

Invitation to Quote

Instructions and Requirements Document

**NHS England
Atamis Ref: C204334**

User Experience of Healthcare

1. Purpose

This document sets out the process for obtaining formal quotations for low value Goods and Services.

2. Introduction

This Invitation to Quote (ITQ) has been prepared by NHS England (the 'Authority'). The Authority is looking for a Supplier for the provision of an independent review of the NHS App and competing healthcare apps' to better understand how the NHS App compares with other health apps in England across a range of factors.

This work is estimated to take three months to complete. A full description of the requirement is found in section 2.

This procurement exercise is being carried out as an Invitation to Quote.

The Authority has taken reasonable care to ensure that the information provided is accurate in all material respects. However, the Bidders attention is drawn to the fact that no representation, warranty or undertaking is given by The Authority in respect of the information provided in respect of this transaction and/or any related transaction.

The Authority does not accept any responsibility for the accuracy or completeness of the information provided and shall not be liable for any loss or damage arising directly or indirectly as a result of reliance on this ITT or any subsequent communication.

No warranties or opinions as to the accuracy of any information provided in this ITQ Pack shall be given at any stage by The Authority.

Any person considering making a decision to enter into contractual relationships with The Authority or any other person on the basis of the information provided should make their own investigations and form their own opinion of The Authority. The attention of Bidders is drawn to the fact that, by issuing this ITQ, The Authority is in no way committed to awarding any contract and that all costs incurred by Bidder in relation to any stage of the Tender process are for the account of the relevant Bidder only.

In accordance with The Authority's internal financial instructions and general principles applicable to public procurement, The Authority seeks best value for money in terms of the Contract reached with the successful Bidder.

The Authority has endeavored, therefore, to express as clearly as possible in this ITQ the terms on which it would propose to contract with the successful Bidder and in particular the obligations, risks and liabilities which it expects to become the responsibility of the successful Bidder.

This document contains the following sections:

➤ **1. Instructions**

- Project Team Details
- Timeline
- Supplier Clarification Question process
- Evaluation Criteria
- Scoring

➤ **2. The Requirement:**

- Background Information
- Standards and Service Specification
- Essential Skills Deliverables
- Deliverables
- Proposed Terms and Conditions

➤ **3. Responding to the ITQ**

- Bidders Details
- Further Bidder Information
- Bidders Response

1. Instructions

Project Team Details and Contract Lead

Name of Team	Customer Experience Team
Name and Title of Contract Lead	Alan Nevison – Customer Experience Lead

Timeline

Item	Date
ITQ Release Date & Issue on Contract Finder*	29/08/2023
ITQ Clarification Deadline	5/09/2023 by 5pm
ITQ Closing Date	12/09/2023 at 12noon.
Estimated Award Date	22/09/2023
Estimated Contract Commencement Date	w/c 2/10/2023

The timeline is indicative and may be subject to change.

Supplier Clarification Question Process

All clarification questions relating to this ITQ must be submitted via the procurement portal route (Atamis) within the timeframe prescribed in the table above. Clarification questions received after this time will not be responded to.

All clarification questions received via other routes will not be reviewed and responded to.

Please Note: - To ensure an open and fair process is followed, all bidders will receive a copy of the question(s) and answer(s).

Evaluation Criteria

The purpose of evaluation in the procurement process is to establish which supplier(s) have submitted the best quotation; ensuring that the assessment of quotes is undertaken in a transparent, fair and consistent manner so that an effective comparison can be made.

The Authority reserves the right to accept or reject all or any part of the quotation if you have failed to provide the information requested in this quotation or submitted any modification or any qualification to the terms and conditions of contract.

The Authority does not bind itself to accept the lowest priced, or any quotation, nor guarantee any value or volume and shall not be liable to accept any costs you have incurred in the production of your quotation.

The Authority will check each quotation and submission for completeness and compliance with the requirements in this Invitation to Quote document, thus, you should ensure that you carefully examine this document in full.

Quotes will be evaluated on the following Quality and Costs basis:

Section	Weighting (%)
Technical/Quality	70
Social Value	10
Commercial	20

A weighted scoring system will be applied to the response, the high-level evaluation criteria are given below:

Question	Weighting (%)
1. Team and Implementation: Please provide details of the team who will deliver the project (including their skills and experience and the amount of time you expect them to spend working on the project) - CVs or Pen-profiles accepted as attachments.	15%
2. Approach for the Review: Please set out your intended approach, detailing how the final report will provide the NHS with key insights that can influence the roadmap and future strategic direction. Please provide a summary of the projected timeline (to include, but not be limited to, outputs and meetings between the supplier and NHSE)	25%
3. Previous Relevant Experience: Please provide 2 short case studies which demonstrate previous relevant experience, and how you will apply the learnings and experience from them to this project.	20%
4. Quality Assurance: Please demonstrate how you will assure and monitor quality, including verifying the screens and functionality for all apps in-scope.	10%
5. Social Value: Please outline how your proposal will contribute to social value in the delivery of this work, in line with the NHS's Social Value Model and Policy.	10%
6. Pricing: Fixed price for completion of all specified deliverables	20%

Scoring

Bidder information

The 'Bidders Detail' will be 'For Information Only' and not scored.

The 'Further Bidder Information' will be given a 'Pass/Fail' for each section.

Quality

The Authorities evaluation system is based on the familiar “weighted scoring approach”, in which the officer scores responses to the quality questions according to a pre-agreed scoring system 0-4 (see table below). The scores for the sections are then added together to give a total quality score for the quotation response.

Score	Interpretation
4 Excellent	The Tenderer’s response provides full confidence that the Tenderer understands and can deliver the Requirements well and addresses all of the requirements set out in the question.
3 Good	The Tenderer’s response provides a good level of confidence that the Tenderer understands and can deliver the services and the Tenderer's response addresses all or most of the requirements set out in the question.
2 Satisfactory	The Tenderer’s response provides a satisfactory level of confidence that the Tenderer understands and can deliver the services and the Tenderer's response addresses at least some of the requirements set out in the question. However, the response is lacking in some areas.
1 Poor	There are weaknesses (or inconsistency) in the Tenderer’s understanding of the services and/or Tenderer's response fails to address some or all of the requirements set out in the question.
0 Unacceptable	No response and/or information provided is deemed inadequate to merit a score.

Scoring Cost

The financial weighted score is calculated by using the following formula:

$$\text{Tenderers Price Weighted Score} = \frac{\text{Lowest Total Cost offered}}{\text{Tenderer Total Cost}} \times (20\% \text{ weighting})$$

(Lowest Total Cost divided by Tender Total Cost multiplied by 20)

The financial score will be calculated to two decimals places.

Therefore, the bidder who submits the lowest compliant bid (based on the pricing model created for evaluation purposes) will receive the full [x]% available.

The capped maximum bid price is **£50,000** (Incl. VAT). Quotations received that exceed the capped maximum bid price will not be evaluated and will be disqualified.

1. The Requirement

The Requirement is detailed below which provides background to the project/business need, the standards or specification required alongside the essential supplier skills and the objectives of the requirement.

Background Information:

The NHS App was originally built primarily as a tool through which to access primary care services. Over time, new transactions and data have been made available (COVID pass, vaccine record, organ donation preferences) and we have great ambitions to offer people more opportunities to self-serve digitally across areas of health including prevention, primary care, secondary care, mental health and wellbeing over the next financial year and beyond.

As of February 2023, the NHS App has recorded over 31m registrations; with over 28m of these at the highest level of identity verification giving users access to the full suite of NHS App features.

Recent partnerships with Google and Apple, have highlighted the need for the NHS to continue to innovate and enhance the NHS app and provide a best-in-class user experience. A number of competing healthcare apps, including Patient Access and Babylon, have significantly higher app store ratings across the App and Google Play stores and offer a superior UX. The NHS wants to review 'what good looks like' across the market and understand areas of friction in the existing experience that should be prioritised and resolved.

NHS England is seeking a supplier that can conduct an independent and comprehensive review of the UX, features and functionality enabled across 10 healthcare apps and provide key insights and recommendations for the NHS to consider for future enhancements to the NHS app.

The appointed supplier will be given access to the latest designs of the NHS app and any relevant supporting information to support the project.

Requirement

NHS England is seeking a supplier that has deep knowledge and expertise in UX and design and will support the NHS across 4 focus areas, help answering a number of key questions:

Focus Area	Question	Summary of activities
1. The Core Experience	How does the core user experience differ between the healthcare apps?	<ul style="list-style-type: none">Breakdown of core functionality: side-by-side comparison of the capabilities available across the appsWeb signposting: Understanding of how other apps signpost out to websites like the NHS? Why - for what purpose?

		<ul style="list-style-type: none"> Starting-up speed: Average boot up time? (video comparison to show speed between apps) Quality: Overall service quality ratings / Compare latest iOS and Android App ratings
2. Use of Native Features	What native features are being utilised to improve the user experience?	<ul style="list-style-type: none"> Natives features utilised: what capabilities (i.e. notifications, calendar, GPS, QR scanner, faceID, video, home screen widgets etc) are healthcare apps enabling to users (iOS and Android)? Improving or compromising the UX: how do the native features improve the experience? Do any compromise the performance of the app? Delighting users: What specific features are delighting users? (i.e. Dosewolf widget example)
3. Journey Deepdive	What are the most important journeys across the apps?	<ul style="list-style-type: none"> Top journey comparison: the key journeys across the apps: ordering repeat prescription, appointment booking, viewing test results, access to medical record The first journey: registration – easy or difficult? Chasing clicks: record the number of clicks to complete key transactions Making \$\$: are any apps charging users for a service?
4. Incident management	Do other apps innovate faster and are they better equipped to solve issues?	<ul style="list-style-type: none"> Resolving issues: tracking the % of issues resolved (i.e. app store) / overall enhancements to the experience Updates: Avg. number of days between app updates on iOS and Android? Downtime: reported downtime of apps?
<p>It is anticipated that this work will take no longer than 3months to complete, i.e., analysed results presented back to the NHS team and discussed.</p>		

Standards and Service Specification:

The appointed supplier would ideally have experience working with the GDS Service Standard/NHS Service standard and be familiar with the [NHS Design System](#) which provides a framework for building consistent and accessible user interfaces and outlines design styles, components and patterns for internal teams and suppliers to utilise when developing prototypes or building a live service.

Documentation and communications methods must be in a format compatible with NHSE systems.

Project management

- The Supplier will be responsible for overall project management and oversight of all aspects of the app review, using project management techniques as appropriate.
- The Supplier will produce and share a detailed timetable and project plan, which will be agreed and shared with the NHS England project team. The Supplier will be punctual in delivering project milestones to the agreed project timetable,
- Regular meetings will be timetabled, and additional meetings agreed with NHS England as the need arises. The Supplier will use the meeting to ensure that NHS England is kept up to date with developments and progress in delivering the final review, and to ensure that issues are raised and can be addressed in a timely manner.
- The Supplier will share a concise written weekly project update with the NHS England project team one working day before the weekly project meeting.
- The Supplier will respond promptly to queries from the NHS England project team, with initial responses sent within two working days.

Data protection processes

- The Supplier will ensure that all handling of information strictly adheres to UK General Data Protected Regulation (UK GDPR) and the Data Protection Act 2018 and must act only under instruction from the Data Controller, NHS England. The Supplier must be able to demonstrate how they will comply with UK GDPR and the Data Protection Act, such that all Personal Data is used in a responsible and secure manner. Stringent technical and organisational measures must be taken to ensure Personal Data are securely stored and viewed only by personnel directly involved in the Diabetes Patient Insight survey, and to ensure against unlawful processing, accidental loss, damage, or destruction.
- The Supplier will need to agree to a Data Processing Agreement with NHS England as part of the contract and will need to work with NHS England to provide all the information necessary to complete a Data Protection Impact Assessments (DPIA) prior to the commencement of the survey.
- The supplier will put in place an appropriate and robust opt out process and advise on how NHS England can meet fair processing rules in relation to the Data Protection Act 2018 and GDPR.

Essential Skills:

- Deep understanding of users in a healthcare context; what they need, what they value, their intentions and also their limitations.
- Be able to demonstrate experience in producing previous UX reports / competitor reviews / design reviews.

- Be an expert storyteller and bring to life findings from the review of the NHS app and competitor apps, with clear examples backed up by evidence, including the use of video examples to highlight 'what good looks like' (WGLLL) or challenges across different journeys and screens (as an example, this could include a video comparing the length of time it takes to do key task(s) and highlights the speed / ease of use in one app vs friction in another app)
- Be able to conduct an audit of the capabilities within multiple apps and communicate these effectively to senior stakeholders to help support with decision-making and future roadmap planning.
- Be able to challenge the NHS on the existing user experience and how key journeys, including GP appointments, Prescriptions and Record Access could be improved in the future and how other apps are utilizing capabilities, including native features, that the NHS has not considered.
- Be able to interpret the NHS England's team's requirements and translate these into an effective approach for compiling a comprehensive review.
- Be able to analyse the findings and communicate these effectively to senior stakeholders.
- Access to all of the apps in scope for this project to ensure a meticulous review can be performed.

Deliverables:

Please refer to the requirements section above for details on the focus areas that should form part of the deliverables for the final Report.

- A forensic analysis of the NHS app user experience and x9 other competitors apps, delivered in a case study format - easy to share and understand.
- Provide advice and expertise in all aspects of UX and deliver a set of recommendations to help enhance the NHS app.
- Ensure a thorough review of the UX of the following healthcare apps (iOS and Android versions):
 1. NHS app
 2. Patient Access
 3. Airmid
 4. Babylon
 5. MyGP
 6. Boots
 7. Lloyds Pharmacy
 8. Push Doctor
 9. SystemOnline
 10. Evergreen Life
- Ensure adequate project management is in place, including dedicated involvement of a senior member of staff and regular cadence of meetings to track progress and allow for feedback and iterations.
- A presentation of the findings to NHS England team (this presentation can be virtual)
- Deliver a comprehensive slideshow case study.
- Deliver a written Report;
 - outlining key UX issues and prioritising by the intended impact on the user
 - providing a comparison of features and functionality across the NHS app and other healthcare apps
 - highlighting known gaps in the UX for the NHS to consider in the future

Proposed Terms and Conditions

The proposed terms and conditions for this engagement are the NHS Standard Terms and Conditions of services Purchase Order Version.

No amendments shall be considered or accepted in relation to the Terms and Conditions. Failure to accept the terms will result in disqualification.

There are available to view on <https://www.gov.uk/government/publications/nhs-standard-terms-and-conditions-of-contract-for-the-purchase-of-goods-and-supply-of-services>.

The Purchase Order will serve as the Contract.

2. Responding to ITQ

When responding to this ITQ, Bidders must ensure that their Tender covers all the information required. Bidders must complete **Appendix A** and submit their Tenders as an attachment within the Authorities procurement portal (Atamis).

Failure to do so may render the response non-compliant and it may be rejected.

In evaluating Tenders, the Authority will only consider information provided in the Supplier Response Form.

Bidders should not assume that the Authority has any prior knowledge of the Bidder, its practice or reputation, or its involvement in existing services, projects or procurements.

If there are any questions that do not apply to a Bidder, please answer with a N/A and explanation where appropriate.

Where any section of the ITQ indicates a word limit, any response will be reviewed to that word limit and any additional information beyond that word limit will not be considered. Bidders must provide a word count for each question response.

The Authority may at its own absolute discretion extend the Deadline for receipt of Tenders specified in the timetable. Any extension to the Deadline granted under this paragraph will apply to all Bidders.

Tenders must be submitted via the Authorities procurement portal (Atamis) no later than the ITQ submission Deadline specified in 'Timetable'. Tenders may be submitted at any time before the Deadline.

Tenders received before this Deadline will be retained unopened until the opening date. The Tender and any documents accompanying it must be formatted in Word or Excel as appropriate and be in the English language.

Price and any financial data provided must be submitted in or converted into pounds sterling. Where official documents include financial data in a foreign currency, a sterling equivalent must be provided. Tender pricing must be provided to show the calculation of Net and Value Added Tax (VAT).

END.