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Planning

## **PR9803 - MEH - The Provision of Media Buying and Management Services**

MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038780

Procurement identifier (OCID): ocds-h6vhtk-055c77 ([view related notices](#))

Published 10 July 2025, 8:42am

### **Scope**

### **Reference**

PR9803

### **Description**

Moorfields Private offers patients the opportunity to be seen privately for a wide range of eye conditions. Our profits are reinvested into our NHS services and research programmes for the benefit of all our patients.

We work with an external marketing agency to support the above by aiding brand recognition and engagement, generating enquiries and referrals using marketing activities including campaigns in paid digital media and offline channels and by optimising our website content for organic searches from prospective patients and referrers.

## **Contract dates (estimated)**

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2030
- 5 years

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UK - United Kingdom

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## **Engagement**

### **Engagement deadline**

18 July 2025

### **Engagement process description**

As our current contract for media buying and management services nears its end, we're initiating an open tender procedure. Our goal is to explore opportunities for greater savings, improved efficiencies, and innovative marketing strategies to support our growing

business needs.

To learn more and express your interest, please reach out to Anne O'Mahony at [annemarie.omahony@nhs.net](mailto:annemarie.omahony@nhs.net), and Sian Bayman at [sian.bayman@nhs.net](mailto:sian.bayman@nhs.net). Upon contact, we will provide a feedback document and additional details for your consideration and valuable input.

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## Participation

### Particular suitability

Small and medium-sized enterprises (SME)

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## Contracting authority

### MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST

- Public Procurement Organisation Number: PTPP-1281-DTGJ

162 City Road

London

EC1V 2PD

United Kingdom

Email: [helpdesk@nhspps.uk](mailto:helpdesk@nhspps.uk)

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government