

Innovation Partnership
Procurement by Co-Design

Bluewater Health: Engaging Physicians in
Improving Quality Care

Challenge Brief



Contact name

Alison Mahon

Response deadline

October 20, 2017

Phone number

519-464-4400 ext 5422

Challenge Brief reference #

BWHCB - 01

E-mail

amahon@bluewaterhealth.ca

Maximum procurement budget

\$ 20,000

Note: this does not obligate provider to procure any solution

Project Team

Project Sponsor: Dr. Mike Haddad, Chief of Professional Staff
Project Lead: Alison Mahon, Director, Medical/Professional Staff Affairs
Physician: Dr. Mike Haddad, Chief of Professional Staff
Communications Lead: Birgit Lacey, Communications Coordinator
Procurement Lead: Melissa Harrigan (Program Manager, Innovation & Partnerships, TransForm)/Sara Donally (Coordinator, Innovation & Partnerships, TransForm)

All vendor responses must be made via completion of an "Innovator Brief" template and forwarded to the above contact via email by the response deadline, with a cc to designchallenge@marsdd.com.

The Challenge

Maximum of 1200 characters

The challenge is to enhance physician engagement at Bluewater Health by 20 % by focusing on information sharing with physicians in a timely, transparent manner which supports them in their clinical practice.

Bluewater Health (BWH) is a large community hospital that cares for the residents of Sarnia-Lambton, by providing specialized acute, complex continuing care, allied health & ambulatory care services. BWH has locations in Sarnia and Petrolia. Approximately 180 physicians have privileges at BWH.

BWH and the Chief of Professional Staff (CoPS) are focused on enhancing engagement and communication with physicians. Physicians impact all aspects of the hospital's operations – patient volume and complexity, quality of care, and funding. Engagement with physicians is also valuable to address joy in work life and enhancing physician wellness.

Sharing information with physicians is difficult since it needs to be easy to find, timely, and relevant. Medical Affairs at BWH has tried work-arounds by creating physician folders and links within Citrix, however they are cumbersome and not user-friendly. A survey of other hospitals indicated that various websites for physician engagement are not well utilized, and they have expressed interest in what could potentially be developed.

Desired Outcomes

Maximum of 3 outcomes based specifications (OBS)

OBS #1: The solution will reach 180 physicians who practice at Bluewater Health in a manner that is more relevant to them.

OBS #2: To increase the level of engagement that physicians have in Bluewater Health by 20%. The NRC Health survey scores from 2016/2018 will be used as a baseline, as well as involvement in Committees and discussions of strategic priorities.

Evaluation Criteria

Criteria to be used for vendor selection (NOT to evaluate solutions).

The following will receive equal weight:

Company

Has the company demonstrated the competency to act as partner? Do they have an innovative vision? Do they have a strong leadership team? Do they have strong references?

Proposed solution

Is the proposed solution to the challenge innovative? Do you agree that it can solve the challenge proposed? Will it have a significant impact on the end user (physicians)?

Ability to execute

Has the company demonstrated the ability to deliver a solution to other complex challenges involving physicians? What has been the outcomes of solutions they have implemented?

Strength of supporting validation data

Has the company demonstrated their ability and expertise to produce validation data? Have they shared an example of data they have produced for any of their products or prototypes? Is the quality of that data sufficient enough to make a procurement decision?

Experience of project team

Does the team have experience working on innovative solutions? Did the company propose the right type of project team to take on this engagement? Does the company include its own physician consultant(s) in the development?

Staffing and Resources

Does the team have sufficient staff/resources to undertake the project and deliver on time

Co-development

Does the company have any interest in working with Bluewater Health beyond the end of the project to further develop this or other related technologies as identified in the design phase.

Key Dates

The following is a summary of key dates in the RFP process. Program sponsor (MaRS) and provider may change any of the dates below, in its sole discretion and without liability, cost, or penalty.

Key Dates	Milestones	Duration
Sept 28, 2017	Program launch, providers invited to download and complete a Challenge Brief	2 weeks
Oct 16 - 20	All challenges posted online, vendors begin to respond with Innovator Briefs	1 week
Oct 23 - 27	Vendors have all submitted Innovator Briefs. Providers shortlist vendor selection.	1 week
Nov 6	Dialog day. Each provider will hear their selected vendor pitches. Final vendor selection completed.	1 day
Nov 7 - 10	Teams prepare and submit co-design grant application.	1 week
Nov 13 - 17	External judging panel reviews grant applications. Meets on 17th to make final decision. Co-Design grant winners announced.	1 week
Nov 20	Co-Design Workshop #1: Discovery. Teams sign collaboration agreements.	1/2 to 1 day
Nov 20 - Dec 15	Teams work on discovery phase.	4 weeks
Jan 15, 2018	Co-Design Workshop #2: Ideation & Concept testing	1/2 to 1 day
Jan 15 - Mar 3	Teams work on ideation and concept testing phase.	8 weeks
Mar 5 - 8	Design review sessions. 1 - 2 hour sessions with each team to review learnings from discovery and concept testing results.	1 week
Mar 9	Co-Design Workshop #3: MVP prototyping and evaluation framework.	1/2 - 1 day
Mar 9 - Jun 15	Teams work on MVP development and evaluation phase.	14 weeks
Jun 18 - Jul 5	Teams make procurement decision and formalize agreements.	3 weeks
Jul 9 - 13	External judging panel conducts site visits.	1 week

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Jul 20

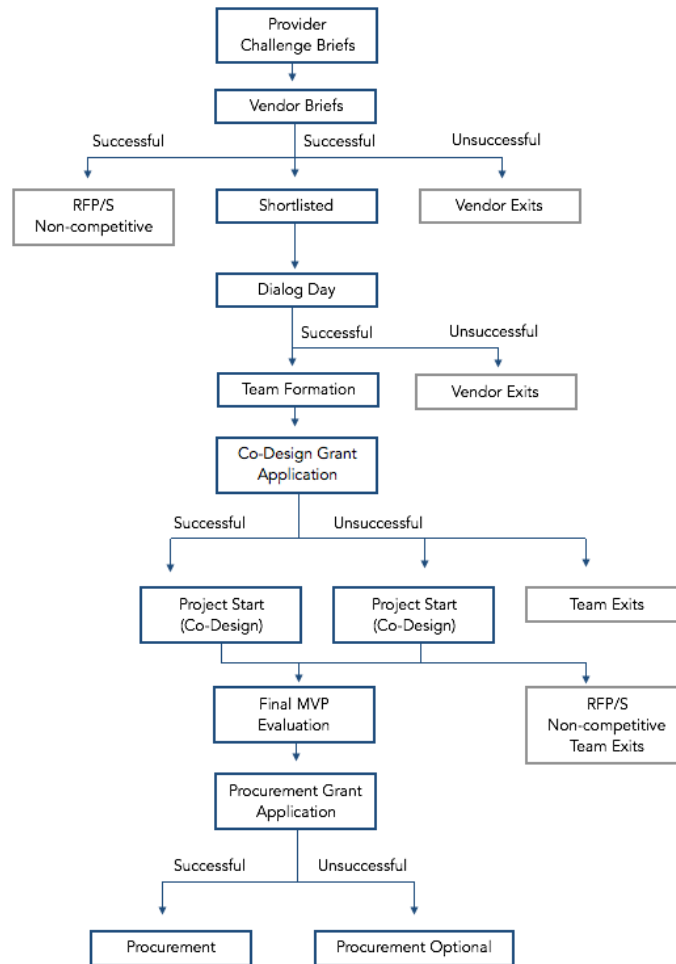
Final solutions day. Judges award up to \$50k for procurement.

1 day

Terms and Conditions

1. The “Innovation Partnership: Procurement by Co-Design” program may or may not lead to a procurement. There is no requirement for procurement at the end of the program, and procurement is at the discretion of the Provider. There are a number of potential outcomes from participation in this program (see figure below).
2. This Design Challenge document is issued to invite vendors who are able to develop solutions within the program timelines or have existing solutions that require refinement or validation, to respond and partner with the Provider to solve the proposed challenge.
3. The process will be in four phases:
 - a. Phase 1: Challenge Brief
 - i. Proponents prepare a submission in response to OBS
 - ii. Providers evaluate submissions based on evaluation criteria published in Challenge Brief, and generate a short list of qualified proponents
 - b. Phase 2: Dialogue Day
 - i. Short listed proponents are invited to present on submissions
 - ii. Providers evaluate presentation/discussion based on published criteria (to be made available to short listed proponents) and a proponent is selected. There are now two possible outcomes:
 1. Proponent may find an ideal solution and decide to pursue an RFP/S or non-competitive procurement strategy
 2. Proponent may form a team to pursue co-design
 - c. Phase 3: Co-Design
 - i. Selected proponent and provider form a team to co-design a solution and evaluate a minimum viable product, and decide whether to apply for the co-design grant. There are now three possible outcomes:
 1. Co-design moves forward with grant funding
 2. Co-design moves forward without grant funding
 3. Co-design does not move forward
 - d. Phase 4: Procurement
 - i. Providers evaluate success of the minimum viable product based on published desired outcomes
 - ii. Providers determine whether to move forward with a procurement, and whether to request the additional grant from IPPCD. There are now three possible outcomes:
 1. Procurement moves forward with grant funding
 2. Procurement moves forward without grant funding
 3. Procurement does not move forward

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4. Questions related to the Challenge being proposed must be directed to the Provider, and questions that modify the Challenge will be posted publicly for all potential proponents. Questions related to the Innovation Partnership: Procurement by Co-Design Program must be directed to MaRS (designchallenge@marsdd.com)
5. Submission requirements (mandatory requirements; proponents who do not meet the mandatory requirements will be disqualified)
 - a. Interested proponents must respond via submission of an Innovator Brief document, available online on <https://www.marsdd.com/systems-change/procurement-co-design>
 - b. The Innovator Brief document must be submitted directly to the Provider by the due date listed on the cover page of this document, with a cc to designchallenge@marsdd.com.
 - c. The submission must include proof of necessary licenses.
6. Bid disputes must be directed to the Provider, and will be managed according to the Provider's published bid dispute resolution process.

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