

Request for Proposal (RFP): Professionalisation of Neotree Implementation Guide

1. Introduction and Background

1.1. Organisation Overview

Neotree is seeking proposals from qualified vendors to undertake the professionalisation and production of a comprehensive implementation guide for the **Neotree System**. Neotree is a digital clinical decision support tool for neonatal care intended for use by clinicians in scarce resource settings, such as hospitals and primary health care centres.

1.2. Project Goal

The primary goal is to take existing Neotree user guides and training materials and transform them into a high-quality, practical, and user-friendly **Implementation Guide** or “**Neotree in a Box**”. The resulting guide must be highly professional, easy to use, and delivered in both an **interactive online format** and a **professional printed format**. This project focuses on editorial refinement, design, and production, not new content generation.

2. Scope of Work: Reproduction and Professionalisation

The successful Bidder will be responsible for taking existing Neotree user guide materials and transforming them into professional, user-friendly, and accessible online and printed implementation guides. There are 40 tools in total, with each tool between 2 and 30 pages of content.

2.1. Content Review and Refinement

- **Material Handover:** Receive and review all existing Neotree documentation, user guides, training materials, and content drafts provided by Neotree.
- **Editorial Enhancement:** Conduct comprehensive editorial review, including copy-editing, proofreading, and **harmonisation** of terminology and tone across all materials.
 - **Goal:** Ensure technical accuracy (in consultation with the Neotree team), consistency, clarity, and grammatical correctness.
- **Structural Optimisation:** **Reorganise** the existing content into a logical, modular, and flow-based structure that **optimises** user learning and quick reference for the target audience (e.g. separating clinical workflows, technical setup, and administrative tasks). Proposal should include options of content type e.g. conversion into training or demo videos etc
- **Branding Integration:** Format and brand materials including integrating Neotree’s official branding guidelines, **logos**, and required legal text into all final outputs.

2.2. Online Implementation Guide (Web-Based) Production

- **Platform Design & Development:** Design and develop a highly intuitive, responsive, and mobile-friendly online platform (ideally within the Neotree website) for hosting the refined content.
- **Feature Implementation:** Implement features essential for easy material access:
 - **Efficient Navigation:** Clear hierarchical menus and inter-document linking.
 - **Advanced Search:** Full-text search capability.
 - **Media Integration:** Integration of existing and new video/image assets into the content flow.
 - **Interactive Tools:** Incorporation of downloadable templates, forms, and practical checklists based on the existing material.
- **CMS Delivery:** Deploy the guide on a specified or recommended Content Management

System (CMS) (e.g. GitBook, Read the Docs, WordPress with appropriate plugins) that allows Neotree staff to perform ongoing maintenance and minor content updates without requiring vendor support.

- **Accessibility:** Ensure the platform and its content meet current web accessibility standards.

2.3. Printed Implementation Guide Production

- **Professional Layout & Graphics:** Apply professional graphic design standards to the refined content for the printed **format**.
 - This includes designing clear layouts, appropriate typography, and **optimising** image/diagram **quality** for high-resolution **printing**.
- **Print-Ready Deliverables:** Deliver **finalised**, press-ready files (e.g., high-resolution PDFs and original source files like InDesign) for mass reproduction.
- **[Optional Service A: Printing]** Quote separately for the printing, binding, and delivery of an initial batch of **50** hard copies.

2.4. Knowledge Transfer and Handoff

- Provide a comprehensive training session (e.g., 2 full days) for the designated Neotree staff on using the CMS and updating the online guide.
- Provide complete technical documentation for the online platform, including hosting details and any custom code.

3. Proposal Requirements

Bidders must submit a proposal that includes the following sections:

3.1. Company Profile

- Legal name and address of the company.
- Brief company history and core competencies.
- Names and CVs of the key personnel assigned to this project (Project Manager, Content Editor, Web Developer, Designer).
- Minimum of three (3) relevant case studies or examples of similar projects (e.g., editorial work on technical/clinical guides, design and delivery of interactive documentation).

3.2. Technical and Creative Approach

- Detailed methodology for content review, editorial refinement, and structural **optimisation**.
- Proposed technology stack/platform for the Online Guide (e.g., CMS, hosting plan).
- Preliminary concept for the visual design of both the online and printed guide, demonstrating understanding of user experience (UX).
- Outline of the proposed content structure (Table of Contents draft).

3.3. Project Timeline and Work Plan

- A clear, phase-based workplan with estimated durations for each major milestone (e.g., Content Audit, Editorial Refinement, Online Development, Print Design, Final Review, Handoff).
- The project must be completed by 31st March 2026

3.4. Detailed Financial Proposal

- Fixed price quote for the entire Scope of Work (excluding optional printing services), in GBP/£.
- Detailed breakdown of costs by task (e.g. Editorial/Refinement, Online Platform Design/Development, Print Design).
- Separate, itemised quote for **Optional Printing Services** (if requested in Section 2.3).
- Proposed payment schedule linked to project deliverables (please note whilst the exact structure can be negotiated, payment will be on delivery of completed materials).

4. Evaluation Criteria

Proposals will be evaluated based on the following **criteria**:

Criteria	Weighting
Technical Merit & Methodology (Clarity of approach , suitability of proposed technology , and editorial process)	35%
Relevant Experience & Team Expertise (Past projects, team qualifications , focus on design/editing)	30%
Project Timeline & Feasibility (Realistic work plan and delivery dates)	25%
Financial Proposal (Competitiveness and clarity of pricing)	10%

5. Submission and Contact Information

Item	Detail
RFP Issue Date:	12th January
Deadline for Questions:	19th January

Proposal Submission Deadline:	26th January
Interviews / Dialogue with shortlisted suppliers	Wc 9th February
Submission Method:	recruitment@neotree.org
Primary Contact:	Josh Potter, Global Operations Director, josh@neotree.org

Proposals received after the submission deadline will not be considered. All questions regarding this RFP must be submitted in writing to the Primary Contact by the Deadline for Questions.