



Center for Improving Value in Health Care

Brand & Website Redesign Request for Proposal (RFP)

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Introduction

The Center for Improving Value in Health Care (CIVHC) is an independent, non-profit organization committed to equipping 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 to promote price transparency, inform policy, advance health equity, conduct research, and more.

Objectives & Purpose of the RFP

CIVHC is seeking a strategic partner to lead a brand refresh and implement a redesigned website to reflect our growing role as a trusted, data-driven partner in health care transformation. Our current website no longer meets the needs of our organization or our partners. The user interface is outdated, navigation is confusing, and content is difficult to find, especially for new visitors who are unfamiliar with our offerings. As a result, users often disengage unless they already know exactly where to go.

This website redesign is a critical step in advancing CIVHC's strategic priorities. The new site must position us as a modern, trusted leader in health care data and transformation, capable of serving a diverse range of stakeholders. It should be a dynamic, innovative platform that clearly communicates our value and tells CIVHC's story in a way that engages current clients, future audiences and the public.

As a data-focused organization with deep expertise in complex claims and health care analytics, CIVHC seeks to evolve our brand, visual identity, and website to reflect this sophistication and better position the organization as a credible, trusted partner in the health data marketplace.

CIVHC views this project much more broadly than a simple website redesign: it is an opportunity for us to reimagine how we tell our story, serve our partners, and support CIVHC's mission in a rapidly changing health care environment.

Key objectives of this project include:

- **Improve User Experience and Navigation**

Creating a streamlined, intuitive, and accessible site structure that allows users to easily find relevant information, explore our offerings, and engage with our content. The redesigned website must present our complex work in a clear, compelling way that resonates with diverse audiences and supports key calls to action, such as service inquiries, data requests, and thought leadership engagement.

- **Brand Audit and Redesign**

As a core component of this engagement, CIVHC is requesting a comprehensive brand audit and the potential for a full brand redesign. A modern, responsive, and accessible brand expression is critical to elevating CIVHC's visibility among new and emerging audiences. The updated brand should reflect CIVHC's deep expertise in health care claims data and analytics, while supporting our broader mission and positioning us as a trusted, innovative leader in health care transformation.

- **Support Business Growth and Retention**

Ensuring the site clearly communicates our values, reinforces trust with existing clients, and helps cultivate relationships with new partners and audiences. The structure must support CIVHC's ability to expand service lines and product offerings.

- **Build a Scalable, Maintainable Platform**

Delivering a site that is easy for CIVHC's internal team to update and expand, with flexibility to evolve alongside our strategy, services, and audiences. The website must perform well across devices and platforms, and must be optimized for usability, performance, and search to ensure the success of our website.

CIVHC will retain full ownership of all intellectual property developed through this engagement, including but not limited to designs, images, branding assets, written content, code, and any other project deliverables.

Project Requirements

CIVHC seeks a full-service vendor that can deliver a comprehensive suite of services to support the planning, design, and implementation of a new website that fully reflects our evolving brand, messaging, and organizational goals. This includes not only technical expertise in building a modern, high-performing site, but also strategic guidance on brand development, content, user experience, and digital storytelling. The selected vendor is expected to take a collaborative, user-centered approach that results in a website capable of engaging diverse audiences, supporting business development, and advancing CIVHC's position as a trusted leader in health care data and transformation.

Brand Review & Validation

CIVHC is seeking a partner with deep expertise in brand strategy and development to lead a comprehensive audit of our current brand and its alignment with our mission, values, and evolving role in the health care data landscape. While CIVHC has an established brand identity, we are open to a bold reimagining of how our organization is positioned visually and verbally, and we encourage creative, research-driven approaches that challenge the status quo.

The selected vendor will guide a collaborative process to assess the clarity, resonance, and effectiveness of our current brand expression and make strategic recommendations to strengthen our positioning, differentiate us in the marketplace, and align our identity with our data-driven impact and sophistication.

We are particularly interested in elevating CIVHC's visibility among new and emerging audiences, including health care innovators, funders, researchers, and national partners, while maintaining trust and clarity for our longstanding stakeholders.

This phase should include:

- A discovery process that reviews all current brand assets, messaging, and audience perceptions.
- Stakeholder engagement, including interviews and/or focus groups with staff, board members, partners, and clients to uncover brand strengths, gaps, and opportunities.
- Peer/competitor brand and website landscape analysis.
- A brand clarity and relevance assessment to evaluate how well CIVHC's current identity supports our strategic growth.
- Strategic recommendations for the brand's positioning, tone, messaging, and visual expression.
- The development of new or refined brand personas to help guide audience-specific storytelling.

Deliverables may include a brand audit summary, stakeholder feedback findings, a revised or new brand framework (e.g., brand story, messaging pillars, tone of voice), a refreshed visual toolkit (e.g., logo refinements, updated color palette, typography), and clear guidance for integrating the revised brand across CIVHC's website and broader communications. We require an updated style guide covering typography, color palette, iconography, and interface elements as a final deliverable for this phase.

Website Design

CIVHC seeks a partner with strong design expertise to deliver a modern, flexible, and accessible website that reflects our evolving brand and supports a diverse array of audiences. The selected vendor will lead a collaborative design process in close partnership with CIVHC's internal team and stakeholders. While we welcome vendors with preferred CMS platforms, the design should be flexible and CMS-agnostic, allowing for adaptability and future scalability. Final visual assets and front-end code will be owned by CIVHC upon project completion.

The vendor's design approach should reflect CIVHC's data-driven and mission-based identity, include a clear hierarchy of content and tasks, organized around user personas and needs, and provide a contemporary, inclusive aesthetic that balances credibility, innovation, and clarity.

The design process must include:

- A minimum of three distinct homepage or design concepts
- Up to five rounds of iteration, incorporating CIVHC's feedback
- Integration with insights gathered through user research and brand audit activities

Deliverables should include but are not limited to design mockups for 10–12 unique page layouts across desktop, tablet, and mobile; user experience workflows and wireframes based on defined personas and common user tasks; and a modular or component-based design system that allows flexible page creation and expansion.

User Experience & Navigation

Improving user experience and navigation is a central goal of this website redesign. As noted earlier, the current CIVHC website suffers from poor organization and unintuitive navigation, which often leads users to abandon their search for information. The selected vendor is expected to deliver a more streamlined, accessible, and user-centered experience that effectively serves a diverse array of audiences, including long-standing partners, data users, policymakers, researchers, and potential collaborators, by meeting the following requirements:

- Develop a new site architecture and sitemap that clearly organizes all content, ensuring each page has a logical and intentional place.
- Simplify the navigation structure: for example, by limiting drop downs in top-level menus and reducing unnecessary layers.
- Enable persona-based navigation, allowing users to self-identify and easily access content tailored to their roles, needs, or interests.
- Identify and consolidate redundant or overlapping pages to reduce clutter and enhance clarity.
- Ensure the overall experience is intuitive, inclusive, and compliant with accessibility best practices.

Deliverables will include a finalized sitemap with defined page hierarchy, wireframes for key pages and templates, and findings from usability research activities such as card sorting, tree testing, or moderated user sessions.

Content Strategy & Management

The selected vendor will ensure that all content on the new website is clear, concise, and aligned with CIVHC's goals and audiences. The current CIVHC website contains over 10 years of information, much of which is evergreen and/or still relevant, including resources, reports, blog posts, and static content. The selected vendor will make recommendations about what existing content should be migrated to the new site and what should be archived or rewritten.

Additionally, the selected vendor will have demonstrated experience leveraging artificial intelligence (AI) optimization to personalize content delivery (by persona) and search results- leveraging auto-suggest, semantic understanding, natural language queries. The selected vendor will also provide recommendations related to improved search engine optimization (SEO) and CIVHC's rankings and appearance in Google and other browser searches.

CIVHC will provide our current brand assets including logo, color palette, typography, and related visual guidelines as inputs into the brand audit.

Important deliverables related to content strategy include:

- Conduct a content audit to assess existing materials and provide strategic recommendations on what content should be retained, revised, removed, or newly created.
- Recommend a scalable content architecture and a flexible strategy to support easy content updates.
- Work closely with CIVHC staff to define content priorities, structure messaging for key pages, and ensure content optimization for usability, accessibility, SEO, and tone appropriate to each audience.

Technical Development

The selected vendor will be responsible for recommending and implementing a modern, secure, and scalable technical foundation for the new CIVHC website. CIVHC is looking for the selected vendor to make a recommendation regarding a technical platform for the new website, one that is easy for existing staff to update and maintain. We are looking for a platform that is scalable and that will grow and expand as the organization identifies new products, services, and partner alliances.

Specific expectations include:

- **Content Management System:** Recommend and implement a scalable CMS platform that is intuitive for non-technical users, supports flexible page creation and customization, and can accommodate future growth.
- **Security:** Follow web security best practices, including full HTTPS implementation, data protection, and safeguards against common vulnerabilities such as cross-site scripting (XSS), cross-site request forgery (CSRF), and SQL injection.
- **Performance Optimization:** Describe and implement strategies to optimize performance, including caching, compliance with Core Web Vitals, image optimization, and the efficient use of third-party scripts or plugins.

- **Hosting & Infrastructure:** Evaluate and advise on appropriate hosting options (e.g., WP Engine or alternatives), including recommendations for content delivery network (CDN) use and server-side performance optimization.
- **Integrations & Advanced Features:** Integrate advanced functionality such as robust search, content tagging systems, and Google Analytics 4 (GA4) for user behavior tracking. We are also seeking Salesforce CRM integration, including support for transitioning our current license, if needed. Vendors should also price and propose an approach for implementing an optional AI-powered chatbot and are encouraged to suggest additional AI or machine learning features that may benefit CIVHC and its users.
- **Documentation & Training:** Provide documentation for CMS workflows, custom components, and integrations. Offer training to CIVHC staff on updating and maintaining the new site.

Testing, Quality Assurance & Launch Support

The selected vendor will lead a thorough quality assurance and testing process to ensure the new CIVHC website functions reliably across platforms, meets technical and accessibility standards, and is prepared for a smooth and secure launch. Testing and QA should cover both pre-launch and post-launch phases, with specific attention to the following:

- **Accessibility Testing:** Verify compliance with WCAG 2.1 AA standards using automated and manual testing methods (e.g., screen readers, keyboard navigation).
- **Performance Testing:** Ensure the site performs well under expected loads, loads quickly across all device types, and meets Core Web Vitals benchmarks.
- **Cross-Browser and Cross-Device Testing:** Conduct thorough QA across modern browsers (Chrome, Firefox, Safari, Edge) and common devices (desktop, tablet, mobile) to ensure consistent layout, functionality, and responsiveness.
- **Content & Link Validation:** Validate all migrated content for accuracy, formatting, and functionality. Identify and resolve broken links, missing media, and metadata issues.
- **Form and Feature Testing:** Test all forms, search features, navigation flows, CRM integrations, and interactive components to confirm they function as expected.
- **Analytics & Tagging Setup:** Ensure proper configuration of **Google Analytics 4 (GA4)**, Google Tag Manager (GTM), and any custom event tracking to enable post-launch performance monitoring.
- **SEO Validation:** Check that page titles, metadata, heading structure, alt text, redirects, and sitemap.xml are properly implemented and SEO-ready.
- **Launch Planning & DNS Migration:** Coordinate and manage launch activities, including DNS updates, go-live scheduling, and rollback/contingency planning in the event of launch issues.
- **Post-Launch Support:** Provide a 30-to-90-day stabilization period to monitor performance, resolve issues, and make minor refinements as needed based on real user feedback.

Advanced Features & Integrations

There are several advanced features that CIVHC requires, and some that we would like to explore with the selected vendor, including:

- Robust search functionality, which enables users to quickly locate relevant content across all site sections. The search tool should support filtering by content type, date, tags, and categories, and deliver accurate, intuitive results with features like auto-suggest, typo tolerance, and highlighting of matched terms.
- Use of categories, tags, and structured taxonomies to support robust search, user engagement and tailored information by persona type.
- Optional features such as AI-powered chatbot and AI/ML-based recommendations should be clearly scoped, with proposed use cases, benefits, and pricing. CIVHC is looking for recommendations, including pricing, about how an AI-powered chatbot could add value to CIVHC's site by better and more effectively engaging site visitors.

Accessibility & Responsiveness

The redesigned website must be fully accessible and inclusive, providing an equitable experience for all users, including those with visual, auditory, cognitive, and motor impairments.

At a minimum, the vendor must:

- Design for mobile-friendly responsiveness across a wide range of devices and screen sizes.
- Comply with WCAG 2.1 AA standards, including:
 - Support for screen readers and assistive technologies
 - Logical heading structure and semantic HTML
 - Keyboard-only navigation with visible focus indicators
 - Sufficient color contrast between text and background using an accessible color palette
 - Accessible forms with labels, error messages, and validation cues

Testing & Validation

- Use a combination of automated tools (e.g., Axe, WAVE, Lighthouse) and manual testing to validate accessibility.
- Test with real users or accessibility experts, if feasible.
- Provide CIVHC with a summary accessibility audit report and a remediation plan for any issues identified prior to launch.

Sustainability & Governance

- Ensure that the CMS supports accessible content creation, including accessible components (e.g., headings, tables, media embeds).
- Provide guidance on how to maintain compliance as standards evolve or new content is added.

Post-Launch Support (Optional)

In addition to the core website redesign and development work, CIVHC is interested in understanding each vendor's approach to post-launch support and maintenance. Proposals should include a recommended support model that outlines available services, response times, engagement options, and associated costs.

At a minimum, vendors should address the following support areas:

- **Ongoing Maintenance & Technical Updates:**
Regular CMS and plugin updates, bug fixes, and security patches to ensure continued performance, stability, and compliance with best practices.
- **Performance Monitoring:**
Monitoring of site speed, uptime, broken links, and technical issues, with defined response protocols and reporting processes.
- **Accessibility Audits:**
Periodic accessibility reviews to maintain conformance with WCAG 2.1 AA standards and respond to evolving accessibility requirements.
- **Iterative Enhancements & Optimization:**
Support for making data-informed improvements over time, including adjustments to navigation, templates, or content layout based on analytics, user testing, or stakeholder feedback.
- **Content Support & CMS Training (Optional):**
Assistance with complex content updates, CMS customization, or onboarding new team members responsible for managing the site.
- **Analytics Reporting (Optional):**
Periodic reporting or dashboard setup to track site usage, engagement patterns, and conversion performance, with recommendations for ongoing improvements.
- **Emergency Support (Optional):**
Clarify availability and protocols for critical issues such as outages or urgent bugs.

CIVHC is open to fixed-price retainers, hourly support models, or hybrid arrangements for this optional support. Proposals should clearly identify what services are included in base support, which are optional or add-on, and how costs will be structured. We welcome flexible models that can adapt to our evolving needs and internal capacity.

Proposal Requirements

The selected vendor will serve as the lead partner in the planning, design, development, and launch of CIVHC's new website. While detailed functional requirements are outlined in the sections above, the full proposal is expected to include all of the following elements.

Responding organizations should address each of these sections in detail in their proposal response. Vendors should clearly identify which features are required in their base proposal and which are proposed as optional enhancements, including associated costs and benefits.

Responses should not exceed 25 pages, not including team resumes. Links to reference sites and materials are acceptable.

1. Company Overview & Qualifications

Respondents should provide an overview of their company, including relevant qualifications, years in operation, team structure, and areas of specialization. Proposals should highlight past experience with similar website redesigns—particularly for mission-driven, data-focused, or nonprofit organizations—and include examples of completed projects that demonstrate expertise in UX, accessibility, CMS implementation, and strategic digital communications.

2. Scope of Work

Respondents should provide a detailed approach and narrative that addresses the following specific sections, referencing the requirements above for additional details.

A. Brand Review & Feedback – Strategy Development

- Lead or support stakeholder interviews, focus groups, and audience research.
- Conduct a brand audit.
- Conduct competitive and peer site analysis.
- Provide strategic recommendations for UX, content, and branding.

B. Information Architecture & UX Design

- Propose a new site structure and navigation aligned with user needs.
- Develop wireframes and prototypes for key page types.
- Incorporate persona-based pathways and accessibility best practices.

C. Visual Design & Branding

- Develop a narrative describing the vendor's approach to brand redesign
- Include a project plan delineating overall timeframe and approach to brand audit and recommendations
- Create a responsive, modern design system consistent across all templates.
- Provide recommendations for integrating the redesigned brand into all other CIVHC communications

- Ensure WCAG accessibility compliance and mobile optimization.

D. Content Strategy & Development

- Conduct a content audit and make recommendations for retention, rewriting, or creation.
- Collaborate with CIVHC on messaging, frameworks, and tone.
- Support or lead drafting, editing, and content migration as scoped.

E. Technical Development

- Build the site using a scalable, secure CMS.
- Ensure integration with CIVHC's existing tools (e.g., analytics, CRM, forms)
- Set up redirects, metadata, and basic SEO infrastructure.

F. Testing & Launch

- Conduct thorough QA across devices, browsers, and use cases.
- Support content population and internal reviews.
- Provide training for CIVHC staff and documentation for ongoing maintenance.

G. Post-Launch Support

- Offer a 30-to-90-day warranty period for bug fixes and enhancements.
- Propose options for ongoing maintenance and support, if applicable.
- Provide training to support website maintenance and general administrative use.

H. Work Plan and Timeline

- Develop a detailed project work plan, timeline, and communication strategy.
- Identify the key project team and provide resumes/credentials related to their qualifications for the role they would play on the project.
- Participate in regular check-ins with CIVHC's core team and stakeholders.
- Manage subcontractors or specialists, if applicable.

3. Budget and Cost Estimates

Respondents should provide a detailed, itemized budget that breaks out pricing by each major scope of work area (e.g., discovery, UX/design, development, content strategy, testing, training, launch, and support). Optional services, such as ongoing support, maintenance, and AI enhancements, should be clearly separated and priced individually. Proposals should indicate whether costs are fixed or estimated, include assumptions where relevant, and specify billing structures (e.g., fixed fee, hourly rate, retainer) for both project and support services.

4. References

Respondents should provide at least two to three references from clients for whom they have completed similar website redesign projects. References should include the client's name, organization, project scope, contact information, and a brief description of the work performed. CIVHC may contact these references to assess the vendor's performance, collaboration style, and ability to deliver on time and within budget.

Selection Criteria

Proposals will be evaluated based on the following criteria:

1. Relevant Experience & Portfolio (20%)

Demonstrated experience designing and developing modern, accessible websites for mission-driven organizations, nonprofits, or data-focused entities. Proposals should include relevant case studies or examples that reflect strong UX, strategic design, and CMS implementation.

2. Understanding of CIVHC's Mission & Goals (10%)

Evidence that the vendor understands CIVHC's role, audiences, and strategic objectives. Proposals should demonstrate alignment with our mission and show thoughtful consideration of how the redesigned website can advance our impact and engagement.

3. Technical Approach (15%)

Clear, practical explanation of the proposed technical solution, including CMS recommendation, accessibility strategy, performance optimization, SEO, security, and integrations (e.g., Salesforce, analytics). Preference will be given to approaches that are scalable, sustainable, and easy for CIVHC staff to maintain.

4. Brand Design & User Experience (15%)

Strength of the proposed approach to CIVHC's brand redesign as well as the website UX and visual design, including persona-based navigation, content strategy, and mobile responsiveness. Examples or mockups (if provided) will be assessed for clarity, inclusiveness, and creativity.

5. Project Plan & Timeline (10%)

Realistic and well-structured timeline that aligns with CIVHC's internal capacity and goals. Proposals should outline major milestones, deliverables, review cycles, and risk mitigation strategies.

6. Communication & Collaboration (10%)

Approach to client communication, project management, and cross-functional collaboration. Preference will be given to teams that demonstrate responsiveness, transparency, and comfort working with a nonprofit/public-facing team.

7. Cost & Value (15%)

Total project cost, broken down by phase or deliverable, with clarity on what is included. Proposals should demonstrate a strong value relative to cost, with optional pricing for recommended add-ons (e.g., AI features, extended support).

8. References (5%)

Positive feedback from past clients, especially in similar sectors or with similar project scope. References should confirm project quality, timeline adherence, collaboration, and post-launch support.

Planned Timeline

The following dates outline the anticipated timeline for the RFP process through vendor selection and contracting. CIVHC expects the full project, including brand audit, website redesign, and launch, to take approximately one year from kickoff. However, we invite respondents to propose a detailed project timeline based on their recommended approach, methodology, and experience with projects of similar scope and complexity.

RFP Issued	August 11, 2025
Deadline for Vendor Questions	August 22, 2025
CIVHC Response to Questions	September 5, 2025
Proposal Submission Deadline	September 24, 2025
Vendor Interviews (via Zoom)	September 30 – October 1, 2025
Vendor Selection & Notification	October 8, 2025
Contract Finalization	October 18, 2025

Submission Instructions

Proposal Submission

Proposals must be submitted in PDF format to:

Contact Name: Ryan Smith

Email: rsmith@civhc.org

Subject Line: CIVHC Website Redesign Proposal – [Your Company Name]

Deadline: 5:00 PM MT on September 17, 2025

Questions & Clarifications

Submit questions by August 22, 2025. CIVHC will respond by September 5, 2025.