



REQUEST FOR PROPOSAL

1. The Philippine Institute for Development Studies (PIDS) invites all eligible individual consultants to submit proposals for the **Creatives Consultant for PIDS-PBSP HCPN Demonstration Sites - Quantitative Technical Support (Institution) - C19RM.**
2. The Approved Budget for the Contract (ABC) is **PhP576,000.00.**
3. Interested consultants must submit the following documents using PIDS the prescribed forms:
 - a) Curriculum Vitae of the proposed Consultant(s)¹
 - b) Technical Proposal Form¹
 - c) Financial Proposal Form¹
 - d) Filled out Data Privacy Notice and Personal Data Protection Form¹
 - e) Statement of Completed contracts²
 - f) Statement of All Ongoing and Awarded But Not Yet Started Contracts²
 - g) Notarized Omnibus Sworn Statement (for ABC above PhP50,000.00)¹
 - h) Income/Business Tax Returns (for ABC above PhP500,000.00)¹
 - i) PhilGEPS Registration Number (certificate or screenshot)¹
 - j) Valid Mayor's/Business Permit (Firm) or BIR Certificate of Registration³ (Individual).
4. Interested consultants may obtain further information from the Procurement Management Division at telephone via email at procurement@pids.gov.ph.
5. The Institute shall adopt the Quality-Based Evaluation procedure in selecting consultants based on the attached Terms of Reference.
6. The deadline for submission of proposals is on **24 February 2025 (5:00 PM)** addressed to:

The BAC Chairperson for Consultancy
Services c/o The BAC Secretariat
Procurement Management Division
18/F Three Cyberpod Centris – North Tower, EDSA cor. Quezon Ave., Quezon City

Proposals may also be submitted through email at procurement@pids.gov.ph.

7. PIDS reserves the right to reject any or all of the proposals, declare a failure of bidding, or not award the contract if there is evidence of collusion, including any act that restricts, suppresses, or nullifies competition, or if there is a failure to follow the prescribed bidding procedures. PIDS also reserves the right to waive any required formality in the proposals received and select the proposal it determines most advantageous to PIDS.

DR. AUBREY D. TABUGA

Chairperson
PIDS-BAC for Consultancy Services

Reference No.:2025-050

¹Applicable for individual consultants and firms

²Applicable for firms only

³ Individual consultants must issue Official Receipt (OR) during payment.

Philippine Institute for Development Studies
TERMS OF REFERENCE

Creatives Consultant¹
for
PIDS-PBSP HCPN Demonstration Sites - Quantitative Technical Support
(Institution) - C19RM²

1. Background and Rationale

With the enactment of the Universal Health Care law, the Philippine Health Insurance Corporation (PhilHealth) has been empowered to be the national strategic purchaser of individual-based health services. A critical health provider payment mechanism (PPM) reform that PhilHealth must implement under the Universal Health Care (UHC) Law is the Diagnosis Related Groupings (DRGs). The DRGs are a step forward to move the current all-case rate system from retrospective payments, based only on service outputs to value-based payments that incentivize quality, efficiency, and equitable care and improve health at lower costs for the health sector and patients.

Moreover, such complex reform requires that PhilHealth maintain the DRGs and other PPM systems over the long-term. This requires improving PhilHealth's data quality, monitoring frameworks, and plans to evaluate whether these reforms achieve their goals for value-based purchasing. On both these fronts, PIDS will assist PhilHealth in developing DRG payment rates and in the monitoring and evaluation for the DRGs and PPMs.

2. Objectives of the Study

1. Monitoring and Evaluation (M&E): (a) trends in health care utilization across the life course, and (b) assessment of baseline trends for quality, and equity of DRGs and other PhilHealth benefits and reforms
2. Policy Support and Recommendations for DRGs and Related PPM Reforms: (a) health financing policy and gaps, (b) policy decisions to use DRGs for actual reimbursement, (c) health data policy standards and gaps
3. Charge Analysis and Costing Methodology: (a) analysis of charge data and development of charge libraries, (b) Review and revision of PhilHealth costing methodologies, policies, and forms
4. DRG Rate-setting: calculation and documentation of the development process
5. Capacity Building for PIDS, PhilHealth, DOH, Providers, and Other Stakeholders: (a) Technical capacity building for DRG implementers, (b) Communication of DRG and PPM reforms to providers and the public

¹ The Consultant may be an individual or a firm.

² This engagement will be charged against the project PIDS-PBSP HCPN Demonstration Sites - Quantitative Technical Support (Institution) - C19RM.

6. Comprehensive Outpatient Benefit Package (COBP): Classification of services in accordance with PhilHealth COBP design and National Practice Guidelines (NPG)

3. Objectives of the Consultancy

One of the components involved in the project is coordination with relevant stakeholders and communicating the DRG reforms to the general public which requires communication materials to effectively convey the project's PPM reforms. These communication materials will assist the project team in engaging with all relevant stakeholders and will assist in increasing national awareness of these health reforms. In line with this, there is a need to engage a **Creatives Consultant** to assist in developing communication materials for the project.

4. Scope of Work, Deliverables, and Schedule of Payment Releases

Under the guidance and technical oversight of a PIDS Research Fellow who serves as the Project Director, the Consultant is expected to work with the Project Team and undertake the following tasks/activities:³

1. Collaborate with the PIDS Program on Health Economics and Finance (HEFP) team and lead the development of communication materials with the following principles:
 - a. Sharing knowledge – provide basic information on the DRG project and PPM reforms
 - b. Build will – resolve the audience's/stakeholders' doubt and overcome potential barriers
 - c. Reinforce action – provide updates on the progress and success of DRG and the relevance of PPM reforms
2. Plan the phasing of the production and publication/dissemination of the communication materials and strategies through a content or communications plan calendar, in coordination with the team and other consultants
3. Write the branding guidelines for all technical products including reports, presentations, website, and other communication and learning materials, as aligned with PIDS branding and style guidelines
4. Design and produce high-quality, innovative, and relatable communication materials to spread awareness of the DRG PPM reforms and assist in stakeholder engagements. The materials may include but are not limited to: newsletters, press releases, infographics, testimonials, and videos. The quantity and the topics for each kind will be based on the agreed work plan with the team. ⁴
5. Design and produce high-quality, innovative, learning or capacity-building materials on the DRG PPM reforms, with specific modules/topics to be planned with the team

³ If the Consultant needs to undertake physical/ face-to-face interviews and data collection and related activities, the Consultant has to ensure compliance with existing and future policies, rules, and resolutions as may be issued by concerned government agencies pertaining to health and safety.

6. Collaborate closely with the PIDS HEFP team to pre-test the formulated communication materials that will be used to spread awareness on the DRG PPM reforms and revise accordingly when necessary
 - a. Sign a Non-Disclosure Undertaking with PIDS. Any information gathered and generated in the implementation of the project shall be processed subject to the applicable provisions of the Republic Act. No. 10173, known as the “Data Privacy Act of 2012” and its Implementing Rules and Regulations and relevant issuances of the National Privacy Commission (NPC); and
7. Perform such other professional, highly technical, and confidential duties and responsibilities as the Research fellow may assign from time to time.

The consultant will prepare the following outputs based on the schedule below:

Activities and Deliverables	Due Dates	Payment Tranches
Inception Report following PIDS template including: - Proposed work plan	1 month after signing (Indicative: March 31, 2025)	10%
Progress Report 1 , including: <ul style="list-style-type: none"> Brand book, content/communications calendar, and updates on other accomplishments for all items in the scope of work 	June 30, 2025	30%
Progress Report 2 , including: <ul style="list-style-type: none"> Updates on accomplishments in the production of communications and learning materials Updates on other accomplishments for all items in the scope of work 	July 31, 2025	30%
Final versions of <ul style="list-style-type: none"> Brand book Communication materials Learning materials Accomplishment reports on all other items in the scope of work Terminal Report Turnover of draft and materials used together with Certification indicating the turnover of as well as the deletion of such data and that it will allow PIDS to verify if the data is complete	November 30, 2025	30%

NOTE: Payments will be based on the acceptance and approval by PIDS of the corresponding outputs.

5. Qualifications of the Consultant

Education	At least a Master's Degree in Multimedia Arts, Communication Arts, Development Communication, Science Development Communication, Science Communication, or related fields
Experience	At least 5 years of professional experience as a communication specialist/consultant in public health, health systems, health financing, or other related fields
Competencies	<ul style="list-style-type: none"> Advanced level core competencies: deliverability/ results-oriented, professionalism, adaptability, and communication skills Advanced level functional competencies: writing and editing content; excellent skills in designing and maintaining communication materials; and demonstrates competency with working in all forms of media Intermediate level functional competencies: project/research implementation and management; and research conceptualization Superior skills in developing communication materials and/or media products

6. Project Duration

The engagement will commence upon the signing of the contract until **December 31, 2025**, on a part-time basis. The consultant's work must be completed within this period, and no man-days will be chargeable after this date.

7. Approved Budget for the Contract

The approved budget for this consulting service is up to **PHP ₱576,000.00**, depending on the qualifications.

8. This amount does not include travel and accommodation during fieldwork. PIDS will shoulder the cost of fieldwork (if any). PIDS shall not cover hospitalization and other COVID-related health expenses of the consultant as no employer-employee relationship exists between the PIDS and the consultant.

Evaluation Criteria

a. Evaluation Criteria

Applicant consultants will be revaluated based on the following criteria:

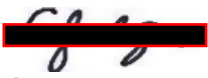
Consultant Qualifications Education <ul style="list-style-type: none"> At least a Master's Degree in Multimedia Arts, Communication Arts, Development Communication, Science Development Communication, Science Communication, or related fields Training and experience	50%
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<ul style="list-style-type: none"> At least 5 years of professional experience as a communication specialist/consultant in public health, health systems, health financing, or other related fields <p>Competencies</p> <ul style="list-style-type: none"> Advanced level core competencies: deliverability/ results-oriented, professionalism, adaptability, and communication skills Advanced level functional competencies: writing and editing content; excellent skills in designing and maintaining communication materials; and demonstrates competency with working in all forms of media Intermediate level functional competencies: project/research implementation and management; and research conceptualization Superior skills in developing communication materials and/or media products 	
<p>Plan of approach and methodology;</p> <ul style="list-style-type: none"> Clarity, feasibility, innovativeness, and comprehensiveness of the approach Incisive interpretation of problems and reflection on suggested solutions 	50%
Total	100%

b. Detailed rating sheet (see attached file)

Prepared by: 
VALERIE GILBERT T. ULEP
Project Director

Reviewed and Approved by:


CHRISTINE RUTH P. SALAZAR
Officer-In-Charge, Research Services Department