Request for proposal: supply and demand side market shaping support for schistosomiasis circulating anodic antigen rapid diagnostic tests (SCH CAA RDT)

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RP24-0030

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ABOUT FIND

FIND, Foundation for Innovative and New Diagnostics, seeks to ensure equitable access to reliable diagnosis around the world. We connect countries and communities, funders, decisionmakers, healthcare providers and developers to spur diagnostic innovation and make testing an integral part of sustainable, resilient health systems. We are working to save 1 million lives through accessible, quality diagnosis, and save US$1 billion in healthcare costs to patients and health systems. We are co-convener of the Access to COVID-19 Tools (ACT) Accelerator diagnostics pillar, and a WHO Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation. For more information, please visit www.finddx.org

BACKGROUND

Current WHO guidelines for schistosomiasis (SCH) diagnosis recommend the examination of stool or urine samples by microscopy to detect eggs. In individuals with low infection intensity and therefore fewer eggs in the samples, detection by microscopy is difficult. To account for this, sampling is repeated on multiple days and several slides are examined by trained microscopists, rendering the method time-consuming and challenging to deploy.

FIND and its partners are developing an easy-to-use, accurate and affordable SCH rapid diagnostic test (RDT) that detects circulating anodic antigen (CAA) secreted continuously by living schistosomes, with a sensitivity comparable to repeated microscopy. The RDT will not require sample preparation, or a reader for detection. The test, referred to as SCH CAA RDT, will be used to monitor the impact of mass drug administration (MDA) campaigns and for reassessment mapping.

Early prototypes of the test have been developed in line with the following diagnostic target product profile (Diagnostic target product profiles for monitoring, evaluation and surveillance of schistosomiasis control programmes (who.int)). The SCH CAA RDT has been evaluated in the laboratory and the feasibility of using finger-prick blood has been demonstrated in a field study (November 2019). Larger scale field testing on an optimized prototype in both Kenya and the Philippines has since been concluded with data analysis currently underway, with results expected by November 2024.

Previous market access work on the SCH CAA RDT has led to the development of demand forecasts as well as insights into the values and preferences of key stakeholders. To further these analyses, FIND plans to undertake research on up-to-date supply and demand side access considerations including willingness to pay information, detailed buyer landscaping, and country archetyping based on willingness to adopt. Such information will also be needed to support fully informed access terms

negotiations with manufacturers who want to enter this market, and support the development of market entry strategies.

OBJECTIVE

FIND aims to assist manufacturers as well as health stakeholders at global and national levels to understand and build a sustainable market for the SCH CAA RDT ensuring key market access challenges are addressed on both the demand and the supply side so that the test can meet the four As of global access: availability, affordability, appropriateness for use in low- and middle-income countries (LMICs), and reach adoption in these settings. As the market intelligence team works towards this goal, support is needed from a consultant on both the supply and the demand side activities.

- **Supply-side objectives:**
    - To improve manufacturer understanding and forecasting market demand to improve confidence in decisions around scaling the manufacturing capacity of SCH CAA RDTs.

- **Demand-side objectives**

    - Based on research on uptake factors identify key earlier adopter countries

    - Improve FINDs visibility into the potential buyer landscape, their willingness to pay and values and preferences around procurement.

ACTIVTIES

- **Supply side:**
    i. Isolate assumptions and update existing demand models: based on desk research and qualitative interviews with KOLs, needed to obtain up to date data.
- **Demand side:**
    i. Country prioritization: In conjunction with FIND project team create a framework combining key weighted qualitative and quantitative determinants needed to identify early adopter

      countries which will also aid to conduct further market-shaping support activities in.

ii. Undertake a review of previous market analysis completed by FIND in order to identify knowledge gaps and areas of focus for the market analysis.

iii. Using a combination of primary and secondary intelligence to identify the buyer landscape for the SCH CAA RDT within the aforementioned early adopter countries as well as at the global level, given different potential guideline scenarios.

iv. Assess the willingness to pay of buyers factoring in budgetary constraints and procurement preferences (methodology to be determined by the applicant and agreed upon by FIND). This will include assessing the regulatory requirement expectations from the buyer.

v. Identify budgetary constraints, procurement preferences, and other values/preferences of key procurers.

vi. Coordinate working group meeting with identified key procurers to help mobilise demand and identify means of reducing risks for manufacturers (Assess the feasibility of organising pooled procurement mechanisms and volume guarantees etc.).

Note: The work is expected to be done in 6 countries namely DRC, Ethiopia, Kenya, Nigeria, South Africa, and Tanzania. However, the number of countries and countries could be changes based on FIND's decision and consultant's budget proposal.

METHODOLOGY

i. Updating demand models, country prioritization & buyer landscaping: A comprehensive review of literature augmented by semi-structured interviews with key stakeholders (5-10 global stakeholders, and ~15 interviews per country with a minimum of 10 interviews per country). Synthesizing findings into Excel-based models, strategic decks, and reports as needed by the FIND project team. Please note that stakeholder interviews have been conducted in the past years as part of market landscaping done by FIND. The consultant is expected to review existing resources before designing the interview guides to avoid fatigue in KOL interviews.

ii.   Willingness to pay data gathered to create price ranges that can be integrated into the demand forecasting models, through the use of surveys, semi-structured interviews, or a combination of both approaches. Final approach to be discussed with the project team at agreed upon at launch.

DELIVERABLES

Deliverable	Description	Timeline
Deliverable 1	Source data/information from literature review provided in a readable format (preferably MS Word or Excel), list and folder of key documents reviewed	Week of Oct 9th, 2024
Deliverable 2	Draft buyer landscape and interviewee list needed for completion of all deliverables. 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 projects, and contacts (phone and/or email)	Week of Oct 16th, 2024
Deliverable 3	Standard interview guides for each type of stakeholders (including questions for each output) 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	Week of Oct 16th, 2024
Deliverable 4	Survey/interview guide for each type of analysis (supply and demand size) in both Microsoft WORD format and the survey program (e.g. SurveyMonkey) as agreed by the project team.	Week of Oct 16th, 2024
Deliverable 5	Intermediary report in Microsoft WORD format, detailing all the interim findings of the analysis (demand and supply side). A template/skeleton of the report will be agreed with FIND at the beginning of the project ((Deliverable 1) and will be completed using FIND branding.	Week of Oct 23th, 2024
Deliverable 6	Draft of user-friendly, updated demand model (Deliverable 8)	Week of Oct 23rd, 2024
Deliverable 7	A summary of findings containing all of findings on the country prioritization, demand size, buyer landscape, procurement preferences and willingness to pay in WORD Document format.	Week of Nov 14th, 2024
Deliverable 8	User-friendly updated demand 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 FIND branding.	Week of Nov 14th, 2024
Deliverable 9	Training and handover session for FIND staff on model (Deliverable 8)	Week of Nov 21th, 2024
Deliverable 10	Detailed notes (or transcripts) for all key stakeholder interviews in MS Word format	Week of Nov 21th,

		2024
Deliverable 11	Finalized report in Microsoft WORD format, detailing all the findings of the analysis (both supply and demand side activities mentioned above). A template/skeleton of the report will be agreed with FIND during the project and will be completed using FIND branding.	Week of Nov 21st, 2024
Deliverable 12	Finalized slide deck in Microsoft POWERPOINT format, synthesizing the findings of the analysis, tailored for external presentations and will be completed using FIND branding.	Week of Nov 21st, 2024
Deliverable 13	Meeting notes, combined recommendations and agreed access principles from working group meetings in a publishable report format.	Week of Dec 4th,2024
Deliverable 14	Excel table including and structuring all the synthesized data of the report and model (quantitative and qualitative information).	Week of Dec 4th, 2024

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's daily rate.

Applicants to provide an activities level pricing breakdown for each country and the time/costs involved in delivering each of the objectives:

- Supply side
  - Updating demand models
- Demand side
  - Buyer landscaping
  - Buyer values preferences
  - Willingness to pay analysis
  - Working group meeting coordination.

PROPOSAL GUIDELINES

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 by **13th September, 2024**.

For more information on the content of the application, see "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 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. 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 6ᵗʰ September, 2024**.

EVALUATION CRITERIA

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

- Resume/CV and cover letter: bidders will be evaluated on their qualifications, capability and capacity, including history of their work in schistosomiasis or related programs.
- Proposed approach, timelines and methodology: bidders will be evaluated on the strength of their proposed approach and methodology including initial list of stakeholders to be interviewed. 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.

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
- Foreseeable risks in terms of meeting agreed upon outputs and mitigation strategies thereof.

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

Consultant shall comply with FIND's Travel Policy as may be amended from time to time. Payment terms, applicants will be paid 50% on completion of deliverable 1-5 followed by the rest upon the completion of all deliverables.

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 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.

QUESTIONS AND COMMUNICATIONS PROTOCOL

Please email questions to: Market.Intelligence@finddx.org. Questions will be accepted and responded to expediently.