**HEALTH PROMOTION BOARD**

# CALL FOR COLLABORATION (CFC) 2022

## 1. Overview

1.1. The Health Promotion Board (HPB) is a Statutory Board under the purview of the Ministry of Health (MOH) of Singapore, and is committed to promoting healthy living in Singapore. HPB seeks to empower the Singapore public with knowledge and skills to take ownership of their health through evidence-based health information and programming support in the areas of physical activity, healthier eating, screening and follow-up, as well as mental wellbeing.

1.2. **HPB is issuing this Call for Collaboration (CFC) to invite proposals from companies and organisations to collaborate with public health organisations to harness technology, behavioural insights and analytics to help Singapore residents take better ownership of, and sustain improvements to their health:**

1.2.1. For Singapore residents, HPB is looking to co-launch new lifestyle programmes with interested companies and organisations that will allow Singapore residents to provide their wearable and lifestyle consumer data (e.g. physical activity, mental wellbeing and diet) to specific partnered service providers for specific uses, with the users’ consent: e.g. for programme participants to receive personalised nudges and health and wellness services that will empower them to live more healthily and/or manage their own chronic conditions.

1.2.2. For health and related consumer industries, HPB is looking to enable co-innovation, research & development (R&D), and service delivery with both public and private partners. Examples include harnessing use of machine learning technology to: 1) develop novel digital biomarkers for enabling remote monitoring, risk stratification and early detection; and 2) deployment of more tailored services to the public. Focus areas include, but are not limited to, functional health (prefrailty/ frailty), impaired glucose/ diabetes, hypertension and hyperlipidaemia.

1.3. Proposals for this CFC should aspire to be global-leading innovations beyond current commercial solutions and bring about significant impact to Singapore’s population health in a cost-effective way.

1.4 **As part of the CFC process, HPB may consult other government agencies and organisations when assessing submitted proposals.** Unless explicitly stated otherwise, HPB and these other participating government agencies and organisations will be collectively identified as the “AGENCIES” in this CFC document. These other participating government agencies and partner organisations include, but are not limited to, the Ministry of Health (MOH), the MOH Office of Healthcare Transformation (MOHT), Smart Nation & Digital Government Office (SNDGO), Economic Development Board (EDB), Agency for Science Technology and Research (A\*STAR), Infocomm Media Development Authority (IMDA), Enterprise Singapore (ESG), NUS-School of Public Health (NUS-SPH) etc.

1.5. This CFC document includes the following annexes:

1. **Annex A: Terms & Conditions for this CFC**

1. **Annex B: Proposal Submission Template**

1. **Annex C: Key Deliverables, Business Plan and Other Information**

1. **Annex D: Non-Disclosure Agreement**

* 1. The deadline for submission of CFC proposal is **30 September 2022,** at **2359** hours (Singapore time, GMT +0800). Please refer to Section 6 for the CFC timeline.

* 1. A briefing session will be held for all interested parties on **22 July 2022**. Please refer to Section 8 for more details.
  2. Interested parties submitting proposals in response to this CFC (“**Respondents**”) will be deemed to have read and accepted the Terms & Conditions as stated in **Annex A**.

## 2. Background on Singapore’s Public Healthcare Ecosystem and Priorities

2.1. **Ageing population impetus and strategic shifts in public healthcare**. By 2030, about one in four Singaporeans will be above the age of 65, compared to one in seven today. To ensure sustainable healthcare, Singapore is making three key strategic shifts as follows:

1. From healthcare to health – to shift beyond treating illnesses to promoting healthy living and active ageing;
2. From hospital to home – to shift the gravity of care from hospitals to home and the community, supporting the transitions in care and ageing in place; and
3. To shift the focus to value-driven care – delivering appropriate and cost-effective care.

2.2 **Key characteristics of Singapore’s healthcare ecosystem**. There is a high level of public sponsorship to convene, coordinate and support effective collaborations with industry partners (see <http://www.moh.gov.sg/home/our-healthcare-system> [f](http://www.moh.gov.sg/)or more information about Singapore’s healthcare ecosystem). We have provided a quick overview below:

* + 1. Steward of Singapore’s Healthcare Ecosystem
  1. Within Singapore, MOH sets national directions, policies and regulations, which are operationalised through the public healthcare clusters and statutory boards it oversees.
  2. MOH is also responsible for Singapore’s healthcare financing system and national healthcare insurance scheme.
     1. Public Healthcare Players

* + - 1. The following three public healthcare clusters directly operate acute care and primary care services, namely:
         1. National University Health System (NUHS);
         2. National Healthcare Group (NHG); and
         3. SingHealth.
      2. In addition, MOH has created Statutory Boards and agencies to support and oversee other health needs and areas serving the public, including:

**Health Promotion Board** – empowers the Singapore public with knowledge and skills to take ownership of their health and live a healthy lifestyle, guided by evidence-based health knowledge to formulate and implement health policies and programmes that will improve the nation’s health.

**Health Sciences Authority** – safeguards public health and safety as the national regulator for health products by applying medical, pharmaceutical and scientific expertise, securing national blood supply and is the national expertise in forensic medicine, forensic science and analytical chemistry testing capabilities.

**Agency for Integrated Care** – coordinates and supports efforts in integrating care needs by connecting people to services they need, work with health and social care partners to increase services for the ageing population, to achieve the best care outcomes for Singapore residents.

**MOH Office for Healthcare Transformation** – designs and pilots new healthcare models and initiatives by leveraging innovative technology, data analytics, and finance and incentive redesign towards effective new end-to-end system-level solutions that have a transformational impact on care and health outcomes.

2.2.3 Private Sector Partners

* + - * 1. MOH also commissions primary care services from private General Practitioners (GP) clinics through the Community Health Assist Scheme (CHAS) programme, providing subsidies for medical and dental care to Singaporeans. There are more than 1,800 CHAS clinics in Singapore, with the clinics within 1 km or 15 minutes by public transport of patients.

* + - * 1. MOH provides funding and subsidies in support of the Intermediate and Long-Term Care (ILTC) sector as well. This covers home-based services, centre-based services as well as residential ILTC services provided by community hospitals, nursing homes and hospices for palliative care.

* + 1. Advancing Healthier SG Strategy

1. With an ageing population, healthcare in Singapore is evolving towards adopting a more preventive approach, with early interventions to keep Singapore residents healthy, while continuing to provide holistic care to those with existing needs.
2. The Healthier SG strategy seeks to achieve this via an ecosystemic approach by integrating family physicians for preventive health plans and regular screenings to address risk factors and achieve personal health goals, as well as leveraging community partnerships to provide programmes and health services in the community. Building on these strengths of our public health ecosystem, Singapore aspires to be a “Living Lab” for health innovation in partnership with the private sector and academia, to bring better health outcomes for Singapore residents.
3. HPB will continue to be Singapore’s lead for upstream preventive health efforts. This includes advocating and educating Singapore residents on the benefits of e.g. physical activity, mental wellbeing, healthy diet and routine health screening by reaching out to the Singapore population at large, while making healthy living accessible for everyone through national health programmes, and in collaboration with our private sector programming partners (see Appendix for examples of current efforts by HPB).

* 1. **Availability and accessibility of health and other related lifestyle data based on explicit consent from individuals.** HPB has amassed various health and lifestyle-related datasets through our extensive partnerships and programmes.

1. Available data is collected via agencies and partners, including health data with summary patient information across different healthcare providers;
2. Physical activity data, including steps, Moderate to Vigorous Physical Activity (MVPA) & sleep data through HPB’s National Steps Challenge programme, which attracted over 1.7 million sign-ups across five seasons, as well as other public programming on holistic health (e.g. LumiHealth);
3. Consumption data for food and beverages from the largest grocery retailers and food court chains, as part of HPB’s national Eat, Drink, Shop Healthy programme;
4. Sports and activity participation data, such as national sports facilities booking data through SportSG and other HPB-led programmes (e.g. MOVE IT programmes);
5. Screening data collected through national programmes such as HPB’s Screen for Life initiative that encourages Singapore residents to go for regular health screening and follow-ups; and
6. Administrative demographic and social data etc.
7. The Singapore Government will continue to serve as a trusted and effective data broker between Singapore residents and interested organisations, so that collected health and lifestyle-related data can be used, with explicit consent by the respective individual, to innovate and provide more personalised services. The Government will negotiate and administer data-sharing partnerships with source organisations, while ensuring that strict safeguards are in place to protect individual privacy and hold user organisations accountable for proper use of the data according to the consented purposes. Joining such a trusted network can facilitate safer data transactions between individuals and service providers, and also protect the interests of organisations which could otherwise incur significant effort and costs to manage data-sharing through bilateral means, along with associated risks and liabilities.
8. Drawing from international best practices, the safeguards for data privacy may include, but are not limited to, the following:
   1. Singapore residents will have to provide explicit consent for their data to be onwards shared with interested organisations to reap service benefits;
   2. Singapore residents should be able to directly control and authorise the sharing of data for specific purposes, and subsequently to manage or revoke such consent;
   3. Shared data will be limited to what is strictly necessary to deliver each service, and only by authorised service providers; and
   4. Data audits and penalties for data privacy breaches pursuant to the Personal Data Protection Act will apply.

## 3 Objectives and Scope

3.1 This CFC process aims to collaborate with the private sector to develop and deploy innovative health solutions at high velocity for eventual population-level scale around 2 focus areas:

3.1.1 **Health promotion for all.** HPB aims to advance and co-launch new lifestyle programmes within the ‘wellness space’, in order to empower Singapore residents with the knowledge and skills to take ownership of their health and live a healthy lifestyle.

3.1.2 **Advancing Healthier SG efforts.** The AGENCIES also intend to provide residents with timely feedback of their health behaviour and health status data, and supply general practitioners (GPs) and care providers with a holistic view of an individual’s healthcare needs and lifestyles to enable GPs to address key risk factors for early intervention.

3.2 HPB / the AGENCIES have put forth 3 desired objectives for any new partnership proposals:

1. **Desired Objective #1 – Engaging more Singapore residents and covering more “breadth” by bringing more individuals under HPB’s programme reach:** With a large part of the population yet to participate in HPB programmes, we are looking for tech-enabled proposals to:
   1. Trial innovative proof-of-concepts around particular population segments or domains (e.g. monitoring and addressing pre-frailty among seniors, tackling children-related health challenges, evaluating technology usage for tracking and promoting better mental health or nutrition); and/or
   2. Co-launch new holistic lifestyle programmes to promote healthy habits across various domains (e.g. physical activity, nutrition, mental wellbeing, sleep, screenings and vaccinations) to more Singapore residents.

1. **Desired Objective #2 – Obtaining more “depth” of health or lifestyle-related data on each individual within Singapore’s healthcare ecosystem**: Such additional data can help Singapore healthcare players improve population health outcomes, or customise service offerings to relevant individuals (e.g. detecting health risks early for upstream lifestyle intervention to mitigate or even avoid disease progression altogether). We are looking for tech-enabled proposals that can:
   1. Use novel or more efficient means to collect additional lifestyle data, before analysing such information to inform and shape population-level interventions; and/or
   2. Employ new algorithms that can predict health outcomes based on measured proxies for actionable insights (e.g. tracking mental health well-being through stress levels and heart rates, before offering tailored advice).
2. **Desired Objective #3 – Empowering individuals to self-manage their health conditions:** We are looking for proposals that involve piloting tech-enabled solutions that can educate and empower individuals in managing their own specific health conditions/chronic diseases over time.

3.3 **Proposals which can fulfil multiple desired objectives will be viewed more favourably by AGENCIES during the evaluation stage.** Beyond health, solutions could also consider integrating other lifestyle-related value propositions to Singapore residents, access to digital content and complementary services e.g. to meet payments and commuting needs, that can improve users’ response and adherence rates to the proposed programmes.

3.4 By participating in this CFC, Respondents may benefit from the following:

1. **Access to HPB’s expertise and outreach support.** HPB is a credible and authoritative source of evidence-based health information to empower Singapore residents to fully embrace life through our wide range of health promotion and disease prevention programmes. Respondents can tap on HPB’s subject matter expertise, and support in promoting new programmes and service offerings to the public.
2. **Garnering insights from Singapore’s health and lifestyle-related datasets.** Respondents may be able to tap on the amassed health and lifestyle-related data to improve their products and service offerings (such access is subject to individual consent, and other privacy safeguards set in place by the Singapore Government). Respondents who are contributing similar datasets (e.g. collected through their own wearables or devices) may be prioritised when requesting for such data access.
3. **Opportunity of economic investment support.** Where there is significant capital and capability investments in Singapore, or substantive innovation, Regional HQ and export activities based here arising from proposals to participate under this CFC, HPB can also facilitate discussions with economic agencies such as EDB, A\*STAR and/or Enterprise Singapore etc. on potential support under existing economic incentive schemes.

## 4 Who should participate

4.1 We seek partner organisations who have capabilities in, and are keen to collaborate with HPB, including, but not limited to, the following areas below:

4.1.1 **Co-creating new health programmes** to rope in more Singapore residents to participate, while equipping them with the knowledge and skills to lead a healthier lifestyle;

4.1.2 **Enriching HPB’s lifestyle datasets** (e.g. around nutrition, physical activity, mental wellbeing, sleep etc), so as to design relevant interventions for Singapore residents; and/or

4.1.3 **Empowering Singapore residents to take better ownership of their health conditions** (e.g. chronic diseases), as they transit between being well to requiring care.

4.2 Respondents should also preferably be businesses registered or planning to register in Singapore with the Accounting & Corporate Regulatory Authority (ACRA).

4.3 In the event of a Consortia:

4.3.1 Businesses may form Consortia comprising combinations of companies and other organisations such as academia, for the purposes of offering expertise and other services to co-develop or manage the proposed programme, or both;

4.3.2 The lead business shall be registered in Singapore with the Accounting

& Corporate Regulatory Authority (ACRA);

4.3.3 Businesses or Consortia submitting proposals for this CFC shall collectively be known as “**Respondents**” in this CFC.

4.4 Respondents shall describe in detail the proposed solution, business plan, etc. in the Proposal Template found in **Annex B**.

## 5 Selection Process

### 5.1 Evaluation Criteria

5.1.1 The AGENCIES will be evaluating proposals along 3 broad value categories:

5.1.1.1 **Category #1 -** **Proposed impact**: Potential to introduce new and significantly game-changing feature(s), which is/are not currently commercially available and would qualify as a global-leading innovative service if successfully launched/deployed in Singapore; or

5.1.1.2 **Category #2 -** **Probability of success**: Likelihood of proposal gaining significant traction among Singapore residents to help them achieve healthier lifestyle habits and/or manage their health conditions;

5.1.1.3 **Category #3 -** **Other considerations**: These include attitudes towards data privacy and security, as well as potential to raise capabilities in Singapore and value-add to its health innovation ecosystem. Additional details can be found under para 5.1.2.

5.1.2 The detailed evaluation criteria shall include, but are not limited to the following:

5.1.2.1 **Nature of impact:** Respondents should elaborate on their proposals’ potential to solve existing health challenges, and quantify any sustainable benefits or improved health outcomes to users/ programme participants (e.g. better compliance to lifestyle interventions, delayed onset of disease complications, and/or associated downstream health cost savings).

5.1.2.2 **Addressable market size and** **scalability plans**: Respondents should state the potential addressable market size for their proposals. Respondents should also cover any subsequent plans to scale up their proposals, e.g. rolling it out at national level cost-effectively and rapidly after the initial phase.

5.1.2.3 **Time-to-market:** Respondents should indicate the projected durations required for their proposed projects to be rolled out for public use and scaled up for eventual larger-scale deployment.

5.1.2.4 **Comprehensiveness and supportability of implementation and resourcing plans**: Respondents should clearly indicate how they intend to launch and deploy their proposals over an indicated timeframe. The implementation and resourcing plan should be sufficiently detailed to address, but not limited to, the following components:

1. Proposed milestones, with clear deliverables and KPIs set for each milestone throughout the proposals’ implementation;
2. Proposed means and plans to engage the target market audience (e.g. types of activation channels and strategies to generate inclusive demand amongst mass market segments);

1. Nature and degree of resource investment needed for Respondents and HPB to achieve the proposed set targets; and

1. Plans to ensure sustainability of the proposed operating business model for eventual scale-up.

5.1.2.5 **Respondents’ capabilities:** Respondents should demonstrate commitment to bring in professionals in e.g. data science, behavioural insights, researchers, solutions architecture, development engineers, and other relevant functional senior management to maximise success for the proposal. Respondents can also indicate expectations / requirements from HPB for the proposed partnership.

5.1.2.6 **Respondents’** **track records:** Respondents should preferably have a successful track record in similar health-related innovation deployment to at least 10,000 people, at a local, city, state or national level. Proof of delivery of such relevant projects would be greatly appreciated. The AGENCIES may also independently assess if a Respondent is of good repute and financially stable.

5.1.2.7 **Respondents’ attitudes towards** **data privacy and security**: Respondents’ proposals should adhere to high data privacy standards, while being compliant with global best practices and regulations in safeguarding user privacy. Where possible, Respondents should also demonstrate how they intend to protect and manage Singapore residents’ data being collected through their initiatives. Respondents should be able and prepared to work collaboratively with HPB / the AGENCIES to help reassure users on data privacy and security concerns.

5.1.2.8 **Proposals’ compatibility with MOH/HPB’s initiatives:** Respondents should indicate if their proposals are able to complement MOH’s strategic foci and/or HPB’s other initiatives and programmes, or strengthen HPB’s digital infrastructure and datasets with Respondents’ own data contribution to derive better insights into Singapore residents’ health-related behaviour and influence their activities.

5.1.2.9 **Scale of local presence**: Respondents should indicate their ability to offer local support for their proposals, e.g. if a dedicated local team would be deployed for their initiatives.

5.1.2.10 **Proposals’ economic value-capture and innovativeness**: Respondents should state any possible contributions to the Singapore economy in health, technology and related sectors by way of their proposals. These could include:

1. Bringing capabilities / resources and talent into Singapore and supporting wider local capability development (e.g. by partnering local organisations);

1. Generating significant related business expenditure in Singapore as a result of innovation activities; and/or

1. Eventually deploying innovation out of Singapore to other markets.

### 5.2 Selection of Proposal(s)

5.2.1 An Evaluation Panel for the CFC will review the proposals and may ask shortlisted Respondents to present and answer questions relating to their proposals at their own cost and expenses.

5.2.2 The AGENCIES reserve the right to reject any proposal submitted pursuant to this CFC if the proposal submission is incomplete.

5.2.3 The AGENCIES may select any number of proposals for award, given the strength of the proposals and resources required for each proposed collaboration, as well as the timeframe for carrying out the collaboration projects.

5.2.4 Where a proposal is selected by the AGENCIES for consideration, the Respondents will be informed on the outcome of their application after the Evaluation Panel’s review of the proposal.

5.2.5 Individual proposals will be kept confidential between the AGENCIES and respective Respondents and will be used strictly for evaluation purposes only. For the avoidance of doubt, proposals will not be shared with other parties (beyond HPB’s Affiliates) without prior approval from Respondents. Any publicity of proposals upon award will need to be subjected to mutual agreement between the AGENCIES and the relevant Respondent.

## 6 Event Timeline

The timeline for this CFC is set out below:

|  |  |
| --- | --- |
| **EVENT** | **TIMELINE** |
| **CFC launch** | 4 Jul 2022 |
| Interested Respondents to submit RSVP to attend Industry Briefing | By 18 Jul 2022 (2359h) |
| **NDA submission (as part of the RSVP process)** | **By 18 Jul 2022 (2359h)** |
| **Industry Briefing to Respondents** | **22 Jul 2022  (1000 – 1200h)** |
| **Last Enquiry Date and Submission Date of CFC proposals** | **30 Sep 2022 (2359h)** |
| Notification for shortlisted proposals | 24 Oct 2022 (estimated) |
| Presentation by shortlisted respondents | 7 Nov 2022 (estimated) |
| **Evaluation & award** | **21 Nov 2022 (estimated)** |

## 7 Submission Procedure

### 7.1 Format of Submissions

7.1.1 Submissions should be made in the format of the Proposal Template attached at **Annex B**, together with all documents, information or other materials as required in the Template and the CFC Document. All assumptions made must be clearly stated in the proposal.

7.1.2 All interested parties must complete the Non-Disclosure Agreement attached in **Annex D**, and submit the completed form as part of the Industry Briefing registration process. The deadline for submission of the NDA is as stated in Section 6.

### 7.2 Place and Time of Submissions

7.2.1 The CFC proposal (in PDF format) is to be submitted via one of the following channels:

* https://hpb.gov.sg/partners/cfc2022
* email to [HPB\_CFC@hpb.gov.sg](mailto:HPB_CFC@hpb.gov.sg)

7.2.2 The CFC proposal must be submitted by **30 September 2022, 2359h** (Singapore time, GMT +0800).

7.2.3 Late submissions will not be entertained.

## 8 CFC Briefing

8.1 A briefing session will be held for all interested parties as stated at Para 6. Interested parties (capped at a maximum of 2 representatives per organisation) must RSVP via the link at <https://go.gov.sg/cfc-registration-2022>.

## 9 Contact Details

9.1 Enquiries on this CFC may be sent via email to [HPB\_CFC@hpb.gov.sg](mailto:HPB_CFC@hpb.gov.sg) stating the following in the email subject line: “[Company Name] HPB CFC 2022 - Enquiry”.

9.2 No further enquiries on this CFC will entertained after **30 September 2022, 2359h** (Singapore time, GMT +0800).

1. **Key Deliverables, Business Plan and Other Information**

10.1 Please refer to **Annex C**.

# Appendix

## Information of HPB’s Current Efforts

In alignment with MOH’s plan for the strategic shift beyond curing illness to actively promoting healthy living, HPB aims to empower Singapore residents to live a healthy lifestyle enabled by technology and analytics, focusing on preventing non-communicable diseases via targeting changes to common modifiable risk factors associated with lifestyle. One of the strategic approaches is through lifestyle interventions such as calories intake reduction by choosing healthier food items, and increasing physical activity levels. There are several consumer engagement journeys promoted by HPB currently at a national level to nudge behaviour change using technology, through mobile applications:

1. HPB’s Eat, Drink, Shop Healthy (EDSH) Challenge nudges consumers to make healthier choices when purchasing meals, drinks or packaged food products. Consumers can participate in the EDSH Challenge via a digital platform (Healthy 365). Consumers are encouraged to purchase healthier items in supermarkets as well as Food & Beverage retail outlets. Rewards are given out when participants scan QR codes verifying their purchases (see www.gethealthy.sg/eatdrinkshop for more details).
2. The National Steps Challenge (NSC) is a nation-wide physical activity programme by HPB to encourage residents to sit less and move more. By accumulating steps using a steps tracker or supported apps, participants receive rewards to encourage sustained physical activity levels (see <https://www.healthhub.sg/programmes/37/nsc> for more details).
3. LumiHealth is a personalized health programme developed in partnership with Apple that aims to nudge participants to work towards their own health goals. Leveraging on gamification techniques and behavioural insights to motivate participants, the programme offers wellness challenges covering physical activity, nutrition, sleep and mental wellbeing, where rewards are given for each milestone completed (see [www.lumihealth.sg](http://www.lumihealth.sg) for more details).
4. To reward Singapore residents for healthy behaviour and promote a healthy eco-system, Healthpoints (common digital currency), a common Rewards Catalogue and Loyalty Platform are adopted across all of HPB’s programmes (se[e www.healthhub.sg/rewards](http://www.healthhub.sg/rewards) for more details).

To encourage Singaporeans to make informed healthier choices and adopt healthier habits, HPB has continued to work with public and private partners to broaden and deepen our health promotion efforts in the community, workplace and school settings. With the use of behavioural economics and digital technologies, HPB has nudged and incentivised individuals towards healthier lifestyles, leveraged gamification and shaped the environment over time to motivate Singaporeans towards healthy living behaviours.

Some current government digital mobile applications and programmes have gained good, wide traction and scale-up to a broad base of Singapore residents. Respondents to the CFC are encouraged to consider integrating/ leveraging these platforms for their proposed programmes:

1. Healthy 365 – a common centralised platform to allow Singapore residents to interact with various health programmes by HPB (e.g. EDSH, NSC) and community partners, with a reward system to encourage and sustain health behaviours; and/or

1. HealthHub - a portal for Singapore residents to view their individual medical records, make health appointments and perform other related e-services.

For more information about HPB and its other initiatives, please refer to [www.hpb.gov.sg.](http://www.hpb.gov.sg/)

**ANNEX A**

# Terms & Conditions

* + - 1. **Interpretation**

* 1. "**Intellectual Property**" means patents, trademarks, service marks, registered designs, applications for any of the foregoing, copyright (including without limitation, rights in computer software whether in compiled or source form), design rights, trade and business names, domain names and any other similar protected rights or assets in any country. “Intellectual Property Rights” means rights arising out of or in connection with Intellectual Property.
  2. Unless explicitly stated otherwise, HPB and other participating government agencies and organisations will be collected identified as the “**AGENCIES**” in this CFC document. These other participating government agencies and organisations include, but are not limited to, the Ministry of Health (MOH), MOH Office for Healthcare Transformation (MOHT), Smart Nation & Digital Government Office (SNDGO), Agency for Science, Technology and Research (A\*STAR), Economic Development Board (EDB), Infocomm Media Development Authority (IMDA), Enterprise Singapore (ESG), NUS-School of Public Health (NUS-SPH).
  3. “Respondent” means an organisation (or consortium) who is keen to collaborate with AGENCIES as part of this Call for Collaboration (CFC).

**2.** **Call for Collaboration (CFC)**

2.1. AGENCIES do not make any representation or warranty, whether express or implied, or accept any liability for the completeness, relevancy, accuracy and/or adequacy of the information provided in this CFC and the CFC Document. Each Respondent is responsible for obtaining and satisfying itself of all information which it considers necessary for the submission of its proposal, and must examine the CFC Document carefully as it will be deemed to have satisfied itself as to the contents therein stated (including the risks and obligations which it is to undertake). Each Respondent shall be deemed to have satisfied itself as to the viability, correctness and sufficiency of its proposal.

2.2. Each Respondent will be responsible for its own costs and expenses relating and incidental to the preparation of its proposal or its response to this CFC, including without limitation the cost of acquiring and/or using any tools specified by AGENCIES in the CFC Document or costs incurred relating to any meeting, presentation and materials provided to or requested by AGENCIES.

2.3. AGENCIES may select one or more proposals, whether in whole or in part. If the proposal of any Respondent is selected by AGENCIES, a separate agreement will be agreed and entered into by AGENCIES and that selected party for the supply of goods and services by that selected Respondent pursuant to the selected proposal. AGENCIES’ receipt or selection of any proposal shall not impose any obligation on or amount to any acceptance by AGENCIES with respect to that proposal until such separate agreement is in force.

2.4. AGENCIES has the absolute discretion without giving any reason whatsoever to accept or reject any proposal whether in whole or in part, has no obligation to select any proposal, and reserves the right not to proceed with the collaboration whether in whole or in part.

2.5. Save where agreed to in writing by AGENCIES, additional terms attached by a Respondent to its proposal and/or modification of these terms will not be accepted by AGENCIES and will not bind AGENCIES.

2.6. AGENCIES has the absolute discretion at any time to terminate this CFC or to change the nature, scope, procedures or timelines for the CFC, including the proposal submission and selection process, and evaluation criteria. AGENCIES will not incur any liability towards the Respondents for such termination or changes.

**3. Intellectual Property**

3.1. All Intellectual Property Rights in this CFC Document and any other documents, information and material provided by AGENCIES in connection with this CFC are and will remain vested in AGENCIES.

3.2. All proposals, documents, information and other material submitted by a Respondent to AGENCIES in response to this CFC will become the property of AGENCIES, except that any Intellectual Property Rights contained in such materials will not be transferred to AGENCIES.

3.3. Ownership of Intellectual Property

3.3.1 The Intellectual Property created prior to or independently of this CFC (Background IP) that is adopted but not developed arising from this CFC shall remain the IP of its respective owner. Ownership of any Intellectual Property developed pursuant to this CFC (Foreground IP) shall be mutually agreed on and confirmed prior to the award of the CFC.

3.3.2 The selected Respondent shall ensure that the proposed technologies in this CFC must be legal and usable by the Government of Singapore, the AGENCIES, commercial entities and citizens at no extra charges other than its development effort.

3.3.3 Following the award of the CFC: for any licenses for Background IP, the Agencies and its agents are granted a transferable, sub-licensable, perpetual, irrevocable, fully paid-up right and licence with no geographical restrictions to (whether by itself or on its behalf) use, execute, display, perform, possess, modify and create derivative works from the Background IP.

**4. Confidentiality**

4.1. The Respondent agrees to keep confidential any document, information or other material received from AGENCIES in connection with this CFC and not use or disclose the same except as necessary to submit its proposal. AGENCIES may require any Respondent to execute a non-disclosure agreement (NDA) in favour of AGENCIES and on such terms as AGENCIES may dictate. The Respondent shall procure that such persons or entities to which confidential information of AGENCIES is disclosed, executes a NDA in favour of AGENCIES on such terms as AGENCIES may dictate.

4.2. AGENCIES reserves the right to disclose the whole or any part of a Respondent’s proposal to AGENCIES’ affiliates or any other third parties for the purpose of evaluating the proposal, provided that AGENCIES will not disclose any pricing terms offered by a Respondent, or any information which the Respondent has expressly designates as being confidential in nature in writing, to the other Respondents.

**5. General**

5.1. AGENCIES will not be liable or owe any obligation to any Respondent for any loss or damage whatsoever (including loss of profit, savings, business contracts, or revenues, and all other forms of actual, direct, special, incidental, or consequential loss or damage) arising from or related to that Respondent’s response to this CFC, including but not limited to its submission of proposals.

5.2. Nothing in these terms prejudice or limit AGENCIES’ right (and AGENCIES has such right) to seek recovery from any Respondent and to be indemnified, kept indemnified and held harmless against any loss, damage, costs, expenses or liability incurred by AGENCIES and/or its officers, directors and employees, directly or indirectly arising out of or relating to the Respondent’s response to this CFC including the submission of its proposal, and AGENCIES’ retention and use of the proposal, including but not limited to any claim that the proposal infringes any third party’s Intellectual Property or other proprietary rights.

5.3. These terms together with the other terms of the CFC Document, constitute the entire agreement between the parties in relation to the matters herein, and supersede all prior or contemporaneous proposals, agreements, negotiations, representations, warranties, understandings, correspondence and all other communications (whether written or oral, express or implied) or arrangements entered into between the parties in respect of such matters. A waiver of a party’s rights under these terms shall be in writing and shall not prevent that party’s further exercise of the same or any other right. Any variation or amendments of these terms must be in writing and agreed between the parties. The invalidity, illegality or unenforceability of any term of shall not affect the validity, legality and enforceability of the other terms, which shall remain in full force and effect. Save for the AGENCIES, no third party shall have any right to enforce or enjoy the benefit of any of these terms under the Contracts (Rights of Third Parties) Act (Cap. 53B).

5.4. These terms shall be subject to, governed by and construed in all respects in accordance with the laws of Singapore for every intent and purpose and the Respondent agrees to submit to the exclusive jurisdiction of the Singapore courts in relation to any dispute arising out of these terms.

**ANNEX B**

Please download the Proposal Template (Annex B) template off HPB’s CFC website at<https://hpb.gov.sg/partners/cfc2022>

**ANNEX C**

# Key Deliverables, Business Plans and Other Information

## 1. Key Deliverables

1.1 The selected Respondents shall propose the key deliverables for the project that the selected Respondent shall deliver after the award of the CFC, along with the proposed timelines for delivery.

1.2 Barring all effort to resolve any potential issues, the selected Respondent shall work with the AGENCIES in this CFC to iron out any problems that arises.

1.3 In measuring the outcomes and impact of the project, the selected Respondent shall take necessary measures to control external factors that may affect the project’s capabilities to fulfil its requirements.

1.4 The selected Respondent shall take steps to ensure that the storage of the data and developed components are backed up and secure. Any data collection shall only happen with the users’ explicit consent.

## 2. Business Plan

2.1 The selected Respondent shall work with the AGENCIES without prejudice and discrimination to showcase their proposal to effect positive behavioural change or outcomes among their target market.

2.2 Concept and adoption:

2.2.1 Respondents shall clearly articulate the concept and design of its programme or ideas to offer effective solutions or services to its participants.

2.2.2 Articulate how to drive adoption by both individuals and providers as the success depends on the scalability of its use.

2.3 Business Viability:

2.3.1 Respondents are encouraged to present how its programme, solutions or services can be commercially viable to public or private organisations and Singapore residents. Proposals can include, as an option, a clear strategy for achieving and delivering a sustainable long-term business model for the eventual implementation at national level.

2.3.2 Respondents shall submit a projected implementation timeline on the business case detailing the capital investment, manpower costing and financing plan as well as the professional services required for any additional requirements with an option for extension (up to 5 years).

2.3.3 Respondents shall also detail the contributions from the respective Consortium Members in terms of role and responsibilities. All assumptions used in the business case projections shall be stated clearly in the Proposal.

## 3. Technical Security Requirements

3.1 Any transmission of data between HPB and Respondent’s proposed hosted platform shall be encrypted and secured.

## 4. Value-Added Proposals

4.1 Respondents are encouraged to propose solutions utilizing Singapore’s central digital infrastructure platforms (e.g. [SingPass & MyInfo](http://www.singpass.gov.sg/main/businesses/)) to deliver potential business cases for Singapore residents or for other data/content providers. The proposed solutions may be evaluated and considered separately outside this CFC.

## 5. Other Possibilities

5.1 The information provided and contained in this CFC is presented in good faith. The information does not purport to be all-inclusive or to contain all the information that the Respondents may require.

5.2 Proposals may also be submitted for the scope that falls outside this CFC. Such proposals need to be accompanied with detailed and compelling justifications.

**ANNEX D**

**NON-DISCLOSURE AGREEMENT**

Please download the Non-Disclosure Agreement (Annex D) template off HPB’s CFC website at<https://hpb.gov.sg/partners/cfc2022>