

AI-Powered Content Curation Tool

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1. Introduction

Health Education England (HEE) is an executive non-departmental public body of the United Kingdom Department of Health. Its function is to provide national leadership and coordination for the education and training within the health and public health workforce within England. It has been operational since June 2012.

The Technology Enhanced Learning (TEL) programme within HEE is responsible for the research, development and delivery of educational technologies to support the health and care workforce. TEL uses a wide-range of methods including simulation, VR and immersive technology, personalised and adaptive learning, and e-learning through the e-LfH platform and Learning Hub.

2. Background

The way learners access education is changing and increasingly incorporates learning from third-party websites and systems, not just those provided to them via HEE's own platforms and systems. However, finding the best and most appropriate resources can be difficult.

TEL have started to develop a tool that provides a short self-assessment and then interfaces with a third party tool via an API to leverage the AI-powered curated content.

3. Scope of Contract

We are seeking a partner to work with us that must have an existing product for making personalised recommendations from our existing catalogue of content and third-party curated content.

4. Detailed Requirements

Functional Requirements

- Classify the resources that HEE has identified to assess their fit with the framework.
- Use AI algorithms to support with the tagging and matching of curated content.
- Ensure that there are sufficient learning resources identified by HEE and the AI algorithms, aligned to the HEE framework to ensure that users can be provided with appropriate signposting.
- Signpost users, on the basis of their identified strengths and areas for development, to appropriate learning resources.
- Enable repeat use of the tool to support ongoing and enhanced use of learning resources adapted to individual needs.
- Evaluate adoption and engagement (with a target number of 5,000 users)
- Collect data for HEE to enable:

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- Insights into different individuals, groups, roles
 - Insights into the extent to which user revisit/reuse the tool
 - Insights into use of signposted resources
 - Benchmarking data against which progress can be measured if users engage and reengage with the tool.
- The product should integrate with HEE's existing systems through the use of APIs to both the self-assessment tool and to the content, for example Learning Locker and the new Learning Hub.
 - Established learning technology company with experience of incorporating machine learning and data science.
 - Learning technology company with an existing product/tool that can deliver the aims of the project.

Performance Requirements

- throughput – the pilot is for 5,000 learners with a view to scaling up the solution should it be successful.
- Hosting standards and service provision – Hosting should be ISO27001 compliant, hosted within the UK and should be maintained in accordance with the service level outlined below.
- Curated content should be:
 - Refreshed quarterly (10%)
 - Drip-fed into the system so that users are presented with ongoing fresh content.
- Support for user engagement:
 - Support with collateral and launch events
 - User engagement best practices
- Reconfiguration to allow for better levelling of assets
 - Adding new competencies to facilitate different levels
 - Reweighting inputs against these competencies
- Custom quarterly reporting (alongside live dashboard)
 - Generation of spreadsheet-based reports by Data Science team

5. Service Levels and Key Performance Indicators (KPIs)

The hosted Platform should be available for use by the Client for 99% of the time during the Subscription Term, measured on a monthly basis excluding any planned maintenance or

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upgrade work carried out by the supplier, provided the supplier has notified of such unavailability no less than 1 working day in advance.

Second-line support should be provided by a dedicated support team available 0900 and 1800 UK time each working day.

Access to a dedicated account manager.

6. Contract Management and Review

Supplier to provide quarterly reports on usage figures, activities undertaken by the supplier, risks and issues identified during that period.

7. Sustainability

Please include your organisation's sustainability policy to ensure any impact of this work on the environment is minimised.

Please include your organisation's equality policy to ensure that you are an equal opportunities employer.

8. General Data Protection Regulations (GDPR) and Privacy Impact Assessments (PIA)

As you will potentially come into contact with personally-identifiable learner data, you will be expected to sign a non-disclosure agreement and complete a privacy impact assessment.

9. Contract Period

The contract will operate for one year.