



## Request for Proposal – Lake Health Website Design

# Request for Proposal - Lake Health Website Design

July 16, 2019

Dear Potential Vendor: Lake Health invites companies to submit proposals for its upcoming website design project for the reimagined Lake Health website (<https://lakehealth.org/>).

We are asking bidders to respond to the following Request for Proposal (RFP) document so that we may complete our evaluation and selection process. We expect to make a decision on which bidder to award the contract to by September 16, 2019. The design phase of this project is expected to begin in October 2019, with a production site launch in June 2020.

Upon review of RFP responses, Lake Health may schedule time for a bidder presentation and interview with the Lake Health Marketing Department and other key stakeholders in the project.

**Deadline for responses is 5:00 PM Friday, August 16th. Bids/proposals should be emailed prior to this deadline to: [Nicole.Gardner@lakehealth.org](mailto:Nicole.Gardner@lakehealth.org), or hard copies can be mailed or hand delivered to Nicole Gardner, Digital Communications Coordinator, Lake Health, Administration Building, 7590 Auburn Rd., Concord Township, OH 44077, providing they are stamped as received prior to the date and time noted above for the deadline.**

Thank you for your interest in working with Lake Health. We look forward to hearing from you.

Please direct any questions regarding the RFP and process to [Sanjay.Parker@knowtion-inc.com](mailto:Sanjay.Parker@knowtion-inc.com) or at 440.212.1107.

Sincerely,

Nicole Gardner  
Digital Communications Coordinator  
Lake Health



## Executive Summary

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Lake Health is a private, not-for-profit leader in community health care in Northeast Ohio since 1902. Rather than focusing on episodes of care, we provide a lifetime of health and wellness, embracing a philosophy of patient and family-centered care. We accomplish our mission through a comprehensive network that includes 600 dynamic physicians, 3,000 health care professionals, almost 1,000 volunteers and 11 state-of-the-art facilities, including three full-service, acute care hospitals.

Offering the latest technology is a high priority at Lake Health, where you'll find:

- Comprehensive cardiac services, including open-heart surgery in partnership with Cleveland Clinic
- Nationally recognized cancer care in partnership with University Hospitals Seidman Cancer Center
- A progressive orthopedics and sports medicine program, including minimally invasive techniques
- Advanced surgical services
- Up-to-date imaging and diagnostics equipment
- And much more.

As the largest private employer in Lake County, Lake Health offers a progressive work environment that includes an attractive benefits package. The Lake Health website does not accept advertising. Lake Health's website is sponsored solely by the Lake Health.



## Project Overview

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Lake Health is soliciting proposals from experienced healthcare website development agencies for the design, development, delivery, and hosting of a public access website to effectively address the following high-level requirements:

- The site needs to be easy to navigate through a wealth of information without being overwhelming. Doctors, patients, prospective patients, employees, donors, and members of the community looking for resources should be able to easily intuit navigation
- The site should include responsive design, Section 508 Compliance and Web Content Accessibility Guidelines (WCAG) 2.0, Level AA
- The website should support Lake Health's brand and image

The visual design, navigational features, and content structure should be developed by the vendor in conjunction with Lake Health.

## Project Requirements

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The Lake Health Website Redesign Project will have the following requirements during the period of performance (October 2019 through June 2020) for the deliverable of proposed Work Product:

- Provide a user-friendly, modern web-based presence at <https://lakehealth.org/> for first-time visitors, repeat visitors, physicians, patients, donors, and the general public alike that showcases our facilities, services, locations, career opportunities and community presence
- Migrate content from existing site (main site and blog posts from Hubspot). Please see data integration and migration section further in RFP for content that is not in scope
- Develop a unified look and feel that can be applied across Lake Health's website
- Ensure a pleasant and productive experience for visitors to the site by making navigation intuitive and access to key information easy to locate and understand

- Develop intuitive navigation/architecture that works across all user platforms/devices, i.e., computers, cell phones and tablets
- Establish guidelines for language, style and visual look in coordination with the Lake Health Marketing Department and key stakeholders
- Incorporate content management (CMS) capabilities into the site
- Incorporate database-driven pages, directories, calendars, forms, applications, and other features, allowing future updates to the look and feel via themes/skin
- Provide training for technical and content management staff at Lake Health for maintenance of the website content
- Implement analytics tracking mechanisms, including usage statistics, to ensure objectives are met and that the site's effectiveness can be evaluated on a continuous basis
- Create a master visual design with input from a stakeholder group – please discuss how you will work with stakeholder groups to accomplish this
- Create subsidiary looks for different types of pages and for different units as needed (i.e. focus areas such as Services, Locations, General Information, Contact forms, Blog)
- Accommodate in the design the ability to easily include features such videos, podcasts, featured interviews, and breaking news.
  - Bidders need not include pricing for developing the specific content that will be loaded into these features, e.g., the videos themselves, but should provide design elements that would allow for such content to be uploaded, linked or integrated into the web design.

### Database and Search

- As part of a modern user experience, the site should feature native search capabilities for website visitors:
  - Physician Search – multimodal (see next bullet section)
  - Comprehensive site search (keywords using all content, image tags, metadata)
- Real-time (API) or automated import/reconciliation of the following from our Physician referral database using LVM Systems Centaurus (<https://www.lvmsystems.com/centaurus/>) to allow for user search
  - Contact information
  - Education and Credentials
  - Personal Details

- Office Hours
- Specialty/Sub-Specialty
- Practice Locations
- All content and metadata included
- Please note: this information needs to be imported into the site in a way that allows Lake Health to supplement the information for each physician profile. This will include the ability to add videos, external URLs, PDF attachments, additional data fields and social profiles to each physician profile --- without being impacted by the imported updates.

### Site Architecture and Hosting

- The architecture of the site should feature the following components at a minimum:
  - Responsive design with a mobile-first approach
  - Section 508 Compliance and Web Content Accessibility Guidelines (WCAG) 2.0, Level AA
  - Site and data will be SSL encrypted
  - SEO-friendly
  - Leverage of CSS throughout site
  - Database driven pages featuring a templated skin that can be updated
  - Social media integration (ability to share pages)
  - Page templates for creating new pages, including ability to create pages that will not be accessible via site menu system (e.g., pages that will be emailed as links)
  - Provide access control and ability to create roles for admins/users/editors
    - Self-service user password reset
  - Easily updateable image slider/carousel
  - Physician Lookup powered by API integration
  - Integration with Google Analytics
  - Support for Google Tag Manager, Facebook Pixels
  - Ability to easily support multi-language in the future
- The hosting architecture needs to be robust, supporting 100k visitors/month or more
  - Redundant high speed backbone
  - Automated daily backups with 10 days of retention per backup

- Regular/automated security updates to the host operating system and platform
- Regular/automated Plug-in updates
- Firewalled with automated website security checks
- Bug fixes to host operating system, platform, or plug-ins as necessary

### Functionality Requirements

- The site needs an integrated CMS with multiple roles (editor, manager, admin), with ability for self-service updates to the following:
  - Creation of new pages featuring templated approach
  - Content edits to all pages using WYSIWYG functionality
  - Main homepage image carousel (with hyperlinks)
  - Image uploads into media library (accessible to all site pages once uploaded)
  - Image alt-tags
  - Page titles and descriptions
  - Metadata
  - Schema markup
  - Fully customizable pages
  - Ability to add/change page headers and footers
  - Ability to preview updates before they go live
  - Ability to offer simple workflow around content edits and approvals
  - Versioning and change control with ability to undo edits/publishing to revert
  - Scheduled publishing
  - Content expiration
  - Full page HTML editing
  - Video and multimedia insertion (native upload to media library and ability to embed Vimeo/YouTube/S3 URLs)
  - Ability for custom HTML inclusion to all pages (ie, embed iframe code of Eventbrite registration page)
  - Ability for site pages to easily incorporate HTML code, iframes, media player code, etc --- as on-page elements without breaking display on desktop or mobile.
- The site should feature a native Blog with the same functionality as the integrated CMS
  - We also need the ability to setup and schedule blog posts using integrated tool
  - Easily share the posts on social media (Twitter, Facebook, LinkedIn)
  - Integrate Blog content into search (content, categories)

- Secure Forms builder
  - SSL encrypted input
  - Section 508 compliant
  - HIPAA-compliant
  - Ability to create basic forms for email newsletter capture, etc.

### Data Migration and Integrations

- Data migration
  - Migration of native content from existing site to new site containers
  - Migration of existing blog content from Hubspot into native site blog capability (<https://blog.lakehealth.org/>) – roughly 215 posts.
- Basic Integration with existing systems (simple links as in existing site for most applications; creative integration options, where experienced, would be welcomed):
  - Online Quick Care: <https://lakehealthquickcare.zipnosis.com/>
  - Patient Portal: <https://www.lakehealthconnect.org/LHC/Patient#/>
  - Online Bill Pay: <https://lakehealth.org/online-billpay>
  - Inquicker Scheduling Tool (e.g., <https://lakehealth.inquicker.com/facility/chardon-campus>)
  - Class and Scheduling Tool <https://weblink.lakehealth.org/>
  - Hubspot CRM (form feeds/captures)
  - Lake Health Foundation pages outside of main Lake Health domain (e.g., <https://www.lhfannualreport.org/>)
  - ADP Careers
- *Please note:* administration, coding, migration or update of 3rd party pages that do not live on the primary lakehealth.org domain as in the examples above are NOT IN SCOPE.

### Quality Assurance and User Acceptance Testing (UAT)

- It is expected that the bidder will incorporate rigorous internal QA (functionality adhering to design documents, smoke testing, regression testing) prior to turning over any Work Product to Lake Health for review

- Lake Health will support User Acceptance Testing (UAT) by providing key stakeholders in the review process and cycle of timelines associated with the project. It is expected that the vendor will project manage this process, sending out instructions, access links, and collecting/aggregating results for discussion with the Lake Health team
- Prior to production launch, in a pre-production or similar environment, vendor will provide in-person or remote (webconference) training on site administration, content updates, page creation, SEO capabilities and other site functionality to Lake Health staff. It is anticipated that this should be not more than 16 hours of training total

## Proposal Criteria

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***Please address the following areas:***

Bidders must demonstrate ability to deliver a comprehensive and visually appealing website by providing evidence of recent experience developing site(s) of similar scope. Lake Health and partners should be able to visit these other sites and evaluate them as a part of the bidding process.

Bidders must have the ability to design a site with the realistic lowest common denominator for our audience's equipment and internet connection.

Bidders must have the ability to design a site that is responsive, SSL-encrypted throughout, Section 508 compliant and conforms to accessibility standards, such as those defined by Web Content Accessibility Guidelines (WCAG) 2.0.

Bid should include:

- Pricing based on level of effort to meet all RFP requirements identified above
- Identification of the vendor work team assigned to Lake Health web design project
- A detailed work plan that includes timelines for research and review, design and content, testing, implementation/public launch, and training
- A detailed cost analysis outlining the main elements of your proposal and the time/quantity, cost rate, and cost estimate associated with each
- Recommendation of and inclusion of Content Management System (CMS) compatible with the site





- Discussion of integration points with existing web portals and class scheduling/class systems
- Address ability and pricing for website copywriting. Proposal should include an hourly rate for optional copy work related to creation of page content.
- At contract time, the product becomes a work for hire and Lake Health owns all rights.

## Evaluation Criteria

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All proposals received by the **deadline of 5:00 PM Friday, August 16, 2019** will be considered, but bids that do not meet the basic criteria will be removed from consideration. The necessary basic criteria for consideration includes:

- Evidence of experience in developing websites of similar scope, with special consideration for those with experience in developing sites for clinical institutions and/or healthcare agencies
- Timeline that has design work beginning in October 2019 and being completed in June of 2020
- Completeness of information received in response to this RFP

Proposals meeting the above basic criteria will be evaluated and scored using an internal checklist that outlines the scope, goals and proposal and evaluation criteria in this RFP. Evaluators, consisting of relevant Lake Health staff and partners, will score proposals. The bidder with the highest cumulative score will be awarded the contract.

## Proposal Rejection and Waiver of Informalities

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This RFP does not obligate Lake Health to award a contract or complete the proposed project. Lake Health reserves the right to cancel this RFP if it is considered to be in its best interest. Lake Health also reserves the right to waive minor informalities and, notwithstanding anything to the contrary, reserves the right to:

- Reject any and all proposals received in response to this RFP
- Select a proposal for contract negotiation other than the one with the lowest cost
- Negotiate any aspect of the proposal with any vendor
- Terminate negotiations and select the next most responsive vendor for contract negotiations
- Terminate negotiations and prepare and release a new RFP as deemed appropriate



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## Deadline, Proposal Delivery and Contact Information

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Questions may be directed to Sanjay Parker at [Sanjay.Parker@knowtion-inc.com](mailto:Sanjay.Parker@knowtion-inc.com) or at 440.212.1107.