

Request for Proposal (RFP) to Provide Website Redesign Consulting and Services
to United Indian Health Services, Inc.

United Indian Health Services, Inc. (UIHS) is requesting proposals from qualified firms that have experience in providing website design services for nonprofit organizations that operate within the community healthcare environment. We invite your firm to submit a proposal to us by May 26, 2017 for consideration. The general objectives and desired outcomes of the Project include the following:

- Redesign and streamline the UIHS website to update overall feel and allow for mobile device compatibility.
- Full conversion of current content UIHS site to newly designed format(s).
- Provide training to IT and Marketing Staff to facilitate long term maintenance of the website.
- Provide technical documentation on the use and maintenance of the website.

A description of our organization, the services needed, and other pertinent information follows.

United Indian Health Services, Inc. (UIHS)

UIHS is a nonprofit organization incorporated in California and recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code. UIHS was founded in 1970 with a mission to provide a broad range of healthcare services primarily to American Indians residing within counties of Humboldt and Del Norte, California. UIHS is governed by a Board of Directors consisting of representatives of Federally Recognized Tribal Governments and Indian Community Representatives from the two-county service area. The Board of Directors will be responsible for the final selection of the successful proposer.

UIHS derives its income from several sources, including core annual grants from the US Department of Health and Human Services and the Indian Health Service (45%), billings and collections to third-party payer sources including Medi-Cal and Medicare (40%), and other federal and state grant award and contributions (15%).

Our annual operating budget is approximately \$26 million per year, and employ over 245 professional and support staff at nine locations.

Services to Be Performed

Your proposal is expected to cover the following scope of services regarding the Project:

1. Culturally appropriate website template designs for updated look and feel;
2. Mobile device compatibility;
3. Social media connectivity and related website analytics;
4. Interactive webpages with fillable forms, event calendars, news feeds, and robust search capabilities;
5. Secure credit card or Paypal payment ability linkages;
6. User testing scripts and scenarios;
7. Staff training with documentation;

8. Other services as directed.

Timeframe & Proposal Content

UIHS wishes to have the Project services performed during the period between July 1, 2017 and September 30, 2017.

In order to simplify the evaluation process UIHS requires that all responses to the RFP be organized in the manner and format described below:

- Executive Summary - Describe your understanding of the work to be performed and your firm's ability to perform the work within the time frame provided.
- Professional Experience - Describe why your firm is qualified to provide the services requested. Describe your firm's resources devoted to organizations such as UIHS.
- Team Qualifications - Identify the specific partners, managers, and other staff who will be assigned to this engagement if you are successful with your proposal.
- Technical Approach - Describe how your firm will approach the proposed services, including the use of affiliates or staff from other locations, areas that will receive primary focus or emphasis, and the type of technical and managerial assistance that will be required from UIHS staff. Discuss the communication process used by the firm to discuss issues with staff and management.
- Fees & Contracting Arrangement - Provide a firm not-to-exceed estimate of fees and reimbursable expenses, if any, for the services to be provided. Provide a copy of your firm's standard form of agreement.
- Client References - Include a list of the relevant clients the firm has served within the past three years and furnish the names and telephone numbers of any references whom we may contact.
- Provide three (3) sample websites showing your website design and functionality ability.

Key Contacts

For additional information you may seek in preparing your proposal please contact:

David Baldy (707) 825-4154, or SuWorhrom.Baldy@crihb.org

No later than 5:00 pm PST, May 26, 2017 please return two (2) copies of your completed proposal to the address provided, or submit your proposal by email to David Baldy at SuWorhrom.Baldy@crihb.org and Theresa Matilton at Theresa.Matilton@crihb.org. If possible, we would also appreciate a response if you choose to decline your selected proposal.

United Indian Health Services, Inc.
1600 Weeot Way
Arcata, CA 95521-4734
Attn: David Baldy and Theresa Matilton

During Phase 1 Contractor will:

1. Present three different culturally appropriate designs for UIHS to consider for the webshell (main page) template.
 - a) Webshells must:
 - Present a streamlined information flow with *priority information* highlighted and easy to find
 - Useable links
 - Legible text/fonts
 - Clearly defined, yet adjustable/movable spaces/tiles, specific for multi-media (photos, videos, Flash, music, etc.)
 - A robust website search function (*able to pull forms from various pages of the website into a listing for people to quickly find – i.e. PRC forms, Medical Release for Athletics form, Sports Scholarship form, Registration forms, etc. – working example would be Policy Medical’s advanced search feature*)
 - Add multimedia connectivity to the website to include:
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - RSS
 - b) Demo of these webshells will utilize UIHS current information from these specific pages (totaling nine specific demo pages):
 - Main page
 - Must contain news feed
 - A website archive system
 - Medical (includes Medical registration forms, etc. – per clinical area)
 - Purchase Referred Care (PRC)
 - Employment Opportunities page (flow like Blue Lake Casino)
 - Nutrition Services
 - Traditional Resources
 - Board of Directors
 - Donations (*very much like Humboldt Area Foundation* <https://www.hafoundation.org/Giving/Make-a-Gift-Today/Give-Now>)
 - Scholarships – online applications like this <https://hafscholar.fluidreview.com/>
 - Pdf applications for scholarships available for download on site as well
2. Create a mobile friendly design for an updated look and feel for the entire UIHS website
 - a) Mobile friendly design – compatible with multiple different screen sizes and mobile devices (Apple, Androids, tablets, etc.)
 - Buttons and links will be mobile friendly - no hovering
 - Pdfs will be fillable on the mobile friendly device and submittable online
 - b) Also available - Data can be entered directly onto the website instead of a pdf

UIHS Independent Contractor Agreement – Website Scope of Work

During Phase 2 Contractor will:

3. Provide full conversion of contents of the current UIHS website as follows:
 - a) Published converted pages must not go more than three pages deep
 - b) Pages more than three deep will be converted yet unpublished
4. Add Google Analytics-style tracking to website
5. Create the following new sections:
 - a) News Feeds
 - b) Member Services (Client Registration, Insurance Literacy information, and Purchase Referred Care all with downloadable forms)
 - c) Donations
 - Ability to select specific program(s) receiving the donation
 - Ability to indicate precise amounts
 - Ability to make a donation:
 - One time
 - Recurring
 - Secure Credit Card or Paypal payment ability
 - Ability to issue automatic receipts to donors for their tax records
 - Recognition Information
 - d) Key personnel and directors profiles
 - Key personnel includes: providers, executive leadership team, and division directors
 - Profiles will include pictures, email links, and phone numbers
 - e) Online Events Calendar
 - Accessible by various departments to add dates of events, meetings, activities (per SOP Responsible Use of Social Media)
 - Board of Directors/Governance meeting calendar separate from community events calendar
6. Create online fillable forms pages for the following, with additional pdf downloading capability:
 - a) Summer camp enrollment application
 - b) UIHS Employment application
 - c) Scholarship applications
 - d) Craft Fair Booth applications
 - e) Other – Community Health & Wellness related forms

Phase 3:

7. Provide for a user acceptance testing process of full website functionality before the website launch
8. Provide tools, configuration, and training, including thorough documentation, to allow UIHS to build, upload, maintain, and change pages, images, text, and links within the new UIHS website defined access areas of user customization and not style sheets
 - a) Staff to be trained will include:

UIHS Independent Contractor Agreement – Website Scope of Work

- Marketing Specialist
- IT Manager and back-up IT personnel
- b) Documentation will include:
 - List and schedule of site maintenance tasks
 - Configuration information
 - User guide for uploading, and changing pages, images, text and links
 - Particularly important are the areas of HR/Employment, and Calendar maintenance

During Phase 1 UIHS will:

1. Provide feedback on webshell template within 3 days of Contractor delivery
 - a. Choose primary and accent colors, fonts, font sizes
 - i. Used for: primary headings, subheadings, command tools (links, etc.)
 - b. Prioritize information for webshell design. *Priority information* includes:
 - i. Employment Opportunities
 - ii. Patient Portal
 - iii. Calendars
 - iv. Planned Closure
 - v. News feeds
 - c. Delineate the specific level of page conversion (example: Main page > Client Services > Nutrition Services)
2. Provide all required content, text, and photography for website
3. Provide clearly defined goals and desired user actions
4. Provide timely feedback and clear direction when necessary
 - a. Provide access to workgroups to facilitate the definition of end user needs
 - b. Review “mock-ups” with no more than a three (3) day (M-F) turnaround
5. Fact and detail checking including final sign-off on content

During Phase 2 UIHS will (Conference Room Presentation – CRP):

6. Review full converted website – provide feedback within three days
7. Review newly added sections and provide guidance on additional sectioning/page if necessary – providing feedback within three days
8. Assess usefulness of the calendars and newsfeed – providing samples and feedback within three days
9. Demo the online forms – providing feedback within three days
10. After demoing the website – UIHS will review the Google Analytics to verify veracity
11. IT and Marketing Specialist will provide UIHS staff with a limited scope script for specific areas of review (fonts, colors, drop down menus, links, forms, content, pictures, etc.)

UIHS Independent Contractor Agreement – Website Scope of Work

UIHS Phase 2 Conference Room Presentation will be conducted by select persons knowledgeable within their UIHS area of expertise, looking specifically at their sections information to provide feedback to developer prior to full user acceptance testing and launch.

During Phase 3 UIHS will:

12. Schedule and implement full user acceptance testing – CORE and TAG users providing scripts
13. Schedule CLIC room for training for IT and Marketing Specialist
14. Thoroughly review documentation, providing questions or feedback for clarity
15. UIHS will verify project is ready to go live and sign-off on documentation