

## How to Sell New Medical Products to the Military – Defense Logistics Agency

To effectively sell medical products to the various military organizations, from an individual medic attached to an operational unit to a large medical treatment facility, the medical product must be available to procure commercially, primarily through the Defense Logistics Agency (DLA) Troop Support (TS) Medical supply chain. This program supports warfighters and their dependents/beneficiaries around the world, from well babies to wounded warriors, with basic and critical medical and pharmaceutical needs, which includes surgical items, preventive vaccines, field hospital equipment and even medical supplies for animals.

DLA TS's Medical supply chain has established multiple acquisition methods for its customers to purchase medical materiel (the equipment, apparatus, and supplies of a military force or other organization). They include the following: Medical Prime Vendor Program (MPVP), Medical Electronic Catalog (ECAT), Contingency Contracts, Solicitation Proposal Process, National Stock Number (NSN) Ordering, and through the DLA Internet Bid Board System (DIBBS). If unsure about which acquisition method to use, recommend contacting the DLA POC (contact info below) with a description of the medical product to obtain feedback and guidance on the best path to take.

**Medical ECAT:** One of the most effective programs for enabling military medical organizations to easily and effectively procure medical products is the Medical Electronic Catalog (ECAT) program. The ECAT is a Net-centric ordering, distribution, and payment system providing Department of Defense and other Federal customers access to multiple manufacturer and distributor commercial catalogs at discounted prices. The program is a complementary acquisition strategy allowing customers to browse, compare, and order a wide range of pharmaceutical, laboratory, dental, optical fabrication, and medical/surgical equipment commercial items not available through Distribution and Pricing Agreements (DAPAs) under the [Medical Prime Vendor program \(MPVP\)](#), where a majority of medical items are purchased by DLA's customers. ECAT provides products from manufacturers and distributors to maximize the breadth and depth of its product offerings and promote competition among suppliers.

Suppliers are not able to apply for ECAT and instantly offer their products into a catalog. Suppliers must answer an open solicitation for ECAT on the DLA Internet Bid Board System (DIBBS) website. After going through the contracting process, if they are granted a contract, their product offerings are uploaded into ECAT. Approval to become an ECAT supplier can take possibly 6+ months. Submitting a proposal in response to a solicitation does not guarantee a contract.

Suppliers are not charged any fees to participate in the ECAT program. DLA Troop Support Medical Supply Chain contracting specialists negotiate discounted pricing off of the supplier's commercial catalog price. This discounted price is presented to ECAT customers as the "Total Delivered Price" of the product. This price includes all transportation/distribution and administrative costs. Learn more about the ECAT:

- [Click here to learn more about the ECAT program](#)
- [Supplier Order Management Guide](#)
- Please contact the ECAT Help Desk at 800-290-8201 or [email the ECAT Help Desk](#) with any questions on the ECAT program or how to become an ECAT supplier.
- DLA's various medical programs: [www.medical.dla.mil/Portal/ECAT/EcatHome.aspx](http://www.medical.dla.mil/Portal/ECAT/EcatHome.aspx) and <https://www.medical.dla.mil/Portal/Default.aspx>

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- DLA Internet Bid Board System (DIBBS) at <https://www.dibbs.bsm.dla.mil>
- While not a contract, a DAPA helps establish the selling price for medical and pharmaceutical products and gives the Defense Logistics Agency (DLA) the authority to distribute the DAPA-holder's products to the military (see <https://www.ncmbc.us/wp-content/uploads/MedSurg-DAPAs-Made-Easy-Version-Dec-2019.pdf>)
- System For Award Management (SAM) at [www.sam.gov](http://www.sam.gov). DIBBS is where you can find open solicitations, SAM notifies you of future opportunities and awarded contracts.
- For the ECAT Supplier Order Management Guide (the tool many of our ECAT suppliers use to manage their ECAT orders), click:  
<https://www.medical.dla.mil/Portal/Documents/ECAT/SupplierOrderManagementGuide.pdf>
- All of this information can be found by visiting:  
<https://www.medical.dla.mil/Portal/ECAT/EcatHome.aspx>

Contact the ECAT Help Desk at (800) 290-8201 or email the ECAT Help Desk at [DSCPECATHELP@dlamilitary.com](mailto:DSCPECATHELP@dlamilitary.com) with any questions on the ECAT program or [how to become an ECAT supplier](#).

Request for Proposal (RFP): RFP numbers have various open periods for receipt of proposals and are available on the DIBBS website, <https://www.dibbs.bsm.dla.mil>. Search for the solicitation using the RFP numbers listed below:

- (+) DENTAL: SPE2DE-20-R-0007
- (+) EQUIPMENT / HOSPITAL SUPPLY: SPE2DH-21-R0002
- (+) LAB: SPE2DE-17-R-0001
- (+) MEDICAL/SURGICAL: SPE2DE-18-R-0001
- (+) OPTICAL Lenses: SPE2DE-19-R-0003
- (+) OPTICAL Frames: SPE2DE-19-R-0002

Below are some tutorial videos on the web that may be helpful:

"1st Step to Winning Contracts with Defense Logistics Agency in DIBBS | Sell Products to the Military" at <https://www.youtube.com/watch?v=RCYC3Rbm47Q>

"2nd Step to Winning Contracts with Defense Logistics Agency in DIBBS | How to Locate Contracts to Win]" at <https://www.youtube.com/watch?v=06wXWP3Mr9o>

"3rd Step to Winning Contracts with Defense Logistics Agency in DIBBS | How to Locate Manufacturers in DIBBS to Sell Products to the Military" at [https://www.youtube.com/watch?v=7\\_ZRUD4UMYM](https://www.youtube.com/watch?v=7_ZRUD4UMYM)



# DEFENSE LOGISTICS AGENCY MEDICAL SMALL BUSINESS

Based out of Philadelphia, Pennsylvania, the DLA Troop Support (TS) Medical supply chain supports the Nation's military every day and in every crisis. DLA TS Medical support warfighters and their dependents around the world, from well babies to wounded warriors. To ensure their basic and critical medical and pharmaceutical needs are met, the support includes surgical items, preventive vaccines, field hospital equipment and even medical supplies for animals.

DLA TS's Medical supply chain has established multiple acquisition methods for its customers to purchase medical materiel (the equipment, apparatus, and supplies of a military force or other organization). They include the following: Medical Prime Vendor Program (MPVP), Medical Electronic Catalog (ECAT), Contingency Contracts, Solicitation Proposal Process, National Stock Number (NSN) Ordering, and through the DLA Internet Bid Board System (DIBBS).



Being a participant in any one or more of the programs does not guarantee sales. You will need to market your company and products to the Military Services to increase sales. This could be accomplished by sending sales and marketing personnel to meet with clinical and medical logistics personnel located at Military Treatment Facilities (MTFs) (hospitals, ambulatory care and occupational health clinics, and dental clinics) such as Walter Reed Military Medical Center, Naval Medical Center Portsmouth, etc., or by speaking to clinical and logistics personnel assigned to field and deployable medical units.

## WHAT DOES TROOP SUPPORT MEDICAL PROCURE AND HOW?

COMMODITY	MPVP	ECAT	CONTINGENCY CONTRACT	SOLICITATION PROPOSAL PROCESS	NSN OR PART # ORDERING	DIBBS	FEDERAL SUPPLY CLASSIFICATION CODE (FSC)
Pharmaceuticals	Yes	No	Yes	Yes	Yes	Yes	6505
Medical/Surgical	Yes	Yes (Limited)	Yes	Yes	Yes	Yes	6515
Dental Items	No	Yes	Yes	Yes	Yes	Yes	6520
Optical Items	No	Yes	No	No	No	No	6540
Laboratory Items	No	Yes	Yes	Yes	Yes	Yes	6640
Hospital Lab Equipment	No	Yes	No	Yes	Yes	Yes	6640
Critical Care	No	Yes	No	Yes	Yes	Yes	6515
Biomedical Equipment	No	No	No	Yes	No	No	6525
Medicated Cosmetics	No	No	Yes	Yes	Yes	Yes	6508
Veterinary Pharmaceuticals	No	No	Yes	Yes	Yes	Yes	6509
Surgical Dressing Materials	Yes	No	Yes	Yes	Yes	Yes	6510
Hospital Furniture	NOTE: Medical does not procure hospital furniture. GSA is the authorized supplier.						6530
Hospital Surgical Clothing	Yes	No	Yes	Yes	Yes	Yes	6532
Replenishable Field Kits	Yes	No	No	Yes	Yes	Yes	6545
In-Vitro Diagnostic Substances, Reagents Test Kits and Sets	No	Yes	No	Yes	Yes	Yes	6550
Chemical Analysis Instruments	No	Yes	No	Yes	Yes	Yes	6630
Training Aids	No	Yes	No	Yes	Yes	Yes	6910
Crude Grades Plant Material	NOTE: Medical does not have requirements for this FSC.						9410
Memorials, Mortuary Equipment	No	No	No	Yes	Yes	Yes	9930

## MEDICAL PRIME VENDOR PROGRAM

The majority of Medical Items are purchased by DLA's customers through the MPVP.



### Pricing Agreements

Suppliers are required to establish a Pricing Agreement to participate in the MPVP.

A Prime Vendor (PV) is a single distributor of brand specific medical supplies. PV contracts are in place for pharmaceuticals, medical/surgical, Navy Fleet, and War Reserve/Readiness.

Visit [MPVP](http://www.medical.dla.mil/Portal/PrimeVendor/PrimeVendorHome.aspx) at [www.medical.dla.mil/Portal/PrimeVendor/PrimeVendorHome.aspx](http://www.medical.dla.mil/Portal/PrimeVendor/PrimeVendorHome.aspx).

- **Distribution and Pricing Agreements (DAPA)** are issued to suppliers of medical items (commercial items and items that do not necessarily need an NSN) by the DLA TS Medical Supply Chain. These suppliers thereby become "DAPA-holders." DAPAs are pricing vehicles used to establish and manage pricing with manufacturers and/or distributors for medical material purchased under DLA's MPVP contracts. Prices are deemed fair and reasonable prior to approving and issuing a DAPA. Learn more about [DAPAs](http://www.medical.dla.mil/Portal/DapaMS/DapaMS.aspx) at [www.medical.dla.mil/Portal/DapaMS/DapaMS.aspx](http://www.medical.dla.mil/Portal/DapaMS/DapaMS.aspx).
- **Federal Supply Schedules (FSS)** for pharmaceutical items: If suppliers already have a FSS for an item, they can use that FSS to sell that item through the MPVP. For medical/surgical and equipment items a DAPA will still need to be established to sell through the MPVP.



# DEFENSE LOGISTICS AGENCY MEDICAL SMALL BUSINESS

## MEDICAL ELECTRONIC CATALOGUE

The Medical ECAT is a Net-centric ordering, distribution, and payment system providing the Department of Defense (DoD) and other Federal customers access to multiple manufacturer and distributor commercial catalogs at discounted prices. The program is a complementary acquisition strategy allowing customers to browse, compare, and order a wide range of pharmaceutical, laboratory, dental, optical fabrication, and medical/surgical equipment commercial items not available through DAPAs under the MPVP.

ECAT provides products from manufacturers and distributors to maximize the breadth and depth of its product offerings and promote competition among suppliers. DLA TS Medical Supply Chain contracting specialists negotiate discounted pricing off of the supplier's commercial catalog price. This discounted price is presented to ECAT customers as the "Total Delivered Price" of the product. This price includes all transportation/distribution and administrative costs. Learn more about the [ECAT Program](http://www.medical.dla.mil/Portal/ECAT/EcatHome.aspx) at [www.medical.dla.mil/Portal/ECAT/EcatHome.aspx](http://www.medical.dla.mil/Portal/ECAT/EcatHome.aspx).

Contact the ECAT Help Desk at (800) 290-8201 or [email the ECAT Help Desk](mailto:DSCPECATHELP@dla.mil) at [DSCPECATHELP@dla.mil](mailto:DSCPECATHELP@dla.mil) with any questions on the ECAT program or how to become an ECAT supplier.

## CONTINGENCY CONTRACTS

DLA TS Medical Supply Chain, in consultation and collaboration with the Military Services and other DoD agencies, places a subset of items under contract for contingency situations such as military or humanitarian operations. In order to ensure that the healthcare industry and the industrial base can support contingency operations, DLA TS Medical Supply Chain attempts to place products under contingency contract to improve planning and sustainment operations on behalf of the Military Services. View [Contingency Contracts](http://www.medical.dla.mil/Portal/Readiness/ContingencyContracts.aspx) info at [www.medical.dla.mil/Portal/Readiness/ContingencyContracts.aspx](http://www.medical.dla.mil/Portal/Readiness/ContingencyContracts.aspx).

## SOLICITATION PROPOSAL PROCESS

DLA TS Medical Supply Chain utilizes various kinds of solicitations. For example, we have Customer Value Contracts (CVCs), Multiple Award Contracts, and Blanket Purchase Agreements (BPAs). We place notices of solicitations valued over \$25,000 on the [Federal Business Opportunities \(FedBizOpps\) website](http://www.fbo.gov) at [www.fbo.gov](http://www.fbo.gov).

Site	Department of Defense Activity Address Code (DoDAAC)			
Philadelphia, Pennsylvania	SP0200	SPE2D*	SPM200	SPM2D*
Pearl Harbor, Hawaii	SPE2DT			

Buys from \$2,500 to \$24,999 are competed with a variety of companies that produce the product typically through the DLA Internet Bid Board System. For Equipment items such as Imaging Equipment, DINPACS, Patient Monitoring, Imaging Equipment Maintenance, or Radiation Oncology Equipment, DLA TS Medical Supply Chain awards to every company that meets the requirements of the solicitation. We then issue orders for items as the customers send in their purchase requests.

## NATIONAL STOCK NUMBER ORDERING

Prior to the implementation of MPVP, medical supplies were procured using NSNs. The NSNs are now primarily reserved to support our readiness efforts and contingency operations. Military services have the ultimate authority to establish a NSN for a new product or authorize a substitute source for any existing NSN that meet the minimum requirements of the mission. Learn more about [NSN Ordering](http://www.medical.dla.mil/Portal/Readiness/MedicalNationalStockNumbers.aspx) at [www.medical.dla.mil/Portal/Readiness/MedicalNationalStockNumbers.aspx](http://www.medical.dla.mil/Portal/Readiness/MedicalNationalStockNumbers.aspx).

## DLA INTERNET BID BOARD SYSTEM

The [DLA Internet Bid Board System \(DIBBS\)](http://www.dibbs.bsm.dla.mil) at [www.dibbs.bsm.dla.mil](http://www.dibbs.bsm.dla.mil) is a web-based bid board that allows suppliers to search for, view, and submit secure quotes on Requests for Quotations (RFQs), search and view Request for Proposals (RFPs), and view awards for DLA items of supply.

## DLA TROOP SUPPORT SMALL BUSINESS OFFICE CONTACT INFORMATION

<a href="mailto:DLATroopSupportsbo@dla.mil">Email:</a>	<a href="mailto:DLATroopSupportsbo@dla.mil">DLATroopSupportsbo@dla.mil</a>
Toll Free:	800-831-1110
Troop Support Small Business Director:	215-737-2321
Medical Supply Chain Small Business Professional:	215-737-5911

Visit "[How Do I Sell to Medical Supply Chain?](http://www.medical.dla.mil/Portal/Default.aspx)" webpage at [www.medical.dla.mil/Portal/Default.aspx](http://www.medical.dla.mil/Portal/Default.aspx) for more information.