



# Invitation to quote

Producing an explainer film for  
Eastern AHSN innovation  
exchanges

Date of issue – July 2018

## About the Eastern Academic Health Science Network

*Galvanising people to advance health and wealth*

Eastern Academic Health Science Network is one of 15 Academic Health Science Networks (AHSNs) set up to spread innovation at pace and scale across the healthcare system – in order to achieve the ultimate goals of both improving health and generating economic growth.

We are the only bodies that connect all partners across sectors: NHS and academic organisations, local authorities, the third sector and industry. We are catalysts that work to create the right conditions to facilitate change across whole health and social care economies, improving outcomes for patients.

## Introduction

### Invitation to quote for the production of an explainer film for the Eastern AHSN innovation exchanges

Eastern AHSN is seeking an organisation to produce a short film (no more than four minutes) that describes what an innovation exchange is to a diverse audience of innovators, the NHS and the wider community.

Bidders are asked to describe how they could address the three high level requirements identified with the financial envelope and timescales provided.

The following table sets out the intended timetable for the submission of bids, their assessment and the conclusion of the contractual arrangements.

Eastern AHSN will use its best endeavours to work to this timescale but reserves the right to vary the proposed process if necessary.

Date	Milestone
27 <sup>th</sup> July 2018	ITQ issued to known potential suppliers, posted to the Eastern AHSN website, twitter feed and added to the next Newsletter content
10 <sup>th</sup> August 2018	12pm deadline for applications to be received
14 <sup>th</sup> August 2018	Scoring of applications conclude, applicants notified by email, preferred supplier/s notified and due diligence begins
21 <sup>st</sup> August 2018	Due diligence concludes, preferred supplier identified and Eastern AHSN sign contract

This document goes onto describe the high-level requirements, the expected criteria suppliers should address in their bids, along with the timescale, methodology and process for submission, scoring and award.

Questions regarding the ITQ can be directed to [STPsupport@eahsn.org](mailto:STPsupport@eahsn.org)

## Background

### Introduction to innovation exchanges

Innovation exchanges will be a new model of operation that sees the 15 AHSNs working in closer collaboration with one another and with national partners. Each AHSN will establish an innovation exchange, a central place that local healthcare stakeholders can go to for information, guidance and support. These innovation exchanges will be a key delivery arm of the Accelerated Access Collaborative and will provide a 'front door' for innovators to access the support that they need, enabling greater and more widespread market access and increased adoption of new innovative products. This in turn will improve patient outcomes, deliver system savings and stimulate economic growth.

The innovation exchange can be illustrated as below:



The digital front door for the eastern innovation exchange is currently being developed and the explainer film will be easily accessible via this website.

## Specification parameters

- The explainer film should be no more than four minutes in length and act as an easy to understand explanation of what an innovation exchange is and how to access the innovation exchange
- The film should feel engaging and have an energy and warmth, though be appropriate for a wide range of participants
- It should feel simple but not simplistic
- It should avoid stereotyping, given the diverse audience

- It must be consistent with our branding as an organisation
- An accessible version with easy to read sub titles will be required
- Extracts from the film should be made available for use with other social media e.g. LinkedIn and Twitter. Extracts could be around 20 – 30 seconds long

## Specification high level objectives

- **The film must explain the concept of an Innovation exchange to:**
  - **Innovators from industry and clinical entrepreneurs with high impact solutions (change agents/disrupters)**
  - **NHS professionals with defined problems/challenges**
  - **Communities seeking to co-produce patient centred care**

The explanation must avoid using a single example as the innovation exchange is a process which will apply to several innovative areas. The film is designed to be used across multiple themes (e.g. it must be suitable for mental health innovations, children services, primary care and adult surgery)

- **The film must appeal to those watching to engage with the process**

After watching the film, individuals should understand what the innovation exchange is and how they can engage with it. They should feel enthused about participating in the process and know where to see further information.

## Timescales

We would be looking for suppliers to deliver roughly in line with the requirements outlined below, however, we will agree final milestones with the successful bidder during contract negotiations.

Milestone/output	Due
Storyboard and work plan agreed	31/08/18
Filming	w/c 10 September 2018
Edits	w/c 24 September
Final version shared	w/c 01 October

## Financial parameters

A budget of up to £15,000 excluding VAT and expenses has been established for this work.

## Evaluation Criteria

You are required to respond to all of the quality criteria below using the response to tender form. 70% of the marks will be assigned against the quality criteria with the remaining 30% allocated against the financial proposal.

Criteria	Weighting
<b>Proposal</b> <ul style="list-style-type: none"><li>Bidders should provide initial thoughts on the concept, based on experience of what has worked well on similar projects previously</li><li>Bidders should describe how the explainer film can be evaluated, the metrics they would recommend and the method of evaluating the films impact</li></ul>	20%
<b>Examples provided</b> <ul style="list-style-type: none"><li>Bidders should share examples of similar films they have produced which align to elements of our parameters</li></ul>	20%
<b>Project management and delivery</b> <p>Bidders should evidence their methodology for delivering the project on time and meeting the parameters identified. Your response must include:</p> <ul style="list-style-type: none"><li>a project plan demonstrating your ability to meet our mobilisation timescales.</li><li>provide an overview of key personnel, the quality and technical skills of the team members who you propose to undertake this contract is successful, providing assurance that these individuals have the necessary skills and availability to provide the service to a high standard.</li></ul>	30%
<b>Resources</b> <p>Full financial proposal for the production excluding VAT and expenses</p> <p>Any assumptions for costs outside the envelope should be noted including but not limited to:</p> <ul style="list-style-type: none"><li>Animation production</li><li>Additional music licences</li></ul>	30%

## Responses

We invite interested bidders to submit their response describing how they would deliver the described requirements within the timeframe and cost envelope.

**Completed responses should be sent by email to [STPsupport@eahsn.org](mailto:STPsupport@eahsn.org) by noon on 10<sup>th</sup> August 2018.**

If you have any questions on the invitation document or the deliverables, please contact [stpsupport@eahsn.org](mailto:stpsupport@eahsn.org) by 8<sup>th</sup> August 2018.

We will circulate all questions raised (without disclosing the source of the enquiry) and all responses to all bidders unless it considers the information commercially sensitive. Our view on the issue of commercial sensitivity shall be final, the bidder raising the question will be asked to withdraw it if it does not agree with this assessment.

We reserve the right to carry out clarifications if necessary; these may be carried out via email or by inviting bidders to attend a clarification meeting. In order to ensure that both the Eastern AHSN and bidders' resources are used appropriately, we will only invite up to three (the ultimate number will depend on the closeness of scores) highest scoring bidders to attend a clarification meeting.

Scores will be moderated based on any clarifications provided during this meeting. You are responsible for all your expenses when attending such meetings. Eastern AHSN reserves the right to vary all dates in this Invitation to tender, to terminate this procurement process and/or decide not to award a contract.

[eahsn.org](http://eahsn.org)

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