



机构付费试点提案框架

Institutional Paid Pilot Proposal Framework

提案编号 / Proposal reference	OD-[YYYY]-[CLIENT]-[SEQ]
提交对象 / Prepared for	[机构法定名称 / Institution legal name]
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状态 / Status	采购评审框架，非报价、合同或开工通知 / Procurement-review framework; not a quote, contract or notice to proceed

使用说明 / How to use

本框架把已确认的机构需求转换为可供采购、法务、财务、医学、内容与技术团队共同评审的书面提案结构。请先完成 r737 采购启动包，再以可核验事实填写本文件；不得填入患者、处方、病历、药盒照片、身份证件或支付信息。

This framework converts confirmed institutional requirements into a proposal structure for joint procurement, legal, finance, medical, content and technical review. Complete the r737 procurement start pack first and use verifiable facts only; do not enter patient, prescription, record, pack-photo, identity or payment data.

非约束性边界 / Non-binding boundary

空白字段、方括号与复选框必须在正式发送前完成或删除。本框架本身不构成报价、合同、许可、SLA、购买承诺或开工通知。金额待财务最终确认；在双方书面接受费用、税费、期限、许可、责任和支持条款前，不产生自动续费或持续收费。

Complete or remove every blank, bracket and checkbox before formal issue. This framework is not a quote, contract, licence, SLA, purchase commitment or notice to proceed. Amounts remain subject to final financial confirmation; no automatic renewal or recurring charge exists before both parties accept written fees, taxes, term, licence, liability and support terms.

1. 执行摘要与项目契合度

1. Executive summary and project fit

采购方业务目标 / Buyer objective	[用一句可验证的话说明本次试点要解决的问题 / One verifiable sentence]
选定试点 / Selected pilot	☐ 药品证据数据 ☐ 来源变化监测 ☐ 嵌入与无障碍 ☐ Medicine evidence data ☐ Source-change monitoring ☐ Embedding and accessibility
目标读者与渠道 / Readers and channels	[公众网页、药师工作台、PDF、API 或嵌入组件等 / Public web, pharmacist workspace, PDF, API or embed]
试点成功定义 / Pilot success statement	[以交付物、证据和验收状态描述，不写未经确认的商业结果 / Define by deliverables, evidence and acceptance status]
基线范围来源 / Scope baseline	r737 采购启动包版本与完成日期 / r737 procurement start-pack revision and completion date: _____
OriginDrug 的角色 / OriginDrug role 提供可追溯的公开药品信息、来源维护、结构化数据与可访问呈现；不销售药品，不开具处方，不代替医生或药师作个体用药决定。 Provides traceable public medicine information, source maintenance, structured data and accessible presentation; does not sell medicines, prescribe or replace individual clinician/pharmacist decisions.	

2. 已纳入与明确排除的范围

2. Included scope and explicit exclusions

药品与产品身份 / Medicines and product identity	[药品、品牌、通用名、市场、剂型、规格、包装；逐行绑定 / Bind medicine, brand, generic, market, form, strength and pack by row]
市场与语言 / Markets and languages	[列出本次交付覆盖的国家/地区与语言 / List countries, regions and languages]
必需字段 / Required fields	[名称、产品规格、官方说明书、机制、药物警戒、来源、复核日期、版本等 / Names, presentations, official labels, mechanism, pharmacovigilance, sources, review dates, revision]
允许来源 / Permitted sources	[监管机构、官方标签、产品数据库与已书面允许的期刊范围 / Regulators, labels, product databases and permitted journals]

明确排除 / Explicit exclusions	[不覆盖的市场、字段、历史版本、图像、临床判断或无法核验项 / Excluded markets, fields, versions, images, clinical judgments or unresolved items]
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3. 交付物与验收矩阵

3. Deliverables and acceptance matrix

交付物 Deliverable	格式/版本 Format/revision	验收证据 Acceptance evidence	负责人 Owner	状态 Status
字段字典 / Field dictionary	DOCX/PDF/XLSX	定义、允许值、缺失处理 / definitions, allowed values, missing handling	[]	□
结构化数据 / Structured data	JSON/XLSX	约定字段完整且可追溯 / required fields complete and traceable	[]	□
来源登记 / Source register	XLSX/PDF	URL、文件日期、复核日期与访问状态 / URL, document/review dates, access status	[]	□
异常清单 / Exception log	XLSX/DOCX	未确认项单列，不以推断补齐 / unresolved items listed, never inferred	[]	□
阅读/嵌入样例 / Reading/embed sample	Web/DOCX/PDF	移动、键盘、字号、打印和来源显示 / mobile, keyboard, text size, print, sources	[]	□
变更记录 / Change log	JSON/XLSX/DOCX	版本、受影响字段、日期、待确认项 / revision, fields, dates, open items	[]	□
统一验收原则 / Common acceptance rule		以约定交付物、来源可追溯性、异常公开和版本一致性为准；不得以营销效果、临床结局或未约定结果代替验收。 Acceptance uses agreed deliverables, source traceability, explicit exceptions and revision consistency; marketing outcomes, clinical outcomes or unagreed results are not substitutes.		
反馈与关闭 / Feedback and closure		验收人、反馈窗口、修正轮次与关闭证据：_____ / Reviewer, feedback window, correction round and closure evidence		

4. 里程碑、治理与变更

4. Milestones, governance and change control

拟定里程碑 / Proposed milestones	样例确认 [日期] → 范围冻结 [日期] → 首批交付 [日期] → 异常复核 [日期] → 验收 [日期] Sample approval [date] → scope freeze [date] → first delivery [date] → exception review [date] → acceptance [date]
采购方负责人 / Buyer-side owner	姓名、职务、工作邮箱 / Name, role, work email: _____
OriginDrug 负责人 / OriginDrug owner	Steven Li · stevenyiqingli@foxmail.com
变更请求 / Change request	新增药品、市场、语言、字段、来源、格式或审核要求必须书面记录对范围、日期和费用的影响。 Any new medicine, market, language, field, source, format or review requirement must record written scope, date and fee impacts.
状态与决策记录 / Status and decision record	[会议频率、记录位置、审批人和升级路径 / Cadence, record location, approver and escalation path]

5. 许可、使用与支持边界

5. Licence, use and support boundaries

允许使用 / Permitted use	☐ 内部评估 ☐ 内部业务使用 ☐ 公开展示 ☐ API/嵌入 ☐ 其他书面约定 ☐ Internal evaluation ☐ Internal business use ☐ Public display ☐ API/embed ☐ Other written use
地域与期限 / Territory and term	[填写 / Complete]
署名与来源 / Attribution and source display	[填写 / Complete]
禁止使用 / Prohibited use	不得把材料包装为个体诊断、处方、剂量、停换药建议，亦不得移除来源、版本或安全边界。 Do not present materials as individual diagnosis, prescribing, dosing or stopping/switching advice, or remove sources, revisions or safety boundaries.

第三方权利 / Third-party rights	公开可访问不等于可自由转载；来源许可、著作权、商标与目标市场审核逐项确认。 Public access does not grant republication; confirm source permission, copyright, trademark and target-market review item by item.
支持范围 / Support scope	[渠道、时区、工作日、问题严重级别与升级方式 / Channels, time zone, business days, severity and escalation]；未书面确认前无 SLA / No SLA before written agreement.

6. 商务计划表

6. Commercial schedule

币种 / Currency	[]
专业服务费 / Professional fees	[] — 金额待财务最终确认 / Amounts remain subject to final financial confirmation
税费 / Taxes	[含税/未税、税率与开票主体待双方书面确认 / Inclusive/exclusive basis, rate and invoicing entity to be confirmed]
付款节点 / Payment milestones	[]
报价有效期 / Quote validity	[]
可选工作 / Optional work	[单列，不自动纳入范围或收费 / List separately; never auto-included or charged]
续期与持续收费 / Renewal and recurring fees	未书面确认前无自动续费或持续收费；试点可在验收后结束。 No automatic renewal or recurring charge before written agreement; the pilot may end after acceptance.
填写纪律 / Completion discipline 不得用估算、行业均价、示例客户或未经财务确认的数字替代空白项。正式报价须由正确法律主体发出，并独立写明费用、税费、付款、有效期与适用条款。 Do not replace blanks with estimates, market averages, sample customers or financially unconfirmed numbers. A formal quote must be issued by the correct legal entity and separately state fees, taxes, payment, validity and applicable terms.	

7. 评审、批准与生效条件

7. Review, approval and conditions to proceed

采购/业务 / Procurement/business	姓名、结论、日期 / Name, outcome, date: _____
法务/合规 / Legal/compliance	姓名、结论、日期 / Name, outcome, date: _____
财务/税务 / Finance/tax	姓名、结论、日期 / Name, outcome, date: _____
医学/内容 / Medical/content	姓名、结论、日期 / Name, outcome, date: _____
技术/数据 / Technical/data	姓名、结论、日期 / Name, outcome, date: _____
未决事项 / Open items	[]
下一步与负责人 / Next step and owner	[]
生效条件 / Conditions to proceed 内部签字仅用于评审留痕，不代表任一方接受报价、签订合同、授予许可或发出开工通知。只有双方授权代表完成并接受适用书面文件后，项目方可按约定启动。 Internal sign-off records review only. It does not accept a quote, form a contract, grant a licence or issue a notice to proceed. Work may begin only after authorized representatives complete and accept the applicable written documents.	

8. 快速响应交接清单

8. Fast-response handoff checklist

已完成 r737 范围包 / Completed r737 scope pack	☐
机构法定名称、官网与工作邮箱 / Legal name, website and work email	☐
采购、法务、财务、医学与技术联系人 / Review contacts	☐
药品、市场、语言、字段与来源已锁定 / Medicines, markets, languages, fields and sources locked	☐

交付格式、验收证据与负责人已锁定 / Formats, acceptance evidence and owners locked	☐
许可、支持、日期、费用和税费待书面确认 / Licence, support, dates, fees and taxes flagged for writing	☐
未包含患者、处方、病历、药盒照片、证件或支付资料 / No patient, prescription, record, pack-photo, identity or payment data	☐

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