



REQUEST FOR PROPOSAL:

Custom Website Offering Communication
Tools, Data, Media, and Learning for Improved
Policies, Healthy Equity and Research

May 27, 2016

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STATEMENT OF PURPOSE

This Request for Proposals (RFP) is seeking an organization with the capacity to develop a custom website that will host multiple user groups with access to various health and health policy data, and research content. The website will serve as a data and knowledge hub, and aid in informing policies directly and indirectly related to health. In addition, the website will serve as a platform to share knowledge about current research trends, best practices, and successful interventions to ameliorate health disparities; and as a platform to inform and influence current and future policymakers to address the range of social, environmental, economic, and cultural factors influencing health across the lifespan.

ABOUT HPRC

The Health Policy Research Consortium (HPRC) is a Transdisciplinary Collaborative Center (TCC) under the umbrella of CTIS, Inc., a health informatics company that has worked with the National Institutes of Health (NIH) over the past 25 years. HPRC is funded by the NIH's National Institute on Minority Health and Health Disparities (NIMHD); awarded as Grant #1U54MD008608-01. HPRC seeks to positively impact health policy to create and sustain health equity across the Mid-Atlantic Region, which includes Washington, D.C., Maryland, Virginia, Delaware, Pennsylvania, and West Virginia.

As a TCC, HPRC is tasked to partner with organizations from various disciplines, and to provide leadership in developing and implementing subprojects to positively impact health outcomes and policies across the Mid-Atlantic. This Request for Proposals (RFP) directly addresses this larger goal of HPRC.

FUNDING OPPORTUNITY DESCRIPTION

HPRC is accepting proposals to develop a custom website with the capacity to accommodate up to five user groups with different capabilities. The website will host: various content including cleaned and raw data, survey data, media, including video and webinars; various publications and reports; grant opportunities; an interactive, live event calendar; databases showing health policies, effective interventions, and best practices, and interactive epidemiological map.

Funding Guidelines:

- A. Available Resources
 1. A review team:
 - Content development.
 - Website design and development guidelines.

The following are types of expenditures that are allowable and not allowable under this grant:

- B. Expenditures that are allowable:
 1. Domestic travel when necessary to meet with HPRC Team.
 2. Special fees (photography, etc.).
 3. Equipment costs that are less than \$2,000.
 4. Personnel salaries/wages.



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C. Expenditures that are **NOT ALLOWABLE:**

1. Secretarial/administrative personnel.
2. Tuition or other educational and training costs.
3. Foreign travel.
4. Office furniture.
5. Office equipment.
6. Rental of office or work space.

AWARD INFORMATION

HPRC will fund one project contingent upon NIH appropriations. The maximum available for this project is **\$200,000**. Award budgets are to cover the total costs for the entire duration of the project described in the proposal. Awards are not intended to cover any costs incurred in preparing proposals.

The award period is up to **16 weeks**. Quarterly project reports are required for the duration of the project. Continuation of funding will be contingent upon making adequate progress proposed in the development plan and in keeping with HPRC quarterly evaluation and expectations.

ELIGIBILITY REQUIREMENTS

All responding organizations must meet the following requirements for full consideration. Any organization not meeting the requirements below will not be considered for funding:

1. Must be U.S. based company, and all portions of the work must be completed in the U.S.
2. Must have demonstrated experience producing work related to health and/or health disparities.
3. One dedicated, fulltime staffer assigned and available, and with experience performing all tasks required for this project.

RFP SCHEDULE

The table below outlines the general timeline for the RFP process. HPRC will make every effort to adhere to this timeline:

DATE	EVENT
May 11, 2016	RFP Issued.
June 10, 2016	Letter of Intent Due.
July 1, 2016	Deadline for Submissions.
July 15, 2016	Award Announcement.
July 22, 2016	Award Date.
August 1, 2016	Contracts Finalized.
August 15, 2016	Work Begins.



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RFP RELATED QUESTIONS

HPRC welcomes all inquiries or questions related to this RFP. Please direct all questions in an email with the subject line “RFP Announcement 001: Inquiry” to:

Crystal Reed
 Program Director
 Health Policy Research Consortium
creed@hprc.info
 301-375-2021

kjkjkj

LETTER OF INTENT REQUIREMENTS AND HOW TO SUBMIT

HPRC asks that all organizations interested in responding to this RFP submit a Letter of Intent declaring their intention to respond to this RFP by the specified deadline, **June 10th by 5:30 PM EST.**

The email should have a subject line of “RFP Announcement 001: Intent to Respond” and be sent to:

Crystal Reed
 Program Director
 Health Policy Research Consortium
creed@hprc.info
 301-375-2021

The Letter of Intent is due **June 10th by 5:30 PM EST.**

SCOPE OF WORK

The following are the tasks and deliverables requested for this RFP:

The company selected will assist HPRC in determining the most efficient and cost effective design for an online website/portal. The company selected will aid in designing the website/portal and building the infrastructure for the site. HPRC expects the company selected to dedicate at least one full-time staff who will work closely with the HPRC team to produce a final product that is engaging, aesthetically-pleasing, user-friendly, and allows for bilateral sharing between HPRC and user groups.

The Policy Portal must be able to accommodate the following components or sections:

- **Policy Database:** will house current state and local health policies.
- **Raw and Clean Data:** raw and cleaned data from HPRC subprojects, and projects from consortium members and other user groups; and the portal must be able to accommodate uploading and downloading of documents by either HPRC staff and/or different user groups.
- **Reports:** publication quality reports and analyses from research and subproject findings; and the portal must be able to accommodate uploading and downloading of documents by either HPRC staff and/or different user groups.
- **Media:** video logs and links/access to a YouTube Channel with HPRC developed content; embedded media/videos.
- **Education and Training:** webinars featuring current research trends in public health research and related social science fields, community education and training for self and community based advocacy.



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- **Funding Opportunities:** grants and funding opportunities for subprojects and projects issued at the federal, state, and local government levels.
- **Interactive Map:** epidemiology map(s) showing health disparities across the Mid-Atlantic region. Map(s) will likely be generated using ESRI software.
- **Successful Policies, Programs, and Best Practices Database:** database of evidence based research findings and interventions that have effectively/successfully reduced health disparities or addressed the key health topics that HPRC is interested in.

The website/portal must also be able to render on mobile devices using both IOS and Android. In addition, the portal must also accommodate an HPRC admin group and the following 5 user groups. Access to website/portal by user group will be based on scaled payment, though cost for use will be determined at a later date.

- Researchers at academic and research institutions.
- County Executives and other policymakers across the public health and public policy fields.
- Private sector and non-profit executives.
- Health systems administrators and providers including clinics and hospitals.
- Non-paying members, such as students and community members.

SUBMISSION REQUIREMENTS

Proposals must be submitted in writing and signed by an authorized agent or representative of the responding consultant or firm. Respondents must include the name, address, telephone number(s) and email contact information of the authorized person connected to the response along with information on all others who are authorized to represent the individual, group, organization or entity in connection with the response. Response must include:

- **COVER LETTER**
- **QUALIFICATIONS OF KEY PERSONNEL:** A summary of qualifications and portfolio of work for personnel assigned to this project.
- **REFERENCES:** At least three (3) references for completed projects of similar size and scope, and for projects related to health. Include the name of the referring organization, a brief summary of work performed, and the contact information for the project manager.
- **COST AND TIME REQUIRED FOR SERVICES:** Proposals must include a fee schedule not exceeding the \$200,000 allotted for this project. Please use the budget form included in this RFP (See Page 7).

SUBMISSION DEADLINE AND HOW TO SUBMIT

The proposal deadline is **July 1st by 5:30 PM EST**. Proposals must be in an **electronic form (PDF)** and submitted through email. Please email proposals with the subject line of **“RFP Announcement 001: Response”** to:

Crystal Reed
 Program Director
 Health Policy Research Consortium
creed@hprc.info
 301-375-2021



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Respondents must submit proposals on time and in the correct file format (**PDF**). HPRC is not responsible for any costs incurred by the respondent(s) or their partners in the RFP response preparation process.

EVALUATION CRITERIA

Responses to this RFP will be evaluated based on the following criteria:

- Demonstrated qualifications of the firm.
- Demonstrated qualifications of the project team assigned to work with HPRC.
- Demonstrated experience building and completing other custom built website with portal and other large data and content management systems.
- Demonstrated experience building aesthetically pleasing and user friendly designs and layouts.
- Cost effectiveness.
- Expected time to complete the project.

HPRC'S RIGHTS

HPRC/CTIS retains the right to:

- Accept or reject any or all proposals.
- All intellectual and other products produced using resources funded through this RFP.
- Conduct discussions with candidates and accept revisions or proposals after the closing date.
- Make an award based on various selection criteria.
- Request clarification from any candidates on any or all aspects of its proposals.
- Cancel or reissue this RFP at any time.
- Retain all proposals submitted in response to this RFP for use at any time as determined by HPRC/CTIS.
- Invite some, all, or none of the candidates for interviews, demonstrations, presentations or further discussion.

CONFIDENTIALITY

During the RFP process you may be given access to HPRC/CTIS proprietary information. You agree not to use or share this information with any third parties not connected to this project.



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BUDGET FORM

DETAILED BUDGET FOR PROJECT PERIOD DIRECT COSTS ONLY						Performance Beginning: August 15, 2016
LIST PERSONNEL (Applicant Organization only) Use Calendar Months devoted to the project. Enter Dollar Amounts Requested (omit cents) for Salary Requested and Fringe Benefits.						
PERSONNEL NAME	ROLE ON PROJECT	CALENDAR MONTHS	INITIAL BASE SALARY	SALARY REQUESTED	FRINGE BENEFITS	TOTAL
SUBTOTALS:						\$
CONSULTANT OR OTHER NON-SALARIED PERSONNEL COSTS AND WAGES (Personnel name, salary/wage rate, and percentage of their time they will devote to this project; provide justification and cost for each; total cost in box to the right)						
EQUIPMENT/SOFTWARE (Identify and itemize any equipment necessary for the completion of this project; provide justification and cost for each; total cost in box to the right)						
SUPPLIES (Itemize by category; provide justification and cost for each; total cost in box to the right)						
DOMESTIC TRAVEL COSTS (Provide an estimate of expenses related to travel to or from the HPRC office; provide justification and cost for each; total cost in box to the right)						
OTHER EXPENSES (Itemize by category; provide justification and cost for each; total cost in box to the right)						
SUBTOTAL DIRECT COSTS FOR BUDGET PERIOD						\$
TOTAL DIRECT COSTS FOR BUDGET PERIOD						\$