



## REQUEST FOR PROPOSALS (RFP)

**RFP Title:** Request for Proposals for Service Design Consultancy for Continuum of Care, Zanzibar

The purpose of this solicitation is to procure services in support of developing innovative strategies and design concepts that significantly elevate patient health outcomes and overall healthcare experiences. This consultancy offers a unique opportunity to shape the future of healthcare services in underserved regions, leveraging skills in service design to create impactful and sustainable health solutions.

D-tree International (D-tree) invites you to submit a proposal in accordance with the requirements of the following Solicitation. Proposals must be received by D-tree no later than the Date and Time indicated in the table below.

RFP Issue Date:	February 16, 2024
Proposal Due Date and Time:	March 1, 2024
Proposals should be submitted via email to:	<a href="mailto:rfp-2024-01@d-tree.org">rfp-2024-01@d-tree.org</a>

### \*\*\*IMPORTANT NOTICE\*\*\*

It is against the values and policies of D-tree International for our staff or any representative acting on our behalf to solicit, accept, or attempt to accept kickbacks in exchange for favorable treatment in awarding contracts for materials, equipment or services of any kind (including the goods and/or services described in this RFP). A kickback is defined broadly to include any money, fee, commission, credit, gift, gratuity, thing of value, or compensation of any kind which is provided, directly or indirectly.

If anyone from D-tree or claiming to work on our behalf engages in this behavior (requesting a kickback in exchange for a positive outcome for your organization regarding this RFQ), please contact [ethics@d-tree.org](mailto:ethics@d-tree.org)

## I. Introduction

D-tree International is a global digital health organization dedicated to ensuring that everyone has access to high-quality primary healthcare in underserved areas. We do this by working with governments to design, build and deploy digital tools for frontline health workers that improve their ability to deliver high-quality, evidence-based care. D-tree engages with governments to develop a shared vision for the potential of digital health, demonstrates the effectiveness of digital systems to improve health outcomes, and accompanies governments to scale these digital systems nationally and institutionalize them within their broader health systems.

## II. Eligibility

**Attention Consultants and Organizations:** D-tree invites proposals from both individual consultants and organizations. We welcome submissions from experienced individuals as well as entities with a proven track record. Whether you are an independent consultant or an established organization, we encourage you to submit your proposals outlining your approach, methodology, and expertise.

Interested offerors should note that only those submissions meeting the criteria indicated below as a minimum are eligible and should be supported by the relevant documents at submission to be considered for further evaluation (see Additional Documentation required per *Annex 1: Proposal Template*)

1. Must be in good legal standing with relevant governmental authorities.
2. Must be able to deliver per the schedule indicated in Section IV
3. The individual or company must not be connected to terrorism, debarred, or prohibited to receive funds or material resources from the US or UK Governments and must not be included on any of the following lists:
  - a. United Nations Security Council Consolidated List
  - b. Excluded Parties List System (via the System for Award Management)
  - c. Office of Foreign Assets Control (OFAC) Specially Designated Nationals & Blocked Persons List (SDN)

## III. Minimum Requirements and Qualifications

D-tree is seeking a Service Design Consultant (individual, team or organization) to design service models that bi-directionally connect community-level care and primary healthcare facilities. The detailed scope of work is specified in Appendix 2.

The following are the minimum requirements and qualifications D-tree is seeking in the offeror we select to provide these services:

- Proven experience in service design, preferably in healthcare or related sectors.
- Strong understanding of healthcare systems in geographies like Zanzibar.
- Prior experience leading service design in a low- or middle-income country
- Excellent communication and facilitation skills.
- Ability to work collaboratively with diverse teams.
- Fluency in English, both written and spoken.

Preferred Qualifications include:

- Experience working with INGOs or in international development.
- Experience designing digitally enabled services for public health systems.
- Knowledge of the specific healthcare context of Zanzibar.
- Experience in explaining service designs to non-technical audiences like governments and donors to get implementation support.
- Prior work or consulting experience in TZ.
- Proficiency in Swahili strongly preferred.

## IV. Delivery Timeline

**Expected delivery timeline:** D-tree expects to contract the successful offeror for a period of 3 months starting in approximately March, 2024.

## V. Submission Instructions

**Note:** Failure to provide any of the information requested above may result in rejection of the proposal.

### 1. Due Date/Submission information:

- **Due date:** See table on page 1 of this solicitation.
- **Address for submission:** See table on page 1 of this solicitation.

### 2. Contents of Proposals

Offerors shall submit their proposal in the format provided in **Annex 1: Proposal Template**. All proposals shall be submitted in English with prices in **USD (United States Dollars)**.

## VI. Evaluation of Offers

### 1. General Information

D-tree reserves the right to award a contract without discussions. D-tree also reserves the right to award to multiple bidders or to not make any award due to change in project scope or available funding.

Each offer submitted will be reviewed by an evaluation committee consisting of D-tree employees in accordance with the criteria below and award will be made to the responsible offeror whose offer/proposal represents the best overall value to D-tree.

### 2. Evaluation Criteria

Award will be made to eligible Offeror whose proposal, conforming to the solicitation, is determined to offer the best value to D-tree. Offers will be evaluated as follows:

Technical Evaluation Criteria	
Criteria	Total Possible Points
A. Quality of narrative proposal content	10
B. Experience in Service Design (as evidenced e.g. by references and the portfolio, and illustrating a transition from fragmented to integrated services)	40
C. Knowledge of healthcare contexts like Zanzibar	15
D. Experience working with INGOs or in international development	10
E. Proficiency in Swahili	5
Other Evaluation Criteria	
F. Cost Reasonableness and Best Value	20
Maximum Score:	100

### 3. Determination of the Competitive Range and Contract Award

If D-tree determines that discussions are necessary, a Competitive Range will be established which is composed of only the most highly rated offers. D-tree may exclude an offer if it is so deficient as to essentially require a

new proposal. Should a competitive range be established, D-tree may invite those in the competitive range to present their offers to the evaluation team and/or provide a sample of good proposed if relevant.

#### **4. Non-Profit Pricing**

D-tree is a registered 501(c)(3) non-profit corporation. Offerors should provide any and all discounts available to D-tree based on its status as a U.S. non-profit and an international nonprofit in Tanzania and registered charitable organization.

#### **5. Acceptance of Offer and Award**

D-tree reserves the right to make an award in whole or in part, or not to make an award, in accordance with the best interests of D-tree.

#### **6. Cost of Proposal Preparation**

The cost of the proposal preparation in response to this solicitation shall be solely the responsibility of the Offeror.

#### **7. Validity of Offers**

Offers submitted in response to this solicitation shall be valid for at least 30 days from date of submission. Prices quoted by the Offeror and subsequently incorporated in contract resulting from this solicitation shall be valid for the full period of performance.

## Annex 1: Proposal Template

<b>RFP Title:</b>	
<b>Date:</b>	

General Information:	
Consultant Name/Company Name:	
Address:	
Name of contact:	
Phone Number:	
Email Address:	
Website:	

Offer Questions	
Question	Offeror Response
What are your experiences in service design of integrated services of similar complexity to the ones in this RFP? (1 page)	
What are your experiences in working in the Zanzibar health system or similar country or development contexts? (0.5 page)	
Can you share how you have previously worked with government structures, preferably Ministries of Health? (0.5 page)	
How would you approach this assignment? (1 page)	

Past Performance				
Name <b>and</b> contact information of legal entity who purchased from your company	Country	Overall project value	Description of goods/services provided	Month and Year of purchase

For Organizations	Copy of the Articles of Association showing a list of the directors & main shareholders
	Company Registration Certificate
	CVs for lead consultants
	Portfolio showcasing relevant service design work
For Individual Consultants	CV and cover letter
	Portfolio showcasing relevant service design work

## **Annex 2: Scope of Work**

### **Background**

D-tree is a global digital health organization dedicated to ensuring that everyone has access to high-quality primary healthcare in underserved areas. We do this by working with governments to design, build and deploy digital tools for frontline health workers that improve their ability to deliver high-quality, evidence-based care. D-tree engages with governments to develop a shared vision for the potential of digital health, demonstrates the effectiveness of digital systems to improve health outcomes, and accompanies governments to scale these digital systems nationally and institutionalize them within their broader health systems.

D-tree is committed to revolutionizing primary health care data and services, focusing on patient-centric approaches. We understand the dynamic nature of individual health needs, which often require collaboration across various levels of care - from community services to primary health clinics and referral facilities. Our goal is to provide a seamless continuum of care, ensuring each patient experiences consistent, high-quality, and well-coordinated treatment throughout their entire healthcare journey, regardless of location or time.

However, the health systems in many low and middle-income countries (LMICs) are often fragmented, hindering the necessary coordination among healthcare providers to support this continuum of care. This results in healthcare being more expensive, time-consuming, and complex, often delaying or preventing access to necessary care. For instance, in Zanzibar, these systemic challenges contribute to significant health issues, such as high maternal mortality rates and prevalent childhood stunting.

In this pivotal consultancy role as a Service Designer at D-tree, your primary focus will be on the conceptualization phase of enhancing our community health program to streamline coordination of care with health facilities. This critical initiative is aimed at reinforcing the continuum of care, a cornerstone of our efforts. Your expertise will be instrumental in developing innovative strategies and design concepts that significantly elevate patient health outcomes and overall healthcare experiences. This consultancy offers a unique opportunity to shape the future of healthcare services in underserved regions, leveraging your skills in service design to create impactful and sustainable health solutions.

### **Objective**

To develop a vision, scenarios, and illustrative priority service descriptions that ensure a seamless continuum of care connecting community services and other primary healthcare services. The initial focus is on maternal and newborn health (antenatal, perinatal and postnatal care services) for mothers and their babies delivered by community health volunteers and primary healthcare facilities.

We already understand a few pieces of this puzzle, including clinical, public health, data and technology aspects. We need your help to strengthen the people perspective, including clients/patients and providers/healthcare workers, and then put together these pieces to a more holistic picture. This work is expected to strike a balance between being visionary and actionable. We do not need to get into the deepest nitty-gritty, but everything proposed must be plausible, appropriate to the Zanzibar health system and cultural context and have minimal validation.

We see this consultancy as an iteration that gets us to the next level. We want to use the outputs for advocacy and demand generation, as well as for resource mobilization and for starting to detail design, build and implement the first services. We do not expect a complete and comprehensive service design for the whole RMNCH space. What we do expect is an inspiring vision, illustrative examples of strategic priority services in the antenatal, perinatal and postnatal care continuum that can be handed over to detailed design, and supporting documents like scenarios, sketches, blueprints and journeys.

## Scope/Key Responsibilities

### 1. Understand the context:

- a. **Research and Analysis:** Conduct a rapid research to understand the current landscape of the healthcare continuum. Identify gaps and inefficiencies in the existing services and identify strategic opportunities. D-tree and its partners already have a relatively good understanding of the context. The objective of this activity is not to produce a comprehensive landscape analysis, but to create a shared understanding among D-tree and the consultant.
- b. **Stakeholder Engagement:** Collaborate with stakeholders including community representatives, healthcare professionals including Community Health Volunteers, government officials, D-tree staff and local partner organizations to gather insights, requirements and feedback.

2. **Service Design:** Design service models that bi-directionally connect community-level care with primary healthcare facilities. This includes a high-level vision of the complete continuum of care, a more detailed vision of integrated services in the antenatal, perinatal and postnatal care continuum. In this phase, the consultant is expected to facilitate the identification of two to four opportunity areas, and then produce relevant service design artifacts that support the aforementioned objectives of this consultancy.
3. **Documentation:** Clearly document the proposed service design, including the produced design artifacts like scenarios, sketches, service blueprints, customer journey maps, implementation plans, etc.
4. **Pre-Implementation Support:** Provide recommendations for the next stages of this work.

## Deliverables and Milestones

This section includes a list of all the works or deliverables to be produced and handed over by the offeror as part of their performance.

No.	Deliverable	Due Date
1	<i>Research Summary Report</i> - A document summarizing the findings from research, stakeholder engagement, and other data-gathering activities, demonstrating shared understanding among the consultant and D-tree.	3 weeks after start
2	<i>Service Design Report</i> – A comprehensive report covering all responsibilities and artefacts outlined under items 2 and 3 of the scope.	2.5 months after start
3	<i>Final Presentation</i> – A comprehensive presentation at the end of the consultancy, showcasing the completed service design and other work outputs, as well as the recommendations for the next stages.	3 months after start

## Offeror's Technical Proposal

Using the above Scope of Work, provide a narrative description of services that you will provide to meet the deliverables required, including description of activities to be done, timelines, proposed personnel including qualifications, and other relevant information.

## Offeror's Budget/Cost Proposal

Using the above Scope of Work, provide a detailed budget and budget narrative outlining proposed costs and the unit breakdown for each cost. Major budget categories include salaries, fringe benefits, travel, equipment, supplies, contractual/consultants, other direct costs, and indirect costs/overhead.

Budget shall be submitted in MS Excel worksheet with formulas (see attachment).

A written Budget narrative explaining the budgeted costs to be submitted in MS Word (see attachment).

**Certification**

I certify as an authorized representative of the organization named below, that the above quotation shall be valid for at least 30 days from date of submission. Prices quoted and subsequently incorporated in purchase order resulting from this solicitation shall be valid for the full period of performance. Additionally, I certify that neither I nor any representative of the organization named below, including its owners and directors have an interest or connection with any D-tree employee, volunteer or agent.

Signature of person authorized to sign quotation	Name, Title, Organization	Date