

Request for Proposal (RFP): Website Design and Development for Ellenville Regional Hospital

1. Introduction and Background Ellenville Regional Hospital (ERH) is a not-for-profit healthcare institution located in the state of New York, serving our community with dedication and healthcare excellence. As part of our ongoing efforts to enhance our service delivery and ensure seamless access to health information, ERH is seeking proposals from experienced web design and development firms to redesign our existing website.

2. Project Goals and Objectives The primary objectives of the new website include:

- Improved user experience (UX) and interface (UI) that is clean, modern, and intuitive.
- Enhanced accessibility to meet or exceed ADA compliance standards.
- Easy management and scalability to accommodate future content updates and functional enhancements.

3. Scope of Services The selected vendor will be responsible for:

- Providing a comprehensive website design that reflects ERH's brand and healthcare mission.
- Developing the website using a robust Content Management System (CMS) that allows non-technical staff to easily manage content.
- Integrating existing patient portals and online services.
- Implementing Search Engine Optimization (SEO) best practices.
- Ensuring the website is fully responsive and functional across all devices and platforms.
- Providing training to ERH staff on the management of the website.
- Providing ongoing maintenance and support.

4. Website Features and Requirements

- **Accessibility:** The website must meet WCAG 2.1 AA standards, ensuring it is accessible to all users including those with disabilities.
- **Navigation:** Clear, intuitive navigation that is easy for all age groups to use.
- **Multimedia:** Capability to host video content, interactive maps, and virtual tours.
- **Security:** Implement best security practices including HTTPS, data encryption, and secure login for user areas.
- **Language Support:** Multi-language support to cater to our diverse community, including Spanish.
- **Example:** Please visit the following site (uclahealth.org) which we feel is an exemplar example of our goals regarding:

- Design
- Accessibility
- AI chat support
- Language Support
- Search functionality

5. Proposal Requirements Respondents to this RFP should include the following in their proposal:

- Detailed project methodology and timeline.
- Breakdown of design and development phases.
- Outline of the proposed CMS and rationale for its selection.
- Description of post-launch support and maintenance services.
- Team qualifications and experience, particularly in designing accessible websites.
- Portfolio of similar projects completed.
- Testimonials or references from past clients.

6. Budget and Fee Schedule Proposals must include a detailed fee schedule outlining all costs associated with the project. This should cover design, development, testing, deployment, and ongoing maintenance costs. ERH prefers a fixed-price contract but is open to considering other pricing models based on the vendor's recommendation and justification.

7. Evaluation Criteria Proposals will be evaluated based on:

- Compliance with the technical and functional requirements.
- Proven track record of delivering similar projects on time and within budget.
- Cost-effectiveness of the solution.
- Quality and relevance of the proposed solution and previous work.

8. Submission Guidelines Proposals must be submitted by 3:00PM on Monday, July 15, 2024 to:

Keith Edwards
Director of Human Resources and Marketing
Ellenville Regional Hospital
10 Healthy Way
Ellenville, NY 12428

Or kedwards@erhny.org

Proposals should be comprehensive yet concise, and formatted as a single PDF document.

9. Contact Information For further inquiries, please contact: Keith Edwards, Director of Human Resources and Marketing Ellenville Regional Hospital kedwards@erhny.org 845.210.3014

10. Terms and Conditions The issuance of this RFP does not obligate ERH to award a contract, and ERH reserves the right to reject any or all proposals, or to waive any formality or technicality in any proposal in the interest of the hospital.

Note: Respondents are advised that all costs incurred in the preparation of their response to this RFP are to be borne by the respondent.

Conclusion We look forward to receiving your proposals and are excited about the prospect of working together to create a new digital gateway that will serve our patients, staff, and community effectively and inclusively.