

Call for Expressions of Interest

Professional Development Modules in Digital Health

RESPONSES DUE 5pm MONDAY 24 MAY 2021

Expressions of interest are requested from suitably qualified individuals or organisations to develop a series of 'delivery ready' education/training modules for an introductory professional development course on digital health.

Background

The Australasian Institute of Digital Health is the peak professional body for digital health representing a united and influential single voice for health informatics and digital health leaders and practitioners.

In April 2021 the Institute launched its [2021-2025 Strategic Plan](#), with a focus on health workforce reform. The new digital health course will address the need for foundational digital health capacity building across a wide section of the health workforce.

About the Course

The online self-paced course will be at an introductory level. It will be suitable for individuals working in healthcare or planning to work in healthcare, looking for a foundational understanding of the field. The course will cover what digital health is, why it is important, relevant terminology and how digital health interconnects with all aspects of healthcare delivery, providing the underlying foundations for the full scope of digital health in Australia and Internationally.

Target Market

The course will be suitable for a diverse audience of individuals that are connected to digital health and healthcare. This includes, but is not limited to:

Health professionals 'new' to digital health

- Allied Health / Dental
- Nurse / Midwife
- Pathology and Radiology
- Pharmacists
- Physician / General Practitioner
- Other health professionals

Other workforce new to healthcare or new to DH

- Researchers
- Media / Marketing / Events
- Finance / procurement /Legal
- IT / Data Analyst
- Sales / Client Relationship / BDM
- Consultants
- Administration / Clerical / Data entry

Who work for organisations such as

- Healthcare Service Providers (public and private; acute care or primary care)
- Government Organisations
- Healthcare Associations
- Foundations and NFPs
- Technology Providers / Vendors
- Professional Service Providers

Learning Objectives

After completing this course, participants will be able to:

- Explain core concepts in digital health
- Contrast traditional and emerging digital health business and service models
- Illustrate the core concepts of digital health data and clinical communication
- Predict societal and organisational issues associated with digital health

Proposed Content Overview and Module Learning Outcomes

The course will be delivered online through the Institute's LMS, which has the capability for multiple media types (text, audio and video). Each module should exist as a 'stand-alone' module, with no pre-requisites.

Module 1: Introduction to the course

- Welcome, course navigation, etc.
- Set the scene – Explain current health and digital trends and megatrends. Introduce the digital health ecosystem. Show why digital health is important to all.
- After completing this module, participants will be able to:
 - Explain major trends in health and wellbeing, healthcare and digital (including digital business models)
 - Predict implications for their own roles in the health sector
 - Discuss the importance of digital health

Module 2: What is digital health

- Supporting resource which must be used: [White Paper](#) – What is digital health and why does it matter?
- Work from the White Paper. Explain the evolution, where we are now (e-health), and where we are headed (digital health). Explain other key terms, e.g., health informatics, HIM, e-health, digitisation, digital disruption, digital transformation, person-centric, etc.
- After completing this module, participants will be able to:
 - Translate the meaning of digital health (AIDH perspective)
 - Differentiate between health IT, e-health and digital health
 - Distinguish the central tenets of health informatics and health information management

Module 3: Data Fundamentals

- Explain the DIKW framework. Explain the exponential growth in health data, and the need for accurate and valid metadata. Explain metadata concepts and data lifecycles. Explain data quality.
- Explain the current shifts in data analytics, including big data, machine learning and artificial intelligence.
- After completing this module, participants will be able to:
 - Explain the nature, scope and complexity of health and health-related data
 - Contrast data, information, knowledge and wisdom
 - Discuss the importance of data analytics to health

Module 4: Clinical communication across the digital health ecosystem

- Explain the fundamentals of unambiguous communication. Explain the fundamentals of interoperability and standards. Explain the importance of:
 - Health terminologies, vocabularies, and classification systems, minimum data sets and data dictionaries
 - Health exchange standards and approaches
 - Business process interoperability and workflows
- After completing this course, participants will be able to:
 - Discuss the fundamentals of clinical communication across the digital health ecosystem

- Explain the need for data, technical and workflow standardisation
- Predict clinical communication issues in their own workplaces

Module 5: The Australian digital health landscape

- Explain fundamentals of the Australian health system and the ways they encourage or constrain digital health. Explain who's who – ADHA, AIDH, DHCRC, AIHW, etc.
- Explain the megatrends in relation to Australia (e.g. value-based care) and how digital health is being built (or not). Explain current e-health infrastructures. Explain areas in which leadership is required.
- After completing this module, participants will be able to:
 - Discuss the importance of digital health to Australian health reform
 - Explain the need for digital health literacy and competencies
 - Identify the need for digital health leadership

Module 6: Societal issues

- Explain the socio-technical, ethical, and legal issues associated with digital health, including privacy and security, data breaches, data linkage, data footprints, augmentation vs. replacement, etc.
- After completing this module, participants will be able to:
 - Discuss key societal issues arising from the introduction of digital health
 - Express how Australian privacy principles relate to digital health
 - Describe the core concepts of and vulnerabilities addressed by cybersecurity

Module 7: Option

Whilst not required, the Institute will consider the inclusion of a suggested additional module.

Key Deliverables

The successful applicant(s) will be required to deliver the following for each commissioned module:

- ‘Delivery ready’ training materials which can be uploaded into the Institute’s Learning Management System.
 - Content to be in the Microsoft Word template file provided for module developers
 - Online links to all referenced sources
 - Referenced background material
 - Images and diagrams
 - Case study examples
 - Participant resources
 - Assessment questions for each module (multi-choice)

Selection Criteria

AIDH invites proposals from individuals or organisations with the capacity to develop the training modules and associated resources. Responses are invited for the development of any or all of the individual modules.

Proposals MUST include the following:

| | |
|----------------------------|--|
| 1. Proposal | 1.1 Clearly state which module(s) you propose developing. 1.2 Provide a high level project plan for the development of each module you propose developing 1.3 Demonstrate your understanding of digital health and the key themes in the modules you propose developing and outline your experience and knowledge which equips you to develop the proposed content |
| 2. Capacity and Experience | 2.1 Provide evidence of your experience in developing education/training program content (ideally in digital health) 2.2 Provide evidence of your experience in developing education/training resources |
| 3. Cost | 3.1 Provide full and detailed costings for the development of each module |
| 4. Timing | 4.1 AIDH would ideally like to launch the course in August 2021 (dependent on contractor availability). Clearly state your availability to work on and deliver each module |
| 5. AIDH Membership | 5.1 Reference your current membership status with AIDH |

Responses must be submitted as one document no more than five (5) pages to workforce@digitalhealth.org.au by 5pm Monday 24 May 2021.

Conditions of EOI

1. EOI conditions

1.1. By submitting an application in response to this EOI you agree to be bound by these conditions.

2. AIDH obligations

2.1. AIDH reserves the right to undertake negotiation with any applicant(s) who make submissions in response to this EOI.

2.2. No payments will be made to applicant(s) and no obligations will be owed by AIDH to any applicant(s) in relation to this EOI unless agreed in writing by AIDH CEO.

3. Submission of EOI response

3.1. An Applicant must respond to the selection criteria as set out in this EOI. Responses must be submitted as one electronic document no more than five (5) pages to pages to workforce@digitalhealth.org.au by 5pm Monday 24 May 2021.

4. Ownership of documentation

4.1. For the purposes of this clause, Intellectual Property includes but is not limited to trademarks, patents, copyrights, processes know-how, registered designs or other like rights or any right to apply for registration of any of the former.

4.2. Applicant(s) must take note that if selected by AIDH any contract executed between AIDH and the Applicant(s) will contain detailed provisions that all Intellectual Property in and relating to the modules and courses commissioned from the successful applicant(s) by AIDH will be the sole and exclusive property of AIDH and will also contain detailed provisions that such Applicant(s) will grant to AIDH a royalty-free, non-exclusive, non-transferable licence to use any of its background Intellectual Property to the full extent necessary and required by AIDH.

4.3. All Parties are committed to appropriate recognition of contributions to invention and exploitation of Intellectual Property in the modules and courses.

5. Evaluation

5.1. AIDH will evaluate all EOI responses and may request further details or clarifications from applicants.

5.2. AIDH may engage a single applicant to conduct the whole project or engage multiple applicants to undertake specific components.

Special Conditions

Notwithstanding anything to the contrary set out in this EOI, all applications arising out of this EOI are received by AIDH subject to the following special conditions:

1. Nothing in this EOI or any subsequent EOI assessment or negotiation process is to be construed as creating a binding contract (express or implied) between AIDH and a party making a submission in response to the EOI ("applicant").
2. Notification to an applicant that it is the preferred applicant will not constitute an acceptance of the applicant's submission but is an invitation to negotiate.

3. No representation made by or on behalf of AIDH in relation to this EOI (or its subject matter) will be binding on AIDH unless that representation is expressly incorporated into the contract ultimately entered into between AIDH and an applicant.
4. A contractual relationship will only arise between AIDH and an applicant following negotiation and execution of the formal contract between AIDH and an applicant.
5. AIDH expressly reserves the right to depart from the specific guidelines and criteria for the assessment of submissions by applicants in response to the EOI. The parties expressly exclude any intention to form a Process Contract in the course of this expression of interest process.
6. The acceptance of any submission from an applicant in response to the EOI and the selection of a preferred applicant will be made by AIDH in its sole and absolute discretion.
7. AIDH is not bound to accept the lowest priced submission or to accept any submission submitted by an applicant.
8. AIDH reserves the right to terminate the expression of interest process at any stage in its sole and absolute discretion, and may in its sole and absolute discretion accept any submission by an applicant; reject any submission by an applicant; cancel the expression of interest process; and/or call for additional submissions from other applicants.
9. All costs of any nature, howsoever arising, incurred by an applicant in relation to a submission in this EOI, are solely the responsibility of the applicant. Applicants are responsible for the cost of preparing and submitting a submission and all other costs arising out of the process, which includes any subsequent contract negotiation phase prior to the award of any contract.
10. AIDH reserves the right in its sole and absolute discretion to extend the closing date of submissions by applicants in response to the EOI, and to accept late submissions.
11. Except for any express statements contained in the EOI, applicant's making submissions warrant that in lodging submissions they do not rely on any express or implied statement, warranty or representation, whether oral, written, or otherwise made by or on behalf of AIDH, its officers, employees, agents or advisors.
12. Any specific enquiries for clarification or additional information arising from analysis the EOI must be forwarded in writing to Dr Louise Schaper, Chief Executive Officer, Australasian Institute of Digital Health Ltd
13. Where it is appropriate for AIDH to provide a written reply to any enquiry, and if the matter is not considered by AIDH to be commercially sensitive or designated by a potential applicant as commercial in confidence, a clarification may be sent to all applicants who have submitted submissions.
14. At any time prior to the award of a contract following the receipt of submissions by applicants, AIDH reserves the right to seek clarification of any aspect of a submission; seek the advice and/or assistance of external consultants regarding the assessment of submissions; and make enquiries of any person, company or organisation to ascertain information regarding any applicant and its submission.
15. If requested by AIDH, an applicant must provide additional written information regarding its submission. AIDH may request selected applicants to submit a revision of their submission in response to an addition, deletion or other change to the requirements specified in the EOI.
16. An applicant submitting a submission in response to the EOI warrants that it will maintain the validity of its submission for a period of 180 days from date of submission. Where AIDH seeks an extension of this period, a request in writing will be forwarded to the applicant.
17. Information supplied by or on behalf of AIDH after the date of close of submissions is confidential and the applicant is obliged to maintain its confidentiality, unless indicated otherwise. The applicant making a submission in response to the EOI licenses AIDH to reproduce, for the purpose of this assessment process, the whole or any portion of its submission despite any copyright or other intellectual copyright that may subsist in the submission. Ownership of the documentation submitted by an applicant will be transferred to AIDH.