

RFP FOR WEBSITE DESIGN AND CONSULTATION SERVICES



OCHIN Organizational Site and O-HITEC Microsite

PROJECT OVERVIEW

OCHIN is seeking interactive strategy, design, and development services to lead us in a redesign of our organizational website.

The main goal of the new site will be to present OCHIN's mission in a manner that clearly conveys organizational services and value. In so doing, it should communicate how OCHIN benefits its members, advances national health reform, and leverages health IT to achieve Triple Aim goals (improve community health, improve patient experience with health care, reduce or control costs). Ultimately, the site should provide an educational and informative experience for a wide range of external users (members, prospective members, community health centers, foundations, state and program policymakers, etc), while helping internal OCHIN staff engage strategic partners, public stakeholders in seven states, and potential employees and consultants.

OCHIN is also seeking interactive strategy, design, and development services for its O-HITEC microsite. The main goal of the new site will be to communicate the purpose and services of the Regional Extension Center. In doing so, it should provide its target users/beneficiaries with a clear and logical pathway to (1) signing up; (2) getting them live on an Electronic Health Record System; and (3) certifying that they are using the EHR System per the "Meaningful Use" stage one definitions, as well as access to available resources for understanding EHRs. Ultimately, the microsite should engage the main target audience of primary care providers by clarifying how O-HITEC will benefit them (access to federal incentive dollars, group purchasing, etc) as well as more efficiently help them meet Triple Aim goals and prepare for the next stages of national health reform. Part of the project also involves clarifying the relationship between OCHIN and O-HITEC to target users and/or beneficiaries.

PROJECT OBJECTIVES

To fulfill the goals described above, the Contractor will be expected to conceptualize, develop, and implement an interactive, user experience with, at minimum, the following objectives:

OCHIN Organizational Site

Objective 1: Develop and implement clear information architecture, web content messaging, and interactive pathways or elements that clearly and logically communicate OCHIN's mission and services for target users and staff.

Objective 2: Develop and oversee a web content development and editorial strategy that is aligned with existing organizational brand messaging and can be managed easily by a site manager.

Objective 3: Develop a custom CMS that is aligned with content and editorial strategy.

Objective 4: Create bold and modern visual graphic design that complements information architecture, interaction design, and resonates with existing OCHIN logo.

Objective 5: Create the site as a "presentation tool" that OCHIN executives can use to engage partners, stakeholders, funders etc.

Objective 6: Conceptualize and integrate a series of “impact reports” that showcase organizational achievements and outcomes.

Objective 7: Produce video interviews (exact topics TBD) aligned with content strategy.

Objective 8: Once scope and features have been determined, develop web success metrics in collaboration with OCHIN Staff.

O-HITEC Microsite

Objective 1: Reconceive the existing site’s information architecture and content messaging hierarchy in a manner that directly addresses the target audience/beneficiaries and communicates the purpose of a REC.

Objective 2: Provide clear and logical interactive pathways or tool that will help with determining eligibility, signing up, and getting certified for “Meaningful Use.”

Objective 3: Provide clear and logical interactive pathways or tools to understanding benefits of participation and that provide easy access to available resources for understanding EHRs.

Objective 4: Migrate, develop, or edit existing content, in collaboration with OCHIN staff, and develop a simple CMS for regular news update and alerts.

Objective 5: Create a bold and modern visual design aligned with existing logo.

Objective 6: Once scope and features have been determined, develop web success metrics in collaboration with OCHIN Staff.

RESPONSE CRITERIA

Proposal Content

Please provide a succinct narrative describing how you propose to accomplish this project with specific reference to each of the objectives described above that includes information describing the following: company, team or individual qualifications; links to samples of similar work; project management philosophy; project timeline; and the earliest date that the work can be completed for final review and publication on the Internet. The proposal should be no more than 10 pages including all attachments.

Project Schedule and Deliverables

Please provide specific information (bullet points are fine) regarding the individual tasks and the time required to complete tasks associated with each of the items below:

1. Project Definition
2. User Experience and Visual Design
3. Development and Production
4. Quality Assurance and Launch

Budget

Please provide itemized costs for the following categories:

1. Project Definition
2. User Experience and Visual Design
3. Development and Production
4. Final Development, QA, and Launch

Please also provide a total cost and list of any contingency fees associated, as well as the rate for work order changes and additional work.

Response Deadline and Contact Information

Proposals are due via email to frankej@ochin.org no later than 5pm PDT on 18 January 2011. Please submit only one electronic copy of the proposal. Confirmation of receipt will be sent via email to the address from which the email was received.