



**Southern West Virginia Area Health Education Center  
Request for Proposal  
Website Development Consultant(s)**

**Williamson Health & Wellness Center, Inc. (“WHWC”)/Southern West Virginia Area Health Education Center (“SWVAHEC”)** is seeking proposals from qualified development consultants to develop a website for Southern WV AHEC.

The deadline for receipt of emailed proposals is **January 31<sup>st</sup>, 2019 at 5:00 p.m. EST**. Proposals must be received by this deadline at the following email address:

Attn: Audrianna Ray  
Southern WV AHEC: Website Development  
[aray@williamsonhealthwellness.com](mailto:aray@williamsonhealthwellness.com)

**Proposals received after January 31<sup>st</sup>, 2019 at 5:00 p.m. EST will not be considered.**

Questions pertaining to this RFP must be communicated in writing and received via email by **January 30<sup>th</sup>, 2019 at 1:00 p.m. EST**. Questions must be sent to the email address below with “Southern WV AHEC: Website Development” in the subject line. The email should include the appropriate section reference from this RFP.

Attn: Audrianna Ray  
Southern WV AHEC: Website Development  
[aray@williamsonhealthwellness.com](mailto:aray@williamsonhealthwellness.com)

## **Table of Contents**

<b>Section 1</b>	<b>Project Summary</b>
1.1	Request for Proposal Summary
1.2	Entity Submitting RFP
1.3	Description of Williamson Health & Wellness Center
1.4	Description of Southern West Virginia Area Health Education Center
<b>Section 2</b>	<b>Objective and Goals</b>
2.1	Project Objectives and Goals
2.2	Target Audience
<b>Section 3</b>	<b>Scope of Work</b>
3.1	Company Experience and Development Experience
3.2	Design Process
3.3	Content Preparation, Website Development, and Go-Live
3.4	Preferable Core Features
<b>Section 4</b>	<b>Proposal Requirements and Submittal</b>
4.1	Evaluation of Submitted Proposals
4.2	Evaluation Criteria
<b>Section 5</b>	<b>Selection and Contract Award</b>
5.1	Selection Process
5.2	Evaluation Criteria
5.3	Award Notice



## **Section 1 Project Summary**

### **1.1 Request for Proposal Summary**

WHWC/SWVAHEC is seeking proposals from qualified, experienced website development companies to design, develop and implement its public-facing website in accordance with the Scope of Work specified in this RFP.

### **1.2 Entity Submitting RFP**

The terms “vendor”, “firm”, “consultant”, “company” or “contractor” used in this RFP or any subsequent documents or communications related to this RFP are interchangeable and mean the entity submitting a proposal and seeking to enter a contract for the goods and/or services requested in this RFP.

### **1.3 Description of Williamson Health & Wellness Center**

Williamson Health and Wellness Center (WHWC), is a non-profit community health center located in Williamson, WV to serve a predominately low-income, uninsured general community population as well as public housing residents that reside throughout Mingo County. WHWC was founded in 2011 and, in 2014, began to fulfill the need to provide comprehensive primary care services to one of the unhealthiest and most distressed communities in the entire state of West Virginia. WHWC fulfills its mission of building a culture of health through innovative programs and partnerships that link community health improvement with economic development. In 2014, WHWC was recognized as a Robert Wood Johnson Foundation Culture of Health prize winner. This nationwide recognition allowed the organization to tackle two major challenges affecting healthy equity – access to health care and building a local thriving economy. WHWC has been successful at bringing together cross-sector entities including elected officials, public agencies, private businesses, non-profits, health care providers, housing authorities, economic and workforce development, diverse funding agencies, and educational institutions to develop a shared vision for addressing health equity in central Appalachia.

### **1.4 Description of Southern West Virginia Area Health Education Center**

Southern West Virginia Area Health Education Center (SWVAHEC) is housed at Williamson Health and Wellness Center (WHWC), located in Williamson, WV. The Southern WV AHEC serves Boone, Logan, McDowell, Mingo, and Wyoming counties in West Virginia. The AHEC (Area Health Education Center) program was developed by Congress in 1971 to recruit, train and retain a health professions workforce committed to underserved populations. The AHEC program helps bring the resources of academic medicine to address local community health needs. The strength of the AHEC Network is its ability to creatively adapt national initiatives to help address local and regional healthcare issues. The purpose of the AHEC program is to meet the needs of the communities they serve through robust community-academic partnerships, with a focus on exposure, education, and training of the current and future health care workforce, such as the development of an AHEC Scholars program. AHECs have a continual focus on improving the health care system by working with academic institutions, health care settings (including CHCs), behavioral health practices, and community-based organizations. Through these longstanding partnerships, the AHECs employ traditional and innovative approaches to develop and train a diverse health care workforce prepared to deliver culturally appropriate, high-quality, team-based care, with an emphasis on primary care for rural and underserved communities.

## Section 2

### Objective and Goals

The primary responsibility of the contractor will be to facilitate the development of a website for the Southern West Virginia Area Health Education Center (SWVAHEC). The scope of this project is to design and develop the Southern WVAHEC website. A firm that can implement the development, design, and production is required. The site must include technological capabilities that allow in-house staff to easily and cost effectively update content and modify site design after the initial launch.

#### 2.1 Project Objectives and Goals

Southern WVAHEC wishes to partner with an organization that understands our industry and has expertise to take us in the ideal direction. Our preferred partner will identify options, make recommendations and provide explanations that will allow us to make informed decisions that result in positive outcomes for the organizations, stakeholders, and audiences of Southern WVAHEC.

The primary objectives and goals of the website development are as follows:

- 2.1.1 An Effective Website-** We are seeking to develop a website so it is interactive, inviting and engaging. In addition, the website should allow audiences to complete their tasks quickly and easily using any smart device.
- 2.1.2 Purpose of the New Website- The new website should:**
  - 2.1.2.1 Serve the needs of all users by allowing them to easily find what they are seeking and share information.
  - 2.1.2.2 Provide a pleasant experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.
  - 2.1.2.3 Focus on making content that is useful, interactive, and engaging.
  - 2.1.2.4 Build a foundation that can adapt and evolve as our audience needs change over time.
- 2.1.3 Research-Based Design-** We want a site that meets the unique needs of our community. Our vendor should propose and execute a proven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.
- 2.1.4 Content Strategy-** We are looking for a partner who has a strategy for migrating, developing and updating content, and will contribute to the training of staff to maintain the website. We would also like images to be easily altered to keep the website up to date.
- 2.1.5 Responsible and Customizable Mobile View-** Viewers of our site will utilize a wide variety of devices, including computers, tablets and mobile smart phones. It is vital that the website can be access through those devices.
- 2.1.6 Accessible Site-** The website must be ADA compliant to current recognized standards and our chosen firm must be able to train our users to maintain ADA compliance.
- 2.1.7 Simplify and Streamline Administration:**



**2.1.7.1** Allow staff of all skill levels to update the website.

**2.1.7.2** Easy maintenance for our administrators and content creators.

## **2.2 Target Audiences**

### **Audiences served by the website will include:**

**2.2.1** Community partners and potential community partners

**2.2.2** Non-profit and for-profit organizations

**2.2.3** Health care providers and other health care professionals

**2.2.4** Medical students

**2.2.5** Local school districts and students

## Section 3

### Scope of Work

#### 3.1 Company Experience and Development Criteria

Assessment of company experience developing related websites, extent of experience, references, years of experience and expertise of staff will be a factor.

Additional development criteria include:

- 3.1.1 Collaborative Effort-** The website will be developed through the cooperation of Southern WVAHEC and the company.
- 3.1.2 Skilled Team-** The company will supply a team of user experience, design and development professionals to supplement the development process.
- 3.1.3 Proven Development Process-** The company should have a proven development process and flexible timeline structure that favors the availability and time commitment of Southern WV AHEC.
- 3.1.4 Proven Content Management System-** The proposed content management software must be a proven platform for website development.

#### 3.2 Design Process

The design of the website should be welcoming and attractive, while meeting the needs of our audiences. The final version of the design should be a collaborative effort between Southern WV AHEC and the company.

Specifically, the design guidelines should also include:

- 3.2.1 Accessibility Review-** Website design and associated elements should comply with best practice and current ADA standards.
- 3.2.2 Consistent Website Design-** Website design must remain functionally consistent throughout all pages to maximize usability.
- 3.2.3 Design Overview-** Website design must be visually appealing.
- 3.2.4 Easy Updating-** Design elements should include background images, photographs, logos and buttons that are easily updated by our staff at any time and without incurring any additional implementation.
- 3.2.5 Website Design and Content Ownership-**Ownership of the website design and all content should be transferred to Southern WV AHEC upon completion of the project.

#### 3.3 Content Preparation, Website Development, and Go-Live



The vendor should define their process for preparing content, development of the actual website and preparing for the go-live date. It should be clear what will occur in each phase and identify both firm and client deliverables.

### **3.4 Preferable Core Features**

- 3.4.1** Information About SWVAHEC: About Us, Mission, History, Our Staff (including contact information), and AHEC News.
- 3.4.2** Users able to search results by date, content, title, or relevance.
- 3.4.3** Health Profession Careers: Describing what we do and images.
- 3.4.4** Interprofessional Training: describing what we do and images.
- 3.4.5** Continuing Medical Education: Describing what we do, related links, and images.
- 3.4.6** Resources
- 3.4.7** WV AHEC Locations: Map of AHEC Centers in West Virginia
- 3.4.8** Online Training Modules

## Section 4

### Proposal Requirements and Submittal

#### 4.1 Evaluation of Submitted Proposals

Southern WV AHEC intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. Proposals must conform to all requirements stated below, and elsewhere in this RFP. Disregarding these requirements may result in disqualification of the proposal.

Before submitting a proposal, each firm shall familiarize itself with the entire RFP. All proposal materials and proposal modifications must be submitted by email. The subject of the email submission should clearly state "Southern WV AHEC: Website Development Proposal". It is the responsibility of the firm to ensure that proposals are received by the due date and time stated on page 1 of this RFP. Upon receiving the proposal, each company will receive a confirmation email that the document(s) have been received.

#### 4.2 Proposal Guidelines

The proposal should include one (1) full proposal with the following information: (Additional information is also acceptable)

- 4.2.1** Contact information for the applicant including email, mailing address and phone numbers.
- 4.2.2** A brief snapshot to showcase your related experience and qualifications and those of you and your team, if applicable.
  - 4.2.2..1** Links of other websites that your company have created
- 4.2.3** Services and Support Costs:
  - 4.2.3..1** Meeting with Team
  - 4.2.3..2** Web Development
  - 4.2.3..3** Training Services
  - 4.2.3..4** Software Support and Maintenance
  - 4.2.3..5** Hourly billing rates for each job classification that will or could be utilized during the project and/or post "go-live".
  - 4.2.3..6** Other Services and Costs (Specify)
- 4.2.4** Ongoing Costs:
  - 4.2.4..1** Annual Hosting or Subscription Fee
  - 4.2.4..2** Hourly Rates for custom development
  - 4.2.4..3** Other ingoing costs (Specify)
- 4.2.5** Other Services:
  - 4.2.5..1** In-Kind Contributions for website modifications, activation, etc. are accepted.





**4.2.6** References from other organizations you have worked with in the past including contact information.

## **Section 5 Selection and Contract Award**

### **5.1 Selection Process**

Proposal shall be evaluated based on the requirements set forth in the RFP. Selection of the consultant(s) will be at the discretion of Southern WV AHEC and will be based on the proposal that Southern WV AHEC deems to be the most responsive and responsible and services the best interest of our organization.

Proposals will be reviewed by a selection committee and will be evaluated based on the following criteria

### **5.2 Evaluation Criteria (100 points total)**

20 Points	Visually appealing design sample(s)
20 points	Qualifications of the consultant(s)
20 points	Successful track record of the consultant in working with diverse community partners
20 points	Experience in developing websites for various entities
20 points	Competitiveness of the proposed cost of services

### **5.3 Award Notice**

The notice of award will be made to the consultant who best meets the needs of Southern WV AHEC based on the evaluation criteria. Each vendor who submits a proposal will be notified of the selection results.