

Social Determinants of Health Online Engagement Platform: RFP Q &A

1. Are there any technical protocols among and between RWJF, NACHC and AAPCHO that must be considered, e.g., do you need to pass information between systems or is the information strictly text based and links?
 - At this time the information is text based and links. We are seeking a web designer to fully revamp our current site.
2. How do you intend to keep the new platform current and updated on an ongoing basis? Will you become the administrator of the platform?
 - NACHC will become the administer of the platform and will be responsible for updating the website content.
3. Will the individual public viewer have access to the new platform?
 - Yes
4. Do you have a sense of data protection and security that is needed?
 - Main focus is to not have the website hacked or shut down/break.
5. Will the platform be multi-lingual, or will the viewer use Google Translation as needed?
 - The new website should have the capability of being translated into multiple languages. We indicated using Google Translation for that in the RFP but open to other suggestions.
6. Do you have an existing listing of the innovative health centers that will be used to populate the new platform? Is all of that data available or must it be written and curated? If so, who will be doing these tasks and when will that data be available?
 - The website will be available to all Health Centers and the public. The NACHC Research Team will be responsible for writing the content that goes onto the website.
7. What level of sophistication will you want for a search capability? Is it similar to a 'search' field on a website or do you expect something of a higher design?
 - We need a search field included in the website but also open to hearing additional thoughts regarding what a higher design might look like, for instance if that would include filters users can select to find content more easily.
8. Can you define your anticipated level of analytics and reporting? E.G. – do you want to know how many people search for the terms "COVID and pregnancy" or are you looking for the source of data, by searcher, by XYZ, etc?
 - Site content-track total number of page views, unique page views, average time on page, entrances, bounce rate.
 - Search Terms
 - Clicks (For example how many folks clicked on the FAQs)
 - Website Traffic
 - Desktop vs. mobile visits
 - Bounce Rate
 - Engagement-amount of time each visitor is spending on the site
 - Open to other thoughts/ suggestions on other analytics we could buildout to collect

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9. Do you envision the new platform as a more robust Word Press site like the existing PRAPARE with templates so you can do the updates, or something more sophisticated with 10-20 screens (approximately)?
 - Envision a more robust Word Press site that is user friendly and easy to navigate for both visitors and staff managing website content.
10. What factor will be most important to you when selecting a vendor for this project?

The items that are listed in the RFP under New Website Functionality Requirements section. We are looking to fully revamp the PRAPARE website so that it is a stand-alone, user friendly site that hosts the PRAPARE information.
11. The current solution is built in WordPress. Are you willing to use WordPress in the new version, as well? If not, please explain your reasoning.

We would be open to using WordPress, but it does need to meet the deliverables we have indicated within the proposal.
12. Is there anything that you feel the existing landing page for PRAPARE does well? Please describe.

We are seeking to fully revamp the website. The content that is found on the current site will be used for the new site.
13. Regarding the listserv sign-up widget, can you clarify if you are already using listserv software or if this is something new you will be implementing?

We currently use Mailchimp to compile our listserv. The listserv is managed by the NACHC Research Team.
14. Regarding hosting of EHR templates, can you clarify if these templates will be standardized or if there will be a need to filter based on EHR platform?

We have standardized templates for several EHR systems. The templates are in PDF format and we would want to include a feature where we are able to filter based on the EHR platform.
15. Regarding download of video files, can you clarify the type(s) and size(s) of video files that you intend to make available for download?

Seeking to have a wide capability to be able to download videos. Currently, our videos are recordings pulled from Zoom or Webex, approximately 1 hour in length (anywhere from 50-150 MB files)
16. Will any website features (file downloads, web forms, uploads, exchange of information) need to take HIPAA compliance into account? If so, which features?

N/A- none of the material will need to take HIPPA into account.
17. How many companies do you anticipate will submit a response to this RFP?

RFP process prevents sharing this information
18. We see that you are headquartered in Bethesda, MD. Do you prefer to work with local vendors for a project like this?

We are seeking the best vendor who can meet the project needs and deliverables. The vendor does need to be based in the United States.

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19. We noticed proposal responses are limited to five pages. Within that limit, bidders are expected to establish project objectives, scope, firm experience (including two case studies), and an itemized budget. It also appears that the cover page will count towards this limit, as we did not see an exception listed in the RFP document. Will the RFP issuer consider loosening this page limit to a maximum of 10 pages so that we can offer a more detailed and complete response, including our company and staff bios?
- The 5 pages should cover project objectives, responsiveness to tasks/deliverable timelines, and a proposed workflow and plan that is clear, manageable and achievable
 - The budget does not count towards the 5 pages but should not be more than 1 page
 - Cover Letter does not count towards the 5 pages
 - Examples/Past experience will not count towards the 5 pages but does have a max of 3 pages
20. What is your approximate annual budget for website hosting, maintenance, and support?
The current RFP focuses on revamping the website to be a stand-alone user-friendly site. Budget for hosting, maintenance and support is not included in this cycle.
21. The RFP describes a site that allows users to share and exchange resources. How will curation of those resources be handled? Will users who have access to the site be allowed to upload for submission, or will all resources for download be developed by staff? We will want to consider the workflow for submission, approval and posting of these items in our response.
Resources for download will be developed by staff.
22. Related, what types of resources are expected to be shared—will these mainly be PDFs, or are there other media types, such as video, in scope?
PDFs and videos will be the main resources. We are exploring embedding audio files as well (e.g., short podcasts).
23. How will membership be handled? We assume access will be gated; will the database of record be the website itself, your current CRM or some other system?
This website will be publicly available. No special access will be needed.
24. The RFP references Google Translate. What languages are in scope?
The PRAPARE tool is currently translated into 26 other languages- it would be great if the site could be translated to those languages (some if not all). If one language had to be selected- Spanish would be a priority. <https://www.nachc.org/research-and-data/prapare/about-the-prapare-assessment-tool/>
25. How will reviews, decisions and approvals be handled on the NACHC side? Will there be a website panel established amongst the partner organizations, or will the decision-making reside with NACHC?
The decision will reside among the NACHC Research team who is leading this project. We are seeking the best vendor who can meet the project needs and deliverables.
26. Does NACHC require the Contractor to build a standalone site or build out the current WordPress site?

Social Determinants of Health Online Engagement Platform: RFP Q &A

This would be a stand-alone site.

27. Does NACHC require the Contractor to build the website design from scratch, OR does NACHC want the Contractor to adapt the new site to the current design?

We will work with the selected contractor on the design outline. We envision more robust Word Press site that is user friendly and easy to navigate. NACHC staff will complete and lead the content updates.

28. Is O&M included as in the budget ceiling? Or will this cost be priced separately?

This RFP will only be for the development of the website.

29. In the RFP, you mention that the final budget is determined by grant guidelines. Do you have a sense of additional requirements that might be associated with this grant? I ask this because we have run into grant-funded projects that didn't realize initially require specific milestones and user testing or focus groups that impact the scope of the project.

At this time there is no additional requirements that are associated with this grant. It is possible that the funder may request a change as we build out the website

30. The RFP states that you would like "administrative privileges across two organizations". Can you clarify, would people from the two orgs have the same permissions and be able to perform the same functions? or is there a desire to restrict/define what an admin can do based on their organization?

We envision that NACHC staff would be the primary admin and able to provide admin access to our partner organizations if needed.

31. On the new website wish list (nice to have), you list social media integration functionality. Can you give me any clarity on what you are looking for with that request?

Including plugins to our social media outlets- it would be great to see on an analytic level how content from the website is getting shared. Also, a feature that allows our website content to be easily shared on social media platforms such as having an image that appears along with a headline and description (not just sharing text)

32. From the wish list, the community forum discussion board. That is a big item with no definition. Do you have any further details, or should we just leave it off?

We encourage applicants to include any of the listed items on the wish list that can be built out with the current budget. For the community discussion board this would be an online discussion site/page where people can hold conversations in the form of posted message. Features could include:

- Profile customization that allows users to customize their profiles
- Robust text editor
- Private messaging
- Terms of Use
- Multiple discussion forums and categories are supported for maximum flexibility
- File Sharing
- Anti-Spam Tools
- Search system enables users find topics, posts, and users
- Moderators can help to maintain order by assisting users and enforcing the rules