



Request for Proposal (RFP)

The 4 Pillars Immunization Toolkit

The Pittsburgh Vaccination Research Group
University of Pittsburgh School of Medicine,
Department of Family Medicine
3518 5th Avenue
Pittsburgh, PA 15261

Monday, June 23, 2014

Contents

Summary and Background.....	2
Proposal Guidelines	3
Project Purpose and Description.....	4
Project Scope.....	6
Request for Proposal and Project Timeline.....	7
Budget	8
Required Proposal Documentation	9
Bidder Qualifications	9
Preliminary plan.....	9
Proposal Evaluation Criteria	10

Summary and Background

PittVax is currently accepting proposals to develop, design, and launch an enhanced version of The 4 Pillars Immunization toolkit. The existing web site has been piloted over the previous 2 years and needs to be optimized for a national release as well as conformed to the American Board of Family Medicine maintenance of certification process.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who offers the best vision of the project objectives.

The Pittsburgh Vaccination Research Group, PittVax is an academic research team in the Department of Family Medicine at the University of Pittsburgh School of Medicine. The team is primarily focused on vaccination systems and medical provider behavior. Their work is funded by the Centers for Disease Control and Prevention (CDC), through collaboration with other research teams, and private industry.

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Letters of intent will be accepted until 5pm EST July 11, 2014. After review, selected bidders submitting a letter of intent will be invited to prepare a complete project proposal. This proposal will be due by [DATE]. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by The University of Pittsburgh legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

Project Purpose and Description

The purpose of this project is as follows:

The project website, 4PillarsToolkit.pitt.edu, is the online implementation of an evidence-based intervention to increase vaccination rates among the patients of primary care providers. Pilot testing has revealed that medical practitioners are not sufficiently motivated to complete the steps of the intervention without ongoing coaching. Despite the medical importance of vaccination and objectively low rates, few practices are willing to prioritize systematic practice improvement. To incentivize compliance with the behavior change process, the 4 Pillars Toolkit needs to integrate existing external motivators. Additionally, the stand-alone toolkit can be a barrier to participation in institutions where there are already established learning management systems. The toolkit processes should be modularized so that the toolkit content can be incorporated into existing learning management programs or function as an independent program. Finally, considerable effort has been expended in development of the online system. This framework should be standardized so that other interventions can take advantage of this work.

Project Description:

The improvements to 4PillarsToolkit.pitt.edu will fulfill our commitment to the project funders by providing a nationally available provider-based immunization intervention. The toolkit will incorporate best practices in web design and adult learning and comply with all requirements for ABFM MOC accreditation. The site will function as both a stand-alone learning management process with autonomous guidance of self-enrolled learners as well as a repository of evidence-based immunization training material suitable for inclusion in other learning management systems. The web site design and layout should be aesthetically pleasing, and simple for users and editors to navigate. The site must also be completely secure against intrusion and fulfill the following objectives:

- Created in Drupal 7.x following all Drupal best practices and community standards
- Integrate existing content into a process that complies with the American Board of Family Medicine's (ABFM) maintenance of certification (MOC) requirements
- Provide a user-friendly content editing experience for intervention authors
- Provide intervention components that are equally functional in external learning management systems
- Incorporate new features that improve site usability
- Standardize the intervention implementation such that similar interventions can utilize the same framework by substituting different content
- Incorporate a new tutorial module that engages learners and provides corrective feedback as required by ABFM
- Incorporate a new data reporting and visualization module that provides a dashboard and feedback about learner selected process improvement objectives
- Provide learner-driven and api-driven input forms (where appropriate) to establish baseline performance, periodic performance monitoring, and post-intervention feedback

for a variety of potential outcomes. All api connectivity should be encapsulated in a module (where appropriate) suitable for contribution to the Drupal community

- Deliver Drupal 7 modules and a Drupal distribution to encapsulate the unique functionality of the site and to be provided to the Drupal community in a format which encourages extension

DRAFT

Project Scope

The scope of this project includes all design, development, coding, licensing, hosting, and periodic maintenance of the new 4 Pillars Immunization Toolkit web site and the standardization of the site functionality. All text, copy, images, documents, and code is in use on the current website and will be provided to the selected bidder for inclusion in the design of the new web site.

The following criteria must be met to achieve a successful project:

- Consistency of design across all pages/sections of the web site in a design theme that fits target audience encapsulated in a Drupal theme coded within Drupal best practices and community standards
- Visually and aesthetically pleasing web site design encapsulated in a Drupal theme coded within Drupal best practices and community standards
- User-friendly environment that is easy to navigate for visitors and editors
- Ability to migrate current web content to new web site
- Modification of existing process to be ABFM MOC compliant
- Site content can be edited by personnel with minimal effort
- All software, licensing, hosting, and periodic maintenance requirements should be included as part of this project
- Site should be compatible with all current web browsing technology and easily upgradeable
- Site should implement mobile responsive design and function on smartphones, tablets, and desktop displays.
- Site must be compatible with Internet Explorer 8 and above
- Ability to work closely with PittVax Project Manager on coordination of project tasks and resources
- Plan and perform a complete testing process on web site and database in order to ensure functionality
- Hosting of both the web site and database which collects and tracks site visitor information using Google Analytics
- Complete documentation of all site features as user help content
- Training of key PittVax personnel in site functionality and features
- Transfer of all source code to PittVax as a Drupal 7 distribution and collection of Drupal modules including any custom modules and themes
- Drupal code will be committed to the community and maintained by a designate to be named by PittVax

Proposals should also include estimates for periodic site maintenance including:

- Application of critical security upgrades
- Application of minor security upgrades with functional testing
- Annual site review, recommendations for improvement, and implementation of minor feature enhancements

Request for Proposal and Project Timeline

Request for Proposal Timeline:

A letter of intent to respond to the RFP including all items in the section “Bidder Qualifications” is due no later than 5pm EST July 11, 2014.

Select vendors will be notified by 5pm EST July 16, 2014 and invited to submit a proposal

All proposals in response to this RFP are due no later than [DATE].

Evaluation of proposals will be conducted from [DATE]. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than [DATE].

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by [DATE].

Notifications to bidders who were not selected will be completed by [DATE].

Project Timeline:

Sprint 0, beginning at contract acceptance, will last two weeks and define the specific timeline of feature development.

The completed project must be fully tested and launched by February 1, 2015.

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning

Site/Database Development

- Theming
- Site process modification to conform with ABFM MOC standards
- General site enhancements
- Learning module
- ABFM connectivity module
- Data reporting & graphing module
- Other custom modules
- Creation of generalized Drupal distribution
- Help documentation

Site/Database Testing

Site/Database Deployment

User training

Site/Database Hosting

- Application of critical security upgrades with functional testing
- Application of minor security upgrades with functional testing
- Annual site review, recommendations for improvement, and implementation of minor feature enhancements

Any itemized costs not included in the above list

NOTE: All costs and fees must be clearly described in each proposal.

Required Proposal Documentation

Bidder Qualifications

Bidders should provide the following items as part of their letter of intent and proposal for consideration:

- Attestation that the bidding entity is willing and able to perform proposed services within all applicable laws, statutes, and guidelines for contractors paid by federal grants. Specific details of the relevant policies will be provided to the winning bidder.
- Description of experience in planning and building interactive web sites (sites with user engagement elements, not just display sites)
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more interactive web sites with similar objectives designed and implemented by your organization. (Bidders are encouraged to include examples of education, intervention, and/or certification websites similar to the project described in this RFP.)
- Drupal.org user profile links for all key members of the project team
- Project management methodology
- Optionally, client testimonials, references, or other items that support your organization's suitability for this project

Preliminary plan

- Description of full testing plan including code functional testing, cross browser/device testing, and feature testing
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Description of process to establish a specific timeline and a gross timeline for completion of the project
- Specific description of project management process to be applied to this project

Proposal Evaluation Criteria

PittVax will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) and/or process to create solutions must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to web site design and hosting as well as any client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience
- Ability of the organization to receive federal monies for all services rendered

Each bidder must email or deliver their letter of intent to the address below by July 11, 2014 at 5pm EST:

Each bidder must email or deliver their proposal to the address below by [DATE]

PittVax
Attn: Jonathan Raviotta
University of Pittsburgh School of Medicine,
Department of Family Medicine
3518 5th Avenue
Pittsburgh, PA 15261

Questions can be directed to the PittVax project manager:
Jonathan Raviotta
raviottaj@upmc.edu
412-383-2363