



## **ADVANCE CONTRACT AWARD NOTICE (ACAN)**

### **Title:**

24/7 dissemination of Health Canada-issued risk communication documents for health products targeted to healthcare professionals and healthcare institutions by either fax-out method generally or by email if appropriate.

**Solicitation Number: 1000249262**

### **1. The Purpose and Explanation of an ACAN**

An Advance Contract Award Notice (ACAN) allows Health Canada to post a notice for no less than fifteen (15) calendar days, indicating to the supplier community that a goods, services or construction contract will be awarded to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the minimum requirements identified in the ACAN, the Contracting Authority may then proceed to award a contract to the pre-identified contractor.

### **2. Rights of Suppliers**

Suppliers who consider themselves fully qualified and available to provide the services or goods described in this ACAN may submit a Statement of Capabilities demonstrating how they meet the advertised requirement. This Statement of Capabilities must be provided via e-mail only to the contact person identified in Section 12 of the Notice on or before the closing date and time of the Notice. If the Bidder can clearly demonstrate they possess the required capabilities, the requirement will be opened to electronic or traditional bidding processes.

### **3. Proposed Contractor**

Professional Targeted Marketing (PTM)  
20 Torbay Rd.  
Markham, Ontario  
L3R 1G6

### **4. Definition of Requirements or Expected Results**

The objective of this contract is to acquire services for the delivery of Health Canada-issued risk communications related to a health product to a targeted audience list of health professionals and to hospitals via fax-out or email on an as needed basis, with 24/7 capability.

### **5. Minimum Requirements**

To provide a national fax broadcast service for Health Product Risk Communications (HPRCs) targeted to health professionals and healthcare institutions using the most comprehensive and current healthcare fax databases. This includes typesetting of Health Canada risk communication documents to be faxed to healthcare professionals and healthcare institutions, and fax transmittal confirmation, availability of service on a 24/7 basis, and in accordance with the Statement of Work.

The supplier must have ten (10) years of experience providing national fax broadcast services to health professionals and hospitals.

The average HPRC is 4 pages in length but can take up additional pages, depending on the content.

Fax documents will be in black and white ink, set on white paper.

The Contractor shall be responsible for:

- maintaining comprehensive, current and accurate national databases of contact information (fax, mailing address, email address) for Canadian healthcare professionals and healthcare institutions, including both English and French targets
  - databases must be among the largest by industry standards and deeply segmented to include an extensive range of healthcare categories including, but not limited to:
    - hospitals and clinics (multiple nationwide lists including specialized categories)
    - pharmacies
    - healthcare professionals (specialized groups, associations, etc.)
    - regulators/agencies
- providing expert advice on audience selection, communication channel selection and program optimization to develop tailored dissemination strategy for each HPRC.
- providing fax broadcast service for HPRCs (on as needed basis), with fast turnaround time (typically within 24 hrs, and at MHPD's request within 5 hours if urgent risk communication is required)
- providing direct access to a contact after hours and on weekends, should an urgent situation arise
- providing quotes for each fax broadcast job request from MHPD
- verifying and ensuring documents from MHPD are complete and in proper format for fax broadcasting
- working with MHPD to finalize documents to be fax broadcasted
- sending MHPD a proof of the final documents to be fax broadcasted
- faxing a "seed copy" of the fax documents to be distributed
- adapting format/template of risk communication documents as per MHPD specifications
- notifying MHPD when the fax broadcast is complete and providing verification/report of successful fax transmissions (pay per basis)

### **Relevant Terms, Acronyms**

MHPD: Marketed Health Products Directorate

HPRC: Health Product Risk Communication

### **6. Reason for Non-Competitive Award**

Only One Firm is capable of performing the contract.

### **7. Applicable trade Agreements and Justification for Limited Tendering or the Procurement Strategy for Aboriginal Business**

The requirement is subject to the provisions of the following trade agreements:

- Canada-Chile Free Trade Agreement (CCFTA)
- Canada-Colombia Free Trade Agreement
- Canada-Honduras Free Trade Agreement
- Canada-Korea Free Trade Agreement (CKFTA)
- Canada-Panama Free Trade Agreement
- Canada-Peru Free Trade Agreement (CPFTA)
- Canada-Ukraine Free Trade Agreement
- Canadian Free Trade Agreement (CFTA)

- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Canada-European Union Comprehensive Economic and Trade Agreement (CETA)
- World Trade Organization-Agreement on Government Procurement (WTO-AGP)

## **8. Ownership of Intellectual Property**

Health Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#):

- the Intellectual Property in Foreground Information consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software

## **9. Period of the Proposed Contract**

The contract period shall be from October 1, 2023 to September 30, 2025 plus one (1) additional two (2) year option period from October 1, 2025 to September 30, 2027.

## **10. Estimated Value of the Proposed Contract**

The total estimated value of the proposed contract including option periods should not exceed \$382,500.00, including all applicable taxes.

## **11. Closing Date and Time**

The Closing Date and Time for accepting Statements of Capabilities is September 22, 2024 at 2 pm EDT.

## **12. Contact Person**

All enquiries must be addressed by e-mail to:

Name: Yvonne Murphy, Senior Procurement and Contracting Officer  
E-Mail: [yvonne.murphy@hc-sc.gc.ca](mailto:yvonne.murphy@hc-sc.gc.ca)