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**Invitation to Quote**

**Instructions & Requirements Document**

**NHS England and NHS Improvement Commercial**

**Royal College of Physicians’ Medical Care - Driving Change website reinvigoration**

# Introduction

###### This Invitation to Quote (ItQ) has been prepared by NHS England and NHS Improvement (the ‘Authority’). The Authority is looking for a Supplier for the provision of website development for the Royal College of Physicians (RCP) Medical Care website. 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 endeavoured, 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** | Innovation Delivery Team, NHSX |
| **Name and Title of Contract Lead** | Rezaul Mirza, Senior Project Manager (Innovation) NHSX |

**Timeline**

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| **Item** | **Date** |
| ItQ release date & publication on the Government Contracts Finder website | 20 November 2021 |
| Deadline for tenderers to submit clarification  | 4pm 26 November 2021 |
| ItQ Closing Date | 4pm 2 December 2021 |
| Estimated Award Date | 17 December  |
| Estimated Contract Commencement Date | 4 January |

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 Health Family eCommercial portal. Clarification questions received after the deadline (see table above) will not be responded to. All Clarification questions will be responded to within 2 working days of the date received.

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 you have 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;

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| **Section** | **Weighting (%)** |
| Technical/Quality Including Social Value | 70 |
| Commercial | 30 |

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

|  |  |
| --- | --- |
| **Question** | **Weighting (%)** |
| * + - 1. Project management approach
 | 20 |
| * + - 1. Website design
 | 10 |
| * + - 1. Reporting and content upload
 | 10 |
| * + - 1. Search engine optimisation
 | 10 |
| * + - 1. Handover
 | 10 |
| * + - 1. Social Value
 | 10 |

**Scoring**

**Bidder information**

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

The ‘Further Bidder Information’, will be given either 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.

|  |  |
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| **Score** | **Interpretation** |
| 4Excellent | 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.   |
| 3Good | 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.  |
| 2Satisfactory | 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. |
| 1Poor | 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. |
| 0Unacceptable | 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:

Tenderers Price Weighted Score = Lowest Total Cost offered Tenderer Total Cost

 x (30% weighting)

(Lowest Total Cost divided by Tender Total Cost multiplied by 30)

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 30% available.

Tenderers should note that the max capped bid price is £50,000. Ex VAT. Any tenderers whose bid price exceeds the capped maximum will be disqualified and their tender will not be evaluated.

# 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:**

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| Engagement with clinicians and operational staff has demonstrated a need to gather and disseminate how digital products work along priority pathways in the NHS. Building on the successful production of the digital playbooks, NHSX have agreed to work with the Royal College of Physicians (RCP) on a ‘medical care’ website to host broader digital pathway content. The existing RCP medical care website has already been in operation for some time and the key audience are RCP members and physicians generally together with wider clinical teams interested in improving care for patients. The RCP would like to redesign the website to ensure it can become a more engaging channel for RCP members and clinicians.This project aims to reinvigorate and enhance the RCPs Medical Care website to showcase and better engage colleagues with its quality improvement work, whilst demonstrating the beneficial connection between QI work and digital tools. This is particularly important and relevant as the NHS and overseas healthcare organisations work to reset services post COVID-19, realise necessary change to the design and delivery of healthcare, and incorporate innovations in digital technology.The Medical Care - Driving change initiative will provide a variety of resources to support practice and service improvement and showcase new and innovative practice that in response can benefit healthcare locally, nationally, and globally.The plan to reinvigorate Medical Care aligns with the RCPs new three strategic objectives:* **Educating** physicians and supporting them to fulfil their potential
* **Influencing** the way that healthcare is designed and delivered
* **Improving** health and care and leading the prevention of ill health across communities

This project will enable improved showcasing of, and engagement with, the RCPs work and its support of specialist societies and national improvement initiatives, such as the Getting It Right First Time (GIRFT) programme, NHSX innovations, and National Patient Safety Programme. It will also enable connections to local, regional, and international improvement initiatives.This continues to be a key priority for the Royal College of Physicians (RCP), who are uniquely positioned to bring people together across broad medical specialties and the Academy of Medical Royal Colleges (AoMRC) in partnership with the National Institute for Health Research (NIHR). |

**Standards and Service Specification:**

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| **Background Information*** Replacement site for [https://www.rcpmedicalcare.org.uk/](https://protect-eu.mimecast.com/s/IuGZCmwGMFj7VpBTG5aPC?domain=rcpmedicalcare.org.uk/) (current site is WordPress html +CSS). This will comprise upfront costs for the website build and ongoing costs for maintenance and SEO.
* Timelines: In a 12–15-week period starting w/c 4th Jan 2021
* Staging: We do not require a staging site during development but would be looking to release content to upload during build cycles for user feedback

 **Target Audience*** Who is your target audience?
	+ Physicians, clinical teams, RCP members – will require a Sign up, sign in, profile page
	+ Aspects of the site open as a public site (news releases, policy updates, Behind the Paper articles and patient engagement initiatives)

**Content*** Branding: This will require RCP brand guidelines. We will need a new logo and vector
* Content: This will be commissioned and reviewed by the Editorial team. During build cycles we will look to migrate parts of the existing content into the website.
* RCP player materials will be promoted via this site

 CMS:  * Training and guide for uploading new content and running analytics reports will be required.
* Analytics: we require Google analytics built in and reporting functions
* SEO will be required. We will need to look at yearly packages for SEO as part of ongoing costs
* Warranty and maintenance packages to be included for backend system, and to address bugs, problems, malfunctions, process for raising tickets.

 **Call to Action*** What are the two most important calls to action that will be on the home page?
	+ Latest news (updates, feed, social media updates)– with sub-categories and tags like a news channels like BBC news.
	+ Upcoming events
	+ Extras: Read articles, sign up to RCP, sign up to webinars, write articles, join forums. Come back often and become part of a community for change

 **Social Media and Sharing*** Links on the page using Social Sharing to LinkedIn, Google+, Facebook, Twitter

 **Functional Requirements*** Gallery of articles and videos. Searchable content via keywords, categories and tags.
* Mobile and tablet responsive
* Design ideas: A news channel style website, similar to the BBC website
* Social media widgets for activity stream
* Members only content area

**Design Assets*** Logos, and the branding will fall into step with RCP Brand guidelines.

**Technology issues*** Domain and hosting information to be provided.

 **Practical Issues*** Project management within design and development agency is preferred to create Gantt charts, agile sprint cycles and share updates on a two-weekly basis
* Included warranty and information provided on the length of this, as well as security measures that will be in place to ensure website is protected in the case of something going wrong.
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**Essential Skills Deliverables:**

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| NHSX team will work with RCP to shape, co-develop and deliver a new RCP medical care website <https://www.rcpmedicalcare.org.uk/> that will host digital pathways as a key resource for RCP members and clinicians. The content will form the basis of training, courses, and events in the future. The content of the website will cover the following:* new digital pathways
* what good looks like for relevant pathways
* Review of technologies and products for end-to-end pathways
* Improved brand communications and awareness

The supplier will:* Confirm the resources they intend to assign to plan, design, develop and deliver the website with all work completed for launch
* Ensure technical expertise in place to deliver operational intelligence. Work as part of a multi-disciplinary, self-organising team/individual, using Agile principles and methodologies. Full participation in the Agile processes of the team in which they are placed including attendance at team stand-ups, planning sessions to update on progress and raise any queries or concerns.
* Support user research (RCP members and expert users) to understand the needs of users accessing the website as required and the most appropriate content, this will also feed into the produced content
* Develop an agreed minimum viable product (MVP) for testing. Design challenges include considering how best to make content findable, introducing a basic taxonomy and developing a better understanding how to meet user needs, ensuring that the website will be useful tools and resources in practice. The initial website prototype, representing a MVP version will be tested with clinical staff/RCP members and experts to understand if, and how, they would use this resource to inform clinical choices.
* Host the digital pathway content on the Medical Care website
* Once the website has been delivered and gone live, provision of a managed hosting environment and a handover process for the RCP in-house team to amend and upload new content for ongoing business process
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**Deliverables**:

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| Task | Indicative Dates | Working with: |
| ***Phase 1 – Design (weeks 1-3)*** | **10th-28th Jan 2022** |  |
| Deliver on Gantt chart and complete specification including user journeys, content/site map. |  | RCP core project group, IT Services and Web Teams (for consultation purposes) |
| Complete mock-ups of 5-8 pages, rebrand the site in line with current RCP site branding themes e.g., the RCP website and RCP Player sites.  |  | RCP core project group, IT Services and Web Teams (design) |
| Improve the overall structure of the website (review and remove the current two overarching sections). |  | Medical Care website Editor-in-Chief, RCP Editorial Manager |
| Recommend on SEO needs, determine hosting and domain needs |  | RCP core project group, IT Services and Web Teams |
| Collect feedback from RCP core group (could begin earlier). |  | RCP core project group |
| ***Phase 2 – Build (weeks 4-7)*** | **31st Jan - 25th Feb 2022** |  |
| Develop new sections of the site on the following topics (as denoted in the mock-up): safety, QI tools, specialty innovative practice, examples of good practice, global healthcare, digital innovations, ‘how to do it’ pages, case studies, and a discussion board/forum. |  | RCP core project group |
| Deliver a central homepage that allows navigation to all other sections of the website. |  | RCP core project group, RCP Web and IT Services teams |
| Redevelop the site homepage to an image based, modern page (alike to the design of the BBC homepage). |  | Medical Care website Editor-in-Chief, RCP Web and IT Services teams |
| Create a series of templates to be used for uploading different types of content e.g., videos, blogs, case studies. |  | RCP Web and IT Services teams, Medical Care website Editor-in-Chief |
| Review current website content on Medical Care, QI and Digital Health and migrate suitable content onto new website. |  | RCP core project group |
| Collect feedback from RCP core group (including on mobile responsive site). |  | RCP core project group |
| ***Phase 3 – Integration and Analytics (weeks 8-10)*** | **28th Feb - 18th Mar 2022** |  |
| Incorporate plug-ins (e.g., Eventbrite). Explore portability of RCP videos and other options to extend reach of webinars. |  | Medical Care website Editor-in-Chief, RCP Web and IT Services teams |
| Incorporate integrations. |  | Medical Care website Editor-in-Chief, RCP Web and IT Services teams |
| Incorporate a search bar into the site, introduce tagging facilities to assist with search functionality. |  | RCP Web and IT Services teams, Medical Care website Editor-in-Chief |
| Develop an in-built feedback inbox to assist with small-scale promotion and testing of website. |  | RCP Comms, Web and IT Services teams, Medical Care website Editor-in-Chief |
| Explore creating user profiles for members with sign up, sign in, profile page, access to extra materials, onsite chat functions and forums, access to sign up to events. |  | Medical Care website Editor-in-Chief, RCP Web and IT Services teams |
| Integrate Google Analytics and reporting dashboard to track website traffic, bounce rate and user behaviours. |  | RCP Comms, Web and IT Services teams, Medical Care website Editor-in-Chief |
| Collect feedback from RCP core group with specific focus on analytics dashboard. |  | RCP core project group |
| ***Phase 4 – Handover (weeks 11-12, + 3 weeks contingency)*** | **21st - 31st Mar 2022** |  |
| Handover of site to RCP (include handbook and schedule of training). |  | RCP IT Services & Web teams |
| Confirm start date of warranty and support structure for CMS (assuming WordPress CMS). |  | RCP IT Services & Web teams |

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**Proposed Terms and Conditions**

The proposed terms and conditions for this engagement are the NHS Standard Terms and Conditions of goods 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.

1. **Responding to ItQ**

###### When responding to this ItQ, Bidders must ensure that their Tender covers all the information required. Bidders must complete their Tenders within the Authorities procurement portal (Atamis) set out in the "Supplier Response Form". 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 excluding Value Added Tax (VAT).

**Bidders Details:**

The following is an outline of what will be required and found on Atamis. Please complete this on the Atamis portal directly.

*Please ensure a response is provided for all the sections below.*

|  |  |
| --- | --- |
| *Company Name* |  |
| *Company Address* |  |
| *Company’s representative name and title* |  |
| *Contact telephone number* |  |
| *Email address* |  |
| *Address for correspondence* |  |
| *Date of Submission* |  |
| *Company Registration Number* |  |
| *VAT Registration Number* |  |

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# Further Bidder Information:

*Please ensure a response is provided for all the questions below.*

|  |  |  |
| --- | --- | --- |
| ***1.*** | *Has your organisation met all its obligations to pay its creditors and staff during the past year?* |  |
| ***2.*** | *If your answer to the above is No, have you rectified the situation resulting in your organisation now being able to pay its creditors and staff?* |  |
| ***3.*** | *Is your company or any group company (your Organisation) or are any of the directors/partners/proprietors in a state of bankruptcy, insolvency, compulsory winding up, and receivership, composition with creditors or subject to relevant proceedings?* |  |
| *4.* | *Please confirm that data is stored in line with the General Data Protection Regulations 2018 where applicable* |  |
| *5a.* | *Please confirm that you accept NHS England’s Purchase Order Terms and Conditions in full with no modifications. This offer and any contract arising from it shall be subject to these Terms and Conditions and all other items or instructions as issued in this bidder response.* [*https://www.gov.uk/government/publications/nhs-standard-terms-and-conditions-of-contract-for-the-purchase-of-goods-and-supply-of-services*](https://www.gov.uk/government/publications/nhs-standard-terms-and-conditions-of-contract-for-the-purchase-of-goods-and-supply-of-services) |  |
| *5b.*  | *Please confirm that you accept that any modifications to the Terms and Conditions will be rejected and may result in the bid being rejected.*  |  |
| *6*. | *Please confirm that all invoicing shall be processed through Tradeshift in line with NHS England and Improvements processes.* |  |

**Bidder’s Response**

Please ensure a response is provided for both the Quality (A) and Commercial (B) sections, by downloading this form, completing it and reuploading it to the Health Family joint eCommercial Portal before submitting.

1. **Quality**

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| --- | --- | --- | --- |
| **Question 1** |  | **Question % Weighting** | 20 |
|  |  |
| *Please describe your approach to managing projects that ensures delivery within the specifications for time, quality, and cost. In your answer please specify:** *How your project team will work with RCP and NHSX*
* *How you safeguard delivery to set timescales (12-15 weeks for this project) including how you will prevent risks of delay or non-delivery*
* *How you will ensure delivery to high standards and to service specifications*
* *How you will respond to feedback and requests for amendments and remain within budget and timescales*
* *How you will maintain the successful engagement of stakeholders.*
 |
| **Supplier Response** |
| The maximum total word count for this section is 500 |

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| **Question 2** |  | **Question % Weighting** | 10% |
|  |  |
| *The design of the website will draw similarities to the BBC news website with RCP brand and styling. Our aim is also to include a public facing page and member login sites with forums for networking, chats, and access to events.* * *Please share an example of a similar project that you have successfully completed*
* *Please provide examples of interactive web-based resources that you have developed for other professional or healthcare organisations.*
* *Please provide weblinks to supporting information in this section*
 |
| **Supplier Response** |
| The maximum total word count for this section is 250 |

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| **Question 3** |  | **Question % Weighting** | 10 |
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| *Our aim is for the new website to be dynamic, and the landing page to be refreshed with updated content on a weekly basis according to the changing needs within healthcare improvement.* * *How will you ensure that reporting and content upload to the website is as easy as possible?*

*How will you support the project team with ensuring that they have the skills and knowledge to achieve this?* |
| **Supplier Response** |
| The maximum total word count for this section is 250 |

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| **Question 4** |  | **Question % Weighting** | 10 |
|  |  |
| *This website will be measured for impact by the number of and repeated engagement with materials.* * *How will you ensure that the website is optimised for search engines?*
 |
| **Supplier Response** |
| The maximum total word count for this section is 250 |

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| **Question 5** |  | **Question % Weighting** | 10 |
|  |  |
| *How will you manage handover of this project to the RCP?* |
| **Supplier Response** |
| The maximum total word count for this section is 300 |

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| **Question 6** |  | **Question % Weighting** | 10 |
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| *How will you consider equality and diversity in the provision and operation of this service?*  |
| **Supplier Response** |
| The maximum total word count for this section is 250 |

**B) Commercial**

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| **Commercial** |  |
|  |  |
| Please provide a cost breakdown to undertake the work in the ‘Supplier Response’ box below. Your breakdown should also include the total cost exclusive of VAT to the Authority. *(BUYER: An Excel template can be uploaded into Atamis and be downloaded for completion by bidders, alternatively if not using Atamis, insert a template below and ask bidders to complete and submit as part of their response.)* |
| **Supplier Response** |
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**C) Confirmation**

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| **Confirmation** |  |
|  |  |
| Please provide an electronic signature with name and contact details as confirmation the detail submitted is correct and agree to the *NHS England’s Purchase Order Terms and Conditions in full as outlined in ‘Point 5 Further Bidder Information’*:(If using Atamis, this shall be completed electronically) |
| **Supplier Response** |
| *Electronic Signature Insert …………..**Name:**Job Title:**Date:* |