



American Society of Colon and Rectal Surgeons

Website Redesign and Development

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I. Submission timeline and format

- Wednesday, Nov. 1, 2006** RFP distributed to potential vendors
- Wednesday, Nov. 15, 2006** deadline for vendors to submit written questions
- Wednesday, Nov. 22, 2006** all vendor questions with written answers distributed to all interested vendors
- Wednesday, Dec. 6, 2006** 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:

Charlene Taylor
Director of Information Technology
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II. Association overview

The American Society of Colon and Rectal Surgeons (ASCRS) is the premier society for colon and rectal surgeons and other surgeons dedicated to advancing and promoting the science and practice of the treatment of patients with diseases and disorders affecting the colon, rectum and anus. More than 1,000 ASCRS members are certified by the American Board of Colon and Rectal Surgery.

The executive office of the 2,600+ member Society is located in the Chicago suburb of Arlington Heights.

Vision:

The American Society of Colon and Rectal Surgeons is the recognized authority on conditions and diseases of the colon, rectum and anus.

Mission:

The American Society of Colon and Rectal Surgeons is an association of surgeons and other professionals dedicated to assuring high quality patient care by advancing the science through research and education for prevention and management of disorders and diseases of the colon, rectum and anus.

Beliefs:

The deeply held beliefs of the ASCRS are that diseases of the colon, rectum and anus are significant health problems; that people deserve the best quality care for these diseases; and improvement in recognition, treatment and ultimate eradication of these diseases as well as in the quality of patient care is enhanced by the professionalism, development of knowledge and dissemination of information fostered by the fellowship of Society members.



III. Project overview

The American Society of Colon and Rectal Surgeons (ASCRS) seek 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.fascrs.org). The objective of the ASCRS website is intended to provide member services, organizational 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, register and submit abstracts for the annual conference, on-line journal access),
- 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 colon and rectal diseases and the surgeons represented by the organization.

For ease of reference, each firm receiving this RFP is referred to as a “firm” and the firm selected to provide services for ASCRS is referred to as the “Selected Firm.” This RFP states the instructions for submitting proposals, the procedure and criteria by which a firm may be selected, and the contractual terms by which the ASCRS proposes to govern the relationship between it and the Selected Firm.



IV. Current situation

The website and membership system are comprised of 3+ systems and software from different vendors. The website and CMS are run through an externally hosted ASP-model system provided by Affiniscape, and the membership database is an iMIS system (hosted internally), and certain targeted functionalities like dues payments and conference registration are handled by proprietary software built on and integrated with the iMIS database.

It is the intention of ASCRS to combine these components and functionality into one cohesive system so that future expansion and development can be accomplished in a unified and orderly fashion. This can be accomplished either through customization of the iMIS system or by the creation of an entirely new system with data migrated and unified over from the iMIS database and website.

ASCRS uses Verisign for credit card processing.



V. Objectives

The objectives of this project are:

- An internet presence that professionally represents the organization for disseminating information
- Creation of a site that is easily managed and maintained by non-programmers through a web-based interface
- Integration of the membership database into the site enabling member personalization and functionalities
- Creation of an online educational component that will enable distance learning and certification
- Development of an expandable e-commerce solution to accommodate an online store, donations, membership renewals, conference registration, etc.

PLEASE NOTE:

ASCRS's objective for this project is to put a system in place that will last 5 years and be flexible enough to have significant upgrades and customizations performed after the initial development.

We are seeking the most comprehensive proposal from qualified vendors for fulfilling these objectives. If you are an iMIS vendor, please propose a solution that will enable the customizing of iMIS to fulfill the project objectives; if you are not, please propose a solution that will include the migration/unification of data from the existing iMIS and website databases.



VI. Project requirements

The following are requirements for this project:

- An architecture that allows multiple levels of users to access information and functionality based on assignable user levels
- An integrated web-based Content Management System (CMS)
- An integrated membership database consisting of either the customized iMIS database or a new database with migrated content
- A homepage portal design with interior page templates and a style guide
- An integrated distance learning solution that is flexible for expansion
- Functionalities such as “find a surgeon”, job boards, abstract submissions, HTML email mailing system based on templates, etc.
- Online store potentially allowing item selections throughout the site, but integrating with Verisign or gateway providers such as Authorize.net
- Search functionality for all content managed by the CMS

Design requirements:

- Consideration of Section 5.08 guidelines
- Flexible primary and secondary navigations
- Established style guide and template design
- Professional medical association look and feel
- Fast loading (10 second max page loading time over 56k modem)

CMS requirements:

- Create new sections and pages, as well as re-organize the site’s “static” pages; this includes existing site content
- Upload files for permission-based access and downloads throughout the site’s pages
- Upload images to be displayed within pages
- Management of content including but not limited to users, permissions, committee groups, the job board, e-commerce, outside resources, research/documentation, etc.
- Document sharing by committee members

Membership area requirements:

- Member profile information able to be updated by the member and site administrators
- Conference and event registration and payment
- Abstract submission and review
- Dues payments with variable pricing based on membership levels and other factors
- Directory search by all users with an extended version available to members



- Historical tracking of members including their dues, conference, and distance learning certification and history
- HTML formatted mass-emailing to members for the distribution of newsletters, legislative alerts, and other uses

Distance learning solution requirements:

- Ability to create and edit courses and tests
- Flexible system logic enabling multiple types of courses and multiple types of questions
- Integration with the membership database to record courses taken and their results

E-Commerce requirements:

- Credit card processing using Verisign (current vendor), Authorize.net, or other acceptable gateway provider
- Shopping cart and storefront
- The ability to add items to the “cart” throughout the site for uses such as donations



VII. Basis of selection

ASCRS will evaluate proposals and, if a firm is to be selected, select the firm on the basis of:

- The firm's plan to achieve the goals stated in this RFP in a comprehensive manner.
- The firm's experience, examples of work, qualifications and success in providing similar services.
- If included in the proposal, the justification and qualifications of a new hosting service.
- The firm's references from international and national organizations, large non-profit organizations, and other clients comparable to ASCRS.
- The firm's pricing and timeline.
- The quality of the proposal, specifically, responsiveness to requirements and adequacy of information provided.
- The firm's plan for post-deployment maintenance, support and upgrades including hourly rates for services.



VIII. Proposal format

Proposals should include information outlined in this section:

- Describe in detail the firm's proposal to address the requirements outlined in this RFP.
- Provide a timeline for the completion of this proposal.
- Provide a brief history of the firm and its experience providing services for organizations such as ASCRS.
- Document examples of the firm's experience in designing/developing each of the project requirements.
- List the project team (including programmers and designers) and short biographies of each team member.
- Provide a list of all the firm's clients comparable to ASCRS indicating the length of service of each account. Include contact name, telephone number and website location.
- Describe the project process and methodology including sample deliverables from past projects of similar size and scope.
- Describe the fee structure and how ASCRS 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.
- If a new hosting site is proposed, describe the 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.
- Document experience illustrating expertise in:
 - creating multiple access level websites
 - building or customizing membership databases
 - working with non-profit organizations
 - providing design services with non-profit organizations and associations
 - developing custom content management systems (CMS) and distance learning solutions with complete self-management
 - integrating e-commerce solutions

If you have expertise in iMIS databases, please elaborate on iMIS customization options in your proposal.