



**Request for Proposal (RFP) For
Website Redesign Project Planning
ISSUED BY THE
NEW YORK eHEALTH COLLABORATIVE**

APPLICATION INFORMATION	
CONTACT NAME	NYeC
EMAIL ADDRESS	webrfp@nyehealth.org
SUBMISSION DEADLINE	August 27, 2019 by 5 p.m.

All correspondence and proposals should be submitted via email directly to the contact listed above and include 'Website Redesign Project Planning' in the subject line.

I. STATEMENT OF PURPOSE

The New York eHealth Collaborative (NYeC) is seeking applications from experienced website development firms for scope and project planning of a redesign and functionality refresh of the New York eHealth Collaborative's website, nyehealth.org. Specifically, we are looking for an outside firm's guidance on:

- Audit of existing website with recommendations for a redesign for improved user experience and increased engagement
- Recommendations based on Analytics & strategic goals for website architecture
- Recommendations for conversion elements and templates based on goals provided by NYeC, including reaching target audiences of:
 - Healthcare professionals & users of the Statewide Health Information Network for New York (SHIN-NY) e.g. physicians, nurses, CIOs, administrators, and senior leaders at hospitals, health plans, clinics, Federally Qualified Health Centers (FQHCS), home care agencies, and community-based organizations, among others.
 - Stakeholders e.g. healthcare industry associations, state and local government agencies, and elected officials
 - General public and the media
- Guidance and recommendations for Search Engine Optimization (SEO best practices)
- Guidance and recommendations for Americans with Disabilities Act (ADA) compliance

II. INTRODUCTION

NYeC is a non-profit organization, working in partnership with the New York State Department of Health to improve healthcare by collaboratively leading, connecting, and integrating Health Information Exchange (HIE) across the state.

NYeC is New York State's designated entity who leads the advancement of the Statewide Health Information Network of New York (SHIN-NY), a network connecting healthcare professionals statewide. The SHIN-NY connects all of the regional health information organizations (RHIO), or Qualified Entities (QEs), which allow participating healthcare professionals, with patient consent, to quickly access electronic health information and securely exchange data with any other participant. Each QE operates its own network that aggregates data from electronic health records (EHRs) from participating providers in their regions. They are interconnected through a SHIN-NY hub via the statewide patient record lookup (sPRL). The hub is an orchestration and security appliance. Together, the QEs collect and exchange data from acute care hospitals in New York State, provider systems, individual providers, laboratories, public health departments and other data sources such health insurance payers.

As the health data interoperability landscape continues to evolve there is an increasing need for innovation and collaboration in the market to allow data to be exchanged more effectively. To meet these needs, NYeC has developed a set of ambitious goals outlined in the SHIN-NY 2020 Roadmap, which outlines five strategies that together will allow NYeC to support the evolving health information exchange landscape. These strategies: ensuring a strong foundation for HIE within New York State, supporting stakeholder needs, enabling interoperability and innovation, promoting efficiency and affordability and collective advocacy, all support the need to understand the advances in interoperability and partnership that are being promoted nationally.

III. BACKGROUND INFORMATION

As the organization's primary and most visible communications vehicle, www.nyehealth.org is key to showcasing the value, usage, and success of the SHIN-NY, informing stakeholders and the general public of our efforts to advance health information technology exchange policies and standards and raising awareness of our provider assistance programs through NYeC.

We are seeking an outside website developer to analyze our current website and provide recommendations, supported by data and current website design best practices, for a future redesign that reflects a more dynamic, user-friendly, and visually engaging website that allows us to significantly improve our ability to educate stakeholders and articulate the organization's work and value of the SHIN-NY.

Specifically, a website analysis will reflect and demonstrate:

- Recommendations for sitemap architecture to improve site conversions based on the organization's goals and an analysis of Google Analytics current behavior flow
- Design recommendations reflective of current best practices that keeps users engaged and better supports awareness efforts

IV. ELIGIBILITY CRITERIA

Required skills and qualifications:

- A minimum three years in website development and design
- Expert familiarity with current SEO best practices
- Expert familiarity with current ADA compliance standards and best practices
- Able to register in the Federal System for Award Management (SAM) prior to commencement of work, if selected
- The selected vendor will be required to adhere to certain New York State grant contract and confidentiality requirements specific to the initiative. These requirements will be outlined in the vendor contract.

Preferred skills and qualifications:

- Strong preference for experience using the Wordpress content management system (NYeC's current CMS)
- Previous experience with clients in the healthcare and/or IT fields

V. SCOPE OF WORK

The selected organization will provide NYeC with a scope of work proposal for a website analysis including:

- Recommendation and clearer understanding of the scope of the website redesign necessary with timeline and potential investment to meet strategic goals outlined by NYeC
- Site architecture recommendations based on Google Analytics and goals outlined by NYeC
- Design functionality recommendations based on current web best practices and goals outlined by NYeC

VI. APPLICATION PROCESS AND TIMELINE

Proposals will be evaluated by a selection committee comprised of NYeC staff. Proposals that do not address all the criteria below may not be evaluated by NYeC.

Proposal submissions are due **August 27, 2019** Organizations may only contact NYeC using the email address **webrfp@nyehealth.org** for all matters concerning this RFP.

If you have questions about the application, please submit those questions to the designated mailbox noted on the cover page of the RFP by August 16, 2019 by 12 p.m. EST and NYeC will post all questions received and answers to those questions by August 20, 2019 by 5 p.m. EST to <https://www.nyehealth.org/resources/rfps/>.

NYeC reserves the right to amend or cancel this RFP at any time prior to a signed contract. NYeC is not responsible for any costs incurred in the preparation of a response to this RFP.

Please submit your application in Microsoft Word format using font size 12 with a maximum of 12 pages. All valid applications must include all sections identified in the evaluation criteria.

Item	Due Date
RFP Release	August 1, 2019
Deadline to submit Questions to NYeC	August 16, 2019 by 5 p.m. EST
Q&A Document posted	August 20, 2019 by 5 p.m. EST
Proposal due	August 27, 2019 by 5 p.m. EST

VII. EVALUATION CRITERIA

All proposals are to address and be evaluated upon the following criteria (12-page maximum proposal length)

- A. **Website Analysis Approach/Project Plan – 50 points**
 - a. Audit of existing website with recommendations for redesign for improved user experience and increased engagement.
 - b. Site architecture recommendations based on Google Analytics data and strategic goals from NYeC, may include other analysis measures (for example, heatmapping).
 - c. Recommendations for conversion elements and templates based on goals provided by NYeC to reach target audiences.
 - d. Guidance and recommendation for SEO best practices.
 - e. Guidance and recommendation for ADA compliance.

- B. **Expertise and Unique Qualifications to lead redesign – 40 points:** The ideal applicants will have at least three years website development and design, expert familiarity with current SEO best practices and ADA compliance standards. Must be able to provide samples of website architecture projects to demonstrate previous experience (samples are not included in the maximum page count of 12 pages).

- C. **Cost and Timing – 10 points:** Estimated time and budget to complete current website analysis and develop recommendations based on data, best practices, and goals.