

## ELLENVILLE REGIONAL HOSPITAL

# REQUEST FOR PROPOSALS

## Website Technical Management, Security, Maintenance and Development Support

|                          |                                                                                             |
|--------------------------|---------------------------------------------------------------------------------------------|
| <b>RFP Number</b>        | 2026_001                                                                                    |
| <b>Issue Date</b>        | July 22, 2026                                                                               |
| <b>Questions Due</b>     | August 7, 2026                                                                              |
| <b>Proposal Due</b>      | August 14, 2026, 4:00 PM, EST                                                               |
| <b>Anticipated Award</b> | August 28, 2026                                                                             |
| <b>Anticipated Start</b> | September 14, 2026, or an earlier date mutually agreed upon by ERH and the selected vendor. |

**Issued by:**

Ellenville Regional Hospital  
10 Healthy Way  
Ellenville, New York 12428

**Procurement Contact:**

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## 1. Invitation and Purpose

Ellenville Regional Hospital (ERH) invites qualified firms and independent professionals to submit proposals to provide ongoing technical management, cybersecurity oversight, maintenance, performance optimization and development support for ERH's public-facing website. ERH intends to retain day-to-day responsibility for routine content updates. The selected vendor will serve as ERH's technical website partner and will be accountable for the security, stability, maintainability and technical performance of the website.

ERH seeks a responsive partner that can provide disciplined preventive maintenance, promptly resolve technical issues, explain risks in plain language and recommend practical improvements. The engagement is not intended to transfer ownership of ERH's website, domains, content, analytics or administrative credentials to the vendor.

## 2. Organizational and Website Background

Ellenville Regional Hospital is a not-for-profit healthcare organization serving Ellenville and the surrounding region in New York. Its website supports public information, patient and visitor resources, service-line information, recruitment, community outreach and organizational communications.

- Current website URL: [Insert URL]
- Current content management system, theme and major technologies: [Insert or vendor to confirm during discovery]
- Current hosting provider: GoDaddy
- Hosting status: ERH is currently in year three of a five-year hosting contract
- Current content model: ERH personnel perform routine day-to-day content updates
- Known integrations, forms, analytics tools and third-party services: [Insert or vendor to inventory during discovery]

ERH is open to evaluating a future transition from GoDaddy. Any recommendation must account for the existing contract, cost, risk, timing, operational continuity and ERH's ownership and control requirements. A hosting migration is not presumed to be part of the initial award unless separately authorized in writing.

## 3. Procurement Schedule

| Milestone                                  | Date / Time                                                                                 |
|--------------------------------------------|---------------------------------------------------------------------------------------------|
| RFP issued                                 | July 22, 2026                                                                               |
| Deadline for written questions             | August 7, 2026, 4:00 PM, EST                                                                |
| ERH responses or addendum issued           | August 11, 2026                                                                             |
| Proposals due                              | August 14, 2026, 4:00 PM, EST                                                               |
| Interviews or demonstrations, if requested | August 18 – 26, 2026                                                                        |
| Notice of intended award                   | August 28, 2026                                                                             |
| Contract execution and kickoff             | September 14, 2026, or an earlier date mutually agreed upon by ERH and the selected vendor. |

ERH may revise this schedule by written notice or addendum.

## 4. Scope of Services

The proposer should clearly identify which services are included in its base fee, which are optional and which are billed separately.

### 4.1 Discovery, Inventory and Transition

- Conduct an initial technical, security, accessibility and performance assessment.
- Inventory the hosting environment, CMS core, themes, plugins, integrations, forms, databases, DNS records, SSL/TLS certificates, analytics, tag-management tools, user accounts and administrative dependencies.
- Review current administrator access and recommend least-privilege roles, multifactor authentication and account-removal practices.
- Identify unsupported, unnecessary, duplicative or high-risk software components and recommend remediation priorities.
- Establish baseline measurements for uptime, page speed, errors, security posture, backups and accessibility.
- Provide a written 30-, 60- and 90-day transition plan and a prioritized risk register.

### 4.2 Security Management

- Review and harden CMS, server, hosting, database, file-permission, DNS, SSL/TLS, firewall, web application firewall and administrative settings within the vendor's authorized control.
- Perform recurring malware scans, vulnerability scans, file-integrity checks, suspicious-account reviews and security-log reviews at a frequency stated in the proposal.
- Regularly review and remove malicious files, spam, unauthorized users, stale sessions, unnecessary logs or other security-related debris using a documented and safe process. The proposer must define what it means by security-data 'scrubbing,' retention limits and evidence preserved for incident investigation.
- Monitor relevant security advisories and promptly assess vulnerabilities affecting the CMS, themes, plugins and integrations.
- Apply reasonable protections against brute-force attacks, credential stuffing, spam, malicious bots and common web attacks.
- Notify ERH promptly of suspected compromise, material vulnerabilities, unauthorized access, data exposure or prolonged service disruption, and support containment, investigation, remediation and recovery.
- Provide a written incident-response and escalation procedure, including after-hours contacts and defined notification targets.
- Provide a concise monthly security report showing scans, findings, actions, open risks and recommendations.

The selected vendor must not introduce, collect or store protected health information or other sensitive data without ERH's prior written approval. If the services involve access to protected health information, ERH will determine whether a Business Associate Agreement or additional security terms are required.

### 4.3 Backups, Recovery and Continuity

- Maintain automated backups of website files and databases with frequency and retention appropriate to the site's update volume and risk.
- Store at least one backup copy separately from the production hosting environment and protect backups with appropriate access controls and encryption.

- Verify backup completion and test restoration at least quarterly, documenting results and corrective action.
- Define proposed recovery point and recovery time objectives, along with responsibilities during an outage or compromise.
- Maintain a documented rollback process for failed or incompatible updates.

#### 4.4 Software, Theme and Plugin Maintenance

- Review available CMS, theme and plugin updates and evaluate security, compatibility, licensing and operational impact.
- Create or maintain a staging environment that reasonably mirrors production.
- Back up the site and test updates in staging before production deployment, including critical pages, navigation, responsive layouts, forms, search, integrations and analytics tags.
- Schedule non-emergency production updates during agreed maintenance windows, notify ERH in advance and complete post-update validation.
- Prioritize emergency security updates based on severity and credible exploitation risk, with expedited testing and deployment.
- Document every production change, outcome, issue and rollback in a change log available to ERH.
- Identify abandoned or unsupported components and propose secure alternatives before replacement.

#### 4.5 Monitoring, Availability and Performance

- Provide automated uptime and availability monitoring with alerting and escalation.
- Monitor site errors, broken links, failed forms, certificate expiration, domain/DNS issues, storage capacity and other indicators of site health.
- Review website speed and Core Web Vitals or comparable performance measures, and recommend prioritized improvements.
- Optimize caching, compression, images, scripts, database operations and other technical elements when authorized.
- Provide monthly reporting on uptime, incidents, maintenance, page performance, open issues, completed work and recommendations.

#### 4.6 Technical Support and Development

- Troubleshoot and resolve CMS, theme, plugin, hosting, browser, mobile-display, form, integration and other technical issues.
- Provide minor development and configuration support, with the proposer defining the number of included hours and examples of work considered in scope.
- Estimate and obtain written authorization for material enhancements, redesign work or projects outside the recurring fee.
- Coordinate with ERH personnel and approved third parties, including hosting, analytics, recruiting, patient-engagement or other service providers.
- Maintain a ticketing or request-tracking method visible to authorized ERH users.

#### 4.7 Accessibility and User Experience

- Perform recurring automated accessibility scans and periodic manual review of high-use templates and user journeys.
- Identify and assist with remediation intended to support WCAG 2.2 Level AA accessibility, recognizing that automated tools alone do not establish conformance.

- Advise ERH content editors on accessible headings, alternative text, links, documents, color contrast and forms.
- Test material technical changes across current major browsers and common desktop, tablet and mobile screen sizes.
- Recommend user-experience, navigation and search improvements supported by observed issues or analytics.

#### **4.8 Search, Analytics, Privacy and Technical SEO**

- Maintain or support analytics, search-console and tag-management configurations using ERH-owned accounts whenever feasible.
- Monitor indexing problems, redirects, broken links, duplicate metadata, sitemap and robots directives, structured data and other technical SEO elements.
- Support privacy-conscious configuration of cookies, tracking technologies, forms and third-party embeds consistent with ERH direction and applicable policies.
- Do not add advertising, tracking pixels, artificial-intelligence tools or third-party data collection without ERH's written approval.

#### **4.9 Documentation, Training and Governance**

- Maintain current technical documentation, architecture and integration notes, vendor contacts, licenses, renewal dates, recovery instructions and administrative procedures.
- Provide brief training and written guidance to designated ERH content editors and administrators.
- Participate in periodic service-review meetings, anticipated quarterly unless otherwise agreed.
- Recommend an approval workflow for production changes and identify decisions that require ERH authorization.
- Ensure ERH receives and retains administrative access to the CMS, hosting, domains, DNS, analytics, repositories, backups and licensed assets to the extent permitted by existing provider agreements.

#### **4.10 Hosting Assessment and Future Transition Planning**

- Support the current GoDaddy-hosted environment during the remaining contract term unless ERH directs otherwise.
- Assess whether the current hosting plan appropriately supports security, backups, staging, performance, availability and administrative control.
- Provide a vendor-neutral hosting options analysis when requested, including total cost, contract overlap, migration effort, downtime risk, security features, support model, scalability and exit provisions.
- If authorized, prepare a migration plan covering backups, DNS, certificates, email dependencies, testing, rollback, cutover, monitoring and post-migration validation.
- Do not transfer domains, hosting or account ownership without ERH's express written authorization.

## 5. Service Levels and Operating Expectations

Proposers may recommend alternative service levels, but must identify all exceptions and associated pricing. 'Response' means acknowledgment by a qualified individual who has begun assessment, not an automated receipt.

| Priority      | Illustrative Condition                                                                                            | Target Response         | Target Restoration / Resolution                                           |
|---------------|-------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------|
| Critical / P1 | Site unavailable; confirmed or suspected compromise; material data exposure; critical public function unavailable | Within 30 minutes, 24/7 | Continuous effort; restoration target within 4 hours or agreed workaround |
| High / P2     | Major function impaired; widespread form failure; serious vulnerability without confirmed exploitation            | Within 2 business hours | Within 1 business day or agreed action plan                               |
| Normal / P3   | Localized defect; noncritical technical issue; routine support                                                    | Within 1 business day   | Within 3 business days or scheduled release                               |
| Planned / P4  | Enhancement, advisory request or nonurgent development                                                            | Within 2 business days  | Estimate and schedule agreed with ERH                                     |

- State staffed support hours, holidays, time zone and after-hours escalation process.
- State any uptime commitment and clearly identify exclusions.
- Describe maintenance windows, advance notice and emergency-change practices.
- Identify the service credit or corrective-action process for repeated missed service levels.
- Provide a named account lead and a qualified backup contact.

## 6. Deliverables and Reporting

| Timing                        | Required Deliverable                                                                                                                                                 |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Within 30 days of start       | Inventory, access review, baseline assessment, risk register, backup confirmation, support/escalation plan and 30/60/90-day action plan                              |
| Monthly                       | Maintenance and change log; security and scan summary; uptime and incident report; backup status; performance indicators; hours used; open risks and recommendations |
| Quarterly                     | Service review; restoration-test result; accessibility and performance trend review; roadmap updates                                                                 |
| Annually                      | Comprehensive security, technology, license, accessibility, performance and hosting review with prioritized budget recommendations                                   |
| At contract end or transition | Current documentation, credential and asset handoff, backups, code and configuration exports, open-issue list, and reasonable transition assistance                  |

## 7. ERH Responsibilities and Retained Authority

- ERH will continue to manage routine day-to-day website content updates unless additional support is requested.
- ERH will designate authorized contacts, provide available credentials and documentation, and make timely decisions regarding proposed changes.
- ERH retains final approval over public content, material design changes, new technologies, third-party integrations, tracking tools, hosting changes and expenditures outside the contract.
- ERH owns its website content, data, domains, accounts and custom work product created specifically for ERH upon payment, subject to disclosed preexisting tools and third-party licenses.

## 8. Vendor Qualifications

- At least three years of relevant website maintenance, security and development experience; healthcare, hospital or regulated-industry experience is preferred.
- Demonstrated expertise with the current CMS and its hosting, database, theme, plugin and integration ecosystem.
- Qualified personnel covering web development, systems/hosting, cybersecurity, accessibility and project or account management.
- Documented security practices for vendor devices, credentials, remote access, subcontractors, software development and incident response.
- Ability to provide references for comparable ongoing engagements.
- Appropriate business registration and insurance, including commercial general liability, professional or technology errors and omissions, workers' compensation where applicable, and cyber/privacy liability.

## 9. Proposal Requirements

Proposals should follow the order below and be sufficiently specific to allow ERH to compare approaches and total cost.

1. Cover letter signed by an authorized representative, including the legal name, address, website and primary contact of the proposer.
2. Executive summary describing the proposed service model and why it is appropriate for ERH.
3. Company profile, ownership, years in business, staffing, office locations and financial/operational capacity.
4. Detailed response to each scope section, identifying included services, exclusions, assumptions, tools and service frequencies.
5. Proposed implementation and transition plan, including first-90-day activities.
6. Support model, escalation path, service levels, after-hours coverage and named roles assigned to ERH.
7. Security, privacy, backup, disaster recovery, change-management and software-development practices.
8. Accessibility approach and relevant staff experience.
9. Examples of comparable work and three client references, preferably including healthcare or other regulated organizations.
10. Complete pricing response using Section 10, including recurring, hourly, project, after-hours, travel, software, license, tax and pass-through charges.
11. Disclosure of actual or potential conflicts of interest, material litigation, security incidents affecting client systems within the past five years, and proposed subcontractors or offshore resources.

12. Requested exceptions to the RFP or anticipated contract terms. Silence will be interpreted as acceptance in principle, subject to contract negotiation.

## 10. Pricing Response

ERH prefers predictable pricing with transparent limits. Proposers may attach a detailed rate sheet, but should complete the following summary.

| Pricing Item                         | Amount / Rate | What Is Included; Limits and Assumptions |
|--------------------------------------|---------------|------------------------------------------|
| One-time discovery and transition    | [Vendor]      | [Vendor]                                 |
| Monthly recurring management fee     | [Vendor]      | [Vendor]                                 |
| Included technical/development hours | [Vendor]      | [Vendor]                                 |
| Additional standard hourly rate      | [Vendor]      | [Vendor]                                 |
| Emergency/after-hours hourly rate    | [Vendor]      | [Vendor]                                 |
| Accessibility services               | [Vendor]      | [Vendor]                                 |
| Third-party tools/licenses           | [Vendor]      | [Vendor]                                 |
| Optional hosting assessment          | [Vendor]      | [Vendor]                                 |
| Optional future hosting migration    | [Vendor]      | [Vendor]                                 |
| Annual price adjustment              | [Vendor]      | [Vendor]                                 |
| Other fees or minimums               | [Vendor]      | [Vendor]                                 |

State whether unused included hours expire, roll over or may be applied to approved improvements. Identify any minimum contract term, renewal structure, termination fees and transition-assistance rates.

## 11. Evaluation Criteria

| Criterion                                                             | Weight |
|-----------------------------------------------------------------------|--------|
| Understanding of ERH's needs and completeness of proposed approach    | 20%    |
| Technical, security, maintenance, accessibility and hosting expertise | 25%    |
| Service model, responsiveness, reporting and implementation plan      | 20%    |
| Relevant experience, assigned personnel and references                | 15%    |
| Total cost, transparency and overall value                            | 15%    |
| Contractual fit, risk allocation and acceptance of requirements       | 5%     |

ERH may consider interviews, demonstrations, reference checks, financial or background information, clarifications, best-and-final offers and other due-diligence information. Award need not be made to the lowest-cost proposer.

## 12. Proposed Contract Requirements

- Initial term: September 14, 2026 through September 3, 2027 with the option to renew for up to two additional one-year terms upon mutual written agreement of ERH and the selected vendor, subject to a fully executed agreement.
- Confidentiality obligations and reasonable administrative, technical and physical safeguards.
- Compliance with applicable laws and ERH policies communicated to the vendor.
- Prior written approval of subcontractors and responsibility for their performance.
- Prompt notice of security incidents, cooperation with investigation and remediation, and preservation of relevant evidence.
- ERH ownership and control of domains, accounts, credentials, content, data, analytics and paid custom work product, with disclosure of third-party and preexisting intellectual property.
- No vendor lock-in. The vendor must provide ERH with current credentials, documentation, backups, configuration information and reasonable transition assistance upon request or termination.
- Insurance limits and evidence satisfactory to ERH; final requirements will be stated in the agreement.
- Termination rights, including termination for cause and a negotiated right to terminate for convenience.
- Written authorization required before expenses, material scope changes or work exceeding agreed limits.

## 13. Submission Instructions

Submit one electronic proposal in searchable PDF format to:

Keith Edwards, Director of Human Resources & Marketing  
Ellenville Regional Hospital  
kedwards@erhny.org  
845.210.3014

The email subject line should read: Website Management RFP Response, [Proposer Name]. Proposals must be received no later than [date and time, including time zone]. Questions must be submitted in writing to the same contact by the stated deadline. ERH may distribute responses to all known proposers through an addendum.

## 14. General Conditions and Reservations

- ERH may amend, suspend or cancel this RFP; reject any or all proposals; waive informalities; request clarification; negotiate with one or more proposers; or make no award.
- All proposal preparation and submission costs are the proposer's responsibility.
- A proposal does not create a contract or obligate ERH to purchase services. Only a fully executed written agreement binds ERH.
- Proposals should remain valid for at least 120 days after the submission deadline.
- Proposers should clearly mark legitimately confidential or proprietary material. ERH cannot guarantee confidentiality where disclosure is required by law, audit, regulation or legal process.
- Any public announcement or use of ERH's name, trademarks or relationship requires ERH's prior written approval.

## Appendix A: Vendor Response Checklist

| Included                 | Required Item                                                         |
|--------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> | Signed cover letter and contact information                           |
| <input type="checkbox"/> | Executive summary and company profile                                 |
| <input type="checkbox"/> | Section-by-section scope response with inclusions and exceptions      |
| <input type="checkbox"/> | Implementation and 90-day transition plan                             |
| <input type="checkbox"/> | Service levels, support hours and escalation contacts                 |
| <input type="checkbox"/> | Security, backup, incident response and accessibility practices       |
| <input type="checkbox"/> | Assigned team biographies and relevant certifications                 |
| <input type="checkbox"/> | Three client references and comparable project examples               |
| <input type="checkbox"/> | Completed pricing response and rate sheet                             |
| <input type="checkbox"/> | Subcontractor, conflict, litigation and security-incident disclosures |
| <input type="checkbox"/> | Insurance summary                                                     |
| <input type="checkbox"/> | Requested contract or RFP exceptions                                  |