

Society of Surgical Oncology

**Request for Proposal for
WEBSITE REDESIGN AND DEVELOPMENT
www.surgonc.org**

January 18, 2009

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SUBMISSION TIMELINE and CONTACT INFORMATION	2
ASSOCIATION OVERVIEW.....	2
PROJECT NARRATIVE	3
BASIS OF SELECTION.....	3
PROPOSAL and QUALIFICATIONS.....	4
EXISTING WEBSITE PLATFORM and MEMBERSHIP DATABASE	5
3 rd PARTY SYSTEMS.....	5
PERMISSIONS and GROUPS	6
COMPONENTS LISTING	7
DEADLINES.....	10
BUDGETS.....	10

SUBMISSION TIMELINE and CONTACT INFORMATION

Monday, January 19, 2009	RFP distributed to potential vendors
Wednesday, January 28, 2009	deadline for vendors to submit written questions
Friday, January 30, 2009	questions with written answers distributed to all interested vendors

Friday, February 13, 2009 at 9:00am EST deadline for submitting proposals

All proposals must be submitted as a PDF document to the RFP coordinator.

All questions regarding the RFP must be submitted by email only to the RFP coordinator.

To be placed on the list of vendors and receive updates on the RFP, please email the RFP coordinator.

The RFP coordinator for this project is:

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ASSOCIATION OVERVIEW

The Society of Surgical Oncology (SSO) is the premier organization for surgeons and healthcare providers dedicated to advancing and promoting the science and treatment of cancer. The Society's focus on all disease sites is reflected in its comprehensive Annual Meeting, monthly scientific journal (Annals of Surgical Oncology), special projects and committee structure.

The mission of the Society is to serve its members by:

- 1) representing and advancing the profession of surgical oncology;
- 2) promoting the highest quality surgical oncology patient care outcomes, education, practice, research, ethical conduct, and advocacy; and
- 3) promoting public policy issues related to surgical oncology.

The Society accomplishes this by providing dynamic leadership and a substantial commitment to excellence in the broad specialty of surgery and surgical oncology.

PROJECT NARRATIVE

The Society of Surgical Oncology (SSO) seeks an experienced firm to redesign, implement technologies to meet the objectives outlined in this document, and assist in the maintenance of the organization's website (www.surgonc.org). The objective of the SSO website is to provide member services, organizational and educational information for members, and disseminate knowledge about the organization and subject matter to members and the general public. This will be a concept to completion production, from detailed scoping to deployment. The goals of the site redesign include:

- provide members up-to-date information about the organization,
- allow members to access necessary services (e.g., pay membership fees, on-line journal access, etc.),
- provide administrative functionality (e.g., access to various database information and reporting),
- significantly increase the access and functionality of online learning tools
- outreach to the general public with educational information about surgical oncology and the surgeons represented by the organization.

This RFP provides details regarding the current technologies and situational data in place as well as the features and functionality that SSO is seeking to have implemented and integrated.

BASIS OF SELECTION

Proposals will be evaluated using the following criteria:

1. Suitability of proposal – the proposed solution meets the needs and criteria set forth in the RFP
2. Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidence by the proposal and references, including project timelines, milestones and products
3. Aesthetic capabilities – prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers
4. Candidate experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake this project, including capability, personnel, and resources
5. Proposal presentation – the information is presented in a clear, logical manner and is well organized
6. Proposal narrative – the proposal is able to articulate, both high level and detailed level, how the site will be formulated
7. Proposal budget & cost

PROPOSAL and QUALIFICATIONS

Proposals should include information outlined in this section; our ability to interpret and apply your proposal to these questions will factor into our decisions.

1. Describe in detail the firm's proposal to address the requirements outlined in this RFP, including details such as technologies to be used.
2. Provide a timeline for the completion of this proposal; if the project involves a multi-phase approach please provide approximate timeframes.
3. Describe the fee structure and how SSO will be charged. The costs involved may be categorized separately as redesign, implementation costs, maintenance costs, and software licensing costs. Also include the firm's plan for post-deployment maintenance, support and upgrades including hourly rates for services.
4. Provide a brief history and profile of the firm and its experience providing services for organizations such as SSO. Provide a list of the firm's clients comparable to SSO; include contact name, telephone number, website location, services provided and length of service.
5. Describe the project process and methodology including sample deliverables from past projects of similar size and scope. Document examples of the firm's experience in designing/developing each of the project requirements.
6. List the project team (including programmers and designers) and short biographies of each team member. If using freelancers or outside resources please indicate them as such; SSO reserves the right to approve/disapprove of selected resources. How many full time staff does your firm employ.
7. All proposals must include a hosting solution, whether that solution is provided by the company or a 3rd party service provider. Please detail the cost structure, hosting platform, uptime statistics, location of the server, data backup and integrity plan, etc. Clearly identify additional costs incurred with a change in hosting site.
8. If you have expertise in iMIS databases, please elaborate on iMIS customization options in your proposal. If you do not have expertise in iMIS please describe your understanding.
9. Please provide an unsigned copy of your standard service contract for our review and any additional stipulations of which we should be aware.

Please be sure to document experience illustrating expertise in:

- creating multiple access level websites
- building or customizing membership databases
- working with non-profit organizations and providing design services
- developing custom CMS and distance learning solutions with complete self-management
- integrating e-commerce solutions

EXISTING WEBSITE PLATFORM and MEMBERSHIP DATABASE

A. Content management system

The current website is a hosted solution with an integrated CMS in a separate environment from the iMIS database. The CMS is Ektron CMS 400 .Net, version 5.12.

B. Language and database

The current web server is a Windows 2003 Server. The database server runs MS SQL Server 2000.

II. iMIS details

The iMIS database is version 10.4.27.08 with 198 tables and 11283 total records as of January 1, 2009. The iMIS system is a shared environment between multiple organizations; the data is separated between the organizations.

A. Additional modules

The current iMIS models in place include: membership, meetings, cash, dues, barcode, import utility, accuware, wmeet, credit card authorization, service central, edues, duplicate merge manager, SQL, enterprise.

B. Current level of iMIS integration

The current SSO website does not tie into the iMIS database. SSO works with a iMIS consultant who will assist with any iMIS integration through the development of custom scripts for querying the iMIS database.

3rd PARTY SYSTEMS

SSO has a number of 3rd party systems that are currently in use and require varying levels of integration.

A. E-commerce merchant system

The Web site does not currently use any e-commerce system. SSO has an account with Paypal.

B. Springerlink

The ideal outcome of Springerlink integration is as a pass-through enabling logged in members to go through the SSO website to access Springer's content. <http://springerlink.com>

C. iMIS

The organization is required to continue using the iMIS database for all member management.

D. Hosting

A website hosting solution will be required for this project. The website will also need to integrate with the organization's internal iMIS solution via a secure method.

E. MS Sharepoint Server

SharePoint is currently being used for groupware functionality provided to the Training Committee, Program Directors, and other groups. The system is currently synced with the iMIS database, but we do not anticipate integrating this system except for a link to the login screen.

PERMISSIONS and GROUPS

A. User levels and groups

SSO anticipates the need for the following levels: anonymous, member, and administrator, although the system will also need group membership functionality as well as individual user-personalization.

B. Group permissions

The SSO member section will offer the following features (not available to other users): Member Directory for Members (includes more detailed information than the Public Surgical Oncology); Online Profile Update and Dues Payment sections; Committee Workspace areas (every committee has an assigned “workspace” area, allowing document sharing); one-click access to subscribe to the SSO Listserv forum; Strategic Plan & Bylaws section; Clinical Trials, Regulatory News, and Surgical Oncology News Updates Center (exclusive for SSO Members), and possibly an Expert Witness section.

C. Individual permissions

Aside from Administrators, all user functionality will be on a personalized basis. This includes: dues payments, member profile record updates, donations, product orders from the SSO Store, job listings, and Clinical Trials/Surgical Oncology News Updates access.

COMPONENTS LISTING

Components have been prioritized to enable proposals to segment functionality into multiples phases and/or create budget flexibility.

A. WYSIWYG page management and hierarchical re-organization

The site CMS will require a WYSIWYG editing ability that enables administrators to manage content pages within the website with the ability to create pages, edit pages, delete pages, and reorganize pages within the site structure. The page management system should have the ability to upload images for use in the page, a “code view” for hand-editing resulting HTML, and ability to add styling and links.

Priority: high

B. Integrated Listserv management

SSO will require a listserv (or similar) functionality and management integrated with the website. The proposed solution can be a 3rd party system, but must seamlessly integrate.

Priority: high

C. Distance learning and CME

SSO envisions a fully-functional distance learning and CME portion of the site similar to the American Society of Clinical Oncology (ASCO) Web site. This will include:

- On-line distance learning
- On-line CME
- On-line review and testing
- On-line course completion and printing of certificates

Priority: high

D. Virtual meetings

Live and pre-recorded virtual meetings are a feature that the group would like to see. SSO has used GoToMeeting and Adobe Acrobat Connect in the past, and is open to other possible 3rd party solutions. Integration does not seem to be necessary at this point.

Priority: low

E. Job boards

This is an off-server area of the site where members and non-members can go and post, view, upload, and download positions. The SSO has a contract with Job Target that hosts our site and requires no work on our part. A one-page template will need to be created for this integration.

The site is located at <http://careers.surgonc.org> and hosted and maintained by Job Target <http://www.jobtarget.com>

Priority: low

F. Fellowship certification

The Web site will need to work with or link to SharePoint, our solution for the on-line Fellowship Program Certification Process, currently being built. The Web site will also need to link to an outside vendor (to be selected), that will be supporting our matching program software.

Priority: medium

G. Case log system

A link needs to be set up to the Accreditation Council for Graduate Medical Education (ACGME) fellow case log system, which is a separate Web site provided by the ACGME to SSO members. An introductory page featuring instructions for use and help line numbers will need to be developed. This requirement comprises of a text page and link to an outside service.

Priority: medium

H. Legislation tracker and regulatory news

This will be a section of the site that is updated regularly by staff and committee. Important surgical oncology and cancer-related legislation and regulatory news will be highlighted on this portion of the site. SSO may need to connect to or link to an outside vendor for a “feed” of this news; having an automated system for grabbing feeds and incorporating them into the system is being discussed.

Priority: high

I. Clinical trial tracker

As clinical trials are developed, the latest information on them will be uploaded to the SSO Web site to keep all members informed of the latest advances in surgical oncology and cancer-related issues. This area will also include links to ACS, COC, FDA, or NIH as well as clinicaltrials.gov. SSO members should be able to be able to post their own clinical trials (and ideas for trials).

Priority: high

J. File uploads and downloads including video

All uploads/downloads and video will be controlled by the Administrator, with the exception of Committee Workspace Areas, where committee members can upload/download documents to the Document Library contained in the committee’s workspace area; the workspace area will be on the Sharepoint server.

Priority: high

K. Member surveys

The site will contain an area for all SSO Surveys or the possibility of integrating them within the site. Integration could be a connection or link to Survey Monkey (the current 3rd party system) or it can be a portion of the site specifically developed for the SSO Administrator to upload Executive Council-approved surveys.

Priority: high

L. Publication integration (Annals of Surgical Oncology)

SSO members should have one-click access to a separate website that houses the Society's scientific journal (the Annals of Surgical Oncology). This site is hosted/maintained by Springerlink. Once logged into the new SSO site, members can be directed to Springer's site, which is automatically authenticated from the SSO site. We may also wish to highlight the top three or four articles of an issue in this window.

Priority: high

M. Online newsletter

Online newsletters will consist of hosting and listing the organization's PDF newsletters.

Priority: high

N. Membership dues and renewal

SSO members can pay dues on-line, which pulls and updates information directly into iMIS. Custom scripts may be needed (from the iMIS consultant) to ensure data is correctly recorded back into iMIS, so that dues payments are properly batched and updated in the member's record properly. All e-commerce (dues, donations, store purchases, etc) can be handled by Paypal (formerly Verisign).

Priority: high

O. Member personalization

SSO members can update their membership profile on-line, which pulls and updates information directly into iMIS. Custom scripts will be needed (from the iMIS consultant) to ensure data is correctly recorded back into iMIS and updated in the member's record properly.

Priority: high

P. Member directory

SSO will have two directories available: Surgical Oncologist Locator and the Member Directory (available to Members only).

The Surgical Oncologist Locator should search by distance (10-50 miles, zip code to zip code), zip code, or country. Results display office address, phone number, and practice Web site.

The Member Directory is searched by last name, and provides members with more detailed information, including home and office addresses, Web site, contact numbers, and a pop-up window which details certifications, SSO member type, and e-mail address.

Note: We may wish to display less information to the general public on physicians than we do to the members. This needs to be determined.

Priority: high

Q. Member-published articles

All articles published by SSO members will be uploaded to the site by the Administrator. An outside central data collection source may be used for the collection and a link will be displayed on the Web site.

Priority: medium

R. Annual meeting registration

SSO currently has a system in place for accepting registration on-line. The system is tied into the iMIS database. A template design will need to be provided for use on this outside system.

Priority: high

S. Annual meeting abstract system

SSO has outsourced this; we will need a link provided from the SSO Web site to the vendor. (Abstract Central).

Priority: medium

T. Donations

There should be a portion of the site dedicated to making donations or contributions to the SSO and the ability to add a donation into any e-commerce purchase.

Priority: medium

U. Clickable calendar management

Clickable calendar of events and disease-specific meetings such as ASCO GI and Breast symposia, pancreas club, etc. managed by site administrators.

Priority: medium

DEADLINES

We would like to see a vendor selected prior to our Annual Meeting, March 4-8, 2009. The updated Web site is integral to the future of the SSO; please be realistic about your anticipated schedule and milestones.

BUDGETS

We are receptive to project budgets up to \$125,000 and including the first year of hosting for the overhaul of the website.