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Tender

## **Support for Delivering Safety Communications for MHRA**

MHRA

F02: Contract notice

Notice identifier: 2025/S 000-000757

Procurement identifier (OCID): ocds-h6vhtk-04ced9

Published 9 January 2025, 9:49pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

MHRA

10 South Colonnade, Canary Wharf

London

E14 4PU

#### **Contact**

Purchasing

#### **Email**

[purchasing@mhra.gov.uk](mailto:purchasing@mhra.gov.uk)

#### **Country**

United Kingdom

## **Region code**

UKI31 - Camden and City of London

## **Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

Buyer's address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://health-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://health-family.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://health-family.force.com/s/Welcome>

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

Health

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Support for Delivering Safety Communications for MHRA

Reference number

C327833

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs), and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in (Technical and Professional ability):

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

(Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs as the MHRA cannot provide any contact/subscription details - our expectation of the extent of the database is that it can reach more than 100,000 HCPs across the UK and disciplines/specialisms; good representation across the healthcare sector)

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

## **II.1.5) Estimated total value**

Value excluding VAT: £200,000

## **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72320000 - Database services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs), and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in (Technical and Professional ability):

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

(Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs as the MHRA cannot provide any contact/subscription details - our expectation of the extent of the database is that it can reach more than 100,000 HCPs across the UK and disciplines/specialisms; good representation across the healthcare sector)

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

Safety communication is a critical part of the MHRA's work, with the potential for a major and immediate impact on public health and safety, and consequently our corporate reputation. It is essential therefore that we issue effective communications and trusted advice via

appropriate channels to relevant audiences/HCPs, in a timely manner, to support patient safety and public health. The information dispatched must be accessible and easy to understand including how it could affect patients' care.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £200,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

17 March 2025

End date

16 March 2031

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

11 February 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

11 February 2025

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.3) Additional information**

For the Invitation to Tender document, please go onto our e-procurement portal/system Atamis (<https://health-family.force.com/s/Welcome>) and register - then you can see the full details for our Requirements ref C327833.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

MHRA

10 South Colonnade

London

E14 4PU

Country

United Kingdom