Request for Proposals (RFP)

Subject Matter Expertise: Content Management Technology Services
for Maintaining and Enhancing a Multi-Stakeholder Clearinghouse

RFP Released: May 19, 2023

Proposals Due: June 7, 2023

Points of Contact
Subject Matter Content Inquiries: Margaret Davis (mdavis@nachc.org)
Submission Process Inquiries: Latisha Harley (lharley@nachc.org)

Organization Overview

The National Association of Community Health Centers (NACHC) is a national organization supporting federally qualified health centers and federally qualified health center look-alike organizations (also known as FQHCs or Community Health Centers) and expanding health care services for the medically underserved and uninsured. Founded in 1971 to promote efficient, high-quality, comprehensive health care that is accessible, culturally and linguistically competent, community-directed, and patient-centered for all, NACHC's mission and strategic pillars continue to guide our values and priorities as an organization representing a national health center movement.

Background

As a trusted resource, NACHC delivers training and technical assistance (TTA) to preserve, strengthen, and expand the health center movement by assisting existing and potential FQHCs in addressing clinical and operational demands. In addition, NACHC empowers health center professionals with strategies and best practices by maintaining a cadre of practitioners and subject matter experts who provide quality educational instruction and technical assistance utilizing adult learning principles, advanced instructional design, and the understanding and application of technology to advance learning and engagement.

Some of our vendor opportunities are supported by the U.S. Health Resources and Services Administration (HRSA) Bureau of Primary Health Care (BPHC) to improve existing and potential FQHCs operational and clinical outcomes through the provision of coordinated, collaborative TTA. NACHC seeks experienced and innovative professionals knowledgeable of Section 330 of the Public Health Service Act, as well as the leadership and operational implications of the BPHC Compliance Manual and Health Center Program Requirements.

RFP Services Desired

As part of NACHC's portfolio of services offered through its National Training and Technical Assistance Program (NTTAP) funded by HRSA, NACHC seeks to further develop and enhance the existing National [Health Center Resource Clearinghouse](#) (Clearinghouse) website platform and functionality. The Clearinghouse curates and highlights free learning resources created by HRSA funded TTA providers and/or tailored for the health center operating environment.

In 2017, NACHC established the National Resource Center (NRC) for Health Center TTA. The NRC is guided by an Advisory Group (NRC AG) made up of the 22 HRSA funded NTTAPs, aligns with the vision of BPHC and optimizes TTA operations by streamlining management and communication efforts across TTA providers. The NRC AG provides input and feedback on the Health Center Resource Clearinghouse which was established in 2018, and currently has over 2100 active resources, with 21,611 users and more than 81,500 pageviews. See the Health Center Resource Clearinghouse site at www.healthcenterinfo.org.

NACHC is seeking expertise in assessing, enhancing, and implementing content management solutions, library technologies, and information systems. The selected vendor must have experience in assessing and curating information resources, evaluating the usability of existing technologies, and benchmarking clearinghouse industry practices for use in the public health and healthcare delivery sector. NACHC seeks a single experienced vendor with the capacity and expertise of information technology professionals with a demonstrated record of assessing and responding to usability for adult learners, enhancing existing architecture, and formulating innovations to advance content management systems.

Emerging Issues

The selected vendor may support NACHC with addressing new and emerging healthcare issues by developing and/or delivering innovative solutions to be determined based on audience needs. NACHC staff will determine the content area and delivery modality in anticipation of or in response to emerging issues.

Time Period

Time period for services is July 1, 2023 through June 30, 2024. Vendor may be retained for a multi-year period of service through (June 30, 2026), based upon successful performance during period of initial service (contract year ending June 30, 2024) and on-going availability of funds.

Funding & Budget Information

Funding: Health Resources Service Administration (HRSA)

NACHC allocated approximately $100,000 – 175,000 for deliverables in response to this RFP. Vendor(s) must provide a comprehensive budget based on the ideal methodology and process used to meet the desired services, scope of work and deliverables. All costs must be itemized into the appropriate budget categories and must directly relate to the project activities described in the RFP. Budget negotiations may occur.

Scope of Work and Deliverables

Task 1: Clearinghouse Site - Weekly Technical Maintenance and Site Analytics

Perform standard site maintenance tasks, to include monthly and quarterly utilization analytics and other maintenance activities as required. These include but are not limited to:

- Maintain the license for resources needed to host clearinghouse, including access to database server and software (FileMaker), web hosting (Dream Host), content management system (WordPress), webmail and submission form.
- Assure 508 compliance.
- Provide technical maintenance of search functionality, broken link repair, site guide pages, WordPress page templates, and database fields as necessary.

Task 2: Clearinghouse Site - Weekly Content Support and Content Coordination

Provide regular content maintenance and coordination, including quality checks with vetting criteria and narrative updates for site pages, new content identification, and other activities as required. Work with NACHC staff to test functionality and review content prior to end user access or public availability.

Promote Clearinghouse resources through various mechanisms to increase user engagement and sharing of resources. This includes but is not limited to enhancing social media presence, maintaining a monthly newsletter, providing web statistics with partner organizations, implementing enhanced functionality of the site, developing structured learning "bundles" for focus areas, editing partner content to create microlearning segments, and implementation of other targeted improvements.

Task 3: User Experience - On-going Assessment, Support, and Training

Regularly enhance Clearinghouse functionality and implement improvements, for example, creating a customizable, targeted search functionality, or improving user connection to appropriate resources and partners. Respond to and, as necessary, collect additional feedback from site users, including documentation of user feedback through online input, formal user acceptance testing and/or focus groups, and additional activities as required. Provide support and training solutions to meet site users' needs. This may include but is not limited to revised video tutorials, PowerPoint slides, user guides and frequently asked questions on how to use the site effectively.

Task 4: TTA Resource Partners – Support and Training

Provide support, training and assistance solutions to the NRC AG, federal project leads at HRSA and other stakeholders, as appropriate and needed. This may include but is not limited to providing web statistics, video tutorials, PowerPoint slides or other training materials, contributor guides and standard operating procedures for administration purposes.

Task 5: Strategic Consultation and Technical Advisement

Serve as the subject matter expert (SME) in the strategic development of the site as well as ongoing casework consultation for emerging topics. As the SME, this includes but is not limited to participating e in at least two formal consultation meetings a month to support the monthly convening of the NRC Advisory Group and its related cohorts: Steering Committee, Clearinghouse Working Group, Clearinghouse Working Group Leadership Team, and NACHC Project Team.

Task 6: Create and maintain New HCCN Webpage(s) and HCCN Partners Support
Create new pages on the Clearinghouse to incorporate the Health Center Controlled Networks (HCCN) Network Resource Guide (NRG) that provides information on HCCN organizations. Provide options for TTA partners (HCCNs) to manage and update their respective organizations' content securely and independently of other users.

Information Requested

Proposals must be submitted using NACHC's web-based portal by June 7, 2023, Midnight PT. Incomplete proposals will not be considered. NACHC will notify all applicants on or around June 21, 2023.

> **Online Submission Portal:**
>
> Content Management Technology Services
> for Maintaining and Enhancing a Multi-Stakeholder Clearinghouse
>
> RFP Submission Link

Proposals must contain the below items, which are evaluated based on the specific criteria outlined in the Evaluation table below.

- Point of Contact Information
- Name / Description of Organization
- Capability Statement
- Resume(s)
- Evidence of Work & References
- Project Workplan
- Proposed Budget
- Signed Statement (see below)

Upon submission of a complete application, NACHC's review team will evaluate the applicant's qualifications in response to this RFP. A determination of "qualified" enables a vendor(s) to engage in procurement opportunities.

ATTESTATION

By my signature below, I hereby certify that this Proposal reflects my best estimate of the capability of organization and the true and necessary costs for the project, and the information provided herein is accurate, complete and current as of the date of my signature below.

By signing below, I certify that the information provided in the application is true and accurate.

Print Name:
Title:
Organization:
Signature:
Date:

Evaluation Criteria

Rating Domain	Application Selection Criteria To earn full points in each domain, the applicant must demonstrate:	Points
Evidence of Work & References	Evidence of work must align with the project described in this RFP and demonstrate the ability to curate information resources, formulate innovations to advance content management systems, evaluate the usability of existing technologies, and benchmark clearinghouse industry practices for use in the public health and healthcare delivery sector. Work samples required in this RFP include: • One sample case study or narrative describing similar scope of activities undertaken in the last three years. Include description of process and relevant outcome measures. • Provide sample PowerPoint or link to video presentation that demonstrates presentation and communication to stakeholders. Page Limit for Case Study or Narrative, and PowePoint: 15 pages	30
Capability Statement	Provide a brief document highlighting your company's ability to deliver technical skills and/or subject matter expertise. Please ensure that Statement addresses your ability to work with others and collaborate. • Evidence of successful and effective implementation of content management systems or clearinghouses; • Demonstrated expertise in assessing and developing information/content management solutions for public sector entities; and • Demonstrated understanding of the described scope of work and partnership/collective impact model emphasis. Page Limit for Capability Statement: 2 pages	25
Proposed Budget	The budget proposal must summarize the estimated costs for the project as described in this RFP. In addition, the budget proposal must include the following categories as needed: direct cost, indirect cost, equipment and materials, travel, and other expenses. Further, direct costs must include the daily and hourly rates for all expert(s) and staff engaged in work. Rates should reflect the overall cost rate, including any fringe, overhead, and/or general & administrative expense (G&A) if required.	20
Project Workplan	The workplan must provide a schedule of activities that describes how the vendor will achieve the scope of work and deliverables outlined in this RFP. The workplan should include activities, outputs, measurable results/outcomes, and a timeline.	20

	The project timeline must visually represent the chronology of works for the Scope of Work and Deliverables, placing the key points of the project (milestones) on a timescale.	
Resume(s)	Resume(s)/CV(s) of expert(s)/staff clearly show tenure, professional experience, and/or education that reflects knowledge and ability in content expertise and training. • Page Limit for Resume(s)/CV(s): 2 pages per key expert/staff	5
Total		100

Scoring Matrix

a. Review team members will assign scores on a scale of zero (0) to five (5) where the end and midpoints are defined as follows:

Score	Description	Discussion
0	No Value	The Response does not address any component of the requirement, or no information was provided.
1-2	Below Average	The Response only minimally addresses the requirement and the Bidders ability to comply with the requirement or simply has restated the requirement.
3	Average	The Response shows an acceptable understanding or experience with the requirement. Sufficient detail to be considered "as meeting minimum requirements".
4-5	Above Average	The Response is thorough and complete and demonstrates firm understanding of concepts and requirements.

b. A score of zero (0) on any scored requirement may cause the entire application to be eliminated from further consideration.
c. Application scores will be calculated by multiplying the average (mean) score assigned by the review committee members by the weight assigned to each scored element: Average Score x Weight = Points Awarded