



Request for Proposal # 2020-063

Private sector market research: Qualitative survey of knowledge, attitude, and practice on G6PD deficiency testing among private sector providers

I. Summary of Deadlines

Release of Request for Proposal	November 13, 2020
Confirmation of interest due	November 18, 2020
Fact-finding questions received by	November 23, 2020
Response to fact-finding questions	November 27, 2020
Proposals due	December 11, 2020
Bidders notified of decision	December 18, 2020

Note that PATH reserves the right to modify this schedule as needed. All parties will be notified simultaneously by email of any changes.

II. PATH Statement of Business

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at www.path.org.

III. Project Background

Private sector market research: Qualitative survey of knowledge, attitude, and practice on G6PD deficiency testing among private sector providers

A. Project Background:

G6PD deficiency is the most common enzyme deficiency in the world, affecting 400 million people worldwide. The majority of G6PD deficient people live in malaria-endemic areas. The degree of deficiency varies greatly among different ethnic populations and within each population. Some areas have higher prevalence than others, particularly in South and Southeast Asia, South America, and the Mediterranean.

While some people may go through life never having known their status, G6PD deficiency could result in severe consequences for some when they take drugs that are contraindicated for people with G6PD deficiency. For example, an 8-aminoquinoline class of drugs used to treat *P. vivax* malaria stresses G6PD deficient patients' red blood cells to the extent that the drugs can trigger acute hemolytic anemia, which is potentially lethal. Therefore, the World Health Organization (WHO) recommends conducting a G6PD test prior to treatment. Multiple tests that can identify G6PD status are available, including a point-of-care (POC) G6PD test— one that can accurately distinguish severe, intermediate, and normal G6PD activity and that can be used at all levels of health facilities.

Existing market research has been more focused on the use of G6PD tests for malaria case management in the public sector. Market opportunities for point-of-care (POC) G6PD tests for applications other than malaria case management in the private sector are still largely unknown. To accurately understand the market opportunities for G6PD deficiency tests, PATH would like to contract a market research firm to carry out primary research in Vietnam and Indonesia. The results of this market research will provide PATH and our partners with a broader picture about opportunities for use of POC G6PD test. In addition, the results will be helpful for our test developers to create a comprehensive business strategy to sustain their product supply for a longer term.

B. Proposed Project Timeline:

Deliverables	Weeks														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Develop a research plan	■	■													
Develop a questionnaire(s)			■	■											
Recruit interviewees			■	■	■										
Conduct interviews					■	■	■	■							
Analyze finding and draft a report									■	■	■				
Comments by PATH												■	■		
Incorporate comments by PATH and finalize the report														■	■

IV. Scope of Work and Deliverables

A. Scope of Work:

The objectives of this market research are to understand the knowledge, attitude, and practice of G6PD testing in the private sector in Vietnam and Indonesia.

- **Knowledge:** provider awareness and knowledge about G6PD deficiency, G6PD testing, countries' policy and guidelines about G6PD testing, etc.
- **Attitude:** provider perceptions about G6PD deficiency, policy and guidelines, value of G6PD testing, value of POC G6PD tests compared to other testing methods, etc.
- **Practice:** indication for use, types and cost of tests used, frequency of use, algorithm for use, adherence to the guidelines, challenges, and opportunities with the current practice, etc.

Please note:

- PATH is interested in understanding the KAP (please see above) of health care providers in the private sector such as nurses, doctors (e.g., neonatologists, hematologists, and general practitioners).
- We are also interested in selecting these types of interviewees from variety health facilities in terms of location, size, characteristics of clientele, and services provided by facilities.
- The private sector includes both for profit and not for profit private sector.

The scope of work will include:

- Develop a market research plan for PATH's review. The research plan should include the following at minimum:
 - Literature search to understand the guidelines regarding the use of G6PD testing
 - Criteria for selecting geographical areas and focus geographical areas. Criteria could include:
 - G6PD prevalence
 - Demography and its trend (e.g., Size of population, income level, rural vs. urban population, population trends)
 - Number, types, and location/geographical dispersion of private facilities
 - Private share in health care provision
 - Existence of large private hospitals or hospital chains
 - Existence of large NGOs or NGO networks
 - A sampling plan that will include types and number of stakeholders to be interviewed and rationale. Although our primary interest is in the private sector, please advise if there is a need to include some public sector service providers based on your understanding of the market.
 - An analysis plans.
- Develop questionnaires (or interview guides whichever appropriate) for primary research for PATH's review.
- Conduct interviews with selected stakeholders.
- Analyze findings.
- Develop a draft report for PATH's review and finalize the report incorporated comments by PATH.

We anticipate that these questionnaires and reports will be standardized across two countries; however, based on different contexts of each health systems, there may be some variance.

B. Deliverables: Please refer to the project timeline in Section III B.

- A research plan finalized by week 2
- Questionnaires developed by week 4
- A list of interviewees finalized by week 4
- Draft report by the end of Week 11
- Final report by the end of Week 15

Report a progress at least biweekly (or more frequently if needed) to PATH via the scheduled teleconference or emails.

V. Proposal Requirements – Financial

Provide itemized costs for the total scope of this project, based on the scope of work and deliverables outlined in Section IV. The final scope of work may be subject to negotiation; however, bidder selection will be made against the original scope of work. Bids should include itemized costs for key elements of the scope of work, as follows:

- Percent participation in total level of effort according to key staff.
- Rates of key staff.
- Estimated total level of effort and associated costs.
- Itemization of all other costs, e.g., agency costs, agency fees, sub-contracted resources, administrative costs, supplies, tax, etc.

VI. Proposal Requirements – Technical

Provide a narrative on your technical approach to accomplish the Scope of Work and Deliverables per section IV, including:

- Description of technical approach.
- Discussion of project management and roles of project team.
- Timeline to meet the deliverables.
- Potential obstacles and plan to overcome them.
- Identification of major internal and external resources.

Provide information on your overall qualifications, including:

- Profile of relevant corporate qualifications.
- Profile of relevant experience and examples of related work.
- Qualifications of key members of the proposed project team (attach CVs and provide details of back-up/standby teams).
- Number of years in business.
- Annual revenue.
- If your company has more than one location, please indicate these qualifications for the site that is responding.

VII. Proposal Evaluation Criteria

The following is a list of significant criteria against which proposals will be assessed. The criteria are listed in order of priority; however, they are not weighted.

- A. Technical
 - a. Overall approach/methodology; coherence and relevance of proposed work plan.
 - b. Qualitative research skills.
 - c. Identification of data source/interview targets.
- B. Experience
 - a. Market research and primary research with health care providers.
 - b. Market research in the target geographical areas.
 - c. Relevant capacity and capabilities.
- C. Costs (as detailed in Section VI)

Note: PATH reserves the right to include additional criteria.

VIII. Instructions and Deadlines for Responding

A. PATH contacts

Technical/Program Contact: Mieko Kikuchi-Conbere (mkikuchiconbere@path.org)

Procurement Contact: Jessica Nguyen (jenguyen@path.org)

B. Confirmation of interest

Please send a statement acknowledging receipt of this solicitation and your intent to respond or not respond no later than November 18, 2020. Send the confirmation to the contacts listed above.

C. Fact-finding questions

Questions on this solicitation will be accepted via email to the contacts listed above through November 23. Questions and answers to all questions will be provided on November 27, 2020 to all participants who confirmed interest. Please note that responses will not be confidential except in cases where proprietary information is involved. Inquiries after this date cannot be accommodated.

D. Proposals due: December 11, 2020

Completed proposals should be submitted by email to the contacts listed above. The subject line of the email should read: RFP # 2020-063 your company name.

E. Selection of short-list

PATH reserves the right to select a short list from the bids received. PATH has the option to interview and discuss specific details with those candidates who are on the short-list.

F. Conclusion of process

Applicants will be notified of PATH's decision by December 18, 2020. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

IX. Terms and Conditions of the Solicitation

A. Notice of non-binding solicitation

PATH reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal.

B. Confidentiality

All information provided by PATH as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Conflict of interest disclosure

Suppliers bidding on PATH business must disclose, to the procurement contact listed in the RFP, any actual or potential conflicts of interest. Conflicts of interest could be present if; there is a personal relationship with a PATH staff member that constitutes a significant financial interest, board memberships, other employment, and ownership or rights in intellectual property that may be in conflict with the supplier's obligations to PATH. Suppliers and PATH are protected when actual or perceived conflicts of interest are disclosed. When necessary, PATH will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

D. Communication

All communications regarding this solicitation shall be directed to appropriate parties at PATH indicated in Section VIII. A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

E. Acceptance

Acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

F. Right to final negotiations

PATH reserves the option to negotiate on the final costs and final scope of work and reserves the option to limit or include third parties at PATH's sole and full discretion in such negotiations.

G. Third-party limitations

PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without our express written consent.

H. Proposal Validity

Proposals submitted under this request shall be valid for 90 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to PATH.