



Larvik  
kommune

# Prior market Consultations

How can it help us to provide better services to our citizens?

# Larvik municipality



# Larvik municipality

- 18<sup>th</sup> biggest municipality in Norway
  - Larvik: 47.000 inhabitants      Brussels: 1.1 million inhabitants
  - Larvik: 806 km<sup>2</sup>                      Brussels: 161 km<sup>2</sup>
- Budget approx. 400 MEUR
- 19 Schools – 5000 pupils
- 1100 km of water pipes, sewer pipes and storm water pipes
- 238 000 m<sup>2</sup> of buildings
- 8 nursing homes with 280 rooms/beds
- 24-hour healthcare to approximately 1100 patients (staying at home) of all ages with different diagnoses and needs.
- Want to see more? <https://www.visitvestfold.com/en/larvik/> and <https://kommunekart.com/>



# Larvik municipality

## Context and rationale for implementing prior market consultations

- Our major challenges within healthcare:
  - Our population is older than the nation average
  - Number of elderly will double within 2045 whilst growth in population in active work show little growth
  - Higher number of people receives social benefits than the region and nation average
  - Number of patients with dementia is increasing
- Revenues are not expected to increase in the same proportion

**High costs make it imperative to find better and more cost efficient ways to give good health care at home so the patients can manage them selves better without daily care from the city.**



# Market dialogue – Guidelines in Norway

## Modalities/ techniques of the consultations conducted

The principal may, before he initiate a procurement process, conduct market research in order to prepare the acquisition and provide information to suppliers about their plans and needs. For this purpose the principal can seek or receive advices from independent experts, authorities, suppliers or other market players. The advice can be used in the planning and implementation of procurement procedure, **but the prerequisite is that the councils do not have the effect of the competition being twisted and does not lead to breach of the principle of equal treatment.** It follows from the provision that the principal can obtain advice prior to an acquisition and have dialogue with the market.

Examples of cases where dialogue is appropriate:

1. The contractor can have dialogue with the suppliers to reveal what the market can provide in connection with the design of one procurement / tender documents.
2. The principal may need dialogue with one or more suppliers to get an overview of products, services or building and construction work found in a particular market. It can for instance be to get new ideas for the solution of a specific task.
3. The contractor may need to contact the supplier that already have / have had a specific assignment to get information
4. The contractor may also need to contact competitors to obtain new ways to solve a task.



# Market dialogue – Guidelines in Norway

Modalities/ techniques of the consultations conducted

Examples of different ways to enter into dialogue with the market:

1. Invite to dialogue meetings and conferences
2. Attend fairs and other places where professional communities meet
3. Actively seek advice in the market
4. Receive advice unsolicited from, for example, suppliers, industries, advisors
5. Use hired consultants
6. Add all or parts of tender documents, requirements specifications and contractual terms obtained from "consultations" with suppliers.



# How can talks with the market help us? And how should we do it?

## Two examples

- I. Electronic medication support of user living at home (contract was awarded 21<sup>th</sup> of may)
  - I. Larvik is “lead city” for 29 other cities with a total population of 1 million citizens
- II. Distance (Health) Monitoring of user living at home (ongoing project)
  - I. State financed project

In Norway some users have rights to get help with their medication. This means that healthcare personnel visit them at home.



# Chosen products for electronic medication support

4 different products for 4 “typical patient groups”

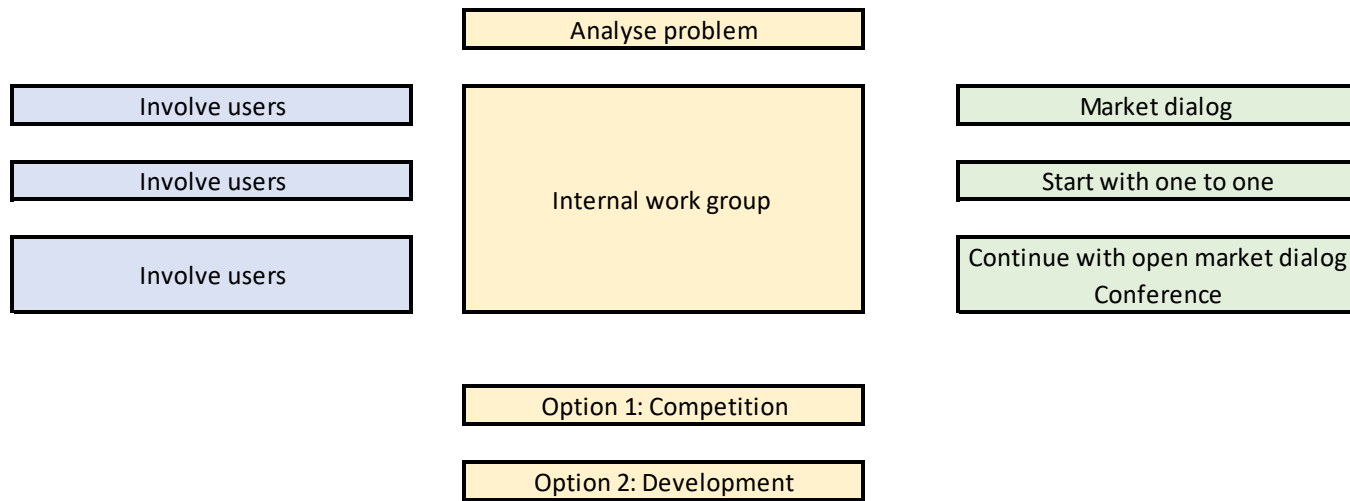




# Possible solution for distance (health) monitoring



# Modalities/ techniques of the consultations conducted



The success of a project often depends on the internal work group. Include a profit realization analysis as early as possible– Lower cost/ better service



# Prior market consultations

## Lessons learnt & tips

- Analyze the problem/challenge and describe it in open-ended way
  - Complex problems requires a team with technical, legal and procurement competence
  - Describe goals and profit realization of the project
- Involve users of the service or product
- Start with one-to-one dialog with selected companies and focus on
  - what's existing standard and what needs to be developed
  - competence and recourses available
  - business model
  - Legal issues (often an issues in health-care)
- Reevaluate your problem/challenge – is it still the same or is the problem/challenge something else/new?
  - Profit realization – Lower cost or better service?
- New rounds with companies one-to-one or an open market dialog/seminar
  - Focus on interaction between suppliers and facilitate for “match-making” between suppliers



# Prior market consultations

## Lessons learnt & tips

- You only find what you are looking for
  - Keep an open mind
  - Find “new” suppliers
  - Advertise or speak to your network
  - Cross borders
  - Start as early as possible with the prior market consultations
- New solutions can be
  - Creative and innovative solutions is usually new ways of combining existing technology and methods
  - New methods of working
  - Development of new technology
- Focus on
  - Business model of supplier

**Project management and the working group are important (technical, legal and procurement resources have to participate from the start up)**



Thanks for the attention  
Good luck

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