



## REQUEST FOR PROPOSAL

1. The Philippine Institute for Development Studies (PIDS) invites all eligible individual consultants to submit proposals for the **Graphic Designer Consultant for PIDS-PBSP HCPN Demonstration Sites - Quantitative Technical Support (Institution) - C19RM.**
2. The Approved Budget for the Contract (ABC) is **PhP54,600.00.**
3. Interested consultants must submit the following documents using PIDS the prescribed forms:
  - a) Curriculum Vitae of the proposed Consultant(s)<sup>1</sup>
  - b) Technical Proposal Form<sup>1</sup>
  - c) Financial Proposal Form<sup>1</sup>
  - d) Filled out Data Privacy Notice and Personal Data Protection Form<sup>1</sup>
  - e) Statement of Completed contracts<sup>2</sup>
  - f) Statement of All Ongoing and Awarded But Not Yet Started Contracts<sup>2</sup>
  - g) Notarized Omnibus Sworn Statement (for ABC above PhP50,000.00)<sup>1</sup>
  - h) Income/Business Tax Returns (for ABC above PhP500,000.00)<sup>1</sup>
  - i) PhilGEPS Registration Number (certificate or screenshot)<sup>1</sup>
  - j) Valid Mayor's/Business Permit (Firm) or BIR Certificate of Registration<sup>3</sup> (Individual).
4. Interested consultants may obtain further information from the Procurement Management Division at telephone via email at [procurement@pids.gov.ph](mailto: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 **09 June 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](mailto: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.:2025-162

<sup>1</sup>Applicable for individual consultants and firms

<sup>2</sup>Applicable for firms only

<sup>3</sup> Individual consultants must issue Official Receipt (OR) during payment.

**Philippine Institute for Development Studies  
TERMS OF REFERENCE**

**Graphic Designer Consultant<sup>1</sup>**

**for**

**PIDS-PBSP HCPN Demonstration Sites - Quantitative Technical Support (Institution)  
- C19RM<sup>2</sup>**

**1. Background and Rationale**

With the enactment of the Universal Health Care (UHC) 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 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 a complex reform requires that PhilHealth maintain the DRGs and other PPM systems over the long-term. This requires improving PhilHealth's data quality, and monitoring frameworks and plans to evaluate whether these reforms achieve its goals for value-based purchasing. On both these fronts, PIDS will be assisting PhilHealth in the development of DRG payment rates and the monitoring and evaluation for the DRGs and PPMs.

**2. Objectives of the Study**

1. Monitoring and Evaluation (M&E) for: (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 in: (a) health financing policy and gaps, (b) policy decisions to use DRG 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;
6. Comprehensive Outpatient Benefit Package (COBP): classification of services according to PhilHealth COBP design and National Practice Guidelines (NPG).

**3. Objectives of the Engagement**

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<sup>1</sup> The Consultant may be an individual or a firm.

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

The Consultant will provide creative oversight on the branding and logo of the Health Economics and Financing Program. The Consultant shall also produce creative outputs such as the official logo and other brand templates.

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

Under the guidance and technical oversight of a PIDS Research Fellow, the Consultant is expected to work with the Project Team and undertake the following tasks/activities<sup>3</sup>

1. Design a still logo and logo animation (3 to 5 seconds) for the Health Economics and Finance Program, including file formats of raw files and final product;
2. Create a brand manual for the Health Economics and Finance Program including guides on logo usage, typography, and color palette;
3. Create templates for the HEFP:
  - a. Calling card
4. 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
5. Perform 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 |
|---|--------------------------------|------------------|
| <ul style="list-style-type: none"> <li>Inception Report following PIDS template including:               <ul style="list-style-type: none"> <li>Proposed work plan</li> </ul> </li> </ul>   | 2 weeks after signing contract | 10%              |
| <ul style="list-style-type: none"> <li>Final outputs for SOW items #1-#3</li> <li>Turnover of draft and materials used together with Certification indicating the turnover of as well as the deletion of such materials and that it will allow PIDS to verify if the data is complete.</li> </ul> | August 30, 2025                | 90%              |

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

#### 5. Qualifications of the Consultant

The Consultant shall have the following qualifications:

|           |   |
|-----------|---|
| Education | At least BA/BS degree in graphic design, illustration design, creative arts, or other health-related fields |
|-----------|---|

<sup>3</sup> 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

|              |  |
|--------------|--|
| Competencies | Intermediate skills in illustration and creation of brand books  |
| Experience   | At least 2 years of professional experience in graphic design, creatives, illustration, or advertising |

## 6. Project Duration

The engagement will commence upon the signing of the contract until **August 30, 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 Contract

The approved budget for this consulting service is up to **PHP 54,600.00**, depending on the qualifications.

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.


## 8. Evaluation Criteria

### a. Evaluation Criteria

Applicants for the consultant position will be evaluated based on the following criteria:

|  |      |
|--|------|
| <b>Consultant Qualifications</b><br>Education <ul style="list-style-type: none"> <li>At least BA/BS degree in graphic design, illustration design, creative arts, or other health-related fields</li> </ul> Training and experience <ul style="list-style-type: none"> <li>At least 2 years of professional experience in graphic design, creatives, illustration, or advertising</li> </ul> Competencies <ul style="list-style-type: none"> <li>Intermediate level functional competencies: skills in illustration and creation of brand books</li> </ul> | 50%  |
| Plan of approach and methodology; <ul style="list-style-type: none"> <li>Clarity, feasibility, innovativeness, and comprehensiveness of the approach</li> <li>Incisive interpretation of problems and reflection on suggested solutions</li> </ul>   | 50%  |
| Total  | 100% |

b. Detailed rating sheet (see attached file)

  
Prepared by: **DR. VALERIE GILBERT T. ULEP**  
Senior Research Fellow and Project Director

Reviewed and Approved by:

  
**MS. CHRISTINE RUTH P. SALAZAR**  
Officer-In-Charge, Research Services Division