

REQUEST FOR PROPOSAL
WEBSITE DESIGN, DEVELOPMENT AND HOSTING

November 27, 2013

Lifestyle Medicine Foundation
PO Box 4141
Salem, Oregon 97302

**Request for Proposal (RFP) for
Development of LifestyleFacts.org Website
November 27, 2013**

1. DESCRIPTION AND PURPOSE OF PROJECT

The Lifestyle Medicine Foundation (LMF) is a 501(c)3 organization that was established to support the development of the field of Lifestyle Medicine alongside the American College of Lifestyle Medicine (ACLM). ACLM was formed in answer to the need for a professional, representative body of healthcare professionals to define and represent the field, including quality education and certification in the practice of clinical Lifestyle Medicine. As the first national specialty society for clinicians emphasizing the use of lifestyle interventions as the primary, foundational therapy in the treatment and management of disease, the ACLM is currently working to develop formal recognition for this important field of medical practice and research. In the future, it is the goal of the ACLM, the LMF, and others to establish an official Board of Lifestyle Medicine that will grant board certification in Lifestyle Medicine.

LMF and ACLM are set-up to function in parallel and independently, but often in collaboration with each other. Each group has its own separate board of directors. Marc Braman, the current President of LMF, is the former President and Executive Director of ACLM.

LMF seeks to develop and maintain a website named *LifestyleFacts.org* that initially can be used as a resource in guiding people to attain optimum health by using lifestyle as medicine with good nutrition, regular exercise, and stress management techniques, and other Lifestyle Medicine applications. LMF envisions the website and its underlying database as developing to become robust resources that will accelerate the Lifestyle Medicine Movement by serving as the go-to website for scientifically accurate Lifestyle Medicine information and a central repository for the science of Lifestyle Medicine that can be accessed by academics, students, medical professionals, corporations and individuals alike.

2. BUDGET & COST ESTIMATES

LMF is estimating the set up of the website and database to cost roughly \$15,000 - \$40,000. Maintenance, hosting, and expert guidance will be additional. LMF is seeking best-in-class quality for cost.

Hosting of the *LifestyleFacts.org* website and costs for hosting it are to be included in proposed budgets for this project. The vendor who is selected to develop the website does not have to host the site, but should be able to provide recommendations for an outside hosting service and be able to manage this resource on behalf of LMF. Similarly, the database that will serve as the repository for the medical science needs to be designed and managed by the selected vendor, either at their facility or at one recommended by them. All costs of developing and maintaining such a database should be identified in vendor proposals.

Please provide several cost proposals to accomplish the scope outlined below. As noted, the budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the website and its underlying database.

List pricing for:

Phase I: Discovery, Requirements Planning & Site Definition

Phase II: Site Development, Testing and Deployment

Phase III: Maintenance

3. TERMS AND CONDITIONS

a. LMF must own or have full access to and have the right to customize site code.

b. Terms for proposal:

I. Key dates

Q1 2014

Develop LifestyleFacts.org website and functions. This is expected to start as a “copy/paste” from the *NutritionFacts.org* website. Content from the *NutritionFacts.org* website will initially be used to “seed” the *LifestyleFacts.org* website.

Participate in implementation of content creation systems for various components of *LifestyleFacts.org* with experts, infrastructure, etc.

Q2 2014

Beta test content and system with pioneer users at Cummins Inc., the first corporate user of the *LifestyleFacts.org* website.

Participate in ramp up of content creation for *LifestyleFacts.org* website.

Launch *LifestyleFacts.org* website (June 2014)

Q3 2014

Assist in the preparation for tie-in to clinical care delivery systems.

Assist with the on-going addition of new content being created for the *LifestyleFacts.org* website.

ii. Proposals should be delivered to:

Lifestyle Medicine Foundation
Attention: Ray Berardinelli, Project Manager
Email: ray@lifestylemedicinefound.org

All proposals must be received by LMF before the deadline date and time, 5:00 pm PT, December 13, 2013.

iii. All proposals must include a statement of authorization to bid signed by a principal of the responding company.

iv. All proposals must use the proposal format outlined in this RFP. See below for proposal format.

v. Bidder status: Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

4. BACKGROUND OF THE FIELD OF LIFESTYLE MEDICINE AND OF ACLM

Lifestyle Medicine (LM) is the use of lifestyle interventions in the treatment and management of disease. Such interventions include:

- diet (nutrition)
- exercise
- stress management
- smoking cessation
- light management
- psychosocial components
- and a variety of other non-drug modalities

A growing body of scientific evidence has demonstrated that lifestyle intervention is an essential component in the treatment of chronic disease that can be as effective as medication, but without the risks and unwanted side effects.

The field of Lifestyle Medicine has been growing by leaps and bounds over the last two decades. In the 1999 landmark textbook entitled "*Lifestyle Medicine*," editor James Rippe, MD, expressed the hope it would "open an entire new branch of medicine..."

LM is becoming the preferred modality for not only the prevention, but the treatment of most chronic diseases, including:

- type-2 diabetes
- coronary heart disease
- hypertension
- obesity
- insulin resistance syndrome
- osteoporosis
- and many types of cancer

Although the practice of LM incorporates many public health approaches, it remains primarily a clinical discipline. The optimal treatment and management of chronic disease incorporates lifestyle interventions that are typically most effectively administered on an outpatient basis. Brief, intensive group interventions in a residential setting are often more effective and may be necessary for severe or intractable cases.

While LM interventions typically do not emphasize prescription medications, they frequently require re-titration and/or reduction of medications prescribed before the lifestyle intervention. It is often necessary to reduce insulin dosing in patients with diabetes who receive lifestyle interventions and reduce dosing of anti-hypertensive medications for patients with hypertension. Others may also require a change of medications. For example, a person with type-2 diabetes may be able to discontinue insulin but need metformin, a thiazolidinedione (TZD), or a sulfonylurea.

In some cases lifestyle interventions are more effective when augmented with appropriate medications, as with tobacco use where cessation is 2-3 times more successful when certain medications are prescribed with the lifestyle modifications. LM physicians are qualified and licensed to diagnose and prescribe medications as needed, as well as being knowledgeable in the use of lifestyle interventions.

Founded in 2004, the American College of Lifestyle Medicine (ACLM) is the first national professional society for clinicians specializing in the use of lifestyle interventions in the treatment and management of disease. ACLM's members are clinicians engaged in Lifestyle Medicine practice, teaching and/or research. Many serve on ACLM committees contributing to the organization's role as a national resource of expertise in the use of lifestyle intervention for the treatment and management of disease.

ACLM hosted its latest annual conference this past October at the Renaissance Arlington Capitol View Hotel in Crystal City, VA – just outside of Washington D.C, and attracted more than 250 people. Lifestyle Medicine 2013 featured prominent keynote speakers, powerful new documentaries, networking with industry leaders, an annual ACLM membership meeting with a state of the industry report and world-renowned regional and international presenters.

5. AUDIENCE

a. The initial audience for the *LifestyleFacts.org* website will be employees of Cummins, Inc. who will use the information on the site as part of an existing corporate wellness program. They will be able to earn Virgin HealthMiles points by demonstrating comprehension of the information on the website. Clinicians providing health care services to Cummins employees will also be able to utilize the website and content as part of the care they provide. Over time, LMF envisions the website and its underlying database as developing to become robust resources that will accelerate the Lifestyle Medicine Movement by serving as central repositories for scientifically validated information and science that can be accessed by academics, students, medical professionals, corporations and individuals alike.

b. Tracking systems will be required for Cummins employees so that participation in the Virgin HealthMiles program can be tracked. Logistics will need to be worked out with Cummins IT people. It is expected that Cummins will convey a unique identifier to *LifestyleFacts.org*, and *LifestyleFacts.org* will then be able to report usage by that identifier without having access to personal health data.

c. LMF needs an easy-to-use content management system. Admins will need log-ins in order to post new items to the *LifestyleFacts.org* website. The database will require access various user types with differing permissions: admin, contributor, read only, etc.

d. LMF staff requires the ability to access analytics about usage of the website and probably the database so that information can be used to help properly track activity in the individual Virgin HealthMiles accounts of Cummins employees and use of the database.

6. TOOLS AND FUNCTIONALITIES

a. Essential components:

These are the features that are essential to any proposal that LMF will consider:

- Compatibility with the content found on the *NutritionFacts.org* website, which initially will be used to “seed” the *LifeStyleFacts.org* website.
- The website and corresponding database must be designed in a way that the content can be branded, maintained and owned by LMF. The content may be repurposed and repackaged later for use in licensed access, books, software applications, curriculum development, and content for residency programs, medical schools, certification and continuing medical education programs.
- The website must interface seamlessly with Cummins' existing Virgin HealthMiles platform in a way that allows all *LifestyleFacts.org* functionality to stay outside the Cummins' security firewall.

b. Non-essential components:

- LMF would like the *LifestyleFacts.org* website to be Section 508 compliant e.g. meet Federal handicap accessibility standards, but this is not essential. Please submit an estimate of what it would cost to include this additional functionality.

7. REPORTING NEEDS

a. The LMF staff will regularly need to draw information about which items have been accessed and how often.

b. Basic file information will also be needed, such as file size, date of posting and length of audio and video clips, etc.

8. SITE SPECIFICATIONS

a. Design parameters of the website should provide users with easy to access, scientifically-based information that they can use in a fun and engaging format.

b. Accessibility/Usability

i. Usability testing mid-stream will validate navigation choices.

c. Platform

i. The website will need to be compatible technically with the *NutritionFacts.org* website as well as the website used to administer the Employee Wellness Program at Cummins Inc.

9. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

- a. As described above, the new website will need to be compatible with the data found at *NutritionFacts.org*.
- b. The new website should be designed so that, over time, it can be connected to an eCommerce system that will allow us to sell products and services directly from the website.
- c. The new website should have the ability to present different appearances to different login or user types. For example, people logging in from corporate systems should not see ads or other information that other public visitors may see, etc.

10. STAFF RESOURCES

- a. Point of contact/ project manager for development of the *LifestyleFacts.org* website is Ray Berardinelli (ray@lifestylemedicinefound.org). Ray will serve as liaison between the company that is chosen to develop the website and the Web team at LMF that will be reviewing progress on the project.
- b. A "Web team" of technical and non-technical LMF team members will be reviewing proposals received as a result of this RFP.
- c. At the direction of Ray Berardinelli, the chosen vendor may interact with the technology staff at Cummins, as well as the technical resource who designed and maintains *Nutritionfacts.org*.

11. PROPOSED TIMELINE:

Nov 27 RFP release date

Dec 4 Submission of questions on RFP

Dec 6 Notification of Intention to bid

Dec 9 Answers to questions emailed to all bidders

Dec 13 Proposals due

Dec 16 Finalist interviews (Week of 12/16)

Dec 31 Proposal award date Dec 31

Jan 6 Initial meetings (Week of Jan 6)

Mar 15 Drop-dead Date (no new concepts/functionality added) March 15

April 1 Beta site launch April 1

June 2014 Proposed site launch

12. EVALUATION CRITERIA AND METHOD OF AWARD

The evaluation of each response to this RFP will be based on demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those organizations that have the interest, capability, and financial strength to supply the services identified in this RFP.

Cost proposals will be evaluated, but will not be assigned a rating. The evaluation of cost will include a determination of cost realism, completeness, and reasonableness. Cost realism is defined as the offeror's ability to project costs which are realistic for the work to be performed; reflect clear understanding of the requirements; and are consistent with the offeror's technical capacity.

Evaluation Criteria:

- a. Technical/Design Approach; 35%
- b. Project Management; 20%
- c. Capacity; 20%
- d. Prior Experience and Expertise; 25%

13. FORMAT FOR PROPOSALS

1. Executive Summary

2. Technical Volume

- a. Web development process: explain the process you will follow to build the website, including major milestones and evaluation.
- b. Address usability standards and testing.
- c. Address any important technology information and specifications used in your solution (languages, platform, etc.).

3. Management Volume

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities.
- b. Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: identify the costs we will need to pay to develop or host the site.
- d. Hosting: identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- e. Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples.
- b. Biographies of all who will work on account.
- c. Three professional references.

- end -