

I. Submission Timeline and Format

June 25: RFP advertised

July 25: Deadline for proposals submission

RFP Coordinator:

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Web Community Manager

EPIC Pharmacies, Inc.

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Submissions must be in PDF format and delivered via email to the RFP coordinator. All questions should be directed to the RFP coordinator. Submissions must be received by the due date for consideration.

EPIC Pharmacies, Inc. may request an interview with vendors under consideration.

II. Organization Overview

Formed in 1982 and headquartered in Maryland, EPIC Pharmacies is a cooperative of 1,400 independently owned pharmacies. EPIC Pharmacies provides tools and services that enable independent pharmacies to compete in today's marketplace.

EPIC Pharmacies is committed to:

- a. Offering a full range of programs and services that directly impact its members' bottom lines.
- b. Keeping independent pharmacy alive and bound together by our determination to compete against corporate chains.
- c. Having members maintain individualized control over their own business while enjoying membership benefits.

The epicrx.com website represents two entities: EPIC Pharmacies and the EPIC Pharmacy Network, Inc.

EPIC Pharmacies ("Corporate") is designed to enhance the business of its stockholders through such means as arranging joint purchasing of merchandise and services, the establishment of provider networks, and the dissemination of informational materials to its stockholders.

EPIC Pharmacy Network (EPN) is a subsidiary of EPIC Pharmacies formed in 1992. It provides centralized contracting and administrative services to pharmacy benefit managers (PBMs), HMOs, and other third-party payers. Membership in EPN is complementary with EPIC Pharmacies membership.

III. Current Situation

EPIC Pharmacies seeks a firm to create a custom redesigned website utilizing a content management system (CMS) that meets the objectives outlined in this document. The current website can be viewed at www.epicrx.com. This will be a concept to completion production. Deployment will be managed by our internal IT team, and the website will be hosted in house.

Our key audiences include: (1) executives, owners, managers, and other staff of member independent community pharmacies and (2) prospective independent pharmacy stakeholders across the country. In addition to providing online services and relevant content to the core audiences, EPIC Pharmacies is cognizant that additional audiences may include the general public looking for health information or an EPIC Pharmacy and the news media.

Content for the website will be provided by EPIC Pharmacies. This will include general organization information (mission, vision, leadership, contact information, etc.), program and services overview, and company news. EPIC Pharmacies also seeks avenues to provide fresh content and member interaction on the website, solutions may include a blog and legislative action center that has the ability to track legislation and facilitate grassroots advocacy and engagement, including email campaigns.

The redeveloped website should be intuitive and well organized. Our members are hardworking business owners and health care providers who need to find information quickly and accurately. Current and prospective members need to easily find and be updated on benefits and services.

EPIC Pharmacies uses a customized member center accessed through login at epicrx.com. To coordinate a consistent look on our member services side, our in-house IT team will use require html templates to re-skin where needed.

IV. Project Overview

A. Goals of the new website:

1. Create a professional, modern Web presence with a conversion-oriented design for B2B prospects.
2. Improve functionality and usability with a site map and design that are intuitive and easy to navigate.
3. Allow users to interact with website across all platforms (mobile, tablet, etc.) and browsers.
4. Achieve a measurable increase in website traffic.

B. Budget

EPIC Pharmacies budget for this project is \$12,000. Responses beyond this range should present a compelling argument for the additional investment.

Our priority is providing our members with the best return on investment possible. As such, we will be carefully vetting responses based on their reasonable pricing, quality, and ability to meet the needs of EPIC Pharmacies.

V. Design Requirements

- A. A complete redesign of the website's design elements is needed. The design should be:
 - a. Intuitive and easy to navigate
The website should be redesigned and reorganized to be easy to navigate and be able to find information quickly.
 - b. Modern, Professional, Visually Appealing
The website should provide members and prospects with professional, clean website that aligns with EPIC Pharmacies branding. The design should enhance, not distract from, the valuable content provided by EPIC Pharmacies. The integration of our member login button should be easy to find and access within the website layout.
 - c. Mobile and Browsers
The website should use modern web design and standards. It should be compatible with modern browsers while providing graceful degradation for older browsers. The site should be mobile ready.
- B. Example websites
Examples of websites that EPIC Pharmacies found appealing visually, but does not necessarily seeks to simulate functionally, are:
 - a. www.mutualdrugcompany.com
 - b. www.appledrugs.com
 - c. colemanpharmacy.com

VI. Functional Requirements

- a. Content management system
The website should use a web-based content management system that can easily be updated and managed by a non-programmer EPIC Pharmacies staff member. This includes content and navigation changes. It should also be cross-browser tested.
- b. Integration with social media and videos
Users should be able to access and follow EPIC Pharmacies on Facebook, LinkedIn, and any future social profiles. The website should also have the capacity to embed videos.
- c. News/Articles/Blogs
The website should include avenues for the company to communicate fresh content, including company press releases and testimonials. Specifics of these solutions will be determined during the discovery phase.
- d. Incorporate Google Analytics
The website should be integrated with the existing EPIC Pharmacies Google Analytics.

e. Integrated Forms and Pharmacy Locator

The website should integrate fillable forms, including contact forms and custom pre-membership form. It will also include a store finder application.

VII. Deliverables/Considerations

d. A complete redesign of the website's visual elements and site map.

e. HTML template files that will be used to re-skin our member services area to create a consistent look throughout the website.

f. Quoted price for professional photographic images.

VIII. Proposal Format

A description in detail of the firm's proposal to address the requirements outlined in this RFP. This should include:

- a. A brief history of the firm and its experience providing services for B2B services comparable to the needs of EPIC Pharmacies.
- b. Proposed choice of content management system.
- c. Fee structure and how EPIC Pharmacies will be charged. The price quoted should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of what is excluded.
- d. Number of revisions to design (both homepage and interior pages) and site map included in quoted price. Rate per hour for additional time should also be included.
- e. Describe the project process and methodology, including sample deliverables from past projects of similar size and scope.
- f. A timeline for completion.