Request for Proposals
civhc.org Redesign

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Objective

The Center for Improving Value in Health Care (CIVHC) seeks a partner to redesign and upgrade its website. Our aim is to create a platform that prioritizes authentic, compelling content tailored to our specific audiences. The goal is to foster genuine storytelling, meaningful brand experiences, and active community engagement, ensuring long-term value and sustainability.

Company Overview

CIVHC is an independent non-profit organization that equips partners and communities in Colorado and across the nation with the resources, services, and unbiased data needed to improve health and health care. As the designated administrator of Colorado's All Payer Claims Database (CO APCD), CIVHC oversees the collection of health care claims from Colorado's public and private health care insurers and uses that information, in combination with other data sources, to promote price transparency, inform policy, advance health equity, conduct research, evaluate programs and initiatives and much more. Our values include service, stewardship, integrity, and equity, and we aim to be a trusted, credible resource and partner.

CO APCD

The CO APCD is a state-legislated, secure health care claims database compliant with federal privacy and antitrust laws, representing the vast majority of insured lives in Colorado. CIVHC releases CO APCD data publicly and non-publicly to improve care for Coloradans and inform data-driven decisions. We are a national leader in claims data and analytics, frequently consulted by other states.

Current Website

- **URL:** www.civhc.org

- **Launch:** September 2017

- **Platform:** WordPress

- **Host:** WP Engine

New Website Objectives

- **Establish civhc.org as the single source of truth** regarding CIVHC and the CO APCD for all partners and clients.

- **House a multitude of resources** including complex interactive Tableau reports, webinars, blogs, press releases, and an extensive library of documents in an easy-to-use, easy-to-navigate user experience.

- **Serve as a communication tool** to educate and support communities with information about partners, CIVHC, our services, and the CO APCD.

- **Generate leads and revenue** for our products and services.

- **Ensure long-term value and sustainability** by focusing on high-quality, meaningful content that truly engages and serves our audience.

- **Create a platform and website infrastructure** that will serve CIVHC and its partners now and well into the future considering expanded use of the website and data resources by consumers and partners.

Current Pain Points

1. **User Experience:** Serving diverse audiences with distinct content needs can lead to a disorganized experience. CIVHC is, by design, an organization that serves a wide array of audiences from the general consumer shopping for health care services to the experience health data researcher. Each of these audiences have very specific content and resource needs. Due to the spectrum of information that is available on civhc.org and the variety of potential users, there is little possibility of determining a single user journey through the site.

2. **Volume of Information:** Navigating the vast amount of information on the site is challenging. There is a staggering amount of information on civhc.org. It ranges from complex data analyses and interactive reports to lead generation and marketing collateral to educational blogs and webinars. Committees and workgroups hosted by CIVHC also have dedicated pages for meeting information and materials, and we also provide a variety of resources to payers who submit to the CO APCD and end users of the data.

Desired Approach

We are looking for a platform that:

- **Prioritizes Ease of Use:** Houses easy to find content with specific, well-defined goals.

- **Values Audience as Partners:** Creates a welcoming environment for engaged consumers.

- **Focuses on Long-Term Value:** Supports ongoing, high-quality content production and user engagement.

Potential Key Features

- **Content Management System (CMS):** Supports diverse content types and easy updates.

- **Storytelling Tools:** Features for rich storytelling based in both narrative and analytic forms.

- **Audience Insights:** Analytics tools for deep insights into audience behavior.

- **Community Features:** Tools for forums, member portals, and social media integration.

- **SEO and Accessibility:** Optimized for search engines and accessible to all users.

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Project Scope and Functionality Requirements

Design and build a fully functioning website that reflects a shared understanding of the website's intended uses, functionality, and audience as well as leverages vendor's own subject matter expertise. As part of this requirement, vendor shall deliver website architecture design documents such as concept drawings, mockups, and wireframes to CIVHC, as well as any tools and environment information required to ensure ongoing maintenance of the site.

Design and User Experience

At a minimum, the design and user experience of the website shall meet the following requirements:

- CIVHC employees shall have editorial control over the website layout, images, video, and text and ability to make updates or perform maintenance as necessary once complete.

- Adherence to at least level AA of the Web Content Accessibility Guidelines (WCAG) 2.2 guidelines.

- Easily maintained theme with light custom CSS.

- Support for dynamic interactivity.

- Integration with third-party products.

- Mobile optimization.

- Compliance with all accessibility, privacy, and security laws. In the event that privacy policy documentation must be included on the site, the vendor will ensure it adheres to the aforementioned regulations.

Written and Graphic Content

In collaboration with CIVHC content writers and graphic designer, vendor shall generate written and graphic content including but not limited to:

- Written content throughout the site at most a 12th-grade reading level.

- Alternate text for all images.

- Icons, images, and design elements to enhance user experience.

Opportunities for Additional Collaboration

Potential development of applications or tools to integrate with the site, such as calculators, sample data set generators, and a cross-referencing knowledgebase/glossary.

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Timeline

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• RFP Released: September 13, 2024
• Questions Due: September 27, 2024
• Answers to Questions: October 4, 2024
• Proposals Submitted: October 18, 2024
• Finalist Agencies Selected & Contacted By: November 8, 2024
• Chosen Agency Selected & Contacted By: December 13, 2024
• New Website Launch Target Date: May 2025

Contact Information

Send proposal and any questions on the RFP to the following individuals with "civhc.org RFP" in the subject line.

- Spencer Fortier, Digital Marketing Coordinator, sfortier@civhc.org

- Cari Frank, VP of Marketing and Communication, cfrank@civhc.org

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company

- Overview of how you will meet our objectives

- Scope of your work

- Outline of your website design & development strategy

- Proposed website timeline from kickoff to launch

- Details about your team

- Recent design & development examples

- Key differentiators about your company

- Pricing with optional elements line-itemed and hourly rate

- Terms & conditions

Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of Our Vision

- Technical Expertise

- Creative Approach

- Previous Experience

- Support and Maintenance

We look forward to your proposal!