate, and measurable solutions that exceed our clients’ expectations.

ReefPoint Group provides services and solutions in the areas of:

**Decision Analysis**
- Performance and Business Process Management
- Operations Research and Analysis Solutions
- Operations and Management Consulting
• Supply Chain and Strategic Sourcing Management
• Strategic Planning Consulting

Operations & Management Consulting
• Portfolio Management and Consulting
• Source Selection and Resource Allocation
• Organizational Structure Redesign

Performance & Business Process Management
• Performance Planning
• Scorecard and Dashboard Metrics
• Process Improvement Management
• System Design Test and Evaluation
• Quality Assurance Processes and Policies
• Systems and Industrial Engineering

Supply Chain & Strategic Sourcing Management
• Supply Chain Optimization and Vulnerability Assessment
• Logistics Process Redesign
• Customer and Supplier Relationship Management

Operations Research Solutions
• Modeling and Simulation
• Network Analysis and Optimization

Strategic Planning Consulting
• Enterprise Strategy Planning
• Strategy Maps and Implementation

IT Integration & Interoperability
• Programming Interfaces
• Data Processing
• Data Quality
• Data Integrity/Auditing
• Data Security

Our approach to problem solving and analysis is customizable to meet your individual needs. Extensive experience in financial and investment analysis, cost-savings and resource optimization, supply chain and acquisition operations, and trend analysis are integrated to optimize your business operations and competitive position. ReefPoint Group has an extensive history of examining and implementing performance measurement processes and conducting data analysis within the federal healthcare sector.

See Pricing next Page
GSA Pricing - Hourly Rates

SIN 541611

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Minimum Education Certification</th>
<th>Minimum Years of Experience</th>
<th>Customer or Contractor Site</th>
<th>Unit of Issue</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Planning SME Consultant</td>
<td>Bachelors</td>
<td>12</td>
<td>Both</td>
<td>Hour</td>
<td>$197.28</td>
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<tr>
<td>Project Manager</td>
<td>Bachelors</td>
<td>10</td>
<td>Both</td>
<td>Hour</td>
<td>$150.30</td>
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<tr>
<td>Senior Management Analyst/Consultant</td>
<td>Bachelors</td>
<td>10</td>
<td>Both</td>
<td>Hour</td>
<td>$160.45</td>
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<tr>
<td>Management Analyst/Consultant</td>
<td>Bachelors</td>
<td>6</td>
<td>Both</td>
<td>Hour</td>
<td>$107.95</td>
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<tr>
<td>Associate Management Analyst/Consultant</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Hour</td>
<td>$93.42</td>
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Sins 54151S and 54151HEAL

<table>
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<tr>
<th>Job Title</th>
<th>10/22/2018</th>
<th>10/22/2019</th>
<th>10/22/2020</th>
<th>10/22/2021</th>
<th>10/22/2022</th>
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<tbody>
<tr>
<td>Associate</td>
<td>$124.43</td>
<td>$126.92</td>
<td>$129.46</td>
<td>$132.05</td>
<td>$134.69</td>
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<td>Analyst</td>
<td>$134.01</td>
<td>$136.69</td>
<td>$139.42</td>
<td>$142.21</td>
<td>$145.05</td>
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<tr>
<td>Consultant</td>
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<td>$146.45</td>
<td>$149.38</td>
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<tr>
<td>Senior Consultant</td>
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<td>$199.17</td>
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<td>Manager</td>
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<td>$228.54</td>
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<td>Senior Manager</td>
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<td>$244.08</td>
<td>$248.96</td>
<td>$253.94</td>
<td>$259.02</td>
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<tr>
<td>Executive Director</td>
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<td>$268.49</td>
<td>$273.86</td>
<td>$279.34</td>
<td>$284.93</td>
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</table>

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Labor Category Descriptions for
SIN 5141611

Strategic Planning SME/Consultant

**Responsibilities:** A Strategic Planning Subject Matter Expert (SME)/Consultant directs the performance of or provides technical expertise to strategy planning, performance objectives development, and implementation focused projects. Provides strong executive level management and direction. Responsible for the effective management of funds and personnel, and is accountable for the quality and timely delivery of contractual items.

**Experience:** Twelve (12) years of experience, including five (5) years providing executive level research, quantitative analysis, consulting, facilitating, or training services supporting Government or commercial domains in related work areas. Experience includes: proficiency in group facilitation and strategic planning techniques, and development of executive level correspondence deliverables.

**Education:** Bachelor’s degree in business, economics, engineering, or math.

**Note:** In lieu of stated education and experience; will accept a combination of a Master’s degree and ten (10) years of experience in a relevant technical domain.

Project Manager

**Responsibilities:** A Project Manager creates and executes project work plans and revises as appropriate to meet changing needs and requirements. Identifies resources and methods needed to meet technical project goals and standards. Reviews deliverables prepared by team before passing to client. Accounts for team labor and expenses and ensures project documents are complete, current, and stored appropriately. Responsible to client and contractor for successful completion of project milestones and deliverables throughout contract period of performance.

**Experience:** Ten (10) years of experience, including four (4) years providing program and/or project management services supporting Government or commercial domains in related work areas. Experience includes: proficiency in data analysis and defining project requirements, applying methodologies, support of program/project management, exposure to client issues, and development of project deliverables.

**Education:** Bachelor’s degree in business, economics, engineering, or math.

**Note:** In lieu of stated education and experience; will accept a combination of a Master’s degree and eight (8) years of experience in a relevant technical domain.

Senior Management Analyst/Consultant

**Responsibilities:** A Senior Management Analyst/Consultant provides strong senior-level management and analytic direction. Helps and supports our client’s strategy, and provides analysis and action planning. Is also involved in process and productivity improvement, as well as, systems alignment. Assumes responsibility for overall project delivery and oversight of key technical enablers on projects and identification of needs for new analysis and tools. Assumes regular interaction and communications with the Government Contracting Officer (CO) and/or delegated government technical representatives. This position maintains responsibility for managing technical solutions, delegating appropriate resources, and fostering quality assurance principles across projects and deliverables.
**Experience:** Ten (10) years of experience, including four (4) years providing research, quantitative analysis, consulting, facilitating, or training services supporting Government or commercial domains in related work areas. Experience includes: proficiency in data analysis and defining project requirements, applying methodologies, support of program/project management, exposure to client issues, and development of project deliverables.

**Education:** Bachelor’s degree in business, economics, engineering, or math.

**Note:** In lieu of stated education and experience; will accept a combination of a Master’s degree and eight (8) years of experience in a relevant technical domain.

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**Management Analyst/Consultant**

**Responsibilities:** A Management Analyst/Consultant provides senior-level analytical and project support, and is focused on providing high performance work. Contributes to project work plan development and often leads assigned tasks to completion within scope and budget. Serves as a senior level analytical correspondent within project team. Applies data analysis, modeling and simulation, and other quantitative analysis techniques to satisfy project requirements, and deliver appropriate project deliverables to the Project manager and client.

**Experience:** Six (6) years of experience, including two (2) years providing research, quantitative analysis, consulting, facilitating, or training services supporting Government or commercial domains in related work areas. Experience includes: proficiency in data analysis and defining project requirements, applying methodologies, support of program/project management, exposure to client issues, and development of project deliverables.

**Education:** Bachelor’s degree in business, economics, engineering, or math.

**Note:** In lieu of stated education and experience; will accept a combination of a Master’s degree and four (4) years of experience in a relevant technical domain.

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**Associate Management Analyst/Consultant**

**Responsibilities:** An Associate Management Analyst/Consultant provides analytical and project support. Completes assigned engagement tasks within the project scope and budget while meeting deliverable requirements. Serves as a key analytical resource on a project team. Responsible for conducting relevant research, distilling data, and creating reports. Actively engages consulting tools and methodologies to meet project objectives and complete program/project management activities. Maintains responsibility for quality assurance practices and fostering completion and accuracy of process documentation.

**Experience:** Three (3) years of experience, including one (1) year of providing research, quantitative analysis, consulting, facilitating, or training services supporting Government or commercial domains in related work areas. Experience includes: proficiency in data analysis and defining project requirements, applying methodologies, support of program/project management, exposure to client issues, and development of project deliverables.

**Education:** Bachelor’s degree in business, economics, engineering, or math.

**Note:** In lieu of stated education and experience; will accept a combination of a Master’s degree and one (1) year of experience in a relevant technical domain.
Sins 54151S and 54151HEAL

**Associate**

**Minimum Experience:** 0 years of experience.

**General Experience/Functional Responsibility:** Experience typically includes performing technical and non-technical analyses on project issues and helps to ensure technical implementations follow quality assurance metrics, has programming experience in one or more languages, and is versed in system testing. May have prior experience performing specifically assigned health IT tasks in accordance with directions provided by senior project staff. May also have experience in the use of technology for research, analysis or evaluation. Other experience includes data warehousing, information systems design, data analytics, financial modeling, and business process improvement documentation. Serves as an information technology resource on engagement team. Assists project team in meeting program objectives timely and effectively. Assumes responsibility for process documentation and technical soundness.

**Minimum Education:** Associate’s degree

**Analyst**

**Minimum Experience:** 0 years of experience.

**General Experience/Functional Responsibility:** Experience may include proficiency in analysis and defining business needs, applying methodologies, support of program management, exposure to client issues, and development of project deliverables. May have prior experience performing specifically assigned health IT tasks in accordance with directions provided by senior project staff. May also have experience in the use of technology for research, analysis or evaluation. Assists with the completion of work plan activities, analyzes relevant data and information, and institutes and supports business solutions. Provides analytical and program support. Completes assigned engagement tasks within the project scope and budget, while meeting deliverable requirements. Serves as a key analytical resource on the engagement team. Assumes responsibility for conducting relevant research, distilling data, and creating reports. Actively engages consulting tools and methodologies to meet project objectives and complete program management activities. Maintains responsibility for quality assurance practices and the completion and accuracy of system documentation.

**Minimum Education:** Bachelor’s degree

**Consultant**

**Minimum Experience:** 2 years of experience.

**General Experience/Functional Responsibility:** Experience includes proficiency in analysis and defining business needs, applying methodologies, support of program management, exposure to client issues, and development of project deliverables. Typically has prior experience as a team member within engagements for the private sector, the Federal Government, or in another specialized area delivering health services, technology services, and/or IT solutions. Completes more difficult and technical tasks in one or more health IT specialties to include, but not limited to, health IT strategy, transformation, controls, and analytics. Participates in the development of requirements and methodologies used to execute the health IT engagement as well as develops and reviews deliverables. Proficient in the use of consulting tools to better support the overall objectives and goals of the program objectives. Actively engages consulting tools and methodologies to meet project objectives and complete program
management activities. Provides analytical and program support. Provides assistance on completing work plan activities, analyzes relevant data and information, and institutes and supports business solutions. Completes assigned engagement tasks within the project scope and budget, while meeting deliverable requirements. Serves as a key analytical resource on engagement team. Assumes responsibility for conducting relevant research, distilling data, and creating reports. Maintains responsibility for quality assurance practices and fostering completion and accuracy of system documentation.

**Minimum Education:** Bachelor's degree

**Senior Consultant**

**Minimum Experience:** 4 years of experience.

**General Experience/Functional Responsibility:** Experience typically includes program management support and familiarity with client issues, assistance with design issues, leading client teams, analysis of project data, and development of appropriate deliverables. Has prior experience leading teams within engagements for the private sector, the Federal Government, or in another specialized area delivering health services, technology services, and/or IT solutions. Conducts engagement planning, supervises staff, reviews and completes IT work, determines technical objectives, defines requirements and methodologies, and executes IT engagements to include, but not limited to, health IT strategy, transformation, controls, and analytics. Conducts analysis of appropriate consulting tools to satisfy program requirements and creates project deliverables. Other experience includes implementing business process reengineering, developing financial models, orchestrating change management principles, and conducting performance measurements. Serves in the role of project team leader over assigned support areas, often filling the position of project team lead and instructing, directing, and monitoring the work of other IT staff, or serves in a role of an experienced technical expert. Conducts analysis of work plan completeness, prepares status reports, and supports quality control practices. Performs analyses of client issues, assesses appropriate alternatives, and recommends solutions. Communicates client expectations to project team, and escalates appropriate issues to senior-level project staff. Provides structure for IT working groups and teams to maintain focus and productivity. Works closely with group members to enhance team building, communication, interpersonal relations, meetings and decision making.

**Minimum Education:** Bachelor's degree

**Manager**

**Minimum Experience:** 4 years of experience.

**General Experience/Functional Responsibility:** Experience typically includes being an engagement manager on projects supporting one of the following areas: information technology, program management, enterprise systems or related technology advisory engagements. Has prior experience as a manager of engagements for the private sector, the Federal Government, or in another specialized area delivering health services, technology services, and/or IT solutions. Advises and consults with Senior Managers on all significant developments for IT engagements to include, for example, but not limited to health IT strategy, transformation, controls, and analytics. Possesses engagement experience in program scope and approach. Focuses on program delivery, technical integration, and solution delivery. Has the ability to drive IT strategy and planning changes at the executive levels, provides oversight of key information technology enablers, and management of project resources. Maintains responsibility for managing the program team and daily operations of project development or serves in
a role as a highly experienced technical expert. Assesses program feasibility with designed solution. Advises Senior Managers or Executive Managers of all major developments. Reviews work products and oversees the drafting of reports and IT deliverables. Other responsibilities include communication with client and project managers, management of multiple projects across various commercial and public sector clients, management of program activities, and serving as a key point of contact with client executives. Assumes responsibility for program delivery and oversight of key technical enablers on projects and identifies needs for new tools. Maintains responsibility for managing technical solutions, delegating appropriate resources, and helping to ensure service quality standards are met across projects and deliverables.

**Minimum Education:** Master’s degree

**Senior Manager**

**Minimum Experience:** 6 years of experience.

**General Experience/Functional Responsibility:** Experience typically includes engagement experience in program scope and approach, focus on program delivery and technical integration, ability to drive IT Strategy and planning changes at the executive levels, oversight of key information technology enablers, and management of project resources. Has prior experience as a manager of engagements for the private sector, the Federal Government, or in another specialized area delivering health services, technology services, and/or IT solutions. Advises and consults with Executive Managers on all significant developments for IT engagements to include, for example, but not limited to health IT strategy, transformation, controls, and analytics. Maintains responsibility for managing the program team and daily operations of project development or serves in a role as a highly experienced technical expert. Assesses program feasibility with designed solution. Other responsibilities include communication with client and project managers, management of multiple projects across various commercial and public sector clients, management of program activities, and serving as a key point of contact with client executives. Assumes responsibility for program delivery and oversight of key technical enablers on projects, and identifies needs for new tools. Other Conducts regular interaction and communications with the Contracting Officer’s Technical and delegated government representatives. Maintains responsibility for managing technical solutions, delegating appropriate resources, and helping to ensure quality assurance principles are met across projects and deliverables. Reviews work products and oversees the drafting of reports and IT deliverables.

**Minimum Education:** Master’s degree

**Executive Manager**

**Minimum Experience:** 8 years of experience.

**General Experience/Functional Responsibility:** Executive level management in support of information technology, enterprise information systems, program management, or related technology engagements. Experience managing executive level relationships, providing management and direction with client engagements, and defining projects and systems. Has prior experience providing technical and managerial direction for problem definition, analysis, requirements development and implementation for complex systems in the Health IT subject matter area. Interfaces with high-level government officials, to include Chief Medical Officers (CMOs), Chief Executive Officers (CEOs), Chief Information Officers (CIOs), Information Systems Security Officers (ISSOs), and Senior Executive Service (SES) equivalents. Advises on enterprise-level system improvements, optimization, or maintenance efforts in the following areas: connected health, electronic health records, health information
exchanges, health analytics, personal health information management, innovative health IT solutions, health informatics, emerging health IT research, and other health IT services. Provides highly technical specialized guidance on health care and human services solutions. Proficient in project estimation and resource planning efforts and in resolving project issues, such as technical compatibility, client expectations, and timing. Identifies themes capable of being developed into new IT strategy methodology, helps to ensure overall soundness of analytical approach, and is able to suggest alternatives. Manages resources and leads developments in new business enterprises through technical innovations. Other experience includes coordinating multiple projects and teams and assisting clients in achieving desired program results.

**Minimum Education:** Master’s degree

**SUBSTITUTION POLICY:**
ReefPoint Group’s labor categories provide for substituting experience for minimum education requirements and substituting educational degrees for years of experience. The table below presents the general substitutions based on the education and experience of the labor categories in the pricelist. If the candidate does not have the requested degree, the equivalent work experience is acceptable, in addition to minimum/general experience requirements.

<table>
<thead>
<tr>
<th>Degree</th>
<th>Experience Equivalence</th>
<th>Other Equivalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>High School Diploma +2 years of experience</td>
<td>2 years of military experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associates degree +2 years of experience, or 4 years of experience</td>
<td>4 years of military experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s +2 years of experience, or Associates degree + 4 years of experience</td>
<td>6 years of military experience</td>
</tr>
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