



Request for Quote (RFQ) -
**Building a need and demand forecasting model for
FIND's new Marketplace Initiative**

9 April 2020

1. ABOUT FIND

FIND is a global non-profit organization that drives innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations. Our work bridges research and development (R&D) to access, overcoming scientific barriers to technology development; generating evidence for regulators and policy-makers; addressing market failures; and enabling accelerated uptake and access to diagnostics in low- and middle-income countries (LMICs). Since 2003, we have been instrumental in the development of 24 new diagnostic tools.

Over 50 million FIND-supported products have been provided to 150 LMICs since the start of 2015. As a World Health Organization (WHO) Collaborating Centre, we work with more than 200 academic, industry, governmental, and civil society partners worldwide, on over 70 active projects across six priority disease areas. FIND is committed to a future in which diagnostics underpin treatment decisions and provide the foundation for disease surveillance, control, and prevention.

2. BACKGROUND

In LMICs, diagnostic tests often do not exist, are inaccessible, or only available at a prohibitive cost. Market failures result in poor access to diagnostics, driven among other things by:

- Variable, fragmented or potentially absent country demand
- Fragmented procurement stakeholders (suppliers, distributors, purchasers, final customer)
- Non-transparent and uncoordinated procurement and supply chain processes
- Lack of affordability of diagnostic products and services
- Inconsistent or inadequate procurement data at national level

FIND is exploring ways to address these market failures and secure more sustainable access to affordable, quality diagnostics. To do this, FIND is testing the feasibility of building a diagnostics marketplace, which will match supply and demand for the highest priority diagnostics identified by a selection of LMIC purchasers. This new initiative will take the following measures:

- Aggregate global demand to inform procurement
- Pool procurement across countries to establish reliable supply and establish fair market pricing for public and private sector actors
- Understand demand patterns to predict and stabilize manufacturing and supply requirements
- Put downward pressure on prices through pooled procurement
- Tackle supply chain and procurement bottlenecks

Phase 1:

FIND has recently started to conduct pilot strategies for the new Marketplace Initiative in three countries: India, Peru and Senegal. Within these strategy pilots, consultants hired by FIND are conducting detailed analyses of the essential diagnostic marketplace for communicable and non-communicable diseases at the primary health care, as well as

secondary and tertiary care center, levels. The objective is to collect market data, trend analysis and insights about diagnostic procurement, pricing, supply chain and market access mechanisms in each country.

In Phase 1, the pilot strategies will focus initially on the three countries and two diseases and their related diagnostics:

Disease group	Condition	Diagnostics
Non-communicable diseases	Diabetes	Glucose meters, test strips, lancets
Infectious diseases	Syphilis	Rapid diagnostic test (RDT)

Phase 2:

For phase 2 of the pilot strategies, the list of diseases and relevant diagnostics will be expanded to around 10-20 diseases for the remaining six out of nine pilot countries. The list of diagnostics will be provided by FIND based on the work conducted by the country teams.

The 9 pilot countries are:

Phase 1:

1. India
2. Peru
3. Senegal

Phase 2:

4. Bangladesh
5. Brazil
6. Ethiopia
7. South Africa
8. Tanzania
9. Uganda

3. OBJECTIVE

FIND is seeking a qualified service provider to build a need and demand forecasting model which will:

- a. help determine and quantify the need and the likely demand for a selection of diagnostic tests in a range of LMICs
- b. show the impact of pooling demand from this group of LMICs on prices and costs of diagnostics

4. PROJECT STRUCTURE AND APPROACH

The qualified service provider will be asked to conduct the following project activities in two phases:

Phase 1:

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- **Activity 1:** Build a 5-year need and demand forecast model for the diseases in Phase 1 countries (see 2. BACKGROUND) that supports and includes the data collected by FIND consultants (see below)
- **Activity 2:** Model the impact of several scenarios showing how pooled demand volume from these countries (to be agreed with FIND) affects the COGS, *ex-works* and end-user prices as compared to the baseline

The data that will feed into the model will be collected by FIND consultants and will be assembled in different steps:

1. **Procurement data:** Collection of historical (at least from the past 5 years) and planned (if available) national procurement data (volumes and prices) in order to better understand the state of testing at national level.
2. **Need for testing:** Comprehensive literature review of the available national epidemiological data so to be able to quantify the potential market size (i.e. the need for testing). The key question to answer is: how many people should potentially be tested for this disease, and according to what available epidemiological data?
3. **Demand for testing:** Collection of more detailed country data – through primary and secondary market research – on access factors that can affect product adoption in country (i.e. the demand for testing). The key question to answer is: what is the likely demand of each of the countries and diseases in scope, considering the access barriers identified below?

This data will help determine the likely demand for the diagnostics in scope:

- *Healthcare profile:* gain knowledge about the public and private healthcare infrastructure, access to care, main providers and workforce
- *Disease landscape:* understand the public health burden, epidemiology and national strategy in place for the disease
- *Disease diagnostic practices:* understand access to care, patient flow, diagnostic algorithms and testing practices
- *Disease diagnostic regulatory, procurement financing & distribution mechanisms:* understand the national mechanisms from procurement to distribution
- *Key market access challenges:* evaluate market accessibility and major barriers for a successful product adoption: testing practices, funding, RDT selection, procurement & distribution, policy & advocacy, regulatory, training & communication

These factors affecting adoption may change per disease and per country.

4. **COGS and prices of diagnostics:** Discussions with key suppliers, manufacturers and distributors to understand how increased demand for the diagnostic tests in scope will impact COGS, *ex-works* prices for purchasers and end-user prices.

The methodology to collect data will rely, but not exclusively depend, on:

- Market intelligence reports provided by FIND for pilot countries and pilot diagnostics
- Interviews conducted by FIND teams in the pilot countries, with Ministry of Health representatives, disease experts, in-country implementers, WHO, global NGOs, civil society advocates, etc.

- Extensive desk research to:
 - Gather all existing data points that will serve as the main demand drivers for each product (population and epidemiology data);
 - Identify studies on market access challenges and/or epidemiology through medical publications databases (PubMed / PMC, NCBI, relevant IVD and ID specialized publications);
 - Identify relevant international and national guidelines in representative countries;
 - Build a solid understanding of representative country health policies, infrastructure, Essential Diagnostic List strategy where available, as well as the regulatory environment, funding, and technology landscape for diagnostics in the country;
 - Identify relevant competitors on the supply side, market share (estimates) and market penetration;
- WHO Annual Procurement Data for Diagnostics
- Global Fund
- USAID
- Secondary research¹ (e.g. scientific papers, journals, publications; industry reports and government websites; investor presentations, technical brochures; public sources and annual reports).

Phase 2:

Phase 2 activities are exactly the same as Phase 1.

- **Activity 1:** Build a 5-year need and demand forecast model for the diseases in Phase 2 countries (see 2. BACKGROUND) that supports and includes the data collected by FIND consultants (see Phase 1).
- **Activity 2:** Model the impact of several scenarios showing how pooled demand volume from these countries (to be agreed with FIND) affects the COGS, *ex-works* and end-user prices as compared to baseline

The list of countries included in the need and demand forecast model for Phase 2 will include the additional 6 pilot countries, additional diseases and diagnostics.

5. DELIVERABLES

Phase 1:

1. Need and demand forecast model (in an open source data analytics tool ideally) filled with the data collected by FIND consultants for 2 diseases and 3 countries
2. Dashboard presenting the main insights and demand scenarios (e.g. Tableau, Power BI)

Phase 2:

1. Need and demand forecast model (in an open source data analytics tool ideally) filled with the data collected by FIND consultants for the remaining diseases and countries

¹ Secondary Sources include, but are not limited to, government statistics published by organizations like WHO, NGOs, World Bank, etc., KoL publications, company filings, investor documents.

2. Dashboard presenting the main insights and demand scenarios (e.g. Tableau, Power BI)

6. TIMELINE

The project should last approximately 5-6 months. Assuming an effective start to the project on 15 April 2020, detailed timeline is illustrated below.

Phases	Key Milestones	Milestone dates
Phase 1	Forecasting model	15 June 2020
Phase 2	Forecasting model (with expanded of countries and diseases)	15 October 2020

At least three (3) formal meetings will have to be planned: a kick-off meeting, a working session on the Phase 1 milestone and a working session on the Phase 2 milestone. Weekly update calls of 30min-1 hour are also foreseen.

7. BUDGET

To be determined

8. QUOTE GUIDELINES

If you are interested to partner with FIND, please send your Quote (in English and formatted in Microsoft Word or PDF) to mael.redard@finddx.org by **5pm CET on April 17, 2020**.

Selection of the applications will be based on separate assessments of the offers. FIND reserves the right to request further information throughout the RFQ process.

Any questions or clarifications regarding this Request for Quote (RFQ) should be submitted in writing via e-mail to mael.redard@finddx.org prior to the closing date.

9. EVALUATION CRITERIA

To ensure consideration for this RFQ, your offer should be complete and include all of the following criteria:

- **Experience, capability & capacity:** Bidders will be evaluated on their work pertaining to the development of forecast modeling and experience working in the diagnostics and/or pharmaceutical space, ideally within the global health domain.
- **Understanding of key challenges in access to diagnostic tests in LMICs:** Bidders will be evaluated on their understanding of key diagnostic challenges when commercializing and distributing diagnostic products for infectious diseases in LMICs. Bidders should ideally provide case studies linking with their own experience in the matter.
- **Financial proposal:** Bidders will be evaluated on the quality of the financial proposal for this RFQ as well as the transparency and breakdown of all financial elements comprising the final bid. Bidders should provide as much information as possible to explain the proposed budget.
- **Proposed team:** Bidders will be evaluated on the quality of the team that will work on the RFQ. Bidders are asked to submit complete CVs of the proposed team and

present the working team, detailing how their background and experience will be of benefit for this work.

Where FIND judges more than one application to be complementary, FIND reserves the right to suggest partnership within the RFQ process.