I. Background

Catholic Relief Services (CRS) manages more than 160 health projects reaching 90 million participants across more than 45 countries. This portfolio exceeds $1.5 billion USD. While the majority of CRS health programming is focused on sub-Saharan Africa, the agency’s health portfolio extends also to Asia, Latin America, and the Caribbean. CRS has extensive experience and expertise in the application of digital technologies in the context of health programming. While the initial experience started with monitoring and evaluation, digital technology in health has grown. Within CRS programs, we use Information and Communications Technologies for Development (ICT4D) to improve supportive supervision of health workers, collect and use data, provide real-time information to project participants, increase accountability, and promote social behavior change.

CRS’ pioneering use of mobile technology to underpin digital mass campaigns has established CRS as a leader in the digital health space. These approaches have demonstrated that benefits of digitalization extend beyond the campaigns themselves to support overall health system strengthening. CRS’s emerging digital strategy capitalizes on its strengths in campaign digitalization and the multitude connections to the broader strong and resilient health systems agenda.

Further, CRS is expanding its strategic focus on localization and its developing role in accompanying and providing technical assistance to government and local partners to inform strategies and grow capacity. Simultaneously, shifts in the funding environment have made it imperative that CRS explores and experiments with alternatives to grant models, including contractor/fee-for-service approaches.

II. Purpose

The overarching goal of this consultancy is to help CRS identify, scope, and size markets for potential fee-for-service offerings aligned to CRS’ health portfolio priorities, with a focus on opportunities relating to and/or arising from campaign digitalization. This body of work will shape CRS’ digital health strategy by contributing to our understanding of market opportunities, their alignment with CRS’ current capabilities and strengths, and areas where further investment is required to serve unmet market needs.

Within the context of CRS’ health portfolio priorities and campaign digitalization (specifically, malaria ITN and SMC campaigns), key questions include:

1. What are the profiles of customer segments employing fee-for-service modalities?
2. Who are the purchasing decision-makers and in what ways is their decision-making process similar to and different from that of grant-makers?
3. What services are typically contracted using fee-for-service modalities and by which segments?
4. What is the present total addressable market and what is the three-year growth potential?
5. What capabilities or solutions are being sought for which needs?
6. Which represent established needs and offerings, and which represent either A. emerging needs or offerings, and/or B. needs historically met through traditional funding models that are now being met through fee-for-service modalities? Which needs aren’t being met? Which needs remain most appropriate to meet through traditional funding modalities?
7. Which actors are routinely winning fee-for-service contracts and what is the nature of their offering?

### III. Specific Tasks and Deliverables

<table>
<thead>
<tr>
<th>Task Number</th>
<th>Task</th>
<th>Anticipated Number of Billable Days</th>
<th>Dates of Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Full-time up to 23</strong></td>
<td><strong>August 16, 2023 – September 30, 2023</strong></td>
</tr>
<tr>
<td>1</td>
<td>Research plan including proposed list of informants</td>
<td>2</td>
<td><strong>Note to bidder:</strong> If, in your assessment, the number of billable days needed exceeds 23 days, please explain in your proposal.</td>
</tr>
<tr>
<td>2</td>
<td>Summary of research findings</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Problem-solution fit/ needs and opportunities and right to play analysis</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Market segmentation, analysis, and purchasing decision-maker personas</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Market sizing, estimating the present and future TAM and hypotheses around SAM and SOM.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Final report, including recommendations and summary slide deck</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Totals</strong></td>
<td><strong>23</strong></td>
<td></td>
</tr>
</tbody>
</table>

### IV. Qualifications:

1. A Masters or doctoral-level degree in public health, information technology, digital health, business, international development, or related (required)
2. 5+ years of experience working in the global digital health space (required)
3. Familiarity with fee-for-service contracting modalities; direct experience as a contracting party is preferred
4. Proven experience conducting market research, segmentation, and analysis, especially in the development field (required)
5. Proven experience producing high-quality research and communication products (required)
6. Fluency in written and spoken English (required)
V. Application Components:
   1. Cover letter, which describes a brief summary of approach that demonstrates qualifications in undertaking the Scope of Work. This summary should highlight how the applicant will complete the deliverables.
   2. The cover letter should also include the completion of the table found under Section III. Specific Tasks and Deliverables. (Document cannot exceed 3 pages single-spaced.)
   3. Compensation rate per day, level of effort, and total cost.
   4. Resume/ CV.
   5. Contact information for three professional references, with the following details about the references: (a) name, (b) position, (c) company, (d) phone number, (e) email address, and (f) city, state, country

VI. Clarifying Questions and Responses
Prospective bidders may submit any clarification questions to lauren.hamdy@crs.org, by July 20, 2023 11:59 PM EST. Responses will be provided to any known prospective bidders by July 25, 2023. The solicitation name “US7002.07.14 Digital Health Market Research” must be included in the subject line.

VII. Proposal Deadline
All proposals must be sent to lauren.hamdy@crs.org no later than August 1 11:59 PM EST. The solicitation name “US7002.07.14 Digital Health Market Research” must be included in the subject line.