

**The Society for Academic Continuing Medical
Education**



Website Design Request for Proposal

December 22, 2010

Company Information

The Society for Academic Continuing Medical Education (SACME) ... *advancing continuing medical education to improve patient care.*

The members of SACME are influential educators dedicated to the advancement of continuing medical education for the ultimate improvement of patient care. Current membership includes more than 200 professionals representing the leading medical schools in the United States and Canada.

The mission of the Society for Academic Continuing Medical Education is to promote the research, scholarship, evaluation and development of CME/CPD (continuing medical education/continuing professional development) that helps to enhance the performance of physicians and other healthcare professionals practicing in the United States, Canada, and elsewhere for purposes of improving individual and population health.

Our Goals

- * Promote, disseminate, and fund research in CME, adult and continuing education and other fields related to how physicians learn and change clinical behaviors;
- * Design and implement educational activities that address not only how physicians learn but ways in which physicians change their professional behaviors;
- * Establish a forum for leaders of academic continuing medical education.

Statement of Work

The SACME web site was last redesigned in 2006. The purpose of this Request for Proposal (RFP) is to invite vendors to submit proposal for redesigning the web site using one of the evaluated application systems listed below.

Schedule

Launch RFP	Dec. 22, 2010
Deadline for proposals	Jan. 12, 2011
Complete review/selection of vendors	Jan. 26, 2011
Expected start date	Feb. 15, 2011
Expected completion date	Apr. 6, 2011

Proposal Submission Procedure

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP, and will ask any questions to ensure such understanding is gained. SACME retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period and SACME will be at no fault, cost or liability.

Good Faith Statement

All information provided by SACME is offered in good faith. Items are subject to change at any time without notice due to business circumstances. SACME does not guarantee that any particular item is without error and will not be held responsible or liable for use of this information or for any claims asserted therefrom.

Communication & Proposal Submission Guidelines

Communications shall not be effective unless an officer of SACME formally confirms these communications in writing. In no case shall verbal communication govern over written communications. Please submit your proposal in PDF format by January 12, 2011 no later than 1:00pm Eastern Time.

All questions and communications related to this RFP, including proposal submissions, should be sent via email to info@sacme.org. Subject lines should be clear and relevant.

Evaluation Criteria

Proposals will be evaluated systematically, based on the following key criterion. The purpose of this section is to identify suppliers with the interest, capabilities, and financial stability to supply website design services as defined in the Scope of Work.

Key evaluation criteria, in order of importance, are:

1. **Functionality:** The vendor must demonstrate the ability to integrate one of the evaluated application products described in the RFP; along with a review of similar projects and samples of completed projects using one or more of the preferred applications.
2. **Exceptional Service:** The vendor must display a strong commitment to customer satisfaction and proven ability to meet aggressive deadlines.
3. **Best Value:** The contract award will be made to the vendor whose solution provides the best value to SACME, based on competitive pricing and quality of the proposed services.

Required Topics in Proposals

Vendors submitting proposals are encouraged to include answers to the following questions:

- What is the initial cost to purchase software?
- What hardware requirements, if any, will SACME need to purchase?
- What are the annual license costs, if any?
- Are there any annual software upgrade costs or annual tech support costs?
- What is the estimated cost to design a new front-end?
- What is the annual cost of webmaster/designer updates?
- Does the system allow for SACME to own, design and manage content independently?
- Please describe the ease of maintaining the completed website on an ongoing basis.
- What is the estimated cost to move the current platform to a new platform?
- Is web hosting required/provided?

The chart on the following pages was developed by SACME to evaluate several online application products. Vendor should provide complete information on their preferred solution that includes the following preferred functionality (please state any functionality that is NOT included with your solution):

- **Detailed Event Registration for meetings**
- **Detailed receipts for dues notices**
- **Automatic data backup**
- **Search Engine Optimization**
- **Integrated Surveys/Voting**
- **Linkage with JCEHP**
- **Blogs**
- **Chat**
- **Forums**
- **Email Blasts**
- **Member Area login**
- **Abstract Submission/Management**
- **User interaction with web site (profile, etc)**
- **Automated Password Reminder**
- **Database**
- **Web 2.0**
- **Enhanced Research Website --Communities of Research Practice**
- **Listserv--effective Spam blocker**
- **Grants, Awards**
- **Downloading membership into Excel**
- **Searchable information capability**
- **Archived webcasts**
- **Virtual academies**
- **Wiki**

	Your WebDepartment	Wild Apricot	Member Clicks	Extreme Member	WordPress
Number: Yes	14	15	15	18	22
Number: ?	1	9	10	4	3
System Requirements					
Hosting Needed	No	No	No	No	Yes
Start-up Costs	No	No	No	No	No
Approximate Annual Costs	1200	540	1620	675	Tech Support
Years in Business	4	9	12	4	7
Country of Origin	Canada	Canada	U.S.	Australia	U.S.
1. License Opensource?	No	?	?	Yes	Yes
2. Hosting	Yes	Yes	Yes	Yes	No
Security					
3. Problem Notification	No	?	?	?	?
4. SSL Compatible	?	Yes	Yes	Yes	Yes +

Ease of Use					
5. Friendly URLs	Yes	Yes	Yes	Yes	Yes +
Ease of Use					
6. Image Resizing	Yes	?	?	?	Yes
7. Audio/Video Support	Yes	?	?	?	Yes
8. WYSIWYG Editor	Yes	Yes	Yes	Yes	Yes
9. Zip Archives	No	?	?	?	Yes
10.Support & Maintenance	Yes	Yes	Yes	Yes	No
Interoperability					
11.RSS / Content Syndication	?	?	Yes	Yes	Yes +
12.FTP Support	No	?	?	Yes	?
Built-in Applications					
13.Blog	Yes	Yes	Yes	Yes	Yes
14.Chat	No	No	No	No	Yes +
15.Discussion / Forum	No	Yes	Yes	No	Yes
16.Search Engine	Yes	Yes	?	Yes	Yes

	Your WebDepartment	Wild Apricot	Member Clicks	Extreme Member	WordPress
17.Surveys	Yes	?	Yes	Yes	Yes +
18.Email Blasts	No	Yes	Yes	Yes	Yes +
19.Password Reminder	No	Yes	?	Yes	Yes +
Built-in Applications					
20.Review Abstracts	No	No	No	No	Yes +
21.Meeting / Course Management	No	Yes	Yes	No	Yes +
22.Restricted Area (Members Only)	Yes	Yes	Yes	Yes	Yes
23.Archiving	No	?	?	Yes	Yes
24.Repository (e.g. for Minutes)	Yes	Yes	?	Yes	Yes
Built-in Applications					
25.Social media / Web 2.0	Yes	No	Yes	No	Yes +
26.eCommerce	Yes	Yes	Yes	Yes + \$	Yes +
Commerce					

27.Online Payment	Yes	Yes	Yes	Yes + \$	Yes +
Notes	Interface, not user-friendly	Endorsement from other Web Editors		Can use any WordPress Plugin	All possible would require tech support

Vendor Information

Vendors must submit the following information to be considered;

- Corporate Overview. Legal name; year of incorporation; number of employees.
- Products and Services. Description of all products and services supplied.
- Markets Served. Description and makeup of the industry markets and geographies served.
- Partners. List of current business partners and roles.
- Customer References. Provide no fewer than three (3) and no more than ten (5) customer references for similar projects completed within the past three (3) years.

Email complete proposals to info@sacme.org.

Questions should be addressed to info@sacme.org or by calling 205-978-7990. Calls should be strictly related to technical or functionality related questions, NOT from sales personnel.