Request for Proposal #2021-005
Procurement of Services for Strategic Positioning and Materials Development

I. Summary of Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Release of Request for Proposal</td>
<td>19 February-21</td>
</tr>
<tr>
<td>Fact-finding questions received by</td>
<td>26 February-21</td>
</tr>
<tr>
<td>Response to fact-finding questions</td>
<td>1 March-21</td>
</tr>
<tr>
<td>Proposals due</td>
<td>12 March-21</td>
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<tr>
<td>Selection of short-listed suppliers</td>
<td>17 March-21</td>
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<tr>
<td>Interviews with short-listed suppliers</td>
<td>22-24 March-21</td>
</tr>
<tr>
<td>Bidders notified of decision</td>
<td>26 March-21</td>
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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

Malaria Radical Cure Opportunities Assessment

A. Project Background:

India bears nearly half the global burden of Plasmodium (P.) vivax malaria. New tools for P. vivax diagnosis and treatment promise to accelerate control and elimination efforts but these tools must be adopted and effectively integrated into a dynamic and diverse landscape of malaria strategies and case management practices. Different sectors or case management scenarios, present varying opportunities and challenges for the adoption of best clinical practices for P. vivax malaria case management. Defining the case management scenarios and their associated readiness for adoption can inform a strategy for introduction of new tools to support best clinical practices.

PATH’s Malaria Radical Cure Opportunity Assessment (MRCOA) project set out to understand key opportunities and challenges associated with scaling up safe radical cure in India. The project identified use cases that spanned multiple contexts including urban and rural environments as well as public and private health care facilities. Through primary and secondary research, geospatial modeling, and feedback from key stakeholders, PATH identified key market segments, their associated risks, and articulated investment opportunities that would increase access to safe radical cure. PATH then mapped these investment opportunities according to health impact and level of investment required.

In a second phase of MRCOA, PATH aims to address a key challenge identified in phase 1 which is to build expert consensus and raise awareness of the value of safe radical cure among providers through dissemination of evidence is a high-impact, low-resource investment option.

B. Proposed Project Timeline:

<table>
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<tr>
<th>Project start date</th>
<th>1 April 2021</th>
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<tbody>
<tr>
<td>Interim deliverables due date</td>
<td>30 June 2021</td>
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<tr>
<td>Final deliverable due date</td>
<td>30 July 2021</td>
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IV. Scope of Work and Deliverables

A. Scope of Work:

Problem:
Following a landscape analysis conducted by PATH, the team has identified the challenge that key malaria decision makers in India, at national, and state levels, are either not aware of G6PD deficiency, or do not perceive the value of testing for G6PD deficiency before providing radical cure therapy as a priority in the malaria elimination efforts.

Objectives and Need:
To develop user-friendly communications tools that effectively support consensus building around the need for G6PD and radical cure in support of malaria radical cure in India.

B. Deliverables:

- Rapid Review of Landscape Analysis and Key Findings
- Development of Value Proposition and Core Messaging
- Message Testing with Core Stakeholders
- Communication Tactics/Materials Planning
- Materials Development including:
  - 1 Digital Visual Aid (viewable on tablets/phones/computers)
  - Print Based Visual Aid
  - 1-2-minute low-cost video
  - Brochure/leave behind
  - Informational PowerPoint/document for Malaria Decision Makers
  - Informational PowerPoint/document for Health Care Professionals.

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.
- Proposed engagement cadence with team and preferred review cycles for deliverables.

Provide information on your overall qualifications, including:

- Profile of relevant corporate qualifications.
- Profile of relevant experience and examples of related work in India (e.g. communications with health care providers and/or policy-makers).
- Qualifications of key members of the proposed project team (attach CVs and provide details of back-up/standby teams). Please highlight any medical or scientific qualifications.
- 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 narrative as outlined in Section VI.
B. Expertise in healthcare policy maker communication.
C. Good Understanding of the Indian context and expertise in planning and undertaking communications activities in India.
D. Costs (as detailed in Section V).

Note: PATH reserves the right to include additional criteria.
VIII. Instructions and Deadlines for Responding

A. PATH contacts
Technical/Program Contact: Shivanshi Kapoor (skapoor@path.org)
Procurement Contact: Sushil Kumar Pandey (spandey@path.org)

B. Fact-finding questions
Questions on this solicitation will be accepted via email to the contacts listed above through 26 February. Questions and answers to all questions will be provided on 1 March-21 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.

C. Proposals due: 12 March 21
Completed proposals should be submitted by email to the contacts listed above. The subject line of the email should read: RFP # 2021-005 your company name.

D. 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.

E. Conclusion of process
Applicants will be notified of PATH’s decision by date. 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 also 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.