Request for Proposal

Data for Health: Global Digital Health Assessment and Recommendations

Date Issued: January 18, 2023

Date Response Due: February 17, 2023

CDC FOUNDATION CONTACT
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SUMMARY OF REQUEST

Through this Request for Proposals (RFP), the CDC Foundation is soliciting proposals from a Contracting entity/Contractor with expertise in global health, digital health, civil registration and vital statistics (CRVS), public health informatics, enterprise solutions architecture, and qualitative research. The Contracting entity/Contractor will assess and advise the CDC Foundation and U.S. CDC (the project team) on work related to digital health that is supported through their engagement in the Bloomberg Data for Health Initiative (D4H). The Contracting entity/Contractor will conduct an assessment of the project-related digital health landscape in nine countries in Africa, Asia and the Pacific. The assessment will examine how the project team and CRVS partners currently engage in digital health and the challenges countries face in digitizing birth and death records, integrating and interoperating digital health systems and managing CRVS data. This assessment will inform recommendations for the project team to support digital health, including developing a position description (PD) and scope of work (SOW) for a digital health lead.

BACKGROUND AND NEED

Less than half of all deaths around the world are registered with a cause of death, meaning that 29.4 million deaths go unrecorded each year, most in low- and middle-income countries. This lack of data means that many health policy decisions are made without adequate information. Bloomberg Philanthropies' Data for Health Initiative (D4H) seeks to address this issue and works to improve public health data so that governments are equipped with the tools and systems to collect and use data to prioritize health challenges, develop policies, deploy resources and measure success.

The D4H CRVS team has engaged with partners in project countries to improve CRVS systems to meet United Nations (UN) and World Health Organization (WHO) standards. These standards require that all deaths are recorded in the civil registry by age, sex, date and place of occurrence, along with medical certification of cause of death (MCCD) by a trained physician according to the International Classification of Diseases (ICD). An additional focus is placed on supporting the availability of CRVS data to be used for public health decision making, including through mortality surveillance programs. Countries vary in their utilization of digital health tools to aid in these processes. Some functions and systems that utilize digital health tools include death e-notifications, electronic medical records, electronic national health information systems, electronic medical certification of cause of death (eMCCD), ICD-coding, and verbal autopsy, among others. These digital health tools and systems are developed and maintained by a diverse array of partners and have varying levels of maturity in development and interoperability, in some cases resulting in siloed systems, limited efficiency, and risks to sustainability. Therefore, there is a need to review the current status of D4H's engagement in digital health and advise on the team's future engagement to support CRVS and digital health.

SCOPE

The CDC Foundation seeks proposals from experienced Contracting entities/Contractors to conduct an assessment of digital health activities in nine project countries and make recommendations for the project team to incorporate digital health in their work plans. While the team would like to utilize the Contractor's expertise in developing the strategy for the assessment, potential assessment activities to inform the recommendations include:
1. Review available documentation (global and national) on the digital health tools, systems, and best practices used to support CRVS processes, particularly in low- and middle-income countries.
2. Develop a qualitative research study plan; identify the themes and constructs to be assessed; identify key informants for each project country, including project team leads, government partners and consultants; and conduct the qualitative interviews.
3. Analyze the results.

4. Describe how the findings link with the WHO CRVS strategic implementation plan for 2025, the WHO global strategy on digital health for 2025, and CDC's global digital health strategy. Additionally, describe the relevance and applicability of the WHO SMART Guidelines to the findings.

A report of assessment findings should provide the project team with a summary of the digital health tools, systems, the data standards such as e.g., FHIR and HL7 and other relevant resources utilized or likely to be utilized for CRVS and related public health data use purposes in project countries. The report should include a description of the infrastructure and resources (human, financial, and technical) required to support the development, use, and maintenance of these tools and applicability of WHO SMART guidelines.

Drawing from the assessment findings, a report of recommendations to the project team should include a description of the requirements (including resources, technical expertise, and capacity) for the team to provide this support to project countries. Recommendations should include options for how these requirements might be met, including through contracts, consultancies, direct team support, or otherwise. The recommendations should also include guidance on technical working groups, communities of practice, professional organizations, and other fora in which the team should maintain representation and engagement, with comment on the level of engagement for the various components recommended to maintain situational awareness, ensure alignment with international standards, and recommendations. Finally, assuming the recommendations include a suggestion for a team lead in this area, the report should include a draft position description and SOW for such a lead.

Project Tasks:
1. **Project Kick-off Meeting.** The Contractor will conduct a kick-off meeting with the Project Team (CDC and CDC Foundation) to review the project tasks, timeline and plan for the project. The Contractor will prepare a memo summarizing notes and action items for the Project Team.
2. **Timeline/Work Plan.** The Contractor will prepare a detailed timeline and work plan for developing the assessment protocol, accomplishing the digital health assessment, and reporting recommendations for the team, incorporating feedback from the kick-off meeting. The Contractor will first submit a draft timeline and work plan for review by the CDC Foundation following the kick-off meeting.
3. **Project Coordination and Communication.** The contractor will assign a project lead to serve as the primary point of contact for coordination of the project and execution of deliverables. The contractor will provide contact information and bios for all personnel assigned to the project.
4. **Planning, Development, and Finalization of Findings and Recommendations.** The contractor will implement the approved work plan and develop reports of their findings and recommendations for the D4H CRVS team to engage in digital health activities in project countries. The Contractor will develop a PD and SOW for the Digital Health Team Lead if relevant.

ADDITIONAL RESOURCES

More information about the Data for Health Initiative and CRVS program:
- https://www.bloomberg.org/public-health/strengthening-health-data/data-for-health/
- https://www.cdc.gov/globalhealth/healthprotection/data.html
- https://www.who.int/data/data-collection-tools/civil-registration-and-vital-statistics-(crvs)
- https://www.who.int/docs/default-source/documents/gs4dhdaa2a9f352b0445bafbc79ca799dce4d.pdf

PROPOSAL AND BUDGET REQUIREMENTS

Proposal Requirements:

Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 5 pages, single spaced, 11-point font, not including appendices, and should address the following:

1. The Contractor's proposed approach to each of the tasks outlined in the scope of work.
2. Appendices:
    a. Projected budget for each task, broken down by labor hours, labor rate, travel and item costs where possible;
    b. Examples of previous work to develop and implement similar projects;
    c. Team structure (if appliable), including a description of how team members will be involved, primary point-of-contact, and tasks of each team member; and
    d. Brief bios of team members who would work on the project.

Budget Requirements:

Provide a detailed budget with narrative for all anticipated costs that represent the total project fees. Proposals should strive to build operating costs into direct costs and minimize indirect costs to no more than 10 percent. The indirect is capped to maximize funds available for direct program costs. Please note that the CDC foundation is an independent 501(c)(3) organization and is not subject to federally negotiated indirect rates.

Applicant Requirements:

To be considered, applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.

Key Contact: Send email inquiries and proposals to Emma Clevenger **at** eclevenger@cdcfoundation.org.

TIMELINE

	Project Phase/Task	Deliverable	Due Date
1	RFP Phase	• RFP issued	--
2	RFP Phase	• Proposals due to the CDC Foundation	11:59pm EST Friday February 17, 2023
3	Contractor selection	• Selection of Contractor and initiation of contract	Friday March 3, 2023
4	Project Kick-off Meeting	• Planning meeting with Contractor, CDC and the CDC Foundation • Memo summarizing notes and actions items submitted by Contractor to the CDC Foundation	Within the first week after contract is awarded
5	Timeline/Work Plan	• Draft of timeline and work plan • Finalized timeline and work plan	1 week from project kick-off meeting 2 weeks from project kick-off meeting
6	Assessment plan	• Draft of assessment plan, shared and discussed with the project team, with revisions as discussed	1 month from agreed upon timeline and workplan
7	Final Product Delivery	• Final report on findings, shared, presented and discussed with project team. • PP presentation of findings • Report of recommendations, shared, presented to, and discussed with project team	Within 3 months of finalized assessment plan