IAPB STANDARD LIST and support for procurement

Introduction

IAPB is looking to hire a part-time consultant to help develop and launch its new website featuring guidance on equipment, drugs, consumables for eye health services, with a focus on the needs of Low & Middle Income Countries (LMIC). We expect the new website to be launched no later than 30th April 2016 and that the Consultant will be able to commence work on the project before Christmas.

The website will meet a critical and underserved need in the eye health sector—clear, accessible information on procurement, maintenance and service of eye care equipment. Designed to function like Which? Or The WireCutter, but for the eye health sector, the website will help make appropriate procurement decisions based on budget and circumstance. Importantly, it will widen the access for this information by making it easier for a variety of professionals whose roles include procurement decisions.

History

The IAPB standard list has existed since the mid-1980s. Originally a paper based publication (last version 2010/11) it was replaced by a web based platform in 2011 (http://iapb.standardlist.org/)

The current platform is essentially a product database featuring approximately 2000 products produced by 40 manufacturers. A number of other resources can be accessed through the site. The current platform is hosted on proprietary software and will be phased out.

In 2014 an independent review of the standard list was conducted (appendix 1) which concluded that the current platform is not fit for purpose. As a consequence, a new direction for the Standard List has been agreed: the new platform will be built around a small number of essential lists of equipment, drugs and consumables but intends to go beyond being a simple catalogue of products. Instead it will become the focal point for sharing procurement knowledge and insight based upon the long experience of IAPB’s procurement manager and the rich and varied input of IAPB members and equipment manufacturers and users.

The new direction

Aim

To provide information and guidance to those wishing to procure equipment, drugs, consumables for eye health services, with a focus on the needs of Low & Middle Income Countries (LMIC).
Objectives

1) To produce essential lists of equipment, drugs, consumables and other resources for eye health service providers enabling them to provide basic eye care services, treat specific eye conditions and provide training.

2) To inform laypersons (non-ophthalmic personnel) on what different types of ophthalmic equipment do and why they are needed.

3) To provide advice enabling buyers to make an informed choice as to which manufacturer/brand to purchase.

4) To provide information on the Unique Selling Point (USP) of up to five alternative manufacturers/models for each piece of equipment with links to the manufacturers website and contact details.

5) To make an IAPB recommendation on product “star buys” for LMIC countries.

6) To provide a space/opportunity for user feedback and encourage participation and comment.

7) To provide advice on maintenance of equipment and make links to relevant resources.

8) To be the marketing agent for a small number of low cost eye care equipment such as the ARCLIGHT ophthalmoscope.

9) To provide a specialised procurement consultancy service (chargeable) offering advice, training and end to end procurement.

Terms of Reference for Consultancy

The consultancy will be delivered in two phases:

Phase 1

- Scope the database needs and technical requirements for a new website, based on information in this document, review findings and from conversations with IAPB SL team.
- Produce a road map and a detailed project plan of how we get from where we are to now, launch of the new platform by no later than 30th April 2016.
- Work out costing and present 2-3 options in terms of features to the IAPB SL team.
- Guide the IAPB SL team in selecting appropriate CMS for our needs.
- Send RFPs to web developers/agencies who can deliver on the agreed website.
- Work with IAPB SL team to choose the developer/agency and negotiate favourable terms with the web developer/agency.

Specific outcomes of phase 1 are:

1) A technical specification for the new website/database.
2) Road map and project plan.
3) Signed contract with the chosen web development agency.
Phase 2

Phase 2 of the Consultancy will commence when the “Developer” is sourced and engaged. The Consultant will provide ongoing support and advice to the SL team and “developer” through to launch of new website. Specifically the Consultant will:

- Work with IAPB SL team to identify SL tasks that can be delivered by existing staff and support them as required to complete these tasks.
- Work with the “Developer” as required ensuring that the new SL website is launched in a timely manner and with the key features live (no later than 30 April 2016).

Reimbursement

The Consultant will be leading on phase 1 and it is anticipated that an agreed fee will be paid to the Consultant for the successful delivery of the key outcomes in phase 1. The fee payable will be negotiated with the Consultant.

During phase 2 of the Consultancy the Consultant will be more about supporting the web design agency and IAPB staff to deliver on the project. This support may take the form of advice or review or perhaps leading on some tasks. The fee payable for this phase of the Consultancy will be based upon a draw down arrangement, chargeable at an agreed hourly rate with the Consultant.

Current thinking about requirements for the new procurement platform

1. PLATFORM ESSENTIALS
   Both front and back end should be as user friendly as possible for both the user and the administrator, including:

   For the user:

   a. No log-in requirement i.e. open access
   b. A link to an exchange rate website so that manufacturers guide prices (which will be in variety of currencies) can be easily converted
   c. Essential lists and other resources are downloadable in an open format (e.g. CSV)
   d. Ability to leave comments on a product, on IAPB recommendations and on the essential lists.

   For the administrator:

   e. Better security (https://)
   f. Test Site (not live) – similar to current UAT site
   g. Ability for detailed analytics and user behaviour on the pages
   h. Easily modifiable/upgradable in light of user feedback and future developments
   i. Ability to upload and remove products in bulk – not currently available.
2. PRODUCTS
   a. A database of individual products (limited to 5 of a particular type, e.g. ophthalmoscopes) with clearly defined information that spell out a description, their individual features, USP, limitations, links to product manufacturer or supplier and product images/videos
   b. One of the 5 products will be the featured product—IAPB’s recommendation for that type—based on criteria developed by Phil Hoare.
   c. Product information for up to five options for each piece of equipment, drugs and consumables included in the essential lists will be made visible on the IAPB recommendations page.
   d. This product information will be displayed as a Matrix displaying unique selling points (USP) and limitations along with a guide price for the five product options (with one distinctly identified as a “star buy”).
   e. Links to a variety of communication methods (PDFs, videos etc.) advising buyers on what they need to think about / know / consider before purchasing a particular type of equipment
   f. Guide prices will include discounts for IAPB members listed under USP—the discounts will be delivered by the manufacturer directly and not through the website.
   g. Promotion of user feedback on the products, through comment apps, (e.g. Civil Comments)

3. SUPPLIERS
   a. Basic information about the manufacturers and suppliers that feature in the Standard List, including links to their websites.

4. WEBSITE
   a. Compatible with WordPress—IAPB websites are all moving to WordPress or are already on it.
   b. Versatile home page that attracts people into the site in a variety of ways i.e. as creative, interactive and user friendly as possible.
   c. “What’s New” drop down window, such as on Sightsavers Standard list.
   d. Lots of news stories, user feedback etc...
   e. Links to Social Media – Twitter / IAPB website / Facebook
   f. Need enhanced opportunities for placing of advertisements as these have potential to provide income to support the standard list.