

Website Design: Request for Proposal

Reagan-Udall Foundation for the FDA (“RUF”)
1025 Connecticut Ave., NW, Suite 1000
Washington, DC. 20036

The Reagan-Udall Foundation for the FDA is seeking proposals from qualified firms to create an updated website for the omop.org website.

Deadlines

- RUF issues RFP July 26, 2013
- Deadline for questions July 31, 2013
- Deadline for submitting proposals August 12, 2013
- RUF completes RFP evaluation Aug 23, 2013
- Award prior to September 13, 2013

SUMMARY

The purpose of this RFP is to create an updated design for the Observational Medical Outcomes Partnership (OMOP) web site <http://omop.org>. The design should be similar to that of the current RUF website <http://www.reaganudall.org>. The OMOP website is built utilizing Drupal and the RUF site is using WordPress. The RUF site will remain as is and the OMOP site will be updated to have a similar likeness to the RUF website. All current functions on the OMOP website should remain or be enhanced.

PROJECT REQUIREMENTS

- Clean, contemporary design and flow
- Easy to navigate
- Scalable solution with a consistent interface (that looks like it is a part of RUF)
- Intuitive navigation with a site structure that does not require multiple clicks to reach desired page
- Display equally well in all browsers (Chrome, IE, Firefox, and Safari)
- Ability for staff to make real-time content changes (i.e., add/modify content, content management system)
- Ability for searching of the entire site
- Allows for password protection of the entire site and individual sections of the website (i.e., a forum that would be password entry)
- Ability for RUF staff to gather statistics (including geostatistics) and report on use of website (i.e., top pages, top users, user information, page hits, etc)
- Web site must not require plug-ins
- Provide training for key staff in updating and maintenance of website

SCENARIO

There will be many different users including, government, pharmaceutical industry, healthcare, academic, and various vendors. Users will come to the site to perform the following scenario (one example):

Mrs. Mary Jones, researcher at Pfizer, has been asked to implement the OMOP common data model (CDM) on their electronic data that Pfizer has in house. She first wants to view and download a PowerPoint/audio deck about the common data model. Mary then goes to the common data model page to download various documents about the CDM. She also needs to register and submit her information for the vocabularies, and then she receives a link to her email to download the file containing the vocabularies.

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PROPOSALS REQUIREMENTS

Submissions that do not include each of the five requirements listed below will not be considered.

1. A brief summary of how you would work to make the OMOP website similar to the RUF website. Including an overview of your design and development process
2. A proposed timeline
3. Your proposed team and qualifications
4. An outline of pricing and total cost of this project
5. Reference information and a description of your work completed for at least 3 clients including their active websites

SELECTION CRITERIA

Selection criteria will include, but not be limited to the following:

- Quality of portfolio of projects
- References from previous clients
- Timing
- Cost

RESPONSES

To be responsive to this RFP, supply your information as requested by August 12, 2013 before 5:00 pm EDT as a Microsoft Word document. The recipient email address is: Nicole Spear, RUF Administrative Associate, nspear@reaganudall.org. Please provide the name of a Contact Person, telephone number, email, and complete address with your submission. Respondents will receive an email confirmation acknowledging receipt of their response, and may receive follow-up questions regarding submissions.

INQUIRIES

If a vendor has any questions about the contents of this RFP, or about any matters relating to it, the question must be directed via email to Nicole Spear, RUF Administrative Associate, nspear@reaganudall.org. All questions and answers will be emailed to all respondents on August 2, 2013.

Disclaimer

This Request for Proposals is not an offer to purchase. The RFP is solely a request for expressions of interest and statements of qualifications. The RUF assumes no financial responsibility for the cost of preparation of proposals by respondents nor does it make any commitment to enter into a contract for service based on responses to this RFP. Materials submitted in response to this competitive procurement shall become the property of RUF and will not be returned. RUF reserves the right to reject any and all proposal(s) for any reason. Once site has been completed and accepted, by RUF, the website design and all of its content, software and architecture becomes property of RUF.