



Safety Net Health Care Marketing Campaign Request for Information (RFI)

Purpose

Responses to this Request for Information (RFI) will be used by the St. Louis Integrated Health Network (IHN) to evaluate and select a vendor to redesign and/or build appropriate website enhancements and functionality to support the launch of the Safety Net Health Care Marketing Campaign.

Project: Safety Net Health Care Marketing Campaign
Current Website: St. Louis Integrated Health Network
URL: <http://www.stlouisihn.org>

Context

The St. Louis Integrated Health Network (IHN) is marketing the “safety net,” or the network of primary and specialty care providers committed to providing affordable medical services to residents in the St. Louis region.

The three primary goals of the Safety Net Health Care Marketing Campaign are:

- To equip consumers and caregivers with resource(s) to streamline information on accessing health services at each affiliate health center.
- To brand affiliate health centers as having a single community message, but unique identity of affordability, accessibility, and quality as articulated by the IHN mission.
- To inform interested community members about the safety net health care system in the St. Louis region.

Background

The St. Louis Integrated Health Network (IHN), formed in 2003, was created to improve accessibility, quality and affordability of health care for the uninsured and underinsured through increased integration and coordination of safety net health care providers.

IHN members serve over 172,000 patients through 480,000 primary care encounters and 125,000 safety net specialty care encounters each year. Safety net primary care providers serve approximately 12.5% of the 1.3 million residents in St. Louis City and County.

RFI Objective

The objective of this Request for Information (RFI) is to determine each vendor's demonstrated ability to propose and implement design and architectural solutions that can align with the goals and budget of the Safety Net Health Care Marketing Campaign.

The emphasis on a Request For Information rather than a Request For Proposal is the IHN's preference for a co-designed solution, whereby we are intent to leverage the vendor's experience and recommendations to finalize our project.

Basic Principles

- Must identify creative, cost-effective ways to integrate, streamline and centralize information about services at each affiliate health center.
- Must consider basic obstacles in accessing social services in St. Louis and attempt to address existing solutions for accessibility. Examples of obstacles include but are not limited to transportation, language barriers, and lack of knowledge about services and eligibility requirements.
- Must be able to track campaign successes.
- Must be able to be maintained by the IHN staff. Please note that IHN staff does not have programming experience.

- Must allow for social media integration.
- Should be able to handle multi-media embedment (i.e. video demonstrations).
- Can propose how to leverage expertise from a technical volunteer to support budget.

Comparable Websites

The following are websites of organizations comparable to the IHN in mission and structure:

Coalition of Community Health Clinics
<http://www.coalitionclinics.org/>

Redwood Community Health Coalition
<http://www.rchc.net/index.asp>

The Coalition of Orange County Community Health Centers
<http://www.coccc.org/contact.htm>

Partner Safety Net Providers Websites

The following are websites of member community health providers:

Betty Jean Kerr People's Health Centers
<http://www.phcenters.org/>

Crider Health Center
<http://www.cridercenter.com/1/index.html>

Family Care Health Centers
<http://www.familycarehealthcenter.org/>

Grace Hill Neighborhood Health Centers
<http://www.gracehill.org/>

Myrtle Hilliard Davis Comprehensive Health Centers
<http://www.mhdchc.org/>

St. Louis ConnectCare
<http://www.stlconnectcare.org/>

St. Louis County Department of Health
<http://www.co.st-louis.mo.us/doh/>

Reporting Structure

A full-time Marketing Campaign Director for the IHN is working in coordination with a public relations firm and a marketing committee of safety net facility representatives to manage the Safety Net Health Care Marketing Campaign. The chosen vendor must be willing to collaborate with the managers of the campaign in preparing a web strategy that aligns with the campaign strategy.

Qualifications

- Demonstrated creative use of various contemporary web development and support tools. Examples may include Drupal, XHTML, XML, Java, JavaScript, CSS, server-side programming, SQL, Flash, and graphics editing software
- Competence in assessing organization's need for specific web-based solutions
- Commitment to quality customer service and collaborative management
- Experience working in non-profit sector and/or healthcare industry

Information Requested

Vendor Profile: Company Background

1. Qualifications
 - i. Three references
 - a) Descriptions of problems and solutions provided
 - b) Examples of recently designed, active URLs
2. Development process description
 - i. Quality control assurances
 - ii. Testing
 - iii. Training
3. Draft delivery methods
4. Company philosophy

Proposed Solutions: Safety Net Health Care Marketing Campaign

1. Enhancements and functionality
 - i. Costs associated with each proposed enhancement and functionality
2. Project stages
 - i. Milestones
 - ii. Schedule
3. Assigned team biographies

Selection Criteria

- Submission of all “Information Requested”
- Acknowledgement of “Basic Principles”
- Demonstrated understanding of non-profit sector and/or healthcare industry needs
- Comparability of past work to IHN needs
- Strength of references

Budget

The total budget for the web development, design, technology, training, and consultation is limited, but may be negotiable. The vendor should present proposed solutions that provide options for a budget ranging from \$5,000 to \$10,000.

Timeline

March 10:	Request for Information issued
March 17:	Intent to respond sent to Marketing Campaign Director
March 18:	Last day to send questions to Marketing Campaign Director
March 22:	Response to Request for Information due from vendors
March 30:	Successful developer solicited
April 5:	Purchase order for project issued
April 11:	Initial project scoping meeting
April 11:	Project development begins
May 24:	Presentation of site for approval
June 4:	Site goes live

Submission

The deadline for submitting information is *9:00 a.m. CST on Monday, March 22nd, 2010*. Information must be submitted electronically to Monique Gilliam, Marketing Campaign Director, at mgilliam@stlouisihn.org.