

FIND

Diagnosis for all

Request for Proposal (RFP) – RP24-0035

Market research for blood glucose test strips in the context of local glucose test strip manufacturing

Issue date: 04 October 2024

Closing date: 23 October 2024

Background

Globally, 537 million people are living with diabetes, with 75% located in low- and middle-income countries (LMICs)¹ Fewer than one in ten people with diabetes in LMICs receive comprehensive diabetes treatment, leaving them highly vulnerable to the early onset of complications and premature death².

In diabetes care regular blood glucose monitoring is critically important to achieve good control of the condition and avoid long-term complications such as loss of eyesight or limb amputation³. Adequate diabetes management also dramatically reduces the risk of adverse outcomes of co-morbidities such as cardiovascular disease, tuberculosis and other infections, as was so dramatically highlighted during the COVID-19 pandemic^{4, 5}.

Using a blood glucose meter and test strips is the simplest way to check glucose levels in a health care setting or at home. Yet, in many LMICs this essential tool is not widely available in basic primary care facilities or in the hands of people with diabetes for home-monitoring – both places where patients spend most of time managing their condition. Reasons for this lack of supply availability are multifactorial. While health system challenges certainly contribute, high cost of blood glucose test strips are a major contributor to this situation.

The largest manufacturers of BGMs are based in Europe and the US, covering 80% of the global market and making their commodities subject to costly journeys to LMIC markets⁶. FIND is conducting a project to assess if production of blood glucose test strips in LMICs has the potential to overcome cost and supply issues.

Objective and Scope

In order to understand the market viability for LMIC-manufactured glucose test strips, FIND aims to answer key research questions from both a consumer and an ecosystem perspective. The following goals and objectives are therefore proposed:

Ecosystem/Policy based goals

1. What are the key government policies which will impact market strategies for regionally manufactured glucose test strips and to what extent do they provide opportunities and barriers to such tests. (e.g. duties for locally produced versus

¹ <https://diabetesatlas.org/>

² The state of diabetes treatment coverage in 55 low-income and middle-income countries: a cross-sectional study of nationally representative, individual-level data in 680 102 adults (2022): <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8865379/>

³ Huang et al. Correlation Between Glycemic Variability and Diabetic Complications: A Narrative Review 2023: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10368016/pdf/jjgm-16-3083.pdf>

⁴ Xu et al. Diabetes mellitus affects the treatment outcomes of drug-resistant tuberculosis: a systematic review and meta-analysis (2023): <https://bmcinfectdis.biomedcentral.com/articles/10.1186/s12879-023-08765-0>

⁵ Kastora et al. Impact of diabetes on COVID-19 mortality and hospital outcomes from a global perspective: An umbrella systematic review and meta-analysis (2022): <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9094465/>

⁶ Diabetes Market report 2021: https://www.finddx.org/wp-content/uploads/2022/12/20221213_rep_market_diabetes_self.pdf

imported goods; initiatives to strengthen local manufacturing in general; tender preference for locally produced goods; regional vs national tenders)

2. What government subsidies/facilities or local component requirements could be made available to local manufacturers and how this could impact their market positioning verses competitors
3. What is the price expectation for public sector procurement for locally manufactured products
4. What are the risks and vulnerabilities in the local market ecosystem that are crucial for a sustainable market (market trends, changes in policies, operational considerations etc.)
5. What does the current competitive landscape of glucose test strip and prices look like (investigate the nature of different suppliers and conduct end-user price discovery– premium v white label brand; public v private; urban v rural)

Buyer-based research goals

1. What is the landscape of buyer channels e.g. public, institutional, private facilities, and retail.
2. What is the willingness to pay from key consumers for locally manufactured glucose test strips and how does this compare to international brands and white label competitors (please be advised that we intend to adopt a methodologically streamlined approach due to resource constraints).
3. What is driving the decisions behind consumer preferences and the decision to choose one strip over others (interviews/surveys)
4. What is the current demand size and how large is the unmet demand (for public and private sector; based on past tender volumes and other real-world data where available)

Country Focus: Consultants should propose to budgets which cover a minimum of three and up to a maximum of six research countries including Brazil, South Africa, Nigeria, Algeria, Kenya, Indonesia

Deliverables

A final Word report detailing the findings and a summary Power Point. The structure of the report to be suggested by applicants and agreed upon with the project team at project launch.

Timelines and Budget

Start of the work shall be no later than 01-November-2024, delivery of the final report shall be no later than 15-February-2025.

The total available budget for this work is US\$ 60k.

Submission

Documents

Applicants shall submit a Power Point document outlining the proposed approach to address the said objectives, as well as short company background, relevant past examples and biographies of proposed team members.

How to submit

The consultancy may apply to a minimum of three and a maximum of six of the suggested countries outlined in the country focus section. If you are interested, please send your quote and application (CV of team members 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, the Evaluation Criteria section. Please outline your relevant experience in the field and explain why you are interested in this particular deliverable.

Evaluation criteria

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 the 23 October 2024.

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 on 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.

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 non-communicable diseases (NCDS) 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
- Risks in terms of meeting agreed upon outputs

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