System Integrators in Digital Health (SIDH) - Letter of Interest
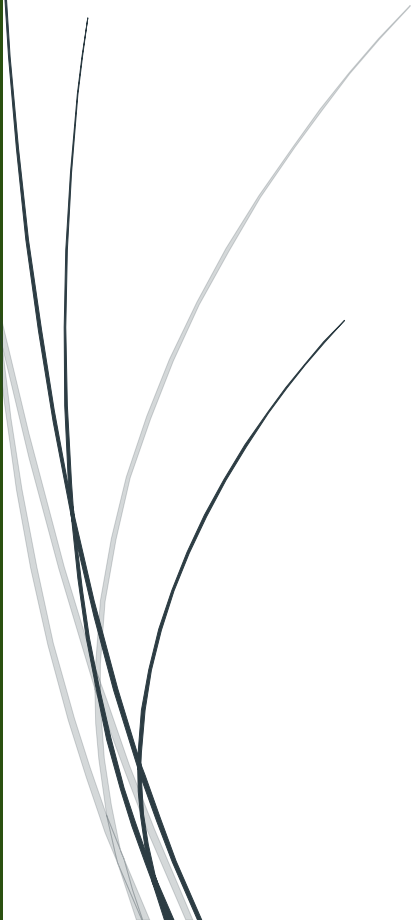
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1.1 INTRODUCTION

Access Health India (AHI) supported by Bill & Melinda Gates Foundation (BMGF) and the National Health Authority (NHA) has appointed Ernst & Young (EY) to drive the System Integrators in Digital Health (SIDH) program. The SIDH program initiative aims to facilitate the implementation and use of Electronic Medical Records (EMR) in hospitals with 10 to 200 beds located in urban and semi-urban areas of India. It seeks to create a strong ecosystem of System Integrators and create an attractive and high-growth business ecosystem for them. The SIDH program also supports the adoption of NHA's Ayushman Bharat Digital Mission (ABDM) initiative across the nation. Four locations – Jaipur, Bhopal, Bhubaneswar, and Cochin – have been identified to lead the first phase of the SIDH program.

OVERVIEW OF SIDH PROGRAM

SIDH program focuses on promoting EMR adoption in urban and semi-urban regions. EY team will provide the following support to NHA and System Integrator (SI) partners:

1) Develop overall SIDH program and identify SIDH locations
2) Select ABDM-certified EMR companies for participation in the SIDH program
3) Select SI in SIDH locations, based on well-defined criteria (outlined in this document)
4) Train SI partners on core healthcare workflows, EMR products, and EMR sales
5) Help them sign MoU with EMR companies
6) Support SI partners and EMR companies in initiating marketing and sales activities to hospitals in SIDH locations
7) Train SI partners for effective implementation and post-implementation support
8) Conduct Regular review of progress of SIDH and SI partners against milestones and KPIs
9) Conduct stakeholder feedback – across EMR companies, SI partners and hospitals

1.2 SUBMISSION OF LOI

AHI invites responses to this LOI from System Integrators. The response to the LOI must be submitted by the due date specified for each site listed below.

1. Jaipur – 23rd June 2024
2. Bhopal - 30th June 2024
3. Bhubaneswar – 7th July 2024
4. Cochin – 14th July 2024

All responses to this LOI should be sent via e-mail to the email addresses specified in Section 1.3 below. LOI submission should include the following:

- **COVER LETTER:** Cover Letter as per the format prescribed at Appendix I

- **PART A: Company Documentation**

  a) Registration Certificate & Years in Operation
  b) Statutory Auditor/CA Certificate specifying the turnover for the last three years.
  c) ITR of last 3 years
  d) Team Strength – show number of full-time employees, part-time, contract employees separately. Certificate duly attested by the HR or authorized signatory.
  e) List of key services and approx. revenues from each service for past 12 months
  f) Total number of active clients (clients billed in last 3 months)

g) List of healthcare clients/hospitals and projects in the past 24 months (if any)
h) Provide 3 client references with proof of work from the client

- **PART B: SIDH Approach & Commitment**

  a) **Proposed SIDH Team:** Provide the profile of team members who will be assigned to the SIDH program from your organization. Mention time commitment (e.g., 25%, 50%, 100%) for each of the team members. Also identify a senior Team Lead, who will engage with the EY and SIDH team, including their profile.
  b) **SIDH Experience/Capabilities:** Highlight your experience and capabilities which will be relevant for the success of the project. Also, highlight your organization's commitment and focus for this initiative (in about 200 words)
  c) **Proposed SIDH Approach:** Provide an approach on how your organization will prepare for the SIDH program (in about 200 words)

1.3 CONTACT DETAILS

The LOI should be addressed and submitted to:

Email: Sonal.Saxena@in.ey.com,
CC: Gaurav.Tomar@in.ey.com, Ruchi.Babra@in.ey.com, shiffali.singla@accessh.org

Address: 6th Floor, Wing A and B, Worldmark- 1, Indira Gandhi International Airport Hospitality, Opp Holiday Inn, Aerocity, Mahipalpur, Delhi
Phone: +91 99588 26565

1.4 SYSTEM INTEGRATOR EVALUATION CRITERIA

The success of the SIDH program and SI partners to have strong financial and operational capabilities, deploy a strong team for the SIDH program, and be willing to invest in building the requisite skills in healthcare technology / EMR. The System Integrators (SIs) will be evaluated by AHI/EY team, based on the following criteria.

Part A: 60%

- Financial capability of the firm
- Age of the organization
- Domain area expertise
- Team strength
- Experience of working in private and govt. hospitals
- Case study

Part B: 40%

- SIDH team profile
- SIDH relevant experience and capabilities
- Proposed SIDH approach

The detailed evaluation criteria for proposals have been provided in Appendix I

APPENDIX I: COVER LETTER

(ON LETTERHEAD OF ENTITY)

Date:

To,

Subject: Letter of Interest for joining the SIDH Program

Dear [Recipient],

I am writing to express our organization's interest in participating in the System Integrators for Digital Health (SIDH) Program, as advertised by Access Health International (AHI) in collaboration with Ernst & Young (EY).

We are enthusiastic about the opportunity to participate in the SIDH Program and contribute to its success. We have also reviewed the terms and conditions outlined in the LOI and would like to convey our interest in participating in the SIDH Program.

For the purpose of this LOI, all information and supporting documents provided, contain facts/information that are true to the best of my knowledge and belief. I understand that any misrepresentation or concealment of any information in this regard shall lead to disciplinary action as deem fit.

Please find attached the requested particulars as specified in the Letter of Interest document. Should you require any further information or clarification, please do not hesitate to contact us at [Email Address] or [Contact Number].

Particulars	Details/Attachment
Name and Address of Company	
Registration Details (Copy of Certificate of Incorporation/ Registration to be provided)	
Pan Card	
Details of Point of Contact (email and contact address)	
Location applying for (Tick only one)	Jaipur | Bhopal | Bhubaneswar | Cochin

We look forward to the opportunity to contribute to the success of the SIDH Program and support the advancement of Digital Health initiatives in India. Thank you for considering our application.

Best Regards,

[Your Name]

[Your Position]

[Contact Information]

APPENDIX II: EVALUATION CRITERIA

Technical Evaluation Criteria				
S. No.	Criterion	Max Marks	Scoring Pattern	Supporting Documents Required
PART A				
1	Age of Organization	10	Organization older than 7 years- **10 Marks**	Registration certificate of the organization
			Organization age between 3 to 7 years- **7 Marks**	
			Organization less than 3 years old- **05 Marks**	
2	Healthcare / Technology Domain Area Expertise	15	Experience of working in Healthcare Application Implementation – **15 Marks**	Self-certificate on company letterhead mentioning the clients
			Experience of working in Enterprise Application Implementation - **10 Marks**	
			Experience of working in technology e.g., Hardware/software sales – **5 Marks**	
3	Experience of working in Private or Government healthcare organizations (incl. hospitals)	15	Experience of working in more than 10 healthcare organizations – **15 Marks**	Self-certificate on company letterhead mentioning the clients
			Experience of working in 5- 10 healthcare organizations – **10 Marks**	
			Experience of working in less than 5 healthcare organizations – **05 Marks**	

			Technical Evaluation Criteria	
S. No.	Criterion	Max Marks	Scoring Pattern	Supporting Documents Required
4	Organizational capacity	10	Average annual turnover in FY21-22, FY22-23 & FY23-24 over Rs. 2.0 Crores - **10 Marks**	Statutory Auditor /CA Certificate specifying the turnover for the specified years.
			Average annual turnover in FY21-22, FY22-23 & FY23-24 between Rs. 1.0 and 2.0 Crores –**7 Marks**	OR
			Average annual turnover in FY21-22, FY22-23 & FY23-24 between Rs. 70 lacs & 1.0 Crore - **5 Marks**	Copy of the audited annual financial statements (AFS). AFS copy should have the auditor's name and signature on the statements (Balance sheet/ P & L etc.).
			Average annual turnover in FY21-22, FY22-23 & FY23-24 between Rs. 50 & 70 lacs - **3 Marks**	
5	Team Strength (Number of Employees)	10	More than 60 employees are on organization's payroll as full-time employees - **10 Marks**	Certificate duly attested by HR/
			30 to 60 employees are on organization's payroll as full-time employees - **7 Marks**	Or designated signing authority.
			Less than 30 employees are on organization payroll as full-time employees - **5 Marks**	
	Total	**60**		

PART B				
1	Proposed SIDH team & profile	15	**Team Composition (10 Marks) –** Sales & Marketing Team: • 2 or more dedicated members: **5 marks**.	CVs of the proposed team

Technical Evaluation Criteria				
S. No.	Criterion	Max Marks	Scoring Pattern	Supporting Documents Required
			• 1 dedicated member: **3 marks** Clinical/Healthcare Consultant/Profile with Healthcare Experience: • 1 or more dedicated members**: 2 marks** • No dedicated member: **0 marks** Technical Support Team • 1 or more dedicated members: **3 marks** • No dedicated member: **0 marks** **Time Commitment (5 marks)-** • 100%-time commitment proposed for all roles: **5 marks** • Majority of team members with significant time commitment (50% or more): **3-4 marks** • Some team members with limited time commitment (less than 50%): **1-2 marks** • No clear time commitment mentioned for team members: **0 marks**	
2	SIDH relevant experience and capabilities	15	Highly relevant organizational experience/capabilities demonstrating the ability to contribute to the program's success: **15 marks.** Good relevant experience, capabilities, commitment, and	Brief Note as per PART B

Technical Evaluation Criteria				
S. No.	Criterion	Max Marks	Scoring Pattern	Supporting Documents Required
			focus indicating the ability to contribute reasonably well to the program: **10 marks.** Limited experience, capabilities, commitment, and focus demonstrated: **5 marks**	
3	Proposed SIDH approach	10	Highly detailed, well-structured, and insightful approach-**10 marks** Basic approach covering fundamental aspects but lacks specificity-**5 marks**	Brief Note as per PART B
	Total	**40**		