Request for Quotation: Information and Support Chatbot

1. Background

The Asthma Society of Ireland is seeking quotations from suppliers to develop and implement an **Information and Support Chatbot** for its (WordPress) website.

The purpose of this project is to test the feasibility, usability, and effectiveness of a website-based chatbot that helps users find medically-approved Asthma Society information and resources quickly and easily.

The available budget for this pilot phase is approximately **€5,000**.

This project is intended as an initial phase of a longer-term project. Following evaluation of pilot outcomes, the Asthma Society may choose to progress to a broader implementation phase, subject to separate approval and funding.

2. Objectives

The purpose of this project is to demonstrate whether an Information and Support Chatbot can improve user access to medically-approved Asthma Society information and resources in a secure and efficient manner, in line with GDPR requirements and Asthma Society polices.

Ideally, the chatbot should:

- Improve access to existing information and resources on asthma.ie
- Help users locate relevant information quickly in response to questions
- Respond to common user questions using a pre-defined and approved set of responses
- Identify common information needs and content gaps

- Generate evidence to inform future investment decisions

3. Approved content

The chatbot must respond exclusively using existing Asthma Society content, including:

- Information on asthma.ie website pages
- Pre-defined and approved responses to common questions
- Signposting resources such as information booklets, infographics, webinars, etc.

The chatbot **must not**:

- Generate new medical advice
- Invent responses
- Search the internet beyond asthma.ie
- Use external medical datasets
- Learn medical information from users

Suppliers should explain how responses remain restricted to approved content.

4. Scope of project

The Asthma Society is seeking a practical solution appropriate to the available budget.

The solution should include an initial version of a website chatbot, capable of being integrated in the current asthma.ie (WordPress) website, including:

- Basic analytics and reporting (e.g. types of queries received, queries resolved and unresolved)
- Administrative access for approved Asthma Society staff
- Limited testing period and evaluation

Suppliers are encouraged to recommend an approach that can be scaled in future if this initial phase is successful.

5. Generative AI

The Asthma Society does not require a chatbot that generates responses using generative AI.

Suppliers must clearly state:

- Whether AI or a Large Language Model is intended to be used
- How responses will be restricted to approved content

- How unsupported responses will be prevented
- How hallucinations will be prevented
- How editorial and clinical control will be maintained

6. Controlled responses and signposting

Users should be able to ask and receive answers to common questions such as:

- What is asthma?
- How do I use my inhaler?
- What is a preventer/controller inhaler?
- Can asthma be cured?

Responses should draw on approved information sources and signpost to relevant Asthma Society resources where appropriate.

Where no approved answer/relevant resource exists, the chatbot should use an agreed fallback response such as *"I'm sorry, I don't have information on that question. Please contact the Asthma Society Adviceline for further support."*

The chatbot must not fill gaps using general medical knowledge.

7. Further referral and escalation

The chatbot should recognise high-risk language, such as a severe asthma attack, medical emergency or suicidal/self-harm language and automatically provide the appropriate emergency information.

The chatbot should support signposting to:

- The free Asthma Society Adviceline
- The free WhatsApp nurse messaging service
- GP or primary care services
- Emergency services where appropriate

The Asthma Society will provide and approve all referral wording.

For this phase of the project, suppliers should outline how safeguarding and emergency escalation pathways could be incorporated into the proposed solution

8. Content management

Authorised Asthma Society staff should be able to:

- Add, amend, and remove approved content
- Review common user questions
- Review unanswered questions
- Update approved responses
- Manage and update links to source materials

9. Analytics

Authorised Asthma Society staff should be able to access simple reporting on:

- User questions
- Frequently viewed information
- Unanswered questions
- Commonly accessed resources
- Referrals to Asthma Society services

All reporting should comply with relevant data protection requirements.

10. No automatic learning

The chatbot must not:

- Automatically learn from conversations
- Update its knowledge base without approval
- Add medical information without Asthma Society approval

Only content approved through the Society's governance process may be published.

11. Supplier response

Suppliers should provide:

- Description of the proposed solution
- Details of any AI technology used
- Explanation of safety controls
- Approach to data management
- Outline of analytic capabilities

- Hosting and security arrangements
- Timescales for delivery
- Indicative costs for future expansion
- Details of how medical information will be stored and anonymised to be GDPR compliant

12. Deliverables

The pilot should include:

1. Functional website chatbot/widget
2. Basic analytics dashboard or reporting
3. Testing and refinement period
4. End-of-project recommendations report
5. Suggested roadmap and cost estimate for future development

13. Key principles

The pilot should focus on:

- Safety
- Clinical governance
- User experience
- Ease of content management
- Evidence gathering for future development

14. Evaluation criteria

The Asthma Society of Ireland will evaluate submissions using the following criteria:

Criterion	Weighting
Understanding of project objectives and requirements	15%
Ability to deliver a safe, controlled solution using approved content only	20%
Approach to clinical governance, content control, and risk management	20%
User experience and ease of administration	15%
Relevant experience and examples of similar projects	10%
Value for money and overall cost	15%
Future scalability and roadmap for further development	5%
Total	**100%**

The Asthma Society reserves the right to:

- Seek clarification on any submission
- Request supplier demonstrations
- Interview shortlisted suppliers
- Request references from former/current clients
- Not appoint any supplier if submissions do not meet requirements or budget expectations

15. Budget

The available budget for this pilot phase is approximately **€5,000 inclusive of VAT and all other potential costs**.

Suppliers are encouraged to propose solutions appropriate to this budget and to clearly identify potential ongoing support or licensing costs.

16. Submission process and deadline

Quotations should be submitted by email to communications@asthmasociety.ie no later than 5pm on Friday, 20 November 2026.

Any questions or queries regarding this Request for Quotation (RFQ) should also be directed to communications@asthmasociety.ie

Please ensure your quotation includes all relevant information requested in this document. Quotations received after the deadline will not be considered.