



NOhep Medical Visionaries

Request for proposals – NOhep Medical Visionaries Programme development

Background

NOhep

In July 2016, the World Hepatitis Alliance (WHA) launched NOhep, a global grassroots movement focussed on eliminating viral hepatitis by 2030. Aimed at uniting people around the world, NOhep was created to build awareness of the disease and strengthen the global voice demanding action and change so that millions of people are given the chance to live a life free from hepatitis.

NOhep was developed because, although hepatitis is responsible for taking 1.1 million lives each year, the response to viral hepatitis has been critically under-funded and widely overlooked by governments, international funders and development partners. This is despite the fact that tools to eliminate viral hepatitis exist, there is a cure for hepatitis C and a vaccine and effective treatment for hepatitis B.

NOhep Medical Visionaries Programme

Medical professionals are a crucial member of the NOhep community, helping to bridge the gap between medicine and public health. To effectively engage with this group, WHA launched the NOhep Medical Visionaries programme in 2017. This is a practical and peer-led “champions” programme, which aims to equip medical professionals with the knowledge and tools they need to lead the fight against viral hepatitis, and to empower them to advocate and take action to drive elimination efforts.

Since launching we have had almost 600 sign ups from more than 90 countries.

Work to date

The NOhep Medical Visionaries programme was launched in each region of the world at a major liver conference. Following the launch, a steering committee of 23 NOhep Medical Visionaries developed the NOhep Guide for Medical Professionals. The guide sets out 5 principles for taking action, listed below, and is intended to provide practical support and guidance to unlock the powerful role that medical professionals can play in achieving viral hepatitis elimination.

1. Educate peers: you educate peers that elimination of viral hepatitis is achievable

2. Raise awareness: you raise awareness amongst key audiences of viral hepatitis as a human and economic issue and the urgent need to act
3. Enable others: you enable other medical professionals to play their role in eliminating viral hepatitis
4. Facilitate collaboration: you facilitate collaboration between key stakeholders to advance viral hepatitis elimination efforts
5. Vocal ambassador: you are an ambassador for all efforts to eliminate viral hepatitis, promoting action and driving change that will help achieve ambitious goals

Building on these principles, since 2019 we have delivered NOhep Medical Visionary forums at major regional liver meetings. These forums have highlighted that there is no one size fits all approach to what action can look like and that everyone has a role to play. Importantly presentations focus on implementation and not outcomes and the forums allow time for discussion to enable new ideas to be fostered.

Objectives

The work to date has been well received but with hepatitis testing and care increasingly provided by primary care health providers and not liver specialists we want to expand the programme beyond the current cohort, who are primarily hepatologists. However, before doing this it will be important to review and develop a new framework for the programme which will lead to greater engagement and impact.

To do this we are looking to answer the below questions.

- What does it mean to be a NOhep Medical Visionary?
- What are the benefits of becoming a NOhep Medical Visionary?
- What is expected of a NOhep Medical Visionary?
- How do we develop the programme to be more impactful?
- How do we best reach potential new NOhep Medical Visionaries, both hepatologists and other medical professionals?
- How do we best maintain engagement with current NOhep Medical Visionaries?

Process and deliverables

It is expected that these questions will be answered by undertaking a thorough review of similar programmes in other disease areas along with an analysis of the hepatitis space to determine where this programme fits among other offerings.

Alongside this, we also want to capture the views of our current NOhep Medical Visionaries. This could be achieved through surveys as well as focus groups and/or one-to-one discussions with a diverse cross section of current medical visionaries in order to gather their input.

Deliverables:

Report which includes:

- Results of research/feedback of current visionaries and key messages
- Review of best practice examples from similar programmes in different health areas and analysis of synergies and relevant lessons learned
- Review of other programmes in the hepatitis space and analysis of where this programme fits within that landscape
- Framework and development plan for the new programme
 - Vision and outcomes for the programme
 - Three-year development/delivery plan including proposed workstreams and deliverables

Outside the scope of this current proposal is the development of a welcome pack for NOhep Medical Visionaries which reflects the new framework. This would be a second phase of work.

Timeline

It is expected that this should be delivered in no more than three months.

Budget and proposals

The total budget for a consultant will up to £15,000 inclusive of VAT.

Interested parties are requested to send a CV with a covering letter outlining your approach to this brief as well as relevant areas of knowledge or expertise and examples of similar projects to projects.team@worldhepatitisalliance.org.

Annex

NOhep Medical Visionaries website:

<https://www.nohep.org/medical-visionaries/>

NOhep Guide for Medical Professionals:

https://www.nohep.org/wp-content/uploads/2020/02/1050012_Nohep_Guide_V12-2019-UPDATE.pdf