

Request for Proposal
For the supply of
An Association Management System
To The Royal College of General Practitioners

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The Royal College of General Practitioners

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1. Introduction

The purpose of this section is to give an outline of what The Royal College of General Practitioners (RCGP) is seeking to achieve, some background to this procurement process and to give some clear vendor selection criteria (1.2). Vendors must meet these criteria for their proposal to be considered further. Note that some of this material is replicated in the main section of the RFP.

1.1. Purpose of this document

The purpose of this tender is to enable the Royal College of General Practitioners (RCGP) to select an Association Management System (AMS), which will be used to facilitate new ways of working at the College including our business processes, the way we engage with our Members and our approach to change so that we ensure joined-up thinking, solutions, deliverables and outcomes to meet the needs of our Members today and in the future.

To do this, we want to utilise the best available technology options to facilitate and enable this change and to be able to flex as required, enabling efficiencies whilst maintaining customer service standards.

This document provides all necessary information for suppliers to prepare a proposed response. Suppliers are expected to provide comprehensive answers as part of their proposals, which should be focused closely on the specific requirements of the questions posed. A targeted proposal will enable RCGP to make an informed decision as to the most appropriate solution to meet its objectives for the project. This is a combined product and delivery evaluation and, therefore, the performance in each evaluated area will contribute towards the overall recommendation.

This document contains questions categorised into specific areas. Suppliers' responses to this document will form the initial basis of their proposals, including their commercial proposals, to meet RCGP's defined requirements. In all cases suppliers must:

1. Support their written proposed solution with evidence
2. Provide supporting documents where indicated

Suppliers should note that the submitted RFP written response will be reviewed and discussed through interactive presentations, including a short trial with two suppliers, enabling a preferred supplier to be nominated before mid February 2017. It is our intention to commence working with the preferred supplier on the project in March 2017 to ensure key delivery dates are met.

An in-depth outline of the RFP process and timeline can be found in sections hereunder.

For further information on any aspect of this request, please contact Richard Yeates on richard.yeates@rcgp.org.uk

1.2. Mandatory Requirements / Constraints

As part of your tender response, you must confirm that you meet the mandatory requirements / constraints, if any, as set out below. A failure to comply with one or more mandatory requirements or constraints shall entitle the Customer Organisation to reject a tender response in full.

Please indicate (with a tick) in the table below whether your company meets the following specified criteria:

Selection Criteria	Yes - the company meets this	No - the company does not meets this
Credit Score: your most recent rating on Dun & Bradstreet credit ratings agency must be 1 or 2		
Turnover: most recent accounts must show turnover of at least £1,500,000.		
Experience of Membership/ Professional Body market: at least 3 years experience		
The product is cloud based		
Your company must not have any record of criminal activity and/or liquidation		

2. Overview of the College of General Practitioners (the “Customer Organisation”)

The Royal College of General Practitioners (RCGP) is the professional membership body for general practitioners in the United Kingdom. The RCGP represents and supports GPs on key issues including licensing, education, training, research and clinical standards. It is the largest of the medical royal colleges, with over 51,000 members. Its motto is Cum Scientia Caritas - "Compassion [empowered] with Knowledge."

The College began in November 1952 in response to growing physical, administrative and financial pressures that demoralised GPs and undermined standards of patient care. GPs now had to provide free primary care throughout the community and act as 'gatekeepers' with responsibility for referring patients to specialist consultants in NHS hospitals.

The College is a registered Charity established under Royal Warrant. We are not a Contracting Authority within the meaning of The 2014 Public Contracts Directive (2014/24/EU) (sometimes referred to as Public Contracts Regulations) or the Public Contracts Regulations (PCR) 2015 S.I.2015/102. We are not, therefore, covered by The Public Sector Remedies Directive 55 Council Directive 89/665/EEC of 21.12.1989.

If you have any concerns regarding this you should not respond to this request for proposal.

2.1. Our vision

Excellence in general practice for patients worldwide.

2.2. Our purpose and strategic aims

To promote the best possible quality of health and healthcare for the population by:

- Setting the highest standards for general practice.
- Ensuring that GPs have the best possible training.
- Supporting GPs throughout their professional lives to deliver the best possible service.
- Leading the profession and demonstrating the value of general practice.
- Developing general practice as the foundation of effective and sustainable primary care worldwide.
- Using resources efficiently to support our members and develop the College sustainably.
- The RCGP's high-profile campaign Put patients first: Back general practice continues to make the issues of GP workload and workforce a national talking point.
- The College is in the process of developing a new three-year strategy to tackle the emerging challenges facing general practice and strengthen the support it provides to its GP members on the frontline of delivering care for patients.

2.3. RCGP Membership

Membership of the RCGP is split into three main groups:

1. Associates - A fully GMC registered medical practitioner and has completed vocational training for General Practice, but has not passed the MAP or MRCGP assignments.
2. Members - GPs on the GMC medical practitioner register and have passed the MRCGP exam or MAP assessment.
3. Fellows - an honour and mark of achievement awarded to members who have made a significant contribution to the health and welfare of the community, to the science or practice of medicine in general, or to general practice/primary care in particular.

RCGP membership is also extended to Associates in Training (doctors in specialty training for general practice) and Life Members. As of April 2016 the membership total stands at over 51,000. Members of the RCGP are required to abide by the RCGP constitution.

Further information about RCGP can be found at:
<http://www.rcgp.org.uk/about-us.aspx>

2.4. RCGP Staff

RCGP consists of approximately 250 employees, 180 of which are based in 30 Euston Square in London, UK with the remainder spread around the UK in Faculties which may consist of one small office or a building. The College operates with charitable status and further information regarding the Trustees and aims and objectives of RCGP may be found on our website www.rcgp.org.uk as well as information about RCGP Enterprises.

2.5. RCGP Organisational Structure

The staff are organised primarily into five Directorates (the lists associated with each Directorate are not meant to be exhaustive but to give a good idea of the areas covered by the relevant Directorate):

1. Development and RCGP Enterprises:
 - Development includes supporting/servicing the membership and fundraising
 - RCGP Enterprises includes the generation of income via, amongst other means, commercial use of the building at 30 Euston Square, events and education delivery (eLearning etc.)
2. Planning and Resources – including IT & Digital, Finance, Property, HR
3. Policy and Engagement – includes Policy and Campaigns, Corporate Communications, Clinical Innovation and Research, Devolved Councils and Faculties.
4. Postgraduate Development and Standards – Exams, Re-validations, Post-Graduate Training, Quality Assurance
5. GP Forward View – this Directorate is focused on supporting the GP Forward View initiative which has contributed to additional funding being promised for primary care by NHS England. For more information, see www.england.nhs.uk/ourwork/gpfv/

2.6. Charitable Status Roles

As a charity, there are other important roles carried out by the Company Secretary, Trustees, Officers and Committees of various types e.g. Audit Committee, Planning and Resources Committee. In addition, there is a Council which meets once a quarter.

2.7. Technology Background

Technology capabilities over the last 10-15 years have witnessed many disruptive developments that have radically transformed how organisations use and access technology. Solutions that could previously only be provided and hosted by in-house IT (or outsourced Service Providers) can now be delivered by vendors as PaaS (Platform as a Service) and/or SaaS (Software as a Service) services.

The College no longer needs a service provider in the way it used to, but a function that seeks and manages access to external services and technology.

The Digital Transformation Programme is not just an improvement of the current business and IT models, but a radical paradigm shift that requires significant cultural and technological change for it to be effective and successful.

The College's Digital Transformation strategy came into effect early this year. It aims to re-think:

- the way we work as a College including our business processes.
- the way we engage with our Members and our approach to change so that we ensure joined-up thinking, solutions, deliverables and outcomes to meet the needs of our Members today and in the future.

To do this, we expect to utilise the best available technology options to facilitate and enable this change and to be able to flex as required.

It is crucial however that we do not think of Digital Transformation as purely, or mainly about technology. It does have a large technological component but it is more about how we approach change and to what degree we work together as One College or more in siloes, which is now generally reflected in the technology angle with a 'solution' for each individual 'problem'. If we are going to achieve the benefits we hope for our Members, aligned to our One College vision then it is going to require changes in technology and in business process, in behaviour, in capacity/capability, communication and implementation of change..."

The College's Digital Transformation Programme is supported by a new governance model in the form of a Digital Transformation Board and a Strategic Design Authority Board and supported by a management layer that plans, builds, runs and monitors activities in alignment with the direction set by the governance bodies to achieve the enterprise objectives. The governance layer ensures that stakeholder needs, conditions and options are evaluated to determine balanced, agreed-on organisational objectives to be achieved; setting direction through prioritisation and decision making; and monitoring performance and compliance against agreed-on direction and objective.

The IT & Digital Department supporting the transformation consists of an internal team whose main responsibilities are business analysis, development and support and an external IT Service Provider that looks after the IT Infrastructure (Datacentre and on-premise infrastructure as well as connectivity across UK linking the London office and RCGP faculties).

The internal team supporting Digital Transformation is a cross-functional team that spans different business units and focuses on delivering successful business outcomes as set by the Digital Transformation governance bodies. Some of the core roles within the team are as following:

- Assistant Director of IT
- Digital Delivery Manager
- IT Architect
- Data Lead
- Development Lead
- Information Security Manager
- Head of IT Operations and Managed Services

Digital Transformation demands cultural and technological changes. These changes (on the technical side) span from Project Management techniques to Development processes leading to the utilisation of Scrum, Automated Testing and Infrastructure as Code techniques which ultimately will deliver Continuous Integration (CI) and Continuous Delivery (CD).

In order to do so, the technical requirements are not limited to the product, the solution which will replace our current membership database, but extend to synergy and collaboration between teams. It is RCGP's aspiration to introduce a DevOps culture and environment to deliver technical solutions, hence we are looking for a partner with proven experience in:

- Agile development, Scrum, DevOps and CI &CD. The ultimate set up will see a synergy between the RCGP IT Development Team and the vendor/supplier's development team. Ideally, a distributed version control system should support such an arrangement
- Managing cross-cloud environments. Significant experience working with AWS, Microsoft and/or Google. Top tier partnerships is a bonus.
- Offering solutions that rely on Cloud, Big Data, Social and Mobile technologies

3. Background to the Project

3.1. Business background

RCGP is currently embarking on transforming its services, membership support and commercial activity through Digital Transformation. The aim is to re-think the way we work as a College including our business processes, the way we engage with our Members and our approach to change so that we ensure joined-up thinking, solutions, deliverables and outcomes to meet the needs of our Members today and in the future. To do this, we expect to utilise the best available technology options to facilitate and enable this change and to be able to flex as required.

It is crucial however that we do not think of Digital Transformation as purely, or mainly about technology. It does have a large technological component but it is more about how we approach change and to what degree we work together as One College. If we are going to achieve the benefits we hope for our Members, aligned to our One College vision then it is going to require changes in technology and in business process, in behaviour, in capacity/capability, communication and implementation of change.

3.2. Objectives of the project

3.2.1. Membership Experience

- It is critical that we need to provide an improved membership experience, allowing all business users to have a single customer (including members) view.
- Be able to personalise the membership journey based on geographical location, membership category, member preference etc.

3.2.2. Architecture

- The College currently uses a number of systems to service and support its customers. It uses Integra as its membership CRM. Integra is no longer updated regularly, and we are looking to move to a modern best of breed system, targeted at membership organisations.
- The College also uses many other tools to drive traffic and increase member engagement.
- The College wants to “start over” with a new platform that primarily is cloud-based and uses the best components from existing tools, while creating a streamlined, user-friendly system for the entire staff to utilise.
- The College expects that a new AMS will lead to new opportunities for member/non-member engagement and increased sales opportunities through better tracking and a better system for event and financial management.

3.2.3. Internal people and processes

- Decrease the number of systems used and in turn the number of suppliers.
- Reduce time spent on activity through automated processes (where applicable), e.g. Membership subscriptions and renewals.
- Ensure the system enables continuous improvement opportunities allowing staff to engage, manage and improve their targets.
- Introduce a smarter way of working through agile ethos and practice.

3.3. Scope

3.3.1. Areas in scope

The scope of this project covers the following systems/functionality:

1. CRM and Membership Engagement (Currently supported by Integra.) including fundraising (currently not supported)
 A cloud based, flexible platform, which can encompass more functionality.

Benefits:

- Moving towards a single view of members.
- Platform with simpler integration options.
- Supporting digital channel integration.

2. Events management. (currently supported within Sitecore)
 Manage events in new CRM (currently managed in CMS). There is currently a lack of knowledge of which members are engaging in courses and conferences, and personalising promotions to previous interest. This will not only help to reduce manual work, but also has the potential to significantly increase event income.

Benefits:

- Bookings, attendance and certificates associated with a CRM record.
- Allows Member Services to support queries.
- Insights and marketing automation for promotions and reminders

3. Email management. (Currently supported by Campaign Master)
 Campaign Master will not be able to deliver on our personalisation ambitions. Therefore the College would like to consider campaign management requirements in the CRM procurement to understand whether any suppliers are able to incorporate these functions in the main platform. It is not essential that the solution is a native part of the CRM function but the CRM solution needs to have a seamless integration with other campaign platforms.

Benefits:

- Better integration with CRM data allows for advanced personalisation and triggers.
- Centralised journeys reduce clashing emails, messages and tone.
- Reduced manual and duplicated work.

4. Member portal (currently Sitecore CMS)
 Members are able to update their personal details through their RCGP portal on Sitecore. The College would like to enhance this portal enabling members, in addition to personal details, manage their subscriptions, preferences, etc. This may be by exposing functionality for integration with the existing Sitecore portal, or fully supported by the new system.

We are aware that there may not be a single solution to meet each of the four key components stated above. If preferred, you may wish to propose a number of integrated components to deliver the overall feature set. If so, we are looking for a proven track record of integrating these tools in real world conditions. We are also interested to hear recommendations on how the system could integrate into the SiteCore self-service portal, or if it may replace it. However these subsidiary systems should not distract from the core goal which is to efficiently and effectively replace our CRM system with a focus on the needs of membership organisations.

Please consider the four areas below in your response, that is possible through the system you are proposing:

- CRM / Member Management System
- Event Management Capabilities
- Email / Campaign Management capabilities
- Member portal capabilities

3.3.2. Areas out of scope

The following are not being addressed at this stage but could become part of a wider solution moving forward. The College would welcome any suggested solution/s that incorporate these services as part of this RFP.

1. Replacement of Sitecore (CMS)
2. Replacement of Great Plains (Finance system)
3. Replacement of Fry (Exams system)
4. Replacement of Bucks.net (Payment portal)

4. Tender Conditions and Contractual Requirements

4.1. Governing Law

This RFP shall be construed under and governed by the laws of England. Each party hereby consents to the exclusive and personal jurisdiction of the English Courts and waives any objection that may exist, now or in the future, with respect to any of the foregoing.

4.2. Contracting requirements

The College is the Customer Organisation, which includes any subsidiary companies and other organisations that control or are controlled by the Customer Organisation from time to time.

The Customer Organisation's contracting and commercial approach in respect of the required goods and/or services is as set out in this document and the schedules. By submitting a tender response, you are agreeing to be bound by the terms of this RFP. The Customer may, at its discretion, exclude you from consideration if any clauses, conditions or service elements are excluded from the material.

The Contract awarded will be for a period of three years from the contract start date (following transition and implementation). It can be extended for twenty four months thereafter..

In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request in accordance with the provisions of this RFP by the Clarification Deadline (as defined below in the Timescales section of this RFP). Following such clarification requests, the Customer Organisation may issue a clarification change to the Contract that will apply to all potential suppliers submitting a tender response.

The Customer Organisation is under no obligation to consider any clarifications / amendments to the Contract proposed following the Clarification Deadline, but before the Tender Response Deadline (as defined below in the Timescales section of this RFP). Any proposed amendments received from a potential supplier as part of its tender response shall entitle the Customer Organisation to reject that tender response and to disqualify that potential supplier from this Procurement Process.

4.3. General Policy Requirements

4.3.1. By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will, and that they shall ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable Customer Organisation policies relevant to the goods and/or services being supplied. Suppliers will exercise the highest standards data security, ensuring that the Data Protection Act 1998 is followed at all time. Specifically suppliers must ensure the mailing list is used for no purpose other than for which it was supplied. Each list must be destroyed within three months of the date of issue.

4.4. General tender conditions ("Tender Conditions")

4.4.1. Application of these Tender Conditions - In participating in this Procurement Process and/or by submitting a tender response it will be implied that you accept and will be bound by all the provisions of this RFP and its Schedules. Accordingly, tender responses should be on the basis of and strictly in accordance with the requirements of this RFP.

4.4.2. Tender disclosure - All data stated in this document is based on estimates and RCGP does not make any warranty or representation, neither expressed nor implied, on the accuracy or the completeness of the provided information.

4.4.3. This document does not commit RCGP or any RCGP Partner to any specific course of action. The issuance of this document does not bind RCGP or any RCGP Partner to accept any proposal, in whole or in part, nor does it bind any RCGP Partner to provide any explanation or reason for RCGP's decision to accept or reject any proposal.

4.4.4. While the RCGP will ultimately enter into subsequent negotiations with the selected supplier, the fact that RCGP has given notice of acceptance to a supplier does not bind RCGP to purchase any goods or services from such supplier.

- 4.4.5. RCGP reserves the right to accept or reject any and all responses to this document at its complete discretion.
- 4.4.6. RCGP reserves the right to withdraw or modify this document or amend, restrict or segregate any part of the process at any time, as well as refrain from proceeding at all.
- 4.4.7. Third party verifications - Your tender response is submitted on the basis that you consent to the Customer Organisation carrying out all necessary actions to verify the information that you have provided, and the analysis of your tender response being undertaken by one or more third parties commissioned by the Customer Organisation for such purposes.
- 4.4.8. Potential suppliers to make their own enquires - You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. You should notify the Customer Organisation promptly of any perceived ambiguity, inconsistency or omission in this RFP and/or any in of its associated documents and/or in any information provided to you as part of this Procurement Process.
- 4.4.9. Amendments to the RFP - At any time prior to the Tender Response Deadline, the Customer Organisation may amend the RFP. Any such amendment shall be issued to all potential suppliers, and if appropriate to ensure potential suppliers have reasonable time in which to take such amendment into account, the Tender Response Deadline shall, at the discretion of the Customer Organisation, be extended. Your tender response must comply with any amendment made by the Customer Organisation in accordance with this paragraph 2.3.5 or it may be rejected.
- 4.4.10. Compliance of tender response submission - Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the Customer Organisation's requirements, these Tender Conditions and the Contract) and all other documents and any clarifications or updates issued by the Customer Organisation as part of this Procurement Process.
- 4.4.11. Format of tender response submission - Tender responses must comprise the relevant documents specified by the Customer Organisation completed in all areas and in the format as detailed by the Customer Organisation in Schedule 1 (Requirements Specification and Supplier Response). Any documents requested by the Customer Organisation must be completed in full. It is, therefore, important that you read the RFP carefully before completing and submitting your tender response.
- 4.4.12. Modifications to tender response documents once submitted - You may modify your tender response prior to the Tender Response Deadline by giving written notice to the Customer Organisation. Any modification should be clear and submitted as a complete new tender response in accordance with Schedule 1 (Requirements Specification and Supplier Response) and these Tender Conditions.
- 4.4.13. Rejection of tender responses or other documents - A tender response or any other document requested by the Customer Organisation may be rejected which:
- contains gaps, omissions, misrepresentations, errors, uncompleted sections, or changes to the format of the tender documentation provided;
 - contains handwritten amendments which have not been initialled by the authorised signatory;
 - does not reflect and confirm full and unconditional compliance with all of the documents issued by the Customer Organisation forming part of the RFP;
 - contains any caveats or any other statements or assumptions qualifying the tender response that are not capable of evaluation in accordance with the evaluation model or requiring changes to any documents issued by the Customer Organisation in any way;
 - is not submitted in a manner consistent with the provisions set out in this RFP;
 - contains information which is inconsistent with answers already given in the pre-qualification questionnaire completed as part of this Procurement Process or;
 - is received after the Tender Response Deadline.

4.4.14. Disqualification - If you breach these Tender Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting documents, entitling the Customer Organisation to reject a tender response apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process;
- to fix or set the price for goods or services;
- to enter into an arrangement with any other party that such party shall refrain from submitting a tender response;
- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed subcontractor) as to the prices submitted;
- to collude in any other way;
- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
- to obtain information from any of the employees, agents or advisors of the Customer Organisation concerning this Procurement Process (other than as set out in these Tender Conditions) or from another potential supplier or another tender response,

the Customer Organisation shall be entitled to reject your tender response in full and to disqualify you from this Procurement Process. Subject to the "Liability" Tender Condition below, by participating in this Procurement Process you accept that the Customer Organisation shall have no liability to a disqualified potential supplier in these circumstances.

4.4.15. Tender costs - You are responsible for obtaining all information necessary for preparation of your tender response and for all costs and expenses incurred in preparation of the tender response. Subject to the "Liability" Tender Condition below, you accept by your participation in this procurement, including without limitation the submission of a tender response, that you will not be entitled to claim from the Customer Organisation any costs, expenses or liabilities that you may incur in tendering for this procurement irrespective of whether or not your tender response is successful.

4.4.16. Rights to cancel or vary this Procurement Process - By issuing this RFP, entering into clarification communications with potential suppliers or by having any other form of communication with potential suppliers, the Customer Organisation is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP but the Customer Organisation reserves the right to terminate, suspend, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice to all potential supplier in writing. Subject to the "Liability" Tender Condition below, the Customer Organisation will have no liability for any losses, costs or expenses caused to you as a result of such termination, suspension, amendment or variation.

4.4.17. Consortium Members and subcontractors - It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Tender Conditions and the requirements of this RFP.

4.4.18. Liability - Nothing in these Tender Conditions is intended to exclude or limit the liability of the Customer Organisation in relation to fraud or in other circumstances where the Customer Organisation's liability may not be limited under any applicable law.

4.5. Confidentiality and Information Governance

- 4.5.1. All information supplied to you by the Customer Organisation, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or sub-contractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.
- 4.5.2. You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a tender response. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the Customer Organisation has given express written consent to the relevant communication.
- 4.5.3. This RFP and its accompanying documents shall remain the property of the Customer Organisation and must be returned on demand.
- 4.5.4. The Customer Organisation reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement in support of, and/or in collaboration with, the Customer Organisation. The Customer Organisation further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the Customer Organisation in accordance with such rights reserved by it under this paragraph.
- 4.5.5. The Freedom of Information Act 2000 ("FOIA"), does not apply to the College. However, as a reputable body we shall consider applying all good practice relating to transparency as far as we consider appropriate.
- 4.5.6. You should be aware that the Customer Organisation may choose to adopt behaviours set out as obligations for public sector organisations and respond as if disclosure legislation did apply, for example with respect to the FOIA.
- 4.5.7. In addition, marking any material as "confidential" or "commercially sensitive" or equivalent should not be taken to mean that the Customer Organisation accepts any duty of confidentiality by virtue of such marking. You accept that the decision as to which information will be disclosed is reserved to the Customer Organisation, notwithstanding any consultation with you or any designation of information as confidential or commercially sensitive or equivalent you may have made. You agree, by participating further in this Procurement Process and/or submitting your tender response, that all information is provided to the Customer Organisation on the basis that it may be disclosed under the Disclosure Obligations if the Customer Organisation considers that it is required to do so and/or may be used by the Customer Organisation in accordance with the provisions provision of this RFP.
- 4.5.8. Tender responses are also submitted on the condition that the appointed supplier will only process personal data (as may be defined under any relevant data protection laws) that it gains access to in performance of this Contract in accordance with the Customer Organisation's instructions and will not use such personal data for any other purpose. The contracted supplier will undertake to process any personal data on the Customer Organisation's behalf in accordance with the relevant provisions of any relevant data protection laws and to ensure all consents required under such laws are obtained.

4.6. Proposal IP

4.6.1. Any IP developed pertaining in conjunction to this tender will belong to the College.

4.7. Tender Validity

4.7.1. Your tender response must remain open for acceptance by the Customer Organisation for a period of ninety days from the Tender Response Deadline. A tender response not valid for this period may be rejected by the Customer Organisation.

4.8. Payment and Invoicing

4.8.1. The Customer Organisation will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the Customer Organisation must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the Customer Organisation include:

- A description of the good/services supplied is included.
- The Customer Organisation's reference number/Purchase Order number is included.

4.9. Specification

4.9.1. The services required are as set out in Schedule 1 to this RFP.

4.10. Key background documents and further information

4.10.1. The following additional documentation / information is provided as part of this RFP.

- Schedule 1: Requirements Specification and Supplier Response Document
- Schedule 2: Terms and Conditions of Contract.
- Schedule 3: Data Process Agreement
- Schedule 4: Supplier Company Information
- Schedule 5: Cost of Ownership (TCO) and Commercial
- Schedule 6: Form of Tender
- Schedule 7: Non-Disclosure Agreement (NDA)
- Schedule 8: Glossary

5. RFP Process

5.1. RFP release

5.1.1. The RFP will be issued via Contract Finder. Due to the evaluation and selection time scales, the full RFP process will operate as follows:

- Initial RFP document issued via Contract Finder.
- Suppliers must confirm their intentions to submit a response, submit a signed NDA and confirm the attendees to the open day (optional).
- Suppliers must submit questions before the Clarification Deadline.
- Suppliers complete a written response to the RFP and submit their response to procurement@rcgp.org.uk
- Suppliers who have submitted a written response will be sent the use case scenarios.
- RCGP RFP Evaluation team review and score the submissions in two stages (see Evaluation Criteria section below).
- Final shortlist of suppliers will be invited to present to the panel, designed to focus on specific areas raised in the RFP and to enable RCGP to assess – among other - the functionality and usability of the solutions including the use case scenario chosen. The RCGP team will raise questions on these sessions based upon the initial RFP responses.
- Using materials and outputs drawn from the presentations, the RCGP team may revise their RFP scoring.
- Product/ Delivery commercial and contractual negotiations will operate in parallel through to final decision.
- The RCGP RFP Evaluation team will finalise the scoring of each Supplier's final RFP response.
- Two suppliers will be chosen/invited to trial their solution with RCGP data
- Final Decision

5.2. Timescales

5.2.1. Subject to any changes notified to potential suppliers by the Customer Organisation in accordance with the Tender Conditions, the following dates (17:00hr unless indicated) shall apply to this Procurement Process:

Date / Timing	Activity	Responsibility
16th November 2016	RFP issued to Suppliers	RCGP
22nd November 2016	<ul style="list-style-type: none"> Deadline to confirm intention to submit tender plus a signed copy of the NDA Deadline to confirm attendees and roles (max 3 people) for Open Day. 	Suppliers
25th November 2016	Clarification deadline	Suppliers
30th November - 2nd December 2016	Open Days (Optional, not mandatory for the tender)	RCGP/Supplier
9th December 2016 (15:00 UK Time)	<ul style="list-style-type: none"> Deadline for submission of RFP responses by potential suppliers (Tender Response Deadline) Use cases sent after this date to all suppliers who have responded 	Suppliers RCGP
12th December 2016 – February 2017	Commercial evaluation and Clarification (This is a parallel activity with below)	RCGP/Supplier
16th December 2016	<ul style="list-style-type: none"> Completion of stage 1 Commercial Evaluation (including price) – max of 8 suppliers taken forward to next stage of evaluation 	RCGP
22nd December 2016	<ul style="list-style-type: none"> Completion of Stage 2 Quality and Technical Evaluation – max of 4 suppliers invited to Supplier Presentations Date for presentations confirmed 	RCGP
Between 3rd and 13th January 2017	Final Bid Supplier Presentations (Held at 30 Euston Square, London. NW1 2FB) These will include: 1. A general demo 2. A personalised presentation based on use cases (supplied on submission of tender)	RCGP/Supplier
13th January to mid February 2017	Trial with two final suppliers	RCGP/Supplier
Mid February 2017	RCGP decision on Preferred Supplier and Contract Award (subject to final commercial and contractual negotiations)	RCGP/Supplier
March 2017 - October 2017	Transition and Implementation	RCGP/Supplier
October 2017	Go live	RCGP/Supplier

Note: These dates and activities are subject to change at the discretion of RCGP. We shall use reasonable efforts to notify suppliers of any changes.

5.2.2. Please note that there will not be an Alcatel or Standstill period as the Public Contracts Regulations 2015 do not apply. We may, at our discretion, provide feedback to all bidders. If you do require feedback, please indicate this upon your tender submission. Feedback will be provided after the contract has been assigned.

5.3. Instructions for Responding

5.3.1. The documents that must be submitted to form your tender response are listed below:

- Schedule 1: Requirements Specification and Supplier Response Document
- Schedule 2: Terms and Conditions of Contract (if revisions made)
- Schedule 3: Data Process Agreement (if revisions made)
- Schedule 4: Supplier Company Information
- Schedule 5: Cost of Ownership (TCO) and Commercial
- Schedule 6: Form of Tender
- Schedule 7: Non-Disclosure Agreement (NDA)

5.3.2. All documents required as part of your tender response should be submitted to procurement@rcgp.org.uk by the Tender Response Deadline, 15:00 Friday 9th December 2016, as set out in the Timescales section of this RFP.

5.3.3. Submissions received after this time will not be considered.

5.3.4. Please confirm by 22nd November 2016 to procurement@rcgp.org.uk if you plan to submit a tender along with the signed NDA (Schedule 7) and confirm your intention to attend the open day (see Open Days below, section 4.2.8).

5.3.5. The following requirements should be complied with when submitting your response to this RFP:

- Please ensure that you send your submission in good time to prevent issues with technology – late tender responses may be rejected by the Customer Organisation.
- Please ensure that information provided as part of its response is of sufficient quality and detail that an informed assessment of it can be made by the Customer Organisation.
- Do not submit any additional supporting documentation with your RFP response except where specifically requested to do so as part of this RFP. PDF, JPG, PPT, Word and Excel formats can be used for any additional supporting documentation (other formats should not be used without the prior written approval of the Customer Organisation).
- All attachments/supporting documentation should be provided separately to your main tender response and clearly labelled to make it clear as to which part of your tender response it relates.
- If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your tender response.
- Unless otherwise stated as part of this RFP or its Schedules, all tender responses should be in the format of the relevant Customer Organisation requirement with your response to that requirement inserted underneath.
- Where supporting evidence is requested as 'or equivalent' – you must demonstrate such equivalence as part of your tender response.
- Any deliberate alteration of a Customer Organisation requirement as part of your tender response will invalidate your tender response to that requirement and for evaluation purposes you shall be deemed not to have responded to that particular requirement.
- Responses should be concise, unambiguous, and should directly address the requirement stated.
- Your tender responses to the tender requirements and pricing will be incorporated into the Contract, as appropriate.

5.3.6. Point of Contact

Your single – and only - point of contact during the selection process is the RFP Coordinator:

Name: Richard Yeates

Email Address: richard.yeates@rcgp.org.uk

Please be advised that, without Richard Yeates specific prior written consent, contact regarding this RFP with any other personnel from RCGP is likely to disqualify your company from further consideration. For further information on any aspect of this request, please contact Richard Yeates.

5.3.7. Process for Addressing Clarification Questions

If you require further clarification please ensure you submit your questions before 3pm on 25th November 2016 to Richard Yeates (details above). Any questions submitted after this deadline will not be answered.

5.3.8. Open Days

We have scheduled open days, within the RFP period. This is an opportunity for the College and supplier to meet informally.

In no way should this be seen as an opportunity for the supplier to gather further information outside of the scope of the RFP. The sessions will be held from 30th November to 2nd December 2016.

These will be held at specific times throughout the open day period at The RCGP Offices, 30 Euston Square, London. NW1 2FB (<http://www.rcgp.org.uk/information-for-patients/contact-us.aspx>)

Where relevant, sessions should be attended by the personnel (max 3 staff) you are proposing to work alongside our own team should your bid be successful.

If you wish to register your interest in attending a slot please ensure you submit your NDA, your request and attendees by 22nd November 2016 to procurement@rcgp.org.uk
 Attendance at the open days will not affect the overall scoring of this RFP.

5.4. Evaluation Criteria

5.4.1. You will have your tender response evaluated as set out below:

Stage 1: Tender responses will be checked to ensure that they have been completed correctly and all necessary information has been provided and that any financial checks are passed. Tenders responses will then be evaluated and ranked by price. The cheapest overall price will score a maximum (30%) and all other responses will receive a relative score based on their percentage distance from the cheapest. A maximum of 8 suppliers will proceed to Stage 2. Where a tender response is rejected at this point it will automatically be disqualified and will not be further evaluated.

Stage 2: If a bidder succeeds in passing Stage 1 of the evaluation, then it will have its detailed tender response to the Customer Organisation's requirements evaluated in accordance with the evaluation methodology set out below. Based on a combined score of the four criteria below, a maximum of 4 suppliers will be invited to present their solution to the College tender evaluation panel.

5.5. Award Criteria

5.5.1. Responses from potential suppliers will be assessed to determine the most economically advantages tender using the following criteria and weightings and will be assessed on your response submitted and (if applicable) your presentation:

Criteria	Weighting
Price	30%
Requirements	30%
Technical Fit	30%
Supplier ethos and organisation compatibility	10%

5.5.2. Please note that responses that do not demonstrate an understanding and appreciation for the particular needs inherent in our business will receive an unfavourable evaluation. Any section left blank, or where requested information is not provided, will be scored with a zero.

5.5.3. You should seek clarification if uncertain of the business context in a specific area.

5.5.4. Due to the tight timescales of this project suppliers are asked to ensure that their responses are concise and cover only the relevant material.

5.6. Scoring Model

5.6.1. Tender responses will be scored by an evaluation panel appointed by the Customer Organisation for all criteria other than Commercial using the following scoring model:

Points	Interpretation
3	Good - The response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested. This, therefore, is a detailed good response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement.
2	Adequate - Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder's failure to provide all of the evidence requested.
1	Poor – The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement.
0	Unacceptable - The response is non-compliant with the requirements of the RFP and/or no response has been provided.

5.7. Commercial Evaluation

- 5.7.1. Your "Overall Price" (as calculated in accordance with requirements of Schedule 5 (Cost of Ownership (TCO) and Commercial) for the goods and/or services will be evaluated by the appropriate evaluation panel members for the purposes of the commercial evaluation.
- 5.7.2. Prices must not be subject to any pricing assumptions, qualifications or indexation not provided for explicitly by the Customer Organisation as part of the pricing approach.
- 5.7.3. In the event that any prices are expressed as being subject to any pricing assumptions, qualifications or indexation not provided for by the Customer Organisation as part of the pricing approach, the Customer Organisation may reject the full tender response at this point.

5.8. Moderation and application of weightings

- 5.8.1. The evaluation panel appointed for this procurement will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall tender score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

5.9. The winning tender response

- 5.9.1. The winning tender response shall be the tender response scoring the highest percentage score out of 100 when applying the above evaluation methodology.

6. Annex 1 Schedules

6.1. List of Schedules forming part of this RFP but issued as separate documents

- **Schedule 1: Requirements Specification and Supplier Response Document**
- **Schedule 2: Terms and Conditions of Contract**
- **Schedule 3: Supplier Company Information**
- **Schedule 4: Cost of Ownership (TCO) and Commercial**
- **Schedule 5: Form of Tender**
- **Schedule 6: Non-Disclosure Agreement (NDA)**
- **Schedule 7: Data Processing Agreement**
- **Schedule 8: Glossary**