Digital Engagement Platform Challenge
MultiQuote ref: RA211608

1. Introduction

Applications are invited to submit a product proposal and quotation for the development of a SaaS Digital Engagement Platform that will be wholly-owned by the West of England AHSN (WEAHSN). The platform is required to support the *Design Together, Live Better* programme and other future health and social care projects.

In its broadest definition, it should be a membership platform that allows members of different, predefined types to set up profiles and anonymously communicate with one another according to their security settings. Each member can associate their account with a set of descriptive tags, which can be searched by other members, to allow contact to be made with homogenous groups of people with the same attributes.

Members should also be able to issue "challenges" across the platform, which other members with appropriate attributes can sign-up to. All member information should be accessible by the AHSN administrators.

The successful proposal will include elements of:
- content management system (CMS);
- customer relationship management (CRM) system;
- citizen engagement database;
- crowdsourcing system;
- social network.

Priority will be given to proposals that can be quickly implemented, based on modifications to existing products with a proven track record of success.

Funding of up to £75,000 (inc. VAT) is available for initial development and the first year's hosting and maintenance. The successful applicant will have up to 4 months to develop a solution and will have first refusal for fulfilling the ongoing annual contract for maintenance of the platform (after Year 1).

2. Background
2.1. About the West of England Academic Health Science Network
WEAHSN is one of 15 regional health innovation networks licensed by NHS England. It brings together the health service community, industry, higher education, research bodies, patients and the wider public to work in partnership and take patient care and experience to new levels.

WEAHSN helps to deliver positive healthcare outcomes in the region and nationally by driving the development and adoption of new innovations and enabling patients to play an increasing role in their own care and that of others. As a result, the organisation's impact is far-reaching: from enhancing patient wellbeing, saving lives and mitigating high risk incidents such as strokes; to enhancing efficiencies in healthcare practice and boosting the local economy through private sector collaborations.

In order to deliver these outcomes, WEAHSN routinely communicates with a range of stakeholders, including healthcare professionals, innovators and citizen patients.

2.2. About *Design Together, Live Better*
In 2015 WEAHSN launched a citizen innovation programmed called *Design Together, Live Better* (DTLB). The objective is to encourage co-creation by helping citizens (e.g. general public, NHS patients, healthcare professionals) to contribute in critical ways to the ideation, design, development and testing of new healthcare products.

DTLB Phase 1 was launched in Autumn 2015 and was an exploration of needs-driven product design. It featured a number of high-profile, public events involving innovators, designers, manufacturers and citizens, organised to identify areas of day-to-day life which impact on accessibility/disability issues and for which new products could be developed. The initial outcome was 3 prototype products that were directly guided by the insights and experiences of the people who might benefit the most from the innovations.

DTLB Phase 2 was launched in Summer 2016 and examined how people with specific conditions could help innovators to test and refine their existing prototype products. Two products were selected: 1. a physical item was tested in focus groups with people with dementia and their carers; 2. a digital product was remotely tested with speech and language therapists and their clients via email and online surveys. These two approaches both resulted in important user-led refinements being incorporated into the product designs.
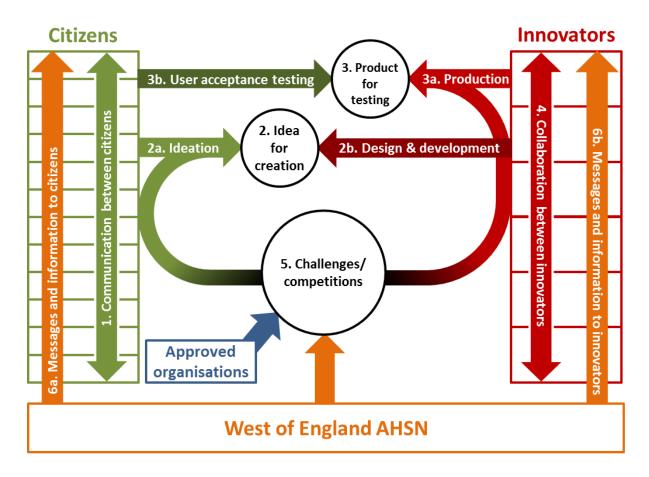
3. DTLB Phase 3 – citizen innovation portal

Phases 1 and 2 demonstrated ways that citizens can contribute in the ideation, development and testing of real-world healthcare products. They also highlighted that, while face-to-face events are highly resource-intensive, aspects of this process can be coordinated remotely and electronically.

To build on the lessons learned, WEAHSN is now looking to consolidate its approach in Phase 3 and establish an online 'citizen innovation portal'. This website will allow:

1. citizens to contact one another to discuss issues relating to their shared health experiences;
2. citizens to publicly post their ideas for healthcare products for innovators to develop into working prototypes; other citizens can show support for ideas by upvoting or refining ideas;
3. innovators with existing products to identify groups of citizens with relevant conditions who might be interested in testing their prototypes;
4. innovators to contact one another to explore collaborations (for instance to pool resources in organising testing activities);
5. staff members from WEAHSN and other approved organisations to issue global challenges and competitions;
6. staff members from WEAHSN to view all member databases (including sending circulars) and act as administrators / moderators.

The expectation is that this portal will enable the communication required to facilitate ongoing and sustainable co-creation in the development of healthcare products.

4. Challenge: Digital Engagement Platform

In order to effectively deliver the above citizen innovation portal, the AHSN would like to commission a Digital Engagement Platform that can support all of the functionality described above.

Essential Criteria

Applicants are invited to propose a SaaS solution that meets the following criteria:
- System IP to be wholly-owned by the West of England AHSN
- Secure, certificated cloud-based infrastructure
- Membership platform with customisable user types and privileges
- Closed network – no third party links or access
- No advertising
- Single sign-on, ideally federated for ease of access
- Accessible and easy-to-use GUI, customisable by the admins
- Anonymised user profile functionality, allowing members to securely list their health and demographic attributes
- Attribute search functionality
- CRM functionality for admin to search and contact members
- Ability for members to publish content to specific areas (e.g. "Product ideas") with search and voting functionalities
- Ability for members to invite others (based on user attributes) to join groups (e.g. "Product testing")

Desirable Criteria

Applicants are also asked to consider the following list of desirable functionality and offer innovative solutions that could be incorporated into the platform design:
- Analytics to identify emergent patterns in ideation
- Crowdsourcing functionality for citizens to collectively shape product ideas, inspired by swarm intelligence
- A survey-writing feature to allow innovators to query the citizens testing their products
- Group calendars for scheduling events
- Innovator blogging facility to keep members updated about ongoing projects

Proposals will be considered both for "off-the-shelf" proprietary products that can be modified to meet the challenge criteria and for solutions developed "from scratch" using existing open source frameworks (e.g. Drupal, Wordpress, etc); however priority will be given to:
- Applicants with a proven track record of delivering secure platforms
- Proposals that can be delivered in a short time frame

Applicants are invited to submit a quotation (rather than a tender) for up to £75,000 (inc. VAT) for product development and the first year of maintenance, with a working prototype to be delivered by the end of July 2017. The successful applicant will also have first-refusal for fulfilling the ongoing contract to maintain the platform.

5. Challenge Schedule

Application opens	16 January 2017
Application deadline	24 February 2017
Shortlist	3 March 2017
Interview	17 March 2017*
Successful applicant selected	24 March 2017
Development Start	April 2017
Product Delivery	27 July 2017

provisional - TBC

6. Application Process

Applicants must be registered as a Supplier on the MultiQuote tendering system. If you are not already registered please contact Multiquote direct (support@multiquote.com) who will facilitate this. Note that there is a separate document detailing the process for accessing the Challenge via MultiQuote, which you can download from the Challenge Page.

If you have any queries on the process then please contact our procurement partner, Royal United Hospitals Bath NHS Trust, email: ruh-tr.procurementteam@nhs.net

Proposals should be submitted with a quotation via the associated application form; indicative pricing will aid the evaluation process. Responses are to be submitted via MultiQuote by 23:59 24th February 2017.

Our review process will include a short presentation plus Q&A with the review panel which in total we would expect to take 30 minutes at Royal United Hospitals Bath Foundation Trust in Bath (applicants please provisionally hold 17th March 2017).

Successful applicants will be notified by 24th March 2017. The successful application will be subject to the completion of a due diligence process and the signing of a service agreement.

For any further enquiries please contact:

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