

CALL FOR PROPOSALS

Contractual partner to support the creation of high-quality content for the End TB application Suite



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is looking for an individual or institutional contractual partner to support the creation of high-quality content for the End TB application suite specifically guide TB, Care TB and Lead TB, under an Agreement on Performance of Work (APW) contract.

The proposals are due by 23 March 2021.

2. Background

With WHO's support, the National TB Program (NTP) of the Department of Health (DOH) has developed and released the End TB App Suite including four mobile apps covering distinct areas.

- Patient care: Care TB app (with modules for patients, providers and civil society organizations)
- Surveillance and monitoring: Race TB app (with real-time dashboards)
- Programmatic management: Lead TB app (for supervision, including remote supervision)
- eLearning technologies: Guide TB app (for e-learning and sharing of new knowledge)

This app suite (see ntp.doh.gov.ph/apps) provides a strong foundation for digital approaches supporting the program. The apps are hosted and administered by the Knowledge Management Information Technology Service (KMITS).

To enhance the utility of these apps, the contractual partner will create high quality text content as well as creation of videos and other media to support TB patients and health workers.

3. Timeline

The implementation timeline for the project is from **29 March** to **30 June 2021**.

4. Place of Assignment

To be conducted remotely.

5. Scope of Work

Under the supervision of the Technical Officer for TB and the Medical Officer for Communicable Diseases, the contractual partner shall:

- a. Conduct a technical review of the content of Guide TB, Care TB and Lead TB
- b. Update content of the said applications based on current literature and practice
- c. Enhance app content by creating visual materials which includes videos and pictures

Deliverables

- 1 Improvement of all apps
 - 1.1 Proof Read all content
 - 1.2 Translate content to Tagalog and Bisaya
- 2 Improved content for Guide TB
 - 2.1 Content update
 - 2.1.1 Reflect the final printed MOP 6th Edition
 - 2.1.2 Import all DOH TB related circular (Administrative Orders, Departmental Memoranda, Etc.) from the past 3 years
 - 2.2 Functionality update
 - 2.2.1 Formulate 1000 Questions for the quiz portion of the app
 - 2.2.2 Refine and enhance Chatbot
- 3 Improved content for Care TB
 - 3.1 Information section
 - 3.1.1 Add 100 answers about various aspects of TB control
 - 3.1.2 Create 10 2-5 min videos about topics
 - 3.1.3 Create 10 2-5 min videos of patient stories
 - 3.1.4 Create 50 photographs
 - 3.1.5 Create 5 promotional videos which can also be used elsewhere
 - 3.2 My journey/mytracker
 - 3.2.1 Vet and edit all current content
 - 3.2.2 Add additional flows (150 cards) to motivate and support patients
 - 3.2.3 Add 40 promotional messages for community members
 - 3.3 Near me
 - 3.3.1 Assist to identify and improve health facility information for all locations
 - 3.3.2 Assist to identify and add other services beneficial to patients with plan for keeping data up-to-date
 - 3.4 Digital supporter
 - 3.4.1 12 photographs of models in different poses for digital assistants diverse by age, gender
 - 3.5 Reporting
 - 3.5.1 Review ADR reporting
 - 3.5.2 Review community reporting
 - 3.6 Conversational AI
 - 3.6.1.1 Create responses for 50 most common requests to the chatbot
 - 3.7 Health record
 - 3.7.1 Review health record and suggest missing information
 - 3.8 Terms of service
 - 3.8.1 Review terms of service from a patient and provider standpoint to ensure ease of understanding and alignment with norms and standards
- 4 Improved content for Lead TB
 - 4.1 Review question library adding questions as needed
 - 4.2 Design 10 standard assessments

5 Final technical and financial report

6. Qualifications

Education of staff involved:

- **Essential:** University degree in health-related field
- **Desirable:** Master's in public health or in any related field

Experience required:

- **Essential:** Technical experience in TB control; experience writing and designing publications
- **Desirable:** Experience in creating content for TB programs

Technical Skills and Knowledge:

- Technical writing
- Layout and design
- Proficient with the use of computer and computer networks
- Analysis using statistical software
- Systems operations

Language requirements:

- **Essential:** Fluency in English and Tagalog
- **Desirable:** Fluency in Bisaya

Other requirements:

- **Essential:** No conflict of interest regarding the concerned companies which might bias judgement

In addition, the contractual partner must have no direct or indirect interest in the tobacco industry, alcohol industry, arms dealing or human trafficking.

7. Competencies

- Creative and strategically oriented
- Able to adapt to relevant and reasonable project demands and submit deliverables within timelines

8. Submission Requirements

Interested individuals and institutions should submit electronic copies of the following:

- Cover letter
- Proposal with financial details and proposed timeline
- Curriculum Vitae (for individuals)
- Company profile (for institutions)

Address all documents to:

Dr Rabindra Abeyasinghe

WHO Representative in the Philippines

Ground Floor, Building 3, Department of Health San Lazaro Compound

Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the documents with the title “**Contractual partner to support the creation of high-quality content for the End TB Application Suite**” to Mrs Ying Chen (cheny@who.int) copied to wpphlwr@who.int. Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **23 March 2021**.