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Planning

## **Risk and Safety Communications Project - Early Market Engagement and RFI**

MHRA

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-027056

Procurement identifier (OCID): ocids-h6vhtk-049385

Published 23 August 2024, 12:27pm

### **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**

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

<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**

## Risk and Safety Communications Project - Early Market Engagement and RFI

Reference number

C302172

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

- 79342000 - Marketing services

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

Services

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

The objective of any proposed procurement competition(s) will be to award a contract to one or more suppliers who can deliver the services of facilitating communication with an up-to-date, actively maintained, UK-wide list/database of healthcare professionals and relevant administrative staff (may also include other organisation representatives), to enable the MHRA to issue information in a timely and quick manner to a very large audience.

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

NUTS codes

- UK - United Kingdom

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

Risk and safety communication is a critical part of the Medicines Healthcare products Regulatory Agency (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 via appropriate channels to relevant audiences to support patient safety and public health.

The MHRA's current risk and safety communication approaches have been in place for many years, and while there have been some enhancements over time, this is the first major strategy review we have undertaken to help inform the future of risk and safety communications work across the MHRA.

The MHRA needs to reach as many HCPs as possible, across all four nations in the UK, and across all sectors of health and care.

The objective of any proposed procurement competition(s) will be to award a contract to one or more suppliers who can deliver the services of facilitating communication with an up-to-date, actively maintained, UK-wide list/database of healthcare professionals and relevant administrative staff (may also include other organisation representatives), to enable the MHRA to issue information in a timely and quick manner to a very large audience. We would be looking for demonstrable experience and success at conducting similar projects or communications campaigns.

The MHRA is conducting this early market engagement activity to explore potential solutions that could meet the requirements set out in our brief for delivery by one or more suppliers (numbers and approach to be agreed).

This engagement is also intended to alert interested organisations/potential suppliers to our project and provide the opportunity to gain an understanding of and comment on our proposed requirements, as well as to gauge and garner market interest.

This early market engagement activity does not form part of a formal procurement process.

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

For further information, please go onto our e-procurement portal/system Atamis (<https://health-family.force.com/s/Welcome>) to see the full Brief and RFI document ref C302172.

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

23 August 2024

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## **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

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## **Section VI. Complementary information**

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

Closing date: 16 September 2024