



## **Scope of Work for the Consultant for Noora Academy/ LMS Piloting**

### **A. Background/Introduction of Noora Academy (LMS) Piloting:**

Noora Health's mission is to improve outcomes and strengthen health systems by equipping family caregivers with the skills they need to care for their loved ones. Founded in 2014, Noora Health transforms hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for patient care: their own families. Supported by governments and partners in India, Bangladesh, Indonesia and Nepal, Noora Health has trained more than 4.5 million caregivers across 3,000+ facilities using their flagship caregiver education and training curriculum through the unique Care Companion Program (CCP).

Noora Health provides training on the Care Companion Program to Senior Staff Nurses (SSNs) Midwives and Family Welfare Visitors (FWVs) across Bangladesh in multiple batches. To date, Noora Health has reached 2361 service providers of 539 hospitals, including Medical College Hospitals, District Hospitals, Upazila Health Complexes and Maternal and Child Welfare Centre (MCWC). These trainings are conducted in-person and last between 2 to 5 days depending on the type of health facilities. After training, the master trainers implement the Care Companion Program at their respective hospitals by conducting regular CCP sessions and train other staff (following cascade training) to conduct CCP sessions. The Care Companion Program has already reached 9,00,000+ individuals/caregivers as of April 2024. Noora Health Bangladesh aims to reach 9 million caregivers through the Care Companion Program by 2027.

To reach this large number of caregivers (family members), we need to train 30,000 - 35,000 healthcare workers by 2027. The conventional method of in-person and cascade training of healthcare workers will be tedious and challenging because of the high workload and busy schedule of health service providers. Noora Health plans to adopt online training and in-person facilitation activities to achieve this.

Noora Health introduced a new innovation of training modality that is Noora Academy, which is a self-paced interactive learning platform. Targeted health care providers' will learn about the care companion program through the Noora Academy App. The Noora Academy is a cutting-edge self-paced digital learning platform designed specifically for healthcare workers by Noora Health. With a mission to empower healthcare professionals worldwide, Noora Academy offers a comprehensive range of courses tailored to meet the evolving needs of patients and caregivers. Using Noora Academy healthcare service providers can gain essential knowledge and skills related to training of patients and caregivers.

Noora Academy is built in a way that lessons can be accessed at any time, and content can be comprehended in a self-paced manner, to suit the busy lives and schedules of healthcare professionals. In 2024, trained master trainers (SSN & midwives) used the Noora Academy App on a pilot basis. After that, the training team organized two separate Focus Group Discussions (FGDs) to test the App's feasibility. In February of this year, the team again tested the App among 166 SSNs; those who participated in the ToT. Now Noora Health Bangladesh has planned to pilot the NA App on a large scale. For this pilot study, the team is preparing to hire a consultant to complete a qualitative and quantitative study.

The hired Consultant will have the key responsibilities of developing a full proposal, data collection tools (qualitative & quantitative), conducting a training session for the field enumerators, ensuring quality of data collection, data analysis, report preparation, and arranging an event for final report dissemination.

## **B. Roles and Responsibilities of the Consultant:**

The Consultant will be responsible for the following tasks:

1. Reporting to the Training Manager, Murshida Rahman,
2. Co- create the research proposal, as per discussion with the Noora team including:
  - a. Consultant will follow the modality/methodology of AB test including its analysis.  
Co-create the proposal along with methodology, sampling, data collection tools, interview guidelines, consent forms, checklists, data analysis plan, timeline etc.
  - b. Finalize the data collection plan with different stages as per discussion with the Noora team.
  - c. Finalize data control and monitoring plans with the Noora team.
  - d. Train the data collectors and collect data as per required quality. Ensure data collection monitoring and quality control as per the plan.
  - e. Manage data collection teams, provide overall support and guidance to ensure high quality and consistent data.
  - f. Ensure participant confidentiality and safety.
3. Data cleaning as per discussion with Noora team using appropriate software
4. Data analysis as per discussion with Noora team using appropriate software
5. Write and submission of the final draft report for review of the Noora team
6. Finalization of the report incorporating the feedback from the Noora team.

## **C. Proposed Methodology:**

- Quantitative data collection using Google form (Google form would be shared with nurses after 3 days of completion of the respective ToTs)

- Qualitative data collection through In-depth interviews (IDIs) Key Informant Interviews (KIIs) by In-person interview and virtual interaction as well. The interviews will be initiated after 7 days of completion of the respective ToTs.

#### **D. Sampling plan:**

Total sample size for the 2<sup>nd</sup> phase of piloting would be around 180 Senior Staff Nurses (SSN) from the NCD corners of Upazila Health Complex. The participants would be onboarded and oriented on the LMS 2 weeks before the respective ToTs (June 2025 NCD ToTs). They will be asked to read all the modules and participate in self-paced modality of Noora Academy before attending the ToTs.

The participants of the May 2025 ToTs on the NCD condition area would be considered as a comparison/ controlled group (around 180 SSN) and would be interviewed for data collection accordingly. These participants would not be introduced to Noora Academy and would be trained as following existing training methodology.

#### **E. Timeline:**

It is estimated that the consultant will require the following LOE.

| <b>Task</b>  | <b>Level of Efforts (LOE) in Days</b> | <b>Ranges of Date</b> |
|--|---------------------------------------|-----------------------|
| Preliminary meetings with Noora team on the assignment             | 4                                     | 1-4 June              |
| Full proposal development as mentioned above                       | 8                                     | 4- 12 June            |
| Data collection tools development and finalization with Noora Team | 5                                     | 13-17 June            |
| Training of the data collectors                                    | 3                                     | 20-22 June            |

|  |                |                         |
|--|----------------|-------------------------|
| Data collection, data monitoring and quality control                   | 10             | 3-13 July               |
| Data transcription, data cleaning and analysis                         | 12             | 13-25 July              |
| Draft report development and submission for review                     | 7              | 1 <sup>st</sup> August  |
| Draft report review by Noora team                                      | 5              | 5 <sup>th</sup> August  |
| Final report submission by consultant and sharing with BD team members | 5              | 10 <sup>th</sup> August |
| Disseminations of the report   | 1              | 21 <sup>st</sup> August |
| <b>Total estimated days</b>  | <b>60 days</b> |                         |

According to the above plan the Consultant would complete the assignment in 60 days.

#### **F. Consultant Qualifications:**

Noora Health is seeking applications for a consultant team to carry out this assessment. The Team Lead Consultant will have a combination of the following skills:

##### **Required:**

- An Advanced degree in public health/Anthropology/Sociology etc. or any relevant field, PhD is strongly preferred.
- Significant relevant experience (minimum 10 years) in developing protocols, designing study instruments and tools and lead conducting mixed methods research.
- Strong skills in qualitative and quantitative methodology including surveys, focus group interviews, in-depth interviews, structured observations etc.

- Expertise in qualitative and quantitative software such as SPSS, STATA and NVivo or Atlas.ti for data analysis
- Experience in participatory research that includes working with stakeholder groups that involve MoHFW, DGFP, DGHS, DGNM, and building local capacity to carry out assessments
- Demonstrated ability to manage field teams and supervise data collection and analysis
- Superior writing skills
- Recent certification (not more than 2 years old) on human subject protection would be an added value

#### **G. Key deliverables of the Consultant:**

The consultant will provide the following deliverables:

1. Final Survey protocol with tools/ instruments, data management and analysis plans, within 5 days of hiring.
2. Training plan, schedule and materials for training of local staff in data collection
3. Initial draft report/ PowerPoint presentation of key findings and recommendations given to stakeholders and MoHFW, DGFP, DGHS to be carried out within 10 days from the end of data collection.
4. Final draft of report to be submitted to Noora Health, PD team for review within 12 days of completion of the entry of all data into the respective databases.
5. Final report with integrated feedback from Noora Health within 5 days of receipt.

All data files that contain raw data including but not limited to: recordings, field notes, completed transcripts, and data analysis files (i.e. all software files are due at the end of the contract). Where applicable the consultant will be required to submit expense reports with supporting documentation in line with Noora Health Financial Policies and Operating Standards (due at the end of the contract).

#### **H. Proposals and cost bids should include the following:**

- 5 pages proposal reflecting understanding of the assignment, methodology, analysis plan, time frame along with narratives that outlines how the assessment will be carried out.

- Detailed budget that includes LOE for the entire assignment, as well as, the cost of data collection, data analysis and report writing.
- Budget ancillary costs with a budget narrative to justify the expenditures
- CVs of team members
- Previous experience carrying out similar research
- Three traceable references for similar work carried out
- Sample report from previous research

**I. Mode of payment:**

**Payment will be made to the selected bidder by three installments:**

- I. First Installment: 25% Upon receiving the primary data and certified by Noora Health Personnel.
- II. Second Installment: 30% Upon receiving update data and certified by Noora Health Personnel
- III. Third & final Installment: 45% Final payment will be made after satisfactory delivery and written acceptance of the final database by Noora Health.
- IV. Vat and Tax will be deducted as per Government rules and regulation.

**J. Ethical Consideration:**

The vendors should be aware that there will be nothing in this assignment which may be harmful for respondents regarding legal or medical grounds. No one would be forced to provide information for the expected outputs/deliverables of this assignment. The objectives will be clearly explained to all the respondents of this assignment before discussions or gathering footage from them.

**K. Bindings:**

All data, documents, papers, produced during this assignment shall be treated as Noora Health property and restricted for public use.

**L. Compliance with POSH Policy**

The consultant/employee/partner/contractor is expected to comply with the organization's Prevention of Sexual Harassment (POSH) Policy, in accordance with the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

Violation of this policy may result in appropriate disciplinary action, as per organizational rules and applicable laws.

**M. Penalty Clause:**

The Supplier/Firm is expected to provide services within a stipulated period. If for any reason, the supplier/firm fails to deliver services within stipulated time, the supplier/firm needs to inform Noora Health in time with a valid and acceptable explanation. Failing to this may evoke a penalty clause at the rate of 1% for each day delay.

**N. Disclaimer:**

Noora Health reserves the right to accept or reject any or all proposals without assigning any reason whatsoever.

**O. Following Documents to be submitted through email; [hedayet@noorahelath.org](mailto:hedayet@noorahelath.org)**

- CV (Not more than two pages)
- All Educational certificate
- Experience certificate
- TIN No
- NID
- Bank Account

**P. Last date of proposal submission:**

1. Financial & Technical proposal
2. On or before 12<sup>th</sup> May 2025 by 3:00 PM

