

Perinatal Quality
F O U N D A T I O N

Perinatal Quality Foundation
Request for Proposal

**Website Back-end Development
Analysis and Recommendations
Consultation Services**

RFP Issued
August 24, 2020

RFP Deadline
September 30, 2020

Perinatal Quality Foundation
P.O. Box 21803
Oklahoma City, OK 73156

Perinatal Quality FOUNDATION

PERINATAL QUALITY FOUNDATION

Request for Proposal Announcement Website Analysis and Recommendations and Consultation Services

The Perinatal Quality Foundation (the "PQF") through this Request for Proposal (RFP) for website back-end consulting services invites interested, experienced vendors to submit their application for consultation analysis, assessment and recommendations for improving the current back-end structure of the PQF website. All proposals must be submitted to the Perinatal Quality Foundation, no later than 1pm CST on Wednesday, September 30, 2020.

All applications received by the specified deadline will be reviewed and evaluated according to the process described in the RFP. The PQF reserves the right to cancel this request for consulting services at any time, to elect not to award the work listed, to reject any or all of the responses, and to waive any informality or irregularity in any response received. PQF is the sole judge of the merits of the responses received.

You may obtain the RFP at no charge through our website at <http://www.perinatalquality.org/rfp/2020-08-24/warcs.pdf>

Questions requiring extensive answers regarding this RFP should be sent, in writing, no later than 1pm CST on Monday, September 7, 2020 to Marin O'Keeffe, Program Director, mokeeffe@perinatalquality.org. Questions with shorter answers may be sent at any time up until the September 30 due date.

Section 1: Introduction and General Information

The Perinatal Quality Foundation requests proposals from qualified and experienced firms in back-end (server side) website development consultation as specified in this Request for Proposal ("RFP").

The services provided by the successful firm for back-end website analysis and recommendations will be integral in the PQF's re-branding and education efforts to the medical community and to consumers.

Each respondent must reply to this request for proposal ("RFP") by supplying a proposal with all relevant information that meets the requests and standards set forth in this RFP.

Each respondent must submit one (1) original and one digital copy of the proposal to:

Marin O'Keeffe
Program Director
Perinatal Quality Foundation
P.O. Box 21803
Oklahoma City, OK 73156
mokeeffe@perinatalquality.org

For purposes of this RFP, the term "Consultant" shall mean the party submitting a proposal for, or entering into the contract for the performance of the services outlined herein.

- A. Response Date
One (1) original and one digital copy of the proposal must be received on or before 1pm CST on Wednesday, September 30, 2020. Proposals received after this time will not be considered. It is the sole responsibility of the respondent to ensure that the PQF has received the proposal on time. Facsimile transmission will not be accepted.
- B. PQF Responses to Questions
Questions requesting extensive clarifications or additional information regarding this RFP must be emailed to mokeeffe@perinatalquality.org no later than 1pm CST on Monday, September 7, 2020. All questions, answers, and addenda will be shared with all known recipients of this RFP and posted to <http://www.perinatalquality.org/rfp/2020-08-24/>.
- C. Review of Proposal
Each proposal will be reviewed for completeness prior to actual evaluation. The PQF reserves the right to eliminate from further consideration any proposal the PQF deems to be substantially or materially unresponsive to the requests for information contained herein.
- D. Modification and Withdrawal
A proposal may not be modified, withdrawn or canceled by a Consultant for a period of sixty (60) days after the time and date designated for receipt of proposal. A Consultant may also withdraw or modify a submitted proposal before the due date designated of September 30, 2020.
- E. Award of Project
Upon review of proposals received in response to this RFP, the PQF will enter into an agreement with the Consultant that is best qualified based on the criteria and requirements set forth in this RFP, that is responsible and responsive to requested criteria and which

provides the best overall value to the PQF. The cost proposal will be considered in selection of a Consultant, but will not be the sole criteria for award of the contract

F. Cancellation of RFP

The PQF reserves the right to reject any and all proposals, or to accept any portion of the proposal, to waive any formality, technicality or irregularity in any proposal, and to be the sole judge of the value and merit of the proposals offered. Such decisions by the PQF shall be final.

Section 2: Perinatal Quality Foundation Overview

The Perinatal Quality Foundation is an independent non-profit foundation of national scope. The PQF was incorporated in 2004. The mission of the Perinatal Quality Foundation is to improve the quality of obstetrical medical services by providing state of the art educational programs, and evidence-based, statistically valid monitoring systems to evaluate current practices and facilitate the transition of emerging technologies into clinical care.

The foundation is committed to disseminating consensus practice protocols, and to providing clinician education, quality of practice monitoring measures, and consensus discussions on emerging obstetrical technologies. The strength of the PQF is its ability to bring together experts, thinkers, and leaders devoted to maternal and fetal health to reflect on, select, and implement programs to facilitate quality perinatal patient care.

The Perinatal Quality Foundation initiated the Nuchal Translucency Quality Review (NTQR) program in 2005. The Cervical Length and Education Review (CLEAR) Program was begun in 2011 and the Fetal Monitoring Credentialing (FMC) Program in 2013, and the Genetic Educational Modules for physicians and high-risk patients in 2015.

In addition, the Perinatal Quality Foundation has initiated discussions and/or research related to patient safety in obstetrics, prenatal genetic testing, and carrier genetic analysis.

Section 3: Consultant's Understanding of the RFP

In responding to this RFP, the Consultant accepts full responsibility to review and understand the RFP in its entirety, and in detail, including making any inquiries to the PQF as necessary for clarification and information. Failure to make such review or inquiry shall not excuse the Consultant from performance of the duties and obligations imposed under the terms of the agreement. Once the award has been made, failure to have read all the conditions, instructions and specifications of this RFP shall not be cause to alter the terms and conditions of the agreement or to request additional compensation.

Further, the PQF reserves the right, at its sole discretion, to eliminate from further consideration any proposal the PQF deems to be substantially or materially unresponsive to this RFP. Such elimination shall be at no fault, cost, or liability whatsoever to the PQF.

Section 4: Evaluation and Selection Process

RFP responses will be evaluated to determine the ability of each Consultant to provide the required services. The PQF will select the firm that best meets the PQF's needs, with price being only one factor that the PQF will consider in making this determination. The recommendation of the evaluation team will be subject to approval of the PQF Board. The PQF will award the contract to the Consultant based on the following key evaluation criteria:

- Applicants' capability and history in website back-end consulting assessment projects for similar clients and/or comparable services.
- Examples of methodology for conducting a back-end website assessment and provide recommendations.
- Ability to demonstrate the competence of the Project team to perform the work.
- Past record of performance as determined from available information, including references from Consultant's former clients.
- Demonstrated capability under current workload and resources available to perform the work within the Project schedule.
- Diversity of Project team and the qualifications and experience each member will bring to the Project.

The process for selection of the successful Consultant will be as follows:

- All valid, complete and timely responses will be evaluated by a review team. Members of this team will include the PQF's Chief Executive Officer, Program Director, and select Board members or their designees.
- Responses will be reviewed by the PQF team and ranked based on the criteria set forth in Section 4A of this RFP. Selected applicants will be scheduled for an oral presentation and interview. The number of finalists to be interviewed will be limited to no more than three (3).
- The proposal from the Consultant selected by the PQF team will be forwarded for final approval by the full PQF Board of Directors.
- The Consultant awarded this Project shall enter into an agreement with the PQF within 30-days of notification of the PQF Board approval.

Section 5: Statement of Qualifications Information

Each respondent submitting a proposal must include a statement providing the following information:

Firm's Profile

- Name, address, contact person, phone, email and web address;
- General background; and
- Service offerings.

PQF Project Team

- A narrative describing the roles of each team member assigned to the PQF project;
- Resumes and/or professional biographies of PQF project team members; and
- Information on "sub" contributors for the PQF project, if any, including related experience of sub-contracted firm and of the individual team members.

Related Experience

- State experience in web site back-end development including (but not limited to) efficient web operations, languages, SaaS, and other tools that would future proof the web site;
- Provide examples of other back-end consulting projects completed by firm; and
- Describe the scope and size of completed projects including other associations or similar organizations.

Project Approach

- Description of the approach your firm would use to meet the expectations of the PQF and the results of this approach; and

- Examples of project management systems and measurements that your firm would use to complete the PQF project.

References: Provide a minimum of three (3) references on similar projects.

Section 6: Cost Proposal

Applicant shall submit a detailed cost proposal with a breakdown of the fees to perform the work outlined. The cost for services shall be a "not to exceed cost for services." The cost proposal shall be submitted with one (1) original and one (1) digital copy.

Section 7: Scope of Work

The successful Consultant will evaluate the current back-end (server-side) of the PQF website and develop two scenarios: (1) a compelling recommendation as to how to improve the efficiencies and ease-of-use of the current architecture with modifications, and (2) a proposed structure for an entirely new back-end that incorporates easy-to-update, and state of the art tools for education, data collection and analysis.

Overall assessment and recommendation goals include:

- Enhance overall efficiency and decrease time required for updates and programming changes
- Establish redundancy in website management
- Simplify the process for content changes (move from IT programming to office updating)
- Delineate the strengths and weaknesses of current program functions
- Provide data automation for research and marketing intelligence
- Develop appropriate common strategies and interactions between programs
- Enhance website security

In summary the Consultant will provide assessment of the PQF information technology resources and recommendations for improving efficiency. PQF's current primary interest is operational structure not front-end design. PQF seeks advice and consultation on how to modernize and improve efficiency including recommendations regarding programming, staffing, and software as a service (SaaS).

This phase of the PQF project includes only project consultation, assessment and recommendations. The project will focus on three of the four PQF programs offered to the medical community. The earliest, largest, and most complex program may be added to the end of this Project by a separate bid.

NOTES:

The PQF website programs are accessed 24/7 by health professionals and are required to remain functional during processes recommended.

The Consultant must provide neutral, objective and supportive consultation without targeted marketing.

PQF seeks only a thorough "back-end" assessment of the website's functions without specific front-end design consultation at this time.

Section 8: Current Website Environment

Between 2004 and 2016 the PQF established four major web-based programs. Each program was established independently and currently each do not interact with others. In addition to the PQF website, there are separate production and quality assessment (Q/A) websites for each of the four programs,

research sites, demonstration sites, miscellaneous sites, and workspaces. In total there are over 20 websites residing on three Amazon Cloud servers. Production sites are on one server, Q/A sites on a second and databases on a third. Workspaces, encryption operations, and report operations are activated as needed on a 4th Amazon server. Each program website connects to data bases specific to that individual program. There is not a common database of participants and demographics although there is overlap. A list of all sites is contained in Appendix A.

All websites are programmed using .NET language. The program websites each include one or more of the following components:

- Tests
- Image review
- Demographics
- Databases
- Statistical reporting
- Automation tools
- Payment screens and donations
- Videos, presentations, narratives and graphics

Section 9: RFP Schedule

Date	Project Task
August 24, 2020	RFP Released
September 7, 2020	Questions Due by 1PM CDT
September 30, 2020	Proposals due by 1PM CDT
October 2, 2020	Those selected by interview are notified
October 2 – October 16, 2020	Interviews conducted
October 19, 2020	Board approval

Section 10: Scope of Award for this RFP:

While the PQF intends to award all tasks included in this RFP to one Consultant, the PQF also reserves the right to contract any task or portion of this work separately.

Appendix A

Production Platform

1. <http://clear.perinatalquality.org>
2. <http://res1-imaging.clear.perinatalquality.org>
3. <http://fmc.perinatalquality.org>
4. <http://mini.fmc.perinatalquality.org>
5. <http://test.fmc.perinatalquality.org>
6. <http://yale.fmc.perinatalquality.org>
7. <http://gem.perinatalquality.org>
8. <http://es.gem.perinatalquality.org>
9. <http://ntqr.perinatalquality.org>
10. <http://rgtc.perinatalquality.org>
11. <http://www.perinatalquality.org>

Testing Platform

1. <http://qa.clear.perinatalquality.org>
2. <http://qa.res1-imaging.clear.perinatalquality.org>
3. <http://qa.fmc.perinatalquality.org>
4. <http://qa.gem.perinatalquality.org>
5. <http://qa.es.gem.perinatalquality.org>
6. <http://qa.ntqr.perinatalquality.org>
7. <http://qa.perinatalquality.org>

Internal Usage

1. <http://docs.perinatalquality.org>
2. <http://jira.perinatalquality.org>