UNIVERSITY MEDICAL CENTER OF SOUTHERN NEVADA
Websites Design Services
RFP No. 2016-19

Wednesday, December 27, 2016

ADDENDUM No. 2

RFP QUESTIONS (Q) AND ANSWERS (A)

Q1. Is there a target launch date to be aware of after the contract is awarded?
   A1. No, a specific date has not been set at this time. This date will be coordinated with the awarded vendor.

Q2. Is there a target go live date to be aware of after the contract is awarded?
   A2. No, a specific date has not been set at this time. This date will be coordinated with the awarded vendor.

Q3. Will there be an opportunity to provide a revised scope of work for the website build-out once the design scope is complete?
   A3. The scope of work for the “build-out” is not included in this RFP. The information obtained from this RFP 2016-19 will be the base documentation used for the scope of work for the second phase/RFP(number to be determined).

Q4. Will there be an opportunity to provide a revised scope of work once proponents (assuming proponents are OWNER staffers) have proposed physical website solutions?
   A4. The scope of work for the “physical website solutions” is not included in this RFP. The information obtained from this RFP 2016-19 will be the base documentation used for the scope of work for the second phase/RFP(number to be determined).

Q5. Besides the UNR example, are there any other websites (competitor or non-competitor) that you like that we can reference?
   A5. We are looking for creative designs appropriate for a healthcare provider. (answer provided by IT)
   A5. Gradyhealth.org – like the concept with the patient stories right up front, though needs more color in the design OR hopkinsmedicine.org – though would want patient video on the home page, not the president. (answer provided by Marketing)

Q6. Are you open to a re-evaluation/recommendation for the sites’ information architecture or do we need to follow the current menu and information architecture structure?
   A6. We will “consider” recommendations for current information architecture but should not be the basis for proposed designs.

Q7. Will we be repurposing the existing website contents or will new content be developed?
   A7. Content will predominately be repurposed. New content will be developed to refresh existing material, and unused or outdated content will be removed.
Q8. Are there existing assets, such as images that we can use or will stock photography be required?
A8. All photos will be shot by in-house photographer.

Q9. Do the videos mentioned already exist or is there an additional budget to create those?
A9. There are videos that already exist and any new videos will be filmed/edited/managed by our Marketing Department.

Q10. Will the UMCSN.com and CHNV.org websites simply link out to the patient portal, EHR, etc. or will those portals require additional design skins?
A10. EHR and Patient Portal (MyChart) will be links on the pages and will not require additional design.

Q11. Will all third party platforms listed in the scope of services section remain the same or will new systems be considered?
A11. New systems may be “considered” but not assumed to be part of design.

Q12. Which existing data feeds require compatibility?
A12. Any existing data feeds should not change. Current data feeds for doctor search, events, news, press releases are SQL based. We do not have any third party data feeds.

Q13. How many languages will the site need to support? What languages will the site need to support? Are there any additional requirements for how the translation feature should work?
A13. Two languages. Both external facing sites will need to support both English and Spanish. There are no additional requirements we are aware of at this time, but please provide any options we might want to consider.

Q14. Can you provide more detail into the current wait time system functionality?
A14. The current wait time system functionality will be driven by the EHR / ER system. The goal is to display the ER wait times for UMCSN.com and CHNV.org.

Q15. Can you provide more detail on the social media connections envisioned or required for the website(s)?
A15. (Facebook, Instagram, Twitter and YouTube specifically) Include social media widgets and links on home page and other applicable pages within the external websites.

Q16. Will ongoing analytics reporting be needed or will we be transitioning reporting to an internal marketing team?
A16. The expectation is to transition the analytics to internal Marketing staff.

Q17. Does the email service program that needs to be integrated already exist? If so, please provide current program. If not, please provide additional detail on what is required for email blast functionality.
A17. Emails are currently being sent from SQL Send Mail for UMCSN.com and CHNV.org Education and Events registrations, Patient Postcards, Senior Celebrations newsletters. There are no additional email blast programs used at this time.

Q18. Is the “advanced search engine recommendation” in reference to search engine optimization or an on-site content search feature?

Q19. Which logos are being considered for future changes by the marketing team? Umbrella brands? Or the main UMCSN?
A19. Logos are already in place for UMCSN, CHNV and Trauma, all of which will remain the same.

Q20. What platform (or CMS) is the intranet currently using? Would it be possible for us to arrange for a technical review (back-end) of existing systems?
A20. The awarded bidder will be given access to review the current back-end for the Intranet, however, the CMS component will be included in the scope of the second phase RFP.

Q21. Will we be leveraging an existing CMS for the websites or is there a need for the selection of a new CMS?
A21. You can suggest a specific CMS in your proposal but the CMS component will be included in the scope of the second phase RFP.

Q22. Will there be any paid media or SEM driving traffic to the website? If so, what is the expected traffic?
A22. No there will not be any paid media or SEM driving traffic to the website.

Q23. Would ongoing website maintenance be included in the 500k or can we price that separately for post launch?
A23. All costs associated to the design phase will need to be included in the proposer’s response. The 500K was assumed to be the project cost and no maintenance for the “design” was expected.

Q24. Can companies from Outside USA apply for this? (ex. India or Canada)
A24. It is UMCSN’s preference to have local healthcare respondents and at this time our scope is for companies with a USA presence.

Q25. Can we perform the tasks (related to RFP) outside USA? (ex. India or Canada)
A25. It is UMCSN’s preference to have local healthcare respondents and at this time our scope is for companies with a USA presence.

Q26. How does the content upload on the back end? Are you looking for Content Management System?
A26. Currently, IT does this and will probably continue to do so. The focus of this RFP is for design services.

Q27. The links that were demonstrated (ex. Physician portal) seem to be external. Is there a specific application that will need to be redone or updated?
A27. There shouldn't be. In the move from McKesson to EPIC there will be new links added, but they won't require application updates.

Q28. Do you currently have data analytics on your pages?
A28. We do have this information from the Intranet and a Monthly Scorecard is prepared. Firewall restrictions prevent us from getting robust analytics on the Internet.

Q29. Do you use a standard browser?
A29. Most pages use IE 9 as default, but some departments require IE10 because of the applications used. We do not want the Design set up to be based around a singular or specific browser version.

Q30. Will you ever want external login to the Intranet, using an authentication process?
A30. No, we do not want end users to have external access to the Intranet at this time.

Q31. Do you want a standard design for each website or something different for all 3?
A31. There should be a similar feel for all sights. UMCSN.com and Children's Hospital (CHNV.org) internet sites should have consistency and keeping that the same for the intranet will make it easier for end users.

Q32. Will the portal need to be accessible from mobile devices?
A32. The sites will be viewed and accessed from tablets and other non-PC, handheld devices.

Q33. How many pages exist on the Intranet?
A33. Hundreds of pages exist on the Intranet. All departments and cost centers have their own page and those pages can include external links, headers, footers, etc.

Q34. What is EPIC?
A34. Epic is the vendor who UMCSN chose to be our provider for the Electronic Health Records (EHR) system. Users entering through the patient portal will use the EHR system to look at their medical records, schedule appoints, make payments and much more.

Q35. Are you scheduling a separate RFP for the development portion of this project?
A35. Yes there will be a second RFP to address the second phase for the physical build of the sites.

Q36. Should the Intranet be designed around an existing content management system?
A36. No, we do not want the design to be created around a specific CMS. This is one of the drivers for doing this project in two phases.

Q37. Any functionality you want added to the Intranet?
A37. We are wide open and are looking for suggestions that will enhance the Intranet.

Q38. When the chosen partner is selected can they get Intranet access?
A38. Yes, the awarded vendor will have access to the Intranet.

Q39. *Is this a strategic partnership to develop best practices, establish budget, etc.?*
A39. This RFP is for design services only and does not include or mean to infer there will be additional business for a strategic partnership or additional services such as development of best practices, establishing budget, etc. It is possible by attrition such a partnership could be formed but not intentionally or by request. Please refer to the scope labeled Exhibit A.

Q40. *Would the design team pick the content management system?*
A40. We want creativity for the design and want to see all ideas, not just the ideas you think you could build with a specific CMS tool.

Q41. *Should estimated design budgets be included?*
A41. We really want to focus on the creative ideas. The awarded proposer will likely end up giving several options that would meet different budgets. Estimated budgets should be included with no more than a 10% contingency for change orders.

Q42. *The RFP notes a Patient Channel link. Will this need to be redesigned?*
A42. No, the Patient Channel is just a link.

Q43. *Part of the scope mentions an analysis of current systems. What does that involve?*
A43. Each Proposer is expected to do an analysis of our current sites from a content perspective so they can give UMCSN suggestions for a new design.

Q44. *For the Intranet are there different user groups and authentication levels?*
A44. The Intranet is accessible to all employees which have the same access level, there are three web staff who have Administrative level, Server Support staff from a hardware perspective and other users which have different levels based on their needs or application use, such as, users who access the Physician Portal. This level of detail could change based on the changes from both phases.

Q45. *Will you need internal communication support for the website rollouts?*
A45. No, we plan on handling the rollouts and announcements in house.

Q46. *Do you want email design templates and the ability to do email blasts?*
A46. No, we won’t be doing email blasts through any of our sites.

Q47. *Is there a need for social media integration?*
A47. We would like to link to our social media accounts. Marketing is open to suggestions that would make our website presence and social media presence uniform, in addition to being more visually prominent. We want to see new features like scrolling Twitter feeds, etc.

Q48. *What is the SAP Learning Management System? Will this need a redesign?*
A48. No this is just a link.

Q49. Can you go over the Children’s Hospital website??
A49. This is a public site and can be viewed from device at CHNV.org.

Q50. How similar is the content between the UMCSN and Children’s Hospital websites?
A50. They are both UMCSN hospital’s sites, so there will be a lot of overlap. They have two different patient populations and the Children’s site will need a “warm and fuzzy” feel.

Q50. Will you want the vendor to create video content?
A50. No, all video content will be provided.

Q51. What about photography?
A51. No, all photo content will be provided.

Q52. Number 14 in the Scope of Services in the RFP mentions adding portals to community sites. Are these support groups?
A52. Not specifically, but we will need the portals to link to external information.

Q53. Mobile Apps have been mentioned. Do these need to be developed?
A53. We want the re-designs to be user friendly and mobile accessible but we do not specifically need an App developed at this time.

Q54. For this RFP, we should focus on how the sites look, not the development?
A54. Yes this RFP is specifically for the look or design and should not be dependent on the development. The second phase is for development.

Q55. When do you need the total project to be completed, both the design phase and the development?
A55. This RFP is for design only. We don’t want to stifle creativity and put a timeline on that work effort. We want something practical. We expect this RFP to be awarded in a timeframe of March or April.

Q56. Is there a brand standards guideline so that we match marketing materials?
A56. We have brand standards for our logos but continuity is the key. The awarded vendor will have more in-depth conversations about guidelines with our Marketing team.

Q57. Do you work with an advertising agency currently?
A57. Yes, B&P Advertising and Marketing.

Q58. Does B&P have a guide?
A58. B&P could possibly have a guide but that information will be provided to the awarded proposer.
Q59.  Is there an incumbent that currently manages the sites who will also respond to this RFP?
A59.  No, the site is currently management in house by three web staff.

Q60.  What is the expectation of the proposers to translate the design and wireframe to the awarded vendor for the second phase for the development work?
A60.  There is no expectation at this time for the accepted proposer to have to translate design for phase 2.  If the need for this service arises later we will request those services separate from this RFP at that time.

Q61.  Will this RFP include system requirements planning for the front-end, back-end or both?
A61.  Explanations are required if it is practical and necessary, i.e. If incorporating videos into the website how would the developer need to do it?

Q62.  We understand that the second part (the website build-out) is not included in this RFP. If that is the case, can you confirm that in the questions and answers? We don't want to accidentally mislead you in the RFP response.
A62.  UMCSN has intentionally set up this project in two phases.  The first phase is for the “Design” or wireframe for both external facing sites for UMCSN.com and CHNV.org and our internal only Intranet.  The design and information obtain from RFP 2016-19 will be the base for the second phase which will also be managed by a second RFP at that time.

Q63.  As the design or wireframe phase is underway, will the Owner marketing team own the day to day project management and communication for the site design?
A63.  UMCSN Information Technology division has a Project Management Office and has already assigned this project to one of their Project Managers who will manage the day to day for this entire project, both phases.

Q64.  What is the business driver for changing the web site? Is there an economic force for the change?
A64.  The business driver is modernization and no there is no economic force for the change.

Q65.  For the Intranet site, how many pages exist to be redesigned and what features/tools to integrate (physician directory, search widget, calendar, newsroom, etc.)?
A65.  The Intranet site is over 3000+ pages and consists of HTML, ASP, and .NET pages. All the features/tools will be redesigned and migrated; Directory Search, News and Announcements, Search, WIRE, WorkSmart, Management Dashboard, et al.

Q66.  What is the Intranet framework built on (.net, oracle, etc)? Do you foresee any limitations, issues or parameters you want us to be aware of?
A66.  The Intranet is combination of HTML, CSS, ASP, .NET, and SQL.

Q67.  Will there be remote access to the Intranet once a company is selected? Through authentication device necessary (VPN remote access device)?
A67.  Remote access to the Intranet is and will be managed through VPN.
Q68. **Is there a subcontractor requirement or goal?**
A68. There is no subcontractor requirement for this initiative.

Q69. **Please confirm which Exhibits are required?**
A69. All Exhibits will be required for the proposal so that once the RFP is awarded the required documentation will already be completed. The Business License registration check will not be processed until after the contract has been fully executed with the awarded proposer.

Q70. **Is a RepTrax Base Account necessary to establish with the proposal?**
A70. Only the awarded vendor will be required to create an account for RepTrax when they are onsite for meetings and/or project work.

Q71. **Do you require utilizing Microsoft Project for project management or are you open to other tool recommendations?**
A71. We would prefer MS Project, but it is certainly not a requirement. However, if licensed software is required the cost must be included in the project cost sheet. UMCSN will not be required to make a separate purchase for the proposer’s tool sets.

Q72. **Is there a need for a design layout for email newsletters, social media or skins to match the new website design?**
A72. No for email, but we would like the social media to at least have a similar look and feel to new website.

Q73. **Design Services, has there been any discussion of UMCSN doing the design at all internally?**
A73. At this time we are looking for the proposer to suggest designs for the new Website.

Q74. **Intranet Site, are you looking for a standard design for all departments or a different look and feel?**
A74. Yes, a standard design for all department pages.

Q75. **Hosting, how are you hosting currently today, i.e. Cloud, offsite or on premises?**
A75. The Intranet and Internet websites are currently managed onsite, not hosted.

Q76. **Migration, are you looking to outsource all the migration or transfer the knowledge on how to do the migration on your end?**
A76. We would consider proposals to assist with the migration, but we expect to handle much of this by our current, internal web team.

Q77. **Data, what percentage of the data is in the database vs. data on different sites?**
A77. The Children’s Hospital of Nevada (CHNV.org) is approximately 90% database driven and 10% data on page. The UMCSN website (UMCSN.com) is approximately 60% database driven and 40% data on page. The Intranet is approximately 30% database driven and 70% data on page.
Q78. **Private labeling Admin tools?**  
A78. UMCSN does not currently have or use Private label tools.

Q79. **Do you want to own the source code to the platform?**  
A79. Yes, UMC will want to own the source code and have the ability to modify as needed.

Q80. **What search service are you using on the Internet/Intranet?**  
A80. Google Site Search is used for the Internet sites (UMCSN.com and CHNV.org). SQL queries drive numerous application searches for the Intranet.

Q81. **Is a content audit required for the Intranet or Internet sites?**  
A81. Yes, content will need to be reviewed and updated by current Cost Center content owners.

Q82. **Is the cover letter meant to be the actual cover of the proposal, or a "page 1" after the cover (title page) and table of contents?**  
A82. The ‘cover letter’ is expected to be after the ‘cover page’ which should have the name/number of this RFP, description and your company name.

Q83. **A tabbed response is being asked for. Are the proposal sections to correspond with the lettered questions in section 19, or should it correspond to "Site Design Proposal Requirements" found in RFP Appendix A?**  
A83. Yes the proposal should correspond to the letters as stated in Section 19. The proposed solution, Section G, is the tabbed section where you would address the information found in Exhibit (or Appendix) A.

Q84. **In section 12 of the RFP we are asked to sign and return the attached Business Associate Agreement (Exhibit F). I am advised by our legal counsel that we should not need this form as we will not be handling any protected health information as part of this project scope. Can you confirm the purpose of this form and let us know if HIPAA compliance is in fact a requirement for the scope of work.**  
A84. There is a possibility that Protected Health Information could be incidentally reviewed during the scope of this project and as such will require a Business Associate Agreement be fully executed.

Q85. **In section 15-C the RFP calls for financial statements. We wish to exclude this from the RFP response and instead provide this financial information as part of a separate submission. Is this acceptable and if so, can we submit this direct to you at this email address?**  
A85. All information requested in the RFP is a requirement with no exceptions. Each committee member needs to see this information for verification your organization has the financial ability to complete this project. If you cannot or will not provide this information your proposal could be rejected.