

FIND

Diagnosis for all

Request for Proposal (RFP) - RP24-0010

Conducting a willingness to pay and procurement values and preferences mapping for point of care molecular diagnostics for Lassa Fever in Nigeria & Liberia and Nipah Virus in India and Bangladesh

June 2024

1. About FIND

FIND is accelerating equitable access to reliable diagnosis around the world. We are working to close critical testing gaps that leave people at risk from preventable and treatable illnesses, enable effective disease surveillance, and build sustainable, resilient health systems. In partnership with WHO, other global health agencies and the G20/G7, we are driving progress towards global health security and universal health coverage. We are a WHO Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation. For more information, please visit <https://www.finddx.org/>

2. Background

Nipah virus (NiV) is a paramyxovirus, first identified as a zoonotic pathogen after an outbreak in pigs and humans in Southeast Asia (Singapore and Malaysia) in the late 1990s. Most recently, NiV outbreaks have been identified in South Asia (India and Bangladesh). The natural host of NiV is fruit bats, which have an ecological niche throughout Southeast Asia and Africa. Transmission is based on animal-to-human exposure of infected livestock or ingestion of contaminated date palm sap. Initial signs and symptoms of NiV infection are nonspecific, with diagnosis occurring during late-stage disease when neurological symptoms appear. Patients with confirmation of a NiV infection usually have a high case fatality rate (up to 70%). Diagnosis of NiV is done at the reference laboratory level via detection of NiV RNA, antigen, or anti-IgM, with a limited number of commercially available tests for use in hospital settings and below.

Lassa fever virus (LASV) is an arenavirus causing acute haemorrhagic disease in West Africa, with known endemicity in Benin, Ghana, Guinea, Liberia, Mali, Sierra Leone, Togo, and Nigeria. The natural host of LASV is the *Mastomys* rat, which has an ecological niche throughout West Africa. Transmission most often occurs due to exposure to food or household items contaminated with the urine or faeces of infected *Mastomys* rats, although person-to-person and laboratory transmission also occurs. With 80% of people infected with LASV being asymptomatic and initial signs and symptoms of LASV being non-specific, early diagnosis is rare. Early diagnosis is essential though, as those hospitalized with severe disease have an overall case fatality rate of up to 25%. Diagnosis of LASV in endemic countries is based on detection of LASV RNA or viral antigen, also with a limited number of commercially available tests for use in hospital settings and below.

Both pathogens were prioritized in the WHO R&D Blueprint in 2018 given their lack of vaccines, therapeutics, and diagnostics. Progress has been made in the last 5 years in the vaccine space, with CEPI supporting the development of vaccines against NiV and LASV. Progress has also been made to support laboratory diagnosis using commercial PCR kits, particularly for LASV. However, given the need for early diagnosis to ensure early patient management and outbreak response, the WHO R&D blueprint roadmaps for both NiV and LASV highlight the need for PoCT.

Although the epidemiology and symptomology of NiV and LASV are quite different, an ideal PoCT platform would be disease agnostic and allow for multi-disease detection through an expanded menu of disease-specific tests able to identify more common diseases as well as NiV or LASV. In this way, the PoCT platform can be implemented globally and for various use cases, from clinical diagnosis to disease surveillance, adjusted to local healthcare system needs. Along with disease-specific tests, multiplexed tests that can detect multiple

pathogens causing similar symptomology (e.g., LASV with other hemorrhagic fever pathogens or NiV with other pathogens causing respiratory or neurological disease) allow for more comprehensive disease identification and better surveillance.

With the vaccine pipelines for NiV and LASV coming to late-phase clinical studies, CEPI requested FIND’s assistance in the development and rollout of PoCTs to rapidly identify cases as part of their phase 2/3 trials. Along with the critical need for PoCTs to ensure early detection for rapid patient management and outbreak detection, PoCTs are also key to supporting vaccine studies, assisting in the identification of high-risk areas to better design efficacy trials, and providing proper case management for ill patients enrolled in studies. When vaccine trials have concluded successfully, the availability of good PoCTs will help create a cost-effective targeted roll-out of vaccine trials. This is an area where FIND and GAVI have built valuable experience, data, and now a long-term partnership, particularly for vaccine-preventable, outbreak-prone diseases such as cholera and yellow fever. This would mean there is a natural pathway for sustainable use in the market for the new diagnostics and vaccines when successfully developed.

Diagnostics for outbreak pathogens are faced with unique market challenges related to the sustainability of funding and the resources allocated to procurers (particularly if outbreaks are rare, irregular and affect poorer resourced communities). It is therefore critical to develop market plans which address these challenges head on and engage with procurers in order to identify sustainable solutions to market access.

Table 1 summarizes the combination of test type, disease, and country that the project team are seeking to develop procurement strategies for:

	LASV	NiV
Lateral flow assay (LFA)	Nigeria, Liberia	India, Bangladesh
Point of Care Molecular Diagnostic	Nigeria, Liberia	India, Bangladesh

3. Objectives

In order to support the sustainable use of these diagnostic tools in the key markets in which they will be used (notably India and Bangladesh for NiV and Nigeria and Liberia for LASV), a procurement strategy must be developed which prioritises market access for the key at-risk populations. Obtaining the necessary pieces of intelligence needed to develop this strategy will require multiple approaches and sources of data. In this context FIND is seeking consultants to support the development of a procurement strategy for all the proposed tests outlined in the background. Consultants may apply to conduct research in one, two, three, or all countries outlined in the background. Consultants will conduct research in the following key areas:

- Conduct landscaping work to understand the country context and procurement landscape including stakeholder identification.
- Conduct a Willingness to Pay (WTP) analysis for the technologies in each market proposed in Table 1 in order to ascertain acceptable price ranges for key procurers in each market of interest and, , develop demand-pricing curves which can support market forecasting.
- Conduct a Values and Preferences analysis of key stakeholders to identify factors and attributes which contribute most to the willingness to pay and help improve the attractiveness of the procurement landscape for potential manufacturers.
- Develop market forecasting models based on different scenarios informed by different market and pricing scenarios (as informed by the willingness to pay and landscaping activities)

4. Activities:

Phase 1: Understanding the country context and procurement landscape in each of the target countries in which the consultant / consultancy intends to work, it will be necessary to gather key intelligence needed to build upon the project teams understand the following key buckets of intelligence (due to the fact that the project team has some understanding of many of these questions, and the fast turnaround times needed to ramp up to phase two, this will likely need to be desk based with any gaps filled in by stakeholders interviewed in phase 2):

1. Stakeholder and competitive landscaping

- Conduct stakeholder mapping - identifying role of key stakeholders (notably those involved in guideline design, practitioners, likely current procurers, potential future procurers, likely current funders, and potential future funders etc.) in both focus countries and internationally having an impact on existing and new diagnostic tests adoption
- Map the landscape of diagnostics currently on the market for these diseases, ideally providing EXW and end-user price points for key consumables, along with an indication of current procurement volumes.
- **Key output:**

- list of stakeholders needed to contact for values and preferences analysis, willingness to pay analysis, and demand forecasting are identified, contacted, and interviews are books.
- Crucial data to support demand forecasting has been obtained.

2. **Disease Management and policy**

- Develop disease response landscape to understand the public health burden, epidemiology, and national diagnostic and treatment strategy / policies in place in each country.
- Provide an understanding of global normative guidelines, national, state, and municipal guidelines for both diseases in each country and disease area the consultant works in (strategy, recommended use cases, diagnostic algorithms, policies and strategies)
- Assess alignment between national compliance guidelines, international normative guidance and testing practices, and crucially – identify what may need to be updated or changed to support the rollout of these diagnostics
- Get insight on diagnostic practices to understand access to care, patient care-seeking and prescriber behavior, diagnostic and testing practices (e.g. dx vs. tx, national guidelines vs. implementation in the field), laboratory network and services
- Develop landscaping of healthcare infrastructure, access to care, main providers and workforce in each country
- **Key output:**
 - Challenges and opportunities in terms of guidelines, healthcare infrastructure, diagnostic practices, public health prioritization need are highlighted along, to support recommendations and demand sizing scenarios.

3. **Funding, procurement and distribution**

- Identify current and potential funders for such tests in each market the consultant works in including any insights into funding dynamics, particularly any interest and process for funding these new dx, and how such tests may interact with health insurance coverage and any potential out of pocket expenditure. Identify opportunities and scenarios to improve funding landscape for these tests.
- Identify key current procurers
- Given different guidelines, policy, and funding scenarios – identify any potential future procurers.
- Map selection process by current and potential procurers
- Map the procurement process (global public health and select national countries using domestic funding)
- Map key potential distributors, description and quantification of distribution and retail channels used
- **Key output:**
 - Procurement process mapped
 - Key current and potential procurers who can also support with values and preferences and willingness to pay activities identified

- Different procurement scenarios factored into demand forecasts, and recommendations.

Phase 2: Stakeholder Analysis

For each of the diagnostics of interest, consultants will be given a description of the key product features to support stakeholder survey and interview design. Due to the ongoing nature of discussions around the target product profiles, it is possible that some features may be given as ranges (please note that the features of the Nipah RDT have already been defined by the WHO and will not change by project launch [please see https://www.who.int/docs/default-source/blue-print/call-for-comments/who-nipah-dx-tpps-d.pdf?sfvrsn=8a856311_4]).

Values and Preferences Analysis:

The project team is interested in ascertaining the values and preferences of different buckets of stakeholders identified in phase 1, with different information needed from each via in-depth qualitative interviews:

1. Current and potential procurers

- In what way do the attributes of the proposed product description influence the WTP*
- What other external factors are likely to influence the WTP*
- In what way do the attributes of the proposed product description influence the likelihood of the stakeholder becoming a procurer **
- Flesh out any key market landscaping information not obtained through desk research in phase 1*

**for current and potential procurers, ** for potential procurers only*

2. Funders & policymakers

- How do the attributes affect the stakeholder's likelihood of improving market opportunities
- What external factors influence 2.a and how could these be overcome?
- Flesh out any key market landscaping information not obtained through desk research in phase 1

Willingness To Pay analysis:

- Establish a range of price points from key procurers
 - Develop list of stakeholders to gather enough price point data needed to obtain quantitative confidence as agreed with the FIND team.
 - Run analysis that will provide project team with acceptable procurer price points that can be confidently used in downstream access negotiations and other interactions with partners in project LANDO.*
 - Link pricing outputs to demand outputs and factor this into market sizing modelling.

Market sizing:

- Provide a sense of the number of current equivalent diagnostics consumed in the market and range of end-user/payer costs
- Quantify the total addressable market and growth for each diagnostic type in each country as outlined in table 1 of the background, broken down by use cases, different policy, funding, and procurement uptake scenario, and at different pricing levels.

5. Methodology

Phase 1:

- Review of existing literature and data publicly available
 - A comprehensive review of literature the status quo will be conducted to develop a holistic and thorough assessment of the current testing landscape for each diagnostic outlined in table 1 of the background, collecting answers to key research questions through secondary market research will be prioritized in the first phase.

Phase 2:

- Values and preferences analysis, and fleshing out intelligence gaps not addressed in phase 1: Primary market research to complement the information received through literature review
 - After compiling and reviewing all relevant data, semi-structured interviews with selected global and national key stakeholders (global stakeholders: 5-10 interviews; national stakeholders: ~15 interviews per country with a minimum of 10 interviews per country) will be conducted using similar interview guides/survey questions for consistency between countries' market assessments. The guides will serve as a basis for the interviews but probing questions outside of the interview structure will be asked as appropriate to gain more insight. Free discussion of the topics at hand will also be encouraged with the interviewees.
- WTP analysis:
 - Survey development and analytical methods to be discussed based on priorities outlined in the analysis section and the level of information available at the time of project launch
- Market sizing:
 - Integrating all of the above information in order to obtain the necessary input data and outline different scenarios.

6. Deliverables

Deliverable for this project will be:

- Deliverable #1: Skeleton and mock-up of all deliverables to be validated with FIND
- Deliverable #2: Source data/information from literature review provided in a readable format (preferably MS Word or Excel), list and folder of key documents reviewed
- Deliverable #3: List and contact info for stakeholders to be interviewed in MS Excel format stating country, type of organization, history of engagement if any in context of FIND project, and contacts (phone and/or email)
- Deliverable #4: Standard interview guides for each type of stakeholders to engage - to be validated by FIND - and subject to change based on content of literature review and additional primary information to research additional to it
- Deliverable #5: Intermediary report in Microsoft WORD format, detailing all the interim findings of the analysis. A template/skeleton of the report will be agreed with FIND at the beginning of the project ((Deliverable #1) and will be completed using branding associated with project LANDO as handed over to the consultants at project launch.
- Deliverable #6: Survey for WTP analysis in both Microsoft WORD format AND a survey program (e.g. SurveyMonkey) as agreed by the project team at launch.
- Deliverable #7: Draft of user-friendly market sizing model (Deliverable #8)
- Deliverable #8: A summary of findings containing all of the key pricing and values information needed to support other workstreams – template to be agreed at project launch.
- Deliverable #9: User-friendly market sizing model, with user guide, inputs (data and parameters / assumptions) and outputs (incl. visualizations) clearly shown in MS Excel format, and market sizing methodology in MS PowerPoint format and will be completed using branding associated with project LANDO as handed over to the consultants at project launch.
- Deliverable #10: Training and handover session for FIND staff on model (Deliverable #8)
- Deliverable #11: Detailed notes (or transcripts) for all key stakeholder interviews in MS Word format
- Deliverable #12: Finalized report in Microsoft WORD or POWERPOINT format, detailing all the findings of the analysis. A template/skeleton of the report will be agreed with FIND at the beginning of the project and will be completed using branding associated with project LANDO as handed over to the consultants at project launch.
- Deliverable #13: Finalized slide deck in Microsoft POWERPOINT format, synthesizing the findings of the analysis, tailored for external presentations and will be completed using branding associated with project LANDO as handed over to the consultants at project launch.
- Deliverable #14: Excel table including and structuring all the synthesized data of the report and model (quantitative and qualitative information)

7. Timeline

Applicants should follow a timeline based on the deadlines for deliverables as outlined in Table 2:

Table 2: Deliverable deadlines

Deliverable	Timeline
1	14th of July 2024
2	14th of July 2024
3	14th of July 2024
4	14th of July 2024
5	14th of July 2024
6	14th of July 2024
7	12 th of August 2024
8	1st of September 2024
9	25th of September 2024
10	25th of September 2024
11	25th of September 2024
12	25th of September 2024
13	25th of September 2024
14	25th of September 2024

8. Proposed budget

Applicant to produce a financial proposal for this project with an indication as to how the budget would be used and details of the consultant/consultant's daily rate. If applying for multiple countries, please indicate how the budget will be used per country.

Applicants to provide an activities level pricing breakdown for each country they intend to apply for and the costs involved in delivering each of the following outputs:

- The willingness to pay analysis
- The values and preferences analysis
- The market sizing model

9. Proposal guidelines

The consultant/consultants may apply to any number of the four countries outlined in the background section. If you are interested, please send your proposal and application (CV and cover letter explaining how your skills would support our needs in English and formatted in Microsoft Word or PDF) to market.intelligence@finddx.org.

For more information on the content of the application, see 10. Evaluation Criteria. If you would like to apply for specific phases/deliverables mentioned, please outline your relevant experience in the field and explain why you are interested in this particular deliverable.

Selection of the applications will be based upon separate assessments of the offers. FIND reserves the right to request further information throughout the Request for Proposal (RFP) process.

Due to the fact that this project spans multiple countries and disease areas. FIND reserves the right to suggest partnership between two applicants if we deem it necessary.

Any questions or clarifications regarding this RFP should be submitted in writing via e-mail to market.intelligence@finddx.org prior to the closing date on the **16th of June 2024**.

10. Evaluation criteria

Please note that if a consultant/consultancy firm applies for multiple (two or more countries), their proposal will be considered on a country-by-country basis. No preferences will be given to multiple country applicants over those who apply for individual countries.

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

For individual consultants:

- Resume/CV and cover letter: Bidders will be evaluated on their qualifications, capability and capacity, including history of their work.
- Proposed approach and methodology: Bidders will be evaluated on the strength of their proposed approach and methodology. Strength will be evaluated by the extent to which the proposition is judged to provide answers to the key research questions and the extent to which potential risks are identified and mitigated.
- Financial proposal: Bidders will be evaluated on the quality of the financial proposal for this RFP 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.

For consultancy agencies:

- Experience, capability & capacity: Bidders will be evaluated on their qualifications, capability and capacity, including history of their work pertaining to the curation and management of content through an e-commerce platform.
- Proposed approach and methodology: Bidders will be evaluated on the strength of their proposed approach and methodology. Strength will be evaluated by the extent to which the proposition is judged to provide answers to the key research questions and the extent to which potential risks are identified and mitigated.
- Financial proposal: Bidders will be evaluated on the quality of the financial proposal for this RFP 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 members: Bidders will be evaluated on the quality of the team member that will work on the RFP. Bidders are asked to submit complete CVs of the proposed team member, detailing how their background and experience will be of benefit for this work.

11 Contractual terms:

The consultant will agree to provide the FIND team with weekly, biweekly, or monthly updates as required to support the monthly feedback to the budget holder and provide insights on:

- Progress
- Risks in terms of meeting agreed upon outputs

12 Mitigation strategies

Applicants agree to use the data-sharing portal set up by FIND and present all deliverables in templates provided by FIND.

Payment terms, applicants will be paid 30% upfront followed by the rest upon the completion of all deliverables.

13 Confidentiality:

FIND considers any proposal received under the RFP as confidential. If required, FIND can sign a Confidentiality Disclosure Agreement (CDA) with interested Applicants/Bidders prior to proposal submission. FIND will not disclose the proposal to third parties without the prior written agreement of the proposal submitter. Review of proposals will be carried out by an internal FIND team as well as a team of external experts (which may or may not include members of FIND's independent Scientific Advisory Committee), all of whom are under confidentiality and are recused if found to have a potential conflict of interest (which they are obliged to disclose). Any specific questions concerning confidentiality should be addressed to the FIND team.

14 Questions and communications protocol

Please email questions to: market.intelligence@finddx.org. Questions will be accepted and responded to expediently until 13th June 2024.