

Request for Information (RFI)



Request for Information #383
UCSF Health System Digital Experience
March 27, 2015
Lauren Curry

NOTE: THIS IS NOT AN ORDER

All qualified, interested suppliers are invited to submit a response to this Request for Information

It is the Respondent's responsibility to read the entire document and any addendums and to comply with all requirements listed herein. Any addenda to this Request for Information will be distributed to those who request this RFI. It is the Respondent's sole responsibility to watch for any addendums, notices, or changes to the RFI or process prior to submitting a proposal.

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SECTION A. PURPOSE OF THE REQUEST FOR INFORMATION

The purpose of this Request for Information (“RFI”) is to gather information and identify agencies which can provide UCSF Health System (UCSFHS) with research and recommendations to produce an industry-leading digital presence for prospective and existing patients, UCSF healthcare providers and referring physicians.

SECTION B. PROJECT OVERVIEW

We're looking for a UCSF Digital Health System that:

1. Makes it easy for patients to choose and remain with UCSFHS for care
 - Encourages engagement with UCSFHS.
 - Provides patients with user-friendly, valuable online tools and services.
2. Makes it easy for referring physicians to refer patients to UCSFHS for care
 - Provides the best digital access to clinical information about patients they refer to UCSFHS.
 - Provides referring physicians with user-friendly, valuable online tools and services.

The agency eventually selected will work with UCSFHS to achieve an industry-leading web presence for the UCSF Health System, scope may include:

Clearly define UCSF Health System audience and their needs

- Interview key users (prospective and existing patients, UCSF healthcare providers and referring physicians for both peds and adult).
- Analyze User Needs – Assess the needs and behaviors of patients, prospective patients, UCSF healthcare providers and referring physicians for both peds and adult; refine goals of the project; and establish criteria for success.

Conduct a competitive analysis

- Identify websites that are effectively engaging users in the healthcare space and beyond.
- Are there any academic medical center websites with wow-worthy digital experiences?
- Are there other academic medical centers that clearly represent education, research, and patient care components -- how do we complement each other rather than compete in the digital space and confuse the user?
- Directly compare UCSFHS to regional competitors (Stanford Health, Dignity Health, Sutter, Kaiser, etc.).

Analyze UCSF's existing patient and physician-facing web presence

- Dig into our fractured digital presence. Reference internal audit of UCSF sites.
- Identify our weak spots. Where and how are we breaking down?

Present a long-term digital strategy for the UCSF Health System

- Highlight key learnings and best practices for developing an industry-leading web presence for the new UCSF Health System.

- Provide a strategy for us to achieve a strong digital presence and remarkably right user experience for the consumer and physician-facing audiences.
- Present an implementation plan that leverages existing and new systems to achieve our digital strategy. The implementation plan should include a strategy to encourage participation by all UCSF web sites.
- Outline integrations between UCSF's Apex installation, and other Enterprise systems. General requirements of the integrations (REST, JSON, ETL, etc.) and data flow should be included. Other software and hardware architecture schematics should be part of the discovery process.
- Outline major tasks and a rough timeline.
- Map out ongoing operational needs including estimation of full-time employees (FTE), types of FTEs, and hardware and software to keep the system functioning smoothly.

SECTION C. BACKGROUND AND FACTS

The following describes the University's digital presence:

UCSF has a fragmented digital presence spread over more than 2,000 websites. We want to create an industry-leading, responsively designed UCSF Health System digital presence that provides prospective and existing patients, UCSF healthcare providers and referring physicians with a remarkably right user experience.

Our partner will work with us to create a long-term **Digital Experience Strategy** that will leverage current systems and integrate with UCSF's clinical systems (Apex by Epic) and CRM (SalesForce). We want to adopt the latest technologies around site personalization such as using a customer's location information to generate directions to clinic or using recent search terms to serve up additional, related links to help lift engagement. We are also interested in integration with social platforms and customer relationship management software.

Additional Materials

Story on Apex roll out at UCSF:

<http://www.ucsf.edu/news/2012/06/12225/ucsf-takes-giant-leap-toward-improved-patient-safety-care-electronic-health>

Relevant UCSF links:

UCSF Medical Center
<http://www.ucsfhealth.org/>
 UCSF Medical Center at Mission Bay
<http://www.ucsfmissionbayhospitals.org/>
 UCSF Benioff Children's Hospital San Francisco
<http://www.ucsfbenioffchildrens.org/>
 UCSF Benioff Children's Hospital Oakland
<http://www.childrenshospitaloakland.org/main/home.aspx>
 UCSF Doctor & Staff Directory – Adult
<http://www.ucsfhealth.org/directory/>
 UCSF Doctor & Staff Directory – Peds
<http://www.ucsfbenioffchildrens.org/directory/A.html>
 UCSF MD Link (referring physician portal)
<https://www.ucsfhealth.org/mdlink/>

UCSF My Chart (patient portal)
<https://www.ucsfhealth.org/ucsfmychart/>
UCSF edu site
<http://www.ucsf.edu/>
UCSF Department of Medicine
<http://medicine.ucsf.edu/>
UCSF Department of Surgery
<http://surgery.ucsf.edu/>

Local Competitors:

- Stanford Health Care: <http://stanfordhealthcare.org/>
- Sutter Health: <http://www.sutterhealth.org/>
- Kaiser: <https://healthy.kaiserpermanente.org/>
- Dignity Health: <http://dignityhealth.org/>

SECTION D. RESPONSE REQUIREMENTS

Responses to this RFI should address the following:

1. Submit an Intent to Respond (Attachment 2).
2. Provide a minimum of three recent references (health care clients preferably) including contact information.
3. Is the agency the subject of any litigation or professional disciplinary action that might adversely affect its ability to perform? Please describe.
4. Demonstrate the agency's qualifications and ability to meet the requirements in Attachment 1: Requirements. Provide specific responses to each item.
5. Include the Respondent's Certification and Signature Page (Attachment 4) with the response.

SECTION E. INSTRUCTIONS TO RFI RESPONDENTS

UCSF Health System Digital Experience RFI responses shall be addressed and delivered as follows:

1 original, signed response and 1 electronic copy to:

UCSF Medical Center Procurement Services
Attn: Lauren Curry
250 Executive Park Blvd., Suite 3400
San Francisco, CA 94134
Telephone: (415) 514-6740
Email Address: Lauren.Curry@ucsf.edu

Response Preparation Costs

All costs incurred in the preparation and submission of the UCSF Health System Digital Experience RFI response and related documentation will be borne by the responder.

SECTION F. KEY ACTION DATES

Listed below are the key action dates/times for this UCSF Health System Digital Experience RFI. In the event that it becomes necessary to clarify, interpret, or correct any part of this RFI, including changing any of the dates below, the information will be provided in writing to all who have registered pursuant to the instructions above.

EVENT	TIME (PDT)	DATE
RFI Issue Date	---	Friday, March 27, 2015
Last day for Respondents to submit Intent to submit Information and requests for clarification	3:00 pm	Friday, April 3, 2015
UCSF's response to requests for clarification of RFI		Tuesday, April 7, 2015
Deadline for Respondent's Submission	3:00 pm	Friday, April 10, 2015
Respondent Presentations (if required)	Wk of	April 20-24, 2015
Approximate award of qualification date	Wk of	May 4-8, 2015

Questions/UCSF RFI Contact Person

Questions regarding this RFI shall be submitted using the attached Inquiry Form (Attachment 3). Multiple questions may be listed on a single form. Please submit via email to:

UCSF Medical Center Procurement Services

Attn: Lauren Curry

Telephone: (415) 514-6740

Email Address: Lauren.Curry@ucsf.edu

Contact with University Personnel

With the exception of the designated contact as provided in this RFI document, agencies are not permitted to communicate with University staff regarding this solicitation. **Prospective Respondents who contact other UCSF staff or consultants with inquiries may be disqualified.**

ATTACHMENT 1

University of California, San Francisco Medical Center UCSF Health System Digital Experience RFI STATEMENT OF REQUIREMENTS

No.	Question	Response
Experience/Background		
1.	What is your history working with large organizations to come up with innovative solutions to difficult technical problems?	
2.	Are easily recognized brands part of your portfolio?	
3.	What is your experience solving complex technical problems quickly and efficiently?	
4.	Examples of launched sites.	
5.	What is your knowledge of the health care industry?	
6.	Examples of successful projects with health care clients.	
7.	What is your west coast presence?	
8.	What would the team look like who would work on a digital presence initiative?	
Methodology		
9.	Please describe the scope of services you will provide to meet the objectives for this project.	
10.	Outline the general approach and principles that your agency applies to brand messaging, creative and media planning.	
11.	Describe your firms brand campaign experience, for health care or health-related products or services and beyond. Please provide two case studies in the health care category, and at least one outside the category describing objectives, solutions and results.	
Pricing Information		
12.	Describe your current business model and pricing strategies. Include general cost estimates for the strategy phase and the implementation phase of a project like this as well as an estimate for the entire project. Include one-time initial costs, if any.	

ATTACHMENT 2

**University of California, San Francisco Medical Center
UCSF Health System Digital Experience RFI
INTENT TO RESPOND**

DUE: Friday, April 3, 2015

Please mark the appropriate response with an "X":

___ The agency I represent intends to submit a response to the Request for Information for UCSF Health System Digital Experience.

___ The Company I represent does *not* intend to submit a response to the Request for Information for UCSF Health System Digital Experience.

DATE

AUTHORIZED SIGNATURE

COMPANY NAME

**PRINT NAME OF AUTHORIZED
SIGNATURE**

ADDRESS

CITY/STATE/ZIP CODE

TELEPHONE NUMBER WITH AREA CODE

EMAIL ADDRESS

ATTACHMENT 3

University of California, San Francisco Medical Center UCSF Health System Digital Experience INQUIRY FORM

Respondents should use this form to submit questions regarding the RFI. The University will provide a complete list of questions received along with the University's responses to all Respondents who indicated their intent to respond, pursuant to Attachment 2. Questions will be listed without reference to the source.

Name of Company:

Company Representative:

Question(s)

Note: Reproduce this form as necessary.

Email this form to: Lauren.Curry@ucsfmedctr.org

ATTACHMENT 4

University of California, San Francisco Medical Center UCSF Health System Digital Experience RESPONDENT'S CERTIFICATION AND SIGNATURE PAGE

Response to the University of California's Request for Information for UCSF Health System Digital Experience.

AUTHORIZED SIGNATURE: This RFI Response must be signed with the full name and address of the Respondent; if a co-partnership, by a member of the firm with the name and address of each member; if a corporation, by an authorized officer thereof in the corporate name.

The below-named individual, submitting and signing this response, verifies that he/she is a duly authorized officer of the company and certifies that the responses submitted on behalf of the company are true and accurate.

DATE

AUTHORIZED SIGNATURE

COMPANY NAME

**PRINT NAME OF AUTHORIZED
SIGNATURE**

ADDRESS

CITY/STATE/ZIP CODE

TELEPHONE NUMBER WITH AREA CODE

EMAIL ADDRESS