



Request for Proposal (RFP) for Project Delivery Partner

Data in Health Information - Evaluation

1. RFP Background & Objectives

[Understanding Patient Data](#) aims to make the use of patient data in the UK more visible, understandable and trustworthy.

We focus on data routinely collected by the NHS as part of providing health care, that can be used for research and planning without explicit consent. This data is highly useful for NHS bodies, academics and sometimes commercial organisations, but its use can be controversial.

Based at the Wellcome Trust, we work with patient groups, charities, NHS organisations and policymakers to bring transparency, accountability and public involvement to the way patient data is used.

Data in Health Information: project overview

Understanding Patient Data is currently developing a community of practice, made up of National Health Charities which support people with chronic, life-long and acute conditions. The community of practice will work to understand the insights gathered in the How To [Talk About Data](#) project, so that they might put these into practice through adding information about patient data use to their health information (and/or other areas of their communications, such as fundraising).

As part of this 'Data in Health Information' project, UPD seeks to commission an evaluation of the impact of the inclusion of this information. We're interested in the impact both on understanding of and interest in data use, and on uptake of/engagement with health information. The evaluation will also consider the impact on the parties involved in working together in a Community of Practice.

The objectives of the Data in Health Information project are to:

- (Further) test the insights developed by the [How To Talk About Data](#) project
- Add information about how data from patients has been used in research that informs health information to existing health information outputs
- Assess if the addition of information on data use has an impact on how health information is received and used
- Develop a report which can share these tests and insights to a wider audience, including other health organisations, to develop an understanding of good practice in this area. We hope this will encourage and facilitate further inclusion of information about data use in health information.

Key Terms

Health Information: the information and guidance provided by Health Charities to support their communities/service users to better understand their health conditions and treatments, and to support self-management and/or behaviour change.

Health information provided by charities is often based on insight from routinely collected patient data and consented trials/studies, but charities don't often explain this within their health information.



Data use: when UPD refers to data use we mean the use, by health professionals, local and national health systems, researchers, policy makers and/or patients, of routinely collected patient health data. This includes both for individual care and for improving care and services through planning and research.

However, for this project we will be flexible about the definition of 'data use' widening this out to include other forms of health data, such as data from consented studies.

Timeline

May 2021 – project begins with Community of Practice planning meeting

June – workshop about How To Talk About Data insights

July & August – members work on developing outputs

September – evaluation design and outputs start being rolled out

October to December – members continue to develop outputs and roll them out; regular check-ins

October to February 2022 – evaluation conducted and written up

March – workshop to sense-check evaluation findings

April/May – evaluation published

2. RFP Specification

This section sets out the specification of services for this RFP exercise. Suppliers should use this section to fully understand Wellcome's requirements and to inform their response.

The supplier will **undertake an evaluation** to develop useful insight on the impact of the Community of Practice including discussion of how health data informs their health information. The impact of this inclusion will be measured on both public/recipients' understanding of patient data use, and on their views on the health information (including, for example, take-up of guidance). The evaluation will also develop insight into the impact of involvement in the Community of Practice on the members, including the development of new partnerships, the understanding among members of data use, and the creation or amendment of resources/policies etc other than the members' health information outputs.

This will culminate in a **report** that outlines the impact of the project, including on understanding of data use and engagement with health information.

The project is expected to run for ~9 months, though we recognise there may need to be some flexibility in light of the covid-19 pandemic. This is an outcome specification, but we would expect bids to be in the region of £25,000, excluding VAT.

It is expected that there will be four main components to this work:

Activities

- Collaborative design of the evaluation
- Evaluative research
- Sense-check of preliminary findings

Outputs

- Written outputs, format TBD



Collaborative design of the evaluation

- Inception meeting (*UPD and Suppliers*)
- Workshop with members of the Community of Practice and UPD that will scope the key areas to be evaluated and opportunities available to gain insight.

Evaluative research

- Conduct interviews, focus groups, run surveys, review click-through/website use information and undertake other insight gathering as agreed. (*Suppliers with support of Community of Practice members*)
- Analyse results (*Suppliers*)

Sense-check of preliminary findings

- Virtual roundtable (*Hosted and supported by UPD, conducted by Suppliers*)
- Aim: Collaboratively consider insights gained from the evaluation, and allow peer discussion and further feedback, before finalising evaluation.

Outputs, to provide insight on (to be finalised in stage 1):

- The best ways to communicate with the public/patients about how data has been used to inform health information they are receiving
- The impact of including discussion of data use in health information outputs on:
 - Their understanding and trust of data use
 - Their trust in and engagement with guidance provided by the health information outputs
- The impact of the involvement in the community of practice on members':
 - Understanding and trust of data use
 - Health Information outputs (quality, innovation)
 - Collaborative working arrangements (e.g. other projects scoped/agreed between members)

The project will require the engagement with members of the community of practice, their colleagues (e.g. tech leads within charities who can provide access to website back-end information and data), and their stakeholders/service users/beneficiaries, both directly and indirectly.

Key Indicators include:

- Collaborative design workshop
- Number of interviews/engagements with members: minimum 8
- Number of user groups visited (expected to be virtually): at least 3 Community of Practice members
- Survey/surveys embedded in members' health information websites
- Further methods of evaluating impact TBD
- Event or activity to sense-check findings with Community of Practice
- Outputs (report or similar, format TBD)



3. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome Trust	08/06/2021
2	Submission of expression of interest to RFP	Supplier	5pm on 15/06/2021
3	Submission of Supplier Questions to Wellcome Contact	Supplier	5pm on 15/06/2021
4	Return of Supplier Q&A to Suppliers	WT	22/06/2021
5	Submission of RFP Response	Supplier	Midday on 01/07/2021
6	RFP Evaluation Period	WT	01/07/2021 to 23/07/2021
7	Supplier Presentations	Supplier	19/07/2021 to 21/07/2021
8	Notification of Contract Award	WT	23/07/2021 to 27/07/2021
9	Contract Negotiation	WT & Supplier	27/07/2021 to 13/08/2021 (TBC)
10	Contract Start Date	WT & Supplier	16/08/2021 to 06/09/2021 (TBC)

4. Response Format

Expression of Interest

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome Contact (Harri Weeks: h.weeks@wellcome.org) in accordance with the RFP timetable, which will contain the following points:

- Provide a high-level summary of how you would approach completing the evaluation project (Max 300 words).
- Outline how your previous experience is relevant to delivery of the work (Max 300 words).
- Your full company name and number (if you have one).
- A non-binding cost estimate as a single figure, excluding VAT, and an indication of whether you are eligible for VAT.

Suppliers who submit an expression of interest will be provided with a document which provides further background and context by reply email.

Supplier Q&A

Prior to the submission of your RFP response, Suppliers are provided the opportunity to submit any questions they have about the exercise. All questions are to be submitted to the Wellcome Contact by e-mail in accordance with the RFP timetable.



RFP Proposal

Suppliers are required to submit proposals which respond to the following sections:

RFP Questions

This section requests responses from Suppliers to specific questions in relation to this RFP exercise.

#	Question	Max Words
1	Outline your methodology for delivering the key activities and objectives of this RFP. Please make sure to include: <ul style="list-style-type: none">• Stages and timeframes in which you propose to meet our requirement.• Your approach to working closely with the team at UPD and the members of the Community of Practice.	800
2	Outline how your previous experience is relevant to the delivery of the work, particularly how you have worked to evaluate online resources, websites, apps, etc.	500
3	Outline the project team, including a brief description of their experience	300
4	Outline any major risks and challenges you foresee as being associated with: <ul style="list-style-type: none">- running this project using a primarily virtual/remote approach and/or a hybrid approach- seeking to work with health charities and their beneficiaries during the covid-19 pandemic,- developing a baseline against which to evaluate impact and include your mitigation strategies.	300
5	Outline any further risks and challenges you foresee as being associated with running this project, and include your mitigation strategies.	200
6	Outline your approach to equality and inclusion as this relates to methodology, practice and your organisation.	300
7	Provide a cost proposal which details and justifies the proposed costs to meet our requirements.	300
8	Give contact information for a named point of contact	

Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment



Suppliers submitting proposals as a registered company should review this [document](#). Individuals submitting proposals as a sole trader (not registered) should review this [document](#).

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 7 below).

Information Governance

Shortlisted Suppliers are asked to complete the [TPSRA2](#) assessment (Third Party Security Risk Assessment) before the Supplier presentations for Wellcome to assess how you handle data.

We can provide support on information governance. Please email in any questions you have in advance of the deadline and we can provide support to help you complete the form.

5. About Wellcome

Wellcome supports science to solve urgent health challenges facing everyone. We will achieve this vision in different ways, giving researchers the freedom to make discoveries that change the way we see the world, and using science to find solutions for three of the world's most urgent health challenges. We are a politically and financially independent foundation. Find out more about Wellcome and our work: wellcome.org.

UPD sits within the Data for Science and Health team (DSH), which aims to ensure trustworthy data science transforms how science solves urgent health challenges. To achieve this, DSH support projects that produce innovative tools using health data, motivate and equip data scientists, and build trust into how data science is funded, governed and practiced. UPD is funded by Wellcome, the Medical Research Council and the National Institute for Health Research.

6. Non-Disclosure and Confidentiality

Prospective Suppliers should be aware that inappropriate publicity could have a serious effect upon Wellcome's business. Information made available to prospective suppliers is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.

7. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.



8. Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

9. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

10. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

11. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

12. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g. submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

13. Diversity & Inclusion

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work



here and those we work with. As we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

14. Wellcome Contact Details

The single point of contact within this RFP exercise for all communications is as indicated below;

Name: Harri Weeks
Role: Partnerships and Community Manager
Email: h.weeks@wellcome.org