



TENWEK HOSPITAL

A Ministry of Africa Gospel Church

P.O Box 39
Bomet-Kenya

Telephone: (254) 728-091900, 20-2045542

E-mail: info@tenwekhosp.org

Website: www.tenwekhosp.org

RFP NO: TWKHOSP/CTC/01/2024

REQUEST FOR PROPOSAL: RECRUITMENT OF A COMMUNICATION AND MARKETING AGENCY TO RUN A DIGITAL CAMPAIGN FOR THE TENWEK HOSPITAL CARDIOTHORACIC CENTRE

Date of RFP: 16th April 2024

Closing Date for RFP: 29th April 2024

About Tenwek Hospital Cardiothoracic Centre

Tenwek Hospital is a faith-based institution founded in 1937 by the World Gospel Mission (WGM) of the United States of America in partnership with the Africa Gospel Church (AGC) in Kenya. We are situated in Bomet Township, Bomet County. The Hospital is a Christian community committed to excellence in the provision of compassionate health care, spiritual ministry, and training for service. Tenwek Hospital is a non-profit making health facility. We are supported by individuals and organizations who willingly partner with us to fulfil our mission.

Tenwek Hospital is uniquely positioned as a centre of excellence in cardiothoracic care for patients with heart diseases in the Sub-Saharan Africa region. The hospital is currently performing more open-heart surgical procedures than any other hospital in the region. It is also an accredited centre for training African healthcare workers in the prevention of heart diseases and in the medical and surgical management of patients while sharing the healing gospel of Jesus Christ.

The Tenwek Hospital Cardiothoracic Centre will provide an answer to tens of thousands of patients in need of cardiothoracic care and treatment in Bomet County, Kenya, and Africa. It will also be a major training hub for cardiac surgery, perfusion, and cardiology across Sub-Saharan Africa. The facility occupies a total of 392,000 sq. ft. It consists of a 176-bed capacity with inpatient and outpatient care.

Tenwek Hospital invites bids from competent firms to submit their Expression of Interest for consultancy services to undertake the production of a Communication campaign for Tenwek Hospital CTC. The overall objective of communication for the CTC resonates with the vision of Tenwek Hospital which is Christ Transformed Health, Lives and World and the CTC Mission to be a centre of excellence in the care of heart and chest diseases, providing compassionate care in Jesus's Name and training a generation of African healthcare professionals in these disciplines.

The Communication campaign will be developed to:

Raise Awareness, Promote Prevention, Advocate for Resources, Showcase Expertise, Promote Collaboration, Engage the Community, Mobilize Support, Reduce Waiting Times for cardiac surgeries, Empower Patients and Families, Provide information and resources to empower patients and their families to make informed decisions about cardiac care and to Offer support and guidance throughout the treatment journey, including access to counselling, financial assistance, and patient support groups. Monitor and evaluate the communication campaign.

- **Campaign themes** can revolve around awareness, training, missionary support, engagement with health societies, resource mobilization, and government relations.
- The **campaign messaging** will focus on empowering audiences to think, discuss, and talk about the unmet need of surgical heart disease particularly the burden of Rheumatic disease in Sub-Saharan Africa and its impact, the alarming statistics, the importance of early intervention, the need for training and capacity building of local healthcare workers and collaborations, the available expertise, the challenges of resources and funding and the long term vision for the project.
- The **campaign products** will be developed around shared values (e.g. compassion, loyalty, equality, kindness, love, community support, safety, care, etc.) to influence and persuade audiences.
- The power of storytelling: The campaign will have a strong storytelling component. Stories are one of the most powerful ways to influence audiences. They ignite our imagination, trigger our emotions, and counter our many forms of resistance, as we naturally drop our defences when we hear a story.
- Give guidance and call to action on what audiences can do to become a part of the work at the Tenwek Hospital Cardiothoracic Centre.

The contracted Agency is required to have the following qualifications/experience:

- Full-service communications agency (PR, digital, media, design, audio-visual content production, digital content production).
- Proven expertise in content creation, social media and digital marketing, awareness-raising campaign development and implementation (understanding of the demographics, target audiences' media channel preferences, cultural and social norms, and contexts, etc).

- Demonstrated experience in developing communication concepts around health issues.
- Experience in project management.
- Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics.

Agency core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.
- Ability to deliver campaign messages in English and Kiswahili
- Creativity: All materials must be creatively done with the highest artistic and professional quality. The team must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.

Application procedure

Companies/firms are required to submit the following documents/information:

- A Letter of Interest, stating why you consider yourself/your firm suitable for the assignment.
- Creative proposal indicating campaign strategy, draft model of visual identity, key deliverables, expected outcomes.
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- Detailed Company Profile indicating the names of the company directors.
- Copy of valid Tax Compliance Certificate.
- Copy of current TIN (Tax Identification Number), and/or a TCC (Tax Compliance Certificate).
 - At least 3 past and current references in line to the role being applied for: The reference list should include the following: Name of organization/agency/company for which the services were provided, Name, address, mobile contact, and email of primary contact with a brief description of service provided.
- Copy of Business permit (if applicable)
- Demonstrate availability of appropriate skills among staff in sufficient numbers and experience and attach their CVs.

SUBMISSION OF RESPONSES

Interested firms/ bidders should submit their response to this RFP in sealed envelopes to the attention of CTC Project Manager and dropped at the Hospital Procurement Office, in the Main Administration Block. If you are sending the response via email, please direct your mail to Purchasing@Tenwekhosp.org on or before Monday, **29th April 2024 at 2.00PM.**

Firms seeking clarifications to this RFP should send an email to Philemon.Rono@tenwekhosp.org and cc purchasing@tenwekhosp.org during office hours.

Procurement Department