



Pre-selection criteria for the appointment of IOS/Android mobile application developers for The Lanka Hospitals Corporation PLC

Lanka Hospitals Corporation PLC is inviting interested parties to submit their credentials for a supplier pitch to appoint a mobile app developer

Lanka Hospitals Corporation PLC has been in the industry for over a decade with the promise of 'Caring and Curing', which has always grown to be the best in Asia and rank amongst the best hospitals in the world, recognized with JCI accreditation and its Gold Seal of Approval for meeting the highest quality and safety standards. Here at Lanka Hospitals we provide patients with state-of-the-art equipment, world class medical expertise and unmatched level of patient care.

The mobile app should add the below key functionalities:

No	<i>Category</i>	<i>Information required</i>
1	<i>Information about the agency</i>	<ul style="list-style-type: none"> • Brief introduction about the Agency, mentioning its history, experience and major milestones • Presence in Sri Lanka and global • Ownership details • Business registration
2	<i>Clients' background</i>	<ul style="list-style-type: none"> • An overview on Agency's understanding of Lanka Hospitals business its requirement in terms of marketing • Understanding of the industry • Understanding of the legal constrains in the industry
3	<i>Team structure</i>	<ul style="list-style-type: none"> • Structure of the agency • Ability to appoint a dedicated team to work closely with Lanka Hospitals team • Act as key liaison between client, other third party suppliers and other agencies for planning purposes
4	<i>Scope</i>	<p>Key functionalities of the mobile app-</p> <p>To develop one single app that would support existing customers and general public both local and foreign.</p> <ul style="list-style-type: none"> • General information – view general info and addresses; map & directions; accepted insurance; phone numbers with tap-to-call • Services – directory of services and Centres of Excellence with tap-to-email or tap-to-call functions • Virtual tour – 360° views of rooms. Include interactive maps of hospital facilities showing times of operation and access instructions (Internal maps)

		<ul style="list-style-type: none"> • OPD wait times – stream dynamic wait times for all of our OPD facilities • Interactive gallery, events, social media – To engage patients year-round with streaming content and interactive functionality • Push notifications – of hospital news, offers and other information. • Doctor consultations, Service reservations and/or purchases.
5	Recognition	<ul style="list-style-type: none"> • Any rewards and recognitions obtained
6	Past work	<ul style="list-style-type: none"> • List of clients over the past 24 months and type of work carried out • Examples of activities performed for other clients in the past including any research carried out, planning, execution and monitoring (including media approach)
8	Experience in the industry and direct competition	<ul style="list-style-type: none"> • Describe work experience within the healthcare industry • Address any potential conflicts of interest which should be disclosed at the credential stage, if the agency is currently handling competitor brands
9	Execution and monitoring	<ul style="list-style-type: none"> • Provide examples showcasing the capability to manage huge marketing campaigns • Ability to monitor and provide pre, post analysis reports on communications campaigns addressing the media objectives

Note:

1. Submission of credentials as per the above criteria should be submitted to the procurement department on or before 5pm on May 15, 2017.

**Procurement Department,
1st floor,
The Lanka Hospitals Corporation PLC (PQ 180),
578, Elvitigala Mawatha,
Colombo 05**

2. Any queries with regard to the pitching process should be sent to info@lankahospitals.com mentioning the subject as '**Queries – mobile app 2017**'.
3. Information related to No 1, 4, 6 and 7 are mandatory, to be qualified for the pre-screening process.
4. Only the selected agencies will be contacted for the next phase.
5. Canvassing in any form shall be a disqualification.