

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015670-2021>

Planning

## **DHSC - Provision of Health Incentive Solution Pilot**

Department of Health and Social Care

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-015670

Procurement identifier (OCID): ocids-h6vhtk-02c4a8

Published 7 July 2021, 11:44am

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

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

Department of Health and Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

Alexander Ludlam

#### **Email**

[alexander.ludlam@dhsc.gov.uk](mailto:alexander.ludlam@dhsc.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from 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

<http://health.atamis.co.uk>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Health

---

## **Section II: Object**

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

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

DHSC - Provision of Health Incentive Solution Pilot

Reference number

C38910

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

- 73300000 - Design and execution of research and development

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

Services

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

The Department of Health and Social Care (DHSC) announced an ambitious £100m package of measures to improve the health of the nation by empowering people to make healthier choices and to support those living with obesity to move towards and maintain a healthier weight. As part of this funding, and given the health policy context set out above, we are looking to develop and test an incentives-based approach to positive health behaviour change. Our ambition is that this would support healthier lives and Government's ambitious commitment to tackle obesity and obesity-related illnesses, reducing pressure on the NHS as we emerge from the pandemic and enabling us to 'build back' better as a more resilient, healthier, fairer society. We are looking to pilot a digital incentive scheme to evidence and help understand, in practice, what works and what does not in the adult population (18+) in England. We expect the supplier to gather user data on behaviour change as a core part of the pilot.

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

Value excluding VAT: £2,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Open Tendering Procedure

### **II.2.14) Additional information**

Tender documents for this opportunity are available at: <http://health.atamis.co.uk>

### **II.3) Estimated date of publication of contract notice**

1 October 2021

---

## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes