

Request for Expressions of Interest:

Researching, testing, developing an MVP for a Clinical Decision-Making App

Background

PCI has built a prototype of an app that takes its much-loved Clinical Guides and makes them responsive and dynamic. The app was refined and tested in 2017 but was not fully developed and launched at that time.

We are now working on a project called *BetterHealthMexico* to improve care for People Living with Non-Communicable Disease (especially diabetes) in Mexico, led by DAI and funded by the UK FCO Prosperity Fund. One of the deliverables is an algorithmic clinical decision-making app (in Spanish) for use by primary healthcare workers to support rational decision-making and consistent high quality care, aligned to agreed protocols and adapted to the Mexican setting.

Two previous technology research reports are available on request to provide greater insight into the global challenges we are tackling.

For this project, we are looking at building on our previous experience prototyping an app and applying this learning to the Mexican context. We are seeking to conduct user research as well as consulting key stakeholders (including the Ministry of Health and the National University of Mexico).

You will be working in close collaboration with key PCI Clinical Associates (who have good digital literacy) who will support you with advising on the potential structure of clinical content as well as other considerations such as clinician learning behaviours and motivations.

Tasks for August-October

Working alongside a PCI Clinical Associate:

- Familiarise yourselves with our research to date
- Become familiar with the Mexican context and conduct (remote) consultation and research to:
 - establish with Mexican stakeholders the target audience¹
 - understand their needs and behaviours of users in relation to use of clinical guidance – both from a behavioural perspective (how/when will it be used) and a technological perspective (on what device type will it usually be accessed and whether primarily online/offline)
- Consult with key stakeholders to assess opportunities for the app to be integrated into an existing tool or electronic record system, producing a recommendation for a cost-effective means of hosting the app locally beyond the life of the project
- Write a technical and functional specification, and proposed phases of work, that can be used as a brief for us to select developers to carry out the next phase and release a robust application

¹ For example, should the app be aimed at ensuring that lower grade personnel (e.g. technical level nurses) can provide a safe, basic NCD service through using simple algorithms in a setting in which they are relatively unsupported by more highly trained nurses and doctors. Or should the App be built up so that access to different levels – and protocols – is possible according to your grade.

Phase 1 Outputs by end of October 2020

- Research findings presented in an easily digestible form for our team and our client
- A basic prototype for a mobile-friendly app containing clinical decision-making protocols for NCDs in Mexico (in English and Spanish language)
- A technical and functional spec for the next phase

Phase 2 Outputs during 2021 (contract to be awarded later)

- Fully functioning, attractive, mobile-friendly, offline-first App containing decision-making protocols for NCDs in primary care in Mexico

Budget

We have a budget of £15,000 for the first phase of work, and a further £50,000 for the full app development next year, pending the approval of the prototype by our client.

We have previously spoken with potential partners who are willing to do this work at a range of different rates so we think it's best to be transparent about our budget and invite you to say what you could do to help, and at what cost.

Your response

Please let us know by 31st July if you are keen to work with us, and tell us:

- How you would approach the task, and what you would need from us (incl. budget)
- How we can know you'll be good at achieving each of the outputs we need
- Who we will be working with us and what their experience is

What we'll be looking for:

- Evidence of experience with healthcare applications
- Evidence of experience in applications for developing markets
- Evidence of experience with decision support applications (any industry)
- A high-level overview of their approach to this project (or this type of project)

Please limit your response to 2 pages in total plus an indicative timeline and submit it to PCI Project Manager jack.barton@pci-360.com.

We will aim to get back to shortlisted firms to invite full proposals within 7 days. You'll then have 2 further weeks to submit your full proposal.

Thank you!