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Request for proposals Digital (website) agency of record

FIND is seeking a digital agency of record (AoR) that can partner with the communications team to manage an overhaul of the current FIND website (www.finddx.org) as well as ongoing maintenance and updates to the site. We are looking to establish a long-term relationship that will be reviewed formally every 3 years in line with our standard contracting processes.

About FIND

FIND, the global alliance for diagnostics, seeks to ensure equitable access to reliable diagnosis around the world. We connect countries and communities, funders, decision-makers, 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-convenor of the [Access to COVID-19 Tools \(ACT\) Accelerator](#) diagnostics pillar, and a WHO Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation.

We are headquartered in Geneva, Switzerland, with offices in India, Kenya, South Africa, and Viet Nam. We have active collaborations with more than 200 partners, including research institutes, academia, health ministries and disease control programmes, commercial partners, the World Health Organization, bilateral and multilateral organizations, and clinical trial sites.

Our work spans disease programmes and technical disciplines, in a matrix structure.

Our **disease programmes** sit within the two pillars of our 2021 strategy: health emergencies and universal health coverage:

- Health emergencies
 - Pandemic threats (including COVID-19 and other SARS viruses, Ebola, Marburg, Zika etc)
 - Antimicrobial resistance
- Universal health coverage
 - Fever, malaria and general infectious diseases
 - Hepatitis
 - Neglected tropical diseases
 - Tuberculosis
 - Non-communicable diseases

NB Potential other areas of work are being defined, in both infectious and non-communicable diseases

Our **technical disciplines** are organized across the diagnostic value chain:

- Technology & development
- Clinical affairs

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- Access
- Impact

Our 2021 strategy is online here:

https://www.finddx.org/wp-content/uploads/2021/05/FIND-strategy-2021_FINAL.pdf

Audience

We are a globally operating not-for-profit organization with a wide-ranging, multi-lingual audience. Our website should be focused on the user experience, and prioritize ease of access to the information our stakeholders are looking for. Key audiences include:

- Low- and middle-income country (LMIC) and high-income country (HIC) health specialists, who may be looking for information on available testing and surveillance technology, partnership, advice and funding support
- Policy makers, who may be looking for information on testing strategies or support to strengthen quality testing within their health systems
- Scientists working on diagnostic technology and interested in scientific progress within the areas of our work, including published articles co-developed (or not) by FIND staff/consultants/stakeholders
- (Potential) donors who want to know what we do and to be acknowledged
- Private sector R&D or delivery/access partners who may want to co-develop a product with us or seek market insights
- Not-for-profit healthcare partners, national and international NGOs who partner or may want to partner with us on health policy, advocacy and improving delivery and access to quality testing
- Healthcare specialists who may want to work with us as staff or consultants (individuals or firms)
- Media, who may be interested to hear FIND's perspective as a key opinion leader and political leader in global health
- General public who are interested in the diseases and how to test for them, as well as provide the political capital for action, influencing governments and donors

Current website situation

The present incarnation of the FIND website was originally built in 2015, and the structure and design were refreshed at the start of 2019. The subsequent emergence of COVID-19 and our leading role in the global response (especially the great need for information on diagnostic testing early on), resulted in a lot of new information being added very quickly, mainly in a separate section of the website dedicated to COVID-19.

In early 2021, we launched our new FIND strategy and welcomed a new CEO. This year we have been working through the operationalization of the new strategy and implementing a corresponding organizational restructure.

The FIND website serves two main purposes:

1. Provides **information about FIND** (who we are, what we do)
2. Acts as a **centre of gravity for online resources** that FIND hosts or is involved in – many of which are branded as part of our DxConnect platform.

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DxConnect is a facilitation platform hosted by FIND to enable structured interactions between interdependent diagnostics stakeholders in numerous areas to help fill diagnostic gaps. We are open to the idea of this platform having an online home that is separate (but linked) to the main FIND website, and seek a recommendation on this point.

DxConnect includes the following tools that are each managed by a different FIND team (more may be added in future) – none of these existed when the website was last refreshed and most are not well integrated into the current site:

- Test Directory (<https://www.finddx.org/test-directory/>)
 - Live for COVID-19 so far, additional disease areas to be added
 - Will continue to be updated regularly; ultimately this will be “fed” by Salesforce but currently uses an Excel sheet
 - More work needed on the data visualization to make this more useful/accessible
 - Links to Marketplace, see below
- Pipeline (<http://preprod.finddx.org/dx-pipeline/>)
 - Framework done but needs to be populated, will go live as soon as we have data in it
- Virtual Biobank (<https://vbd.finddx.org/>)
 - Done; currently being “reskinned” to make the homepage look better
- Marketplace (<https://qdasandbox.test-arcadier.com/>)
 - Website is still work in progress
 - Expected to go live in the coming months
 - Links to Test Directory in that individual tests listed in the Directory will link to their corresponding record in the marketplace so that procurers have a route to buy. NB only a small proportion of tests on the Test Directory will be listed on the Marketplace

As well as the DxConnect tools, we also have a number of Shinyapps and other resources related specifically to COVID-19 that need to be available in the new website. These could potentially become part of the DxConnect platform, particularly if we broaden their scope beyond COVID-19 to cover other diseases:

- FutureLearn courses (<https://www.finddx.org/covid-19/online-training/>)
- COVID-19 test tracker (<https://www.finddx.org/covid-19/test-tracker/>)
- COVID-19 policy dashboard (<https://www.finddx.org/covid-19/policy-dashboard/>)
- COVID-19 Dx implementation simulator (<https://www.finddx.org/covid-19/dx-imp-sim/>)
- COVID-19 NGS capacity mapping dashboard (<https://www.finddx.org/covid-19/covid-19-genomic-surveillance/>)

Social media channels currently in place that should remain accessible from the FIND website:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube

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In addition, the website allows people to sign up to a monthly newsletter that we share by email. Website sign ups should be synced with our newsletter platform (we currently use Campaign Monitor via Salesforce but might consider switching to a different service).

FIND data strategy

FIND is in the process of developing a full data strategy, with the ultimate aim of providing multiple diagnostic stakeholders with the information they need for data-driven decision-making across the full value chain. This will be a multi-year project. To fill urgent gaps, we will need to develop interim platforms to share specific data sets while the comprehensive platform is being conceived and developed. Some of these interim solutions are included in the current DxConnect suite of tools, and some tools may therefore be superseded or evolve significantly. It is important that the new website is flexible enough to adapt to these evolving needs.

Two immediate needs are already apparent, for which we will be issuing separate RFPs in the coming weeks. We will be happy to receive proposals from the FIND website AoR for these projects if the scope falls within their area of expertise. Should the work sit better with a different partner(s), the FIND website AoR will need to be prepared to work with that partner(s) to ensure a seamless website experience for users.

- A market intelligence hub: we have a collection of detailed PDF reports that we need to be transformed into an interactive dashboard in collaboration with the market access and data teams. The PDFs currently live here: <https://www.finddx.org/reports-and-guidance/>
- An innovation or business intelligence hub: this would be an interactive resource platform for new diagnostic opportunities and trends and is currently under discussion

Goals of the website refresh

- Solidify FIND's role as the global diagnostics alliance
- Provide go-to resources for all our stakeholders
- Continue to build the momentum around testing that has emerged as a result of the COVID-19 pandemic, in support of our advocacy and fundraising goals, and integrated into our social media efforts
- Support the delivery of our 2021 strategy, with a focus on showcasing the impact our work
- Lay a strong foundation for our online presence as it evolves in the coming years

Considerations

- We are looking for a partner who fully understands our short-term and long-term goals, who is proactive and flexible to accommodate our evolving needs
- We are aiming for a site that feels as professional as those of our ACT-Accelerator peers, e.g. Global Fund, Gavi, CEPI, UNICEF, etc
- The main website should remain in English but we would like to have at least key content available in French and Spanish

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- While the website structure needs to be redesigned, we are open to retaining the existing look and feel of the site (or not – as long as we respect the FIND branding)
- We need to ensure that visibility is given to our country offices (India, South Africa, Kenya and Viet Nam) while presenting our operations as integrated (“One FIND” approach)
- As far as possible we need to avoid a heavy content migration burden, and would like to retain the existing CMS (WordPress)
- We would like the website to be more mobile friendly than currently
- We need support with search engine optimization and website analytics
- The website needs robust cybersecurity features built in
- The communications team is hiring a new member of staff focused on digital and social who will be the primary point of contact for the AoR; however many of the online resources are managed by other teams within FIND and the AoR will be expected to interact and support across the organization as needed
- Wherever specific online tools are developed by specialist agency/ies, simple technical links need to be enabled with the main website AoR

Timelines

RFP response:

- Confirmation of participation: 31 October 2021
- Opportunity to schedule Zoom call(s) for clarification or additional information: 1–15 November 2021
- 2-page summary of your approach and top-line ideas: 15 November 2021
- Shortlisted agencies invited to give a 2-hour presentation of full proposal (in person or via Zoom): 29 November–15 December 2021
- Decision communicated: 17 December 2021

Project delivery:

- Contract start: 1 January 2022
- **Website refresh go live: 30 April 2022**

Selection criteria

- Professional, creative, intuitive design and structure
- Efficient use of existing content
- Flexibility, allowing for future updates/evolution
- Understanding of non-profit/global health environment, especially our stakeholders’ needs
- Agencies based in LMICs are encouraged to apply

Contact

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