HealthReach
Community Health Centers

REQUEST FOR PROPOSAL (RFP)

WEBSITE REDESIGN & DEVELOPMENT

31 March 2022

Contents

1. SUMMARY

HealthReach Community Health Centers (HRCHC; or simply 'HealthReach') is accepting proposals to design and develop a new website. This will be a concept-to-completion project. The purpose of this RFP is to identify an appropriate service provider, and to provide a fair evaluation for all candidate service providers. This RFP is intended to provide interested service providers with basic project parameters and the evaluation criteria against which service providers will be judged. HealthReach reserves the right to extend the open period for proposals, should it deem submissions received by 22 April 2022 to be insufficient to meet its business needs.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

HealthReach's service provider selection process is an open and competitive process. Communications with individual points of contact within HealthReach pertaining to this RFP are strictly prohibited outside of the following – all RFP-related communications should be channeled through the email address **PR@HealthReach.org.** If and only if there arises a circumstance in which email communications are impossible, you may call (207) 660 - 9913 to leave a voicemail with your question or concern.

HealthReach reserves the right to disregard any or all proposals received after 6:00PM EST on Friday, 22 April 2022.

Any and all questions from vendors pertaining to this RFP should be submitted no later than 8:00AM EST on Monday, 18 April 2022. HealthReach will endeavor to respond to each question by 6:00PM EST on Wednesday, 20 April 2022 – though HealthReach *strongly* encourages submission of questions as soon as practical to allow for further clarification as needed. All questions are to be submitted in writing to **PR@HealthReach.org.**

Any proposal in response to this RFP must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Any quoted price/fee schedule should be inclusive and remain valid through the 2022 calendar year – that is, through 11:59PM EST on 31 December 2022. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Submitted proposals must clearly state if the execution of work to be performed by the service provider will require the utilization of subcontractors. Subcontractors must be identified and the work they will perform must be defined. Any subcontractor(s) is/are held to the same standards and expectations as the primary bidder as outlined in this RFP. Provide the name and address of all subcontractors involved in your proposed work. HRCHC will not refuse a proposal based upon the general utilization of subcontractors, but <u>does</u> retain the right to refuse each and any subcontractor(s). Should HealthReach refuse a subcontractor, and the candidate service provider is unable to identify a clear strategy for completion of work that was intended for that subcontractor, HealthReach reserves the right to refuse the entirety of the proposal.

Provisions of this RFP and the contents of the successful response are considered available for inclusion in final contractual obligations. Proposals should rely on existent, secured technologies and supporting solutions with which the proposing vendor is familiar and experienced in implementation – HealthReach *strongly* recommends that no aspirational language is included in proposals. Any listed subcontractor(s) should ideally have worked

with the proposer in previous projects and thereby have demonstrated both their reliability and fiscal responsibility.

3. CONTRACT TERMS

HRCHC will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

HealthReach reserves the right to <u>not</u> award any contract if it deems all submissions insufficient to meet current and/or anticipated business needs.

4. PURPOSE, DESCRIPTION, AND OBJECTIVES/CONTEXT

Purpose

HRCHC currently has a website that is outdated in appearance, structure, patient functionality, and in the presentation of content. Outside of edits to text, images, links, HTML code, and video content, the existing site functionally has had only minor adjustments for several years.

HealthReach believes that an opportunity exists to better serve our patients by re-designing the website to better reflect modern web communications standards and functionality. Upon completion of the redesign of the website, HRCHC will assume primary responsibility for website content maintenance and administration. All content, coding, graphics, or other relevant assets involved in the work described by this RFP will become the sole property of HRCHC.

Description of Project

Create a flexible, informative, responsive, secure, up-to-date website that is easy to maintain and is comfortably viewed across desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, the redesigned website must also allow key personnel to easily update content without necessitating direct access to source code.

In addition, we are seeking a design partner that provides tools for search engine optimization (SEO) and content sharing across major social media platforms, to include but not limited to –

- Facebook
- YouTube
- Google Groups
- LinkedIn
- Twitter
- Reddit
- Instagram
- Snapchat
- TikTok

For pages and content that are not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate basic layouts and color schemes aligned with HealthReach brand styling.

HRCHC's current website structure spans the following domains/subdomains –

- **www.HealthReach.org**   *main/core website*
- **www.BelgradeCHC.org**   *following domains are specific to each of our local practices*
- **www.BethelCHC.org**
- **www.BinghamCHC.org**
- **www.LovejoyCHC.org**
- **www.MadisonCHC.org**
- **www.MtAbramCHC.org**
- **www.RangeleyCHC.org**
- **www.RichmondCHC.org**
- **www.SheepscotCHC.org**
- **www.StrongCHC.org**
- **www.WesternCHC.org**

HRCHC will consider other hosting options based on recommendations. To be effective, our website must be:

- Easy to navigate / intuitive interface
- Visually pleasing
- Informative
- Safe and secure
- Compliant with standard healthcare HIPAA laws
- Quick to load and operate
- Responsive and comfortable to view on mobile devices and desktop PCs
- Search Engine Optimized with appropriate Keyword Research
- Hosted in a redundant and resilient format, with rapid automated fail-over options not physically located near each other (minimum 50 mile distance between redundant server host sites)

Additional Objectives and Context

During the COVID-19 pandemic, HRCHC has adapted its practices to transition into the telehealth environment. Disruption stemming from the pandemic generated the need for more accessible online healthcare resources and improved capability when accessed via mobile device – elements not available with our current website structure. An upgrade to our current website is needed to enable HealthReach health centers to provide the tools our patients need to navigate and access critical functions and information needed for successful (healthy) patient outcomes.

Our new site should engage patients by presenting attractive visual images, intuitive navigation, and concise messaging - simultaneously increasing functionality and improving form.

A major priority is ease-of-use for new and existing patients, other consumers, HRCHC staff, jobseekers, partner organizations, and the general public. The tools that are incorporated must allow for timely delivery of new and revised content using low/basic technical skills and limited personnel. The content must be between the spectrum of a fifth-grade reading level and, at most, an eighth-grade reading level.

Vision

To meet our organizational goals, our new website must:

- Serve as an ambassador for the HRCHC brand
- Provide a modern, relevant design update
- Showcase the health centers and programs at HRCHC
- Improve patient service and engage site visitors
- Strengthen relationships with community partners
- Provide a scalable, easily maintained solution

Strategies

- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices – PCs and smartphones in particular
- Establish a clear path for visitors to access information relevant to them
- Present clear, concise, accessible information to end users
- Function as the "hub" for other web-based enterprise systems and patient/prescriber tools, such as Curago Telehealth
- Leverage limited human resources through improved efficiencies in web- and content-management
- Maximize search engine optimization (SEO) through strategic mark-up language and

content
- Provide an archival system for HRCHC press releases, photos, videos
  - Move historical data to a searchable database

5. TIMELINE

- This RFP is dated 31 March 2022.

- Proposers may request further information, clarification, and answers to questions by emailing **PR@HealthReach.org**, **attn: Director of Communications & Outreach.**

- Any and all questions from vendors pertaining to this RFP should be submitted **no later than 8:00AM EST on Monday, 18 April 2022**. HealthReach will endeavor to respond to each question by 6:00PM EST on Wednesday, 20 April 2022 – though HealthReach strongly encourages submission of questions as soon as practical to allow for further clarification as needed. All questions are to be submitted in writing to **PR@HealthReach.org**. If and only if there arises a circumstance in which email communications are impossible, you may call (207) 660 - 9913 to leave a voicemail with your question or concern.

- **Proposals are due no later than 6:00PM EST on Friday, 22 April 2022 for full consideration.** HealthReach reserves the right to disregard any or all proposals received after 6:00PM EST on Friday, 22 April 2022.

- **Proposals will be evaluated thereafter**. During this time, we may require interviews (typically via videoconference) with our evaluation team. You will be notified with at least 3 business days' notice if this is requested. Follow-up questions from HealthReach may be asked. We anticipate proposal review and service provider selection (if any) to take no longer than 2 weeks, subject to change.

- Once HealthReach has received all the necessary data to inform its decision, and the decision to accept a proposal has been made, all other candidates will be notified within 10 business days.

- **The completion and delivery date targeted for the first phase of this project (design approval and all major directional decisioning) is Friday, 10 June 2022.** Please ensure your proposal considers this contractual requirement. Proposals adhering to this timeline may be prioritized for selection over other proposals.

- HealthReach communications department staff and (as appropriate) key stakeholders will make themselves available for touchpoint meetings to ensure design integrity and objectives are consistently upheld. HealthReach staff will work with any selected service provider to schedule these meetings at opportunities of mutual convenience and availability.

6. VENDOR REQUIREMENTS

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, software acquisition, integration, and necessary development and maintenance of the website.

Proposals must address the following with concise, specific language:

Executive Summary
1. Describe your understanding of our current website challenges.
2. Summarize your proposed solution, and how your solution will resolve our current website challenges.
3. Provide a summary of pricing inclusive of all related costs/fees for the proposed services and products.

- **Company Overview** – Tell us about your company, your experience in web design and production for projects similar to ours, and your experience in working with the medical field. Provide links to your agency website, online portfolios, and social media. A minimum of three (3) live exemplar websites that demonstrate your work are required – preferably in the nonprofit and healthcare fields.
- **Team** – Identify the team who will work on this project. Include name, title/role, and brief background/experience of each team member – a standardized resume is acceptable. Include all subcontractors as applicable.
- **References** – Provide a minimum of three client references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients. References should either manage the contract under which you operate(d) or be contract manager-adjacent.
- **Solutions Menu with Pricing** – Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. If you would like to provide multiple solutions options within one RFP response, such options are acceptable and will be considered as long as option parameters are distinctly defined and costs-per-option are made clear.
- **Project Management Tools** – Describe your process for tracking and documenting project status.
- **Deliverables** – Describe the products and/or services that will be delivered.
- **Schedule** – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
- **User Training and Support** – Provide details on the user training and support included for our content editors along with the training support format (i.e., live web, chat, email, phone-based, hard copy, other documentation, etc.). Due to COVID-19 requirements, HealthReach reserves the right to decline in-person meetings/trainings – ensure that training delivery format can be flexible should the pandemic situation change over the course of the project.
- **Hardware** – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery plans.
- **Payment** – Include any requirements or preferences regarding invoicing and payment.
- Anything else deemed relevant/important to vendor.
- **Include all terms and conditions.**
- **SEE ALSO: (11) Qualifications section, *below.***

7. BACKGROUND OF ORGANIZATION

Our Mission
The mission of HealthReach Community Health Centers is to provide high quality, affordable, patient-centered healthcare in the medically underserved communities of Central and Western Maine.

Background
HealthReach Community Health Centers is a private, non-profit organization funded by patient fees, grants, and generous individual donations. In 1975, our first community health center opened in Bingham, Maine, and served 7 patients. Today we provide medical and integrated behavioral health services at 12 locations across Central and Western Maine, as well as oral healthcare at several sites. ~25,000 residents from 9 of Maine's 16 counties utilize HealthReach services to the tune of approximately 100K visits per year.

Formerly part of HealthReach Network (HRN), we have evolved and changed many times since HRN was founded in 1966. In July 1999, HRCHC became a separate independent organization when MaineGeneral Health purchased the homecare, behavioral health, and support departments of HRN.

HealthReach Central Administrative Office in Waterville houses a dedicated team that provides management and support for the entire system of HealthReach Community Health Centers. Support services such as Human Resource Management, Finance, Communications, and Information Technology are provided through this central location to improve efficiency and reduce costs. The Central Office team also provides management of the Federal Title 330 Community Health Center grant, as well as the Affordable Care Program.

Overview of Services
HealthReach provides comprehensive primary and preventive care services to children and adults. Not all services listed below may be available at every local practice location - please confirm service availability prior to scheduling an appointment.

The services available to our health center patients include –
- Adult Psychiatric Medication Management
- Care for Acute/Chronic Illness
- Care Management
- Counseling
- DOT Physicals
- Family Planning Services
- Immunizations
- Joint Injections
- Lab Services
- Medication Assisted Treatment
- Men's Health
- Minor Procedures (i.e., wart removal)
- Osteopathic Manipulation
- Pediatric Services
- Physicals and Check-ups
- Podiatry Services
- Referrals
- Sliding Fee Scale
- Substance Use Disorder Treatment
- Women's Health

The services available to our dental center patients include –
- Affordable Care Program
- Cleanings
- Complete and Partial Dentures
- Crowns, Bridges, and Implants
- Dental Education
- Extractions
- Fillings
- General Dentistry
- Oral Exams
- Periodontal Care
- Preventative Care
- Referrals
- Restorations
- Sealants
- Whitening
- X-Rays

HealthReach Connector program
Staff members are available to help connect patients to available programs that help Maine people with the high cost of healthcare and medications.

Geographic
The twelve HealthReach health centers serve families primarily located in Kennebec, Franklin, Oxford, Somerset, Lincoln, Sagadahoc, and Androscoggin counties in Maine. We work closely with four hospital systems located in our service areas: Franklin Memorial Hospital (Farmington), MaineGeneral - Thayer Center for Health (Waterville) and Alfond Center for Health (Augusta), Redington-Fairview General Hospital (Skowhegan), and Stephens Memorial Hospital (Norway). We also collaborate with local organizations, state agencies, and individuals who deliver crisis, health, social service, education, and other complementary services to area residents.

8. AUDIENCE

The primary audience for the HRCHC website consists of prospective and current patients, their family members, businesses & partners, charitable donors, jobseekers, and healthcare staff.

9. SCOPE AND GUIDELINES

The scope of this project is to redesign the existing HRCHC website (**www.HealthReach.org** and 11 affiliated domains). HRCHC's Director for Communications & Outreach will provide the successful candidate firm with the photography, content, and other relevant digital assets necessary to populate the new site.

Discovery
Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design
Disclosure of website information architecture, graphic look and feel, user

navigation, home page, and main navigation templates for each of the main navigation links.

Development Guidelines
The website designed by the successful candidate must meet the following criteria:

- Include templates that incorporate into the content management system that will permit both technical and non-technical HRCHC staff to update website content on specific pages.
- Once the site has been completed and accepted by HRCHC, the site will be maintained centrally by HRCHC's skilled web services team as well as non-professional editors from various departments. This should be kept in mind when selecting the tools that are included. Demands on HealthReach human resources should be kept to a minimum through the leveraging of modern web technologies.
- Convert and revamp substantial amounts of existing content to new website.
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable, and engaging. Each page should be responsive to the screen dimensions of the device users.
- Each section of the site should have a consistent branding appearance. The HRCHC logo should be prominently displayed on every page as a common header and will be provided by the Director for Communications & Outreach.
- The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. Pictures on the front page should be a larger size than other subpages. The proposed CMS should provide for these photos to be easily changed and updated.
- The site should be easy to navigate and accommodate those with low vision and other adaptive needs. Information should be grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages.
- Provide search capabilities using key words or phrasing that will identify content throughout the site and optimize Google Rankings. Additional consideration should be made for search results provided via Bing and any other major search engines as identified by the service provider.
- An assigned project manager will be made available to present information and coordinate with HRCHC staff, including a reasonable number of meetings ([BJ1]via videoconference) to present design and development solutions and to seek approval.
- Once the website has been completed and accepted by HRCHC, the website design and all of its contents, software and architecture become property of HRCHC.

Site Specifications
HRCHC encourages creativity in the proposals submitted, but there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with current and a minimum of one (1) previous version of Internet Explorer, Firefox, Chrome, and Safari browsers.
- Website must not require plug-ins as a default.
- The site should be developed to meet all current federally-mandated ADA access requirements.
- The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.

- The website must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average Maine-based home Internet connection speed.
- The website must include the ability to monitor web traffic and generate periodic reports identifying engagement metrics and available demographics (visits, link click counts, etc.; geographic source of IPs, device type, browser, etc.).
- The selected service provider must assign and manage a SSL Certificate for the website, and work with HealthReach IT to ensure security needs are met in this regard.

Testing

Testing of site on all applicable platforms to ensure that website works as promised, including explanation of the testing plan.

Delivery

Provisions for support must be made in order to assist HRCHC staff when they are making the site live.

10. KNOWN INTEGRATION ISSUES

- We will revamp much of our existing web content. New content will be provided as it is identified during the course of the project.

11. QUALIFICATIONS

- List three websites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please submit the URLs for these sites, and only currently "live" sites should be included.
- Describe your experience producing sites for non-profit and/or health centers
- Provide current reference information for three (recent) former or current clients.
- Briefly outline your firm's organizational capacity to produce the HRCHC website (such as staff, equipment, software, physical space, office location, etc.).
- Provide company profile, length of time in business, and core competencies.
- Briefly describe the percentage of your web staff that would be working on this project relative to your entire staff. For example, if you would use three staff on the project and you have ten web designers and developers, the percentage would be 30%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your project management process.
- Please detail any hardware/software vendor partnerships you have.
- Provide a detailed timeframe for completion. This will be evaluated and will be part of the contractual agreement, a realistic time frame for completion is essential.
- Please state how you intend to communicate with the project lead at HRCHC during the period of design/development, and at what intervals.
- Describe the support you offer during and after the project.
- Please highlight additional beneficial characteristics of and in working with your company. We encourage companies with diverse staff/leadership, and those local to Maine or the broader Northern New England region (particularly rurally-based businesses) to submit a proposal for this project.

12. EVALUATION CRITERIA

The following criteria will form the basis upon which HRCHC will evaluate proposals. The mandatory criteria must be met and include:

Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. Deliver proposals to Director for Communications & Outreach, Edward Molleo, via email at PR@HealthReach.org . Proposals meeting mandatory requirements will be evaluated with the following criteria:

- The proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates artistic, innovative, and user-friendly interfaces that engage viewers.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- The price is appropriate for the value being offered by the proposer.
- The candidate firm has appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner, is well organized, and has the appropriate information called for within this RFP.

13. FORMAT FOR PROPOSALS

Please use the following guidelines to format your proposal:

Length and Font Size
Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications, and costs should not exceed 30 pages.

Title Page to Include
HealthReach Community Health Centers, "Website Design & Development", your company name, address, website address, telephone number, fax number, e-mail address, and primary contact person.

Cover Letter
Signed by the person(s) authorized to sign on behalf of the company.

Proposal
Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

Qualifications
Provide the information requested in the "Scope & Guidelines" and "Qualifications" sections of the RFP.

Costs
List costs as requested above, inclusive of all related fees and line-itemized. Identify staff who will be working on the project. Include standard hourly rates for work that may be needed in the future.