



中華人民共和國香港特別行政區政府總部醫務衛生局
Health Bureau, Government Secretariat
The Government of the Hong Kong Special Administrative Region
The People's Republic of China

Tel: 3427 3861

8 January 2025

BY EMAIL

Dear Sirs / Madams,

**Request for Market Information (“RFI”) for the
Provision of Call Centre Services for Strategic Purchasing Programmes
of the Health Bureau**

We are exploring the feasibility to have a call centre to handle inbound and outbound call enquiries to support the operation of various government-initiated healthcare programmes (collectively, the “**Services**”). Preliminary details of the services requirements, which are subject to changes without any prior notice to any parties, are specified in Parts 2 and 4 of the attached Proforma.

2. You are hereby cordially invited to complete the Proforma and return it together with relevant supporting documents (if any) to us by **5:00p.m. (Hong Kong Time) on 24 January 2025** by email to [**kchchan@healthbureau.gov.hk**](mailto:kchchan@healthbureau.gov.hk).

3. The purpose of this RFI exercise is for the collection of market information only and **will neither constitute a pre-qualification exercise nor a tender exercise**. Information and documents submitted by any organisation in response to this RFI exercise will be mainly for internal reference of the Government of the Hong Kong Special Administrative Region (“HKSAR”) (hereafter refers as the “**Government**”).

4. Respondents to this RFI exercise should note that the Government will neither be responsible for any costs and expenses that may be incurred by them in the preparation and submission of their Proforma (and supporting documents, if any) nor has any commitment that a pre-qualification exercise or tender exercise for the provision of the Services will be arranged. The Government may disclose any information collected in this RFI exercise, whenever it considers appropriate, to any internal or external

parties if necessary.

5. Any enquiries concerning the service requirements shall be made in writing to kchchan@healthbureau.gov.hk.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Mia LI".

(Ms Mia LI)
for Permanent Secretary of Health

Purpose

The Strategic Purchasing Office of the Health Bureau of the Government (the "**SPO**") intends to solicit market information about the provision of call centre services to support the enquiry handling, promulgation and operation of government-initiated healthcare programmes (the "**Services**").

Background

It has been promulgated since the 2022 Policy Address and the Primary Healthcare Blueprint (published in December 2022) that it is the Government's goal to make every effort to revamp the healthcare system, shifting the current treatment-oriented, hospital-based structure to a prevention-focused, community-based system, and devote more resources to promote primary healthcare. The Blueprint sets out concrete recommendations and implementation plans, and outlines a strategic roadmap for the future development of primary healthcare in Hong Kong.

The Government is actively taking forward various initiatives to promote primary healthcare development in accordance with the Blueprint and will plan primary healthcare services and allocate resources through strategic purchasing with the support of the SPO, with a view to strengthening the primary healthcare services as a whole.

The Government launched the Chronic Disease Co-Care Pilot Scheme ("**CDCC Pilot Scheme**") in November 2023, with a view to establishing a family doctor regime and positioning District Health Centres ("**DHCs**") as a hub in fostering an expansion of the healthcare network at the community level. With DHCs, the Government will partner with the private healthcare sector to promote the concept of "family doctor for all" and collaborate with various healthcare professions to provide comprehensive, sustainable and people-centric primary healthcare services in the community.

To support the operation of various government-initiated healthcare programmes ("**healthcare programmes**") including the CDCC Pilot Scheme, the Government is exploring the feasibility to have a call centre to handle inbound and outbound call enquiries for the various healthcare programmes.