

Situation:

SPAN Healthcare is a technology company specialising in applications designed to track and manage weight and associated health conditions. They contacted Hudson to support them to bid for Northamptonshire County Council's Weight Management Digital Service. This large contract was valued at £280,000 with a minimum of 12 weeks work if successful. Hudson's reputation as expert bid writers led SPAN to contact us for assistance in securing this lucrative tender.

Task/Challenges:

The tender required responses to seven quality questions and the development of a case study from a prior contract, with the evaluation scored at 60% quality and 40% price. These all required very tight word counts and additionally, the deadline was also very close. This meant that we were limited in our turnaround time for gathering information, generating content, completing amends and submitting the tender. Additionally, the contract specification was technically precise and required clear summaries of complex information.

Activity:

We underwent initial research into the field of application design. By researching the wider context of application development and its link to health, we were able to ask the client informed questions. Doing so enabled us to write high quality responses which met the specification requirements.

We liaised with SPAN Healthcare consistently throughout the writing process so they had the opportunity to add any additional information or make amends where required. This also allowed us to manage the customer's expectations,

by ensuring we fully met the buyer's requirements within the word limits and each key point was relevant and informative.

All quality responses written by Hudson were reviewed internally before being sent for client review, ahead of submission. This ensured that all company specific information was correct. SPAN Healthcare assumed responsibility of the submission, but our bid writing team made sure all the documents were in place beforehand. This included going through the Standard Questionnaire (SQ) to ensure SPAN Healthcare's bid was completed to the highest quality.

Result:

We delivered all work within the turnaround time and SPAN were able to submit their bid ahead of the deadline.

"As a start-up, we welcomed the flexibility of Hudson throughout the process of writing our first bid for a council-led digital health service tender. We were able to collaborate with Katherine who did a fantastic job, and we were very happy with the outcome." **Patrick Samy - CEO.**