Western New York Rural Area Health Education Center, Inc.

Request for Proposal for Services
March 2019

eLearning Activity Development:
Stand Alone, Game-based, Mini Activities, Simulations

Contact:
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Due Date: April 15, 2019

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1. **Summary**

   WNY Rural AHEC is seeking proposals to design and develop interactive eLearning activities/games-based learning for **adult learners** which should include, but not be limited to the following:

   Stand Alone Activities/Games– mechanisms are tuned to specific learning objectives and mastery of the activity means mastering the content

   Simulations – Digital experience that is meant to simulate real-life scenarios when the real-life scenario is challenging and involves decision making

   Mini Activities/Mini-Games – A short activity experience existing within or alongside the digital course content (best when reinforcing singular lesson objectives)

   Interactives – Simple cause and effect interactions used to help the learner visualize or reinforce the key concepts.

   Each learning activity should meet the following requirements:
   - Be created using an HTML 5 open source framework

   - Use a structure (SCORM) that is compatible with or can be easily mounted to Canvas (the LMS R-AHEC is using)

   - Be compatible across any browser a learner may use to access the materials and work on both desktop and mobile devises within the Canvas app

2. **Organizational Overview**

   Western New York Rural Area Health Education Center, Inc. (R-AHEC), is a not-for-profit organization headquartered in Warsaw, NY. R-AHEC serves the rural and urban area of WNY and creates community partnerships in underserved areas where help is needed most. The agency focuses on pipeline programming for youth, continuing education, health workforce development, and rural health technology advancement. Our mission is to "improve health and healthcare through education."

3. **Proposal Guidelines and Requirements**
   - This is an open and competitive process.

   - Proposals received after 4:00 pm EST on Monday, April 15, 2019 will not be considered.

   - The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

   - The price quoted should be inclusive and valid for 90 days after submission. If the price excludes certain fees or charges, a detailed list of excluded fees with a complete explanation of the nature of those fees must be included within the quote.

- If the execution of work to be performed requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, and EIN any/all sub-contractors. WNY R-AHEC will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

4. **Contract Terms**

   All contracts are subject to review by R-AHEC's legal counsel. WNY R-AHEC will negotiate final contract terms upon selection of a bidder (or bidders), including full project descriptions, scope, budget and other necessary items.

5. **Purpose and Description**

   Purpose: R-AHEC is creating a Care Coordination training program. The training will be broken down into modules which focus on various skills needed to be successful in this position. As part of this project, high quality online trainings will be developed. R-AHEC plans to incorporate interactive eLearning elements (game-based learning activities, simulations, etc.) into these online modules. The purpose of these interactive elements is to:

   - Engage and motivate students,

   - Improve retention of material, and

   - Increase completion rate

   The goal is for students to be able to apply concepts and strategies learned from these activities to the job responsibilities of a Care Coordinator.

   Description: The winning bidder(s) will create editable/reusable interactive learning activities which will engage adult students in the study of Care Coordination. It is our intent to create an eLearning environment which is informational, challenging, fun, and user-friendly. R-AHEC is seeking to acquire interactive learning activities from qualified eLearning development companies which have the capacity to develop and deliver these types of activities. The activities (game-based learning, simulations, etc.) should be designed to support **adult professional skills development** of our healthcare workforce and fit into modules such as: New Models of Care; Cultural Competency & Health Literacy; Community Orientation; Chronic Disease & Social Determinants of Health; Health Information Technology, Documentation, & Confidentiality; Quality Improvement; and Professionalism & Ethics. The content for these modules has been developed by, and is the intellectual property of, WNY R-AHEC.

6. Timeline

- This RFP is dated March 15, 2019. It may also be found at https://www.r-ahec.org/category/news/ and downloaded from that website. Updates and responses to questions will be posted there, so we strongly encourage respondents to check the website frequently.

- Proposals are due no later than 4:00 pm EST on Monday, April 15, 2019 and will be evaluated immediately thereafter.

- The name of the candidate firm who has been selected will be decided on or about Friday, April 19, 2019.

- Negotiations will begin immediately with the successful candidate and should conclude no later than May 3, 2019.

- All other candidates will be notified on or about May 3, 2019.

- It is anticipated that 9 -14 editable/reusable eLearning activities/games for adult learners may need to be created.

- Half of the editable/reusable eLearning activities/games for adult learners must be completed and delivered by June 28, 2019.

- The remainder of the editable/reusable eLearning activities/games for adult learners must be completed and delivered by July 31, 2019.

7. Budget

Please provide cost proposals and timelines for the following stages of development as well as the final product.

Consultation/Design
- Work closely with the project staff and use knowledge of interactive eLearning design to finalize a structure for each activity
- Discuss and collaborate with staff to finalize art style, characters, narrative, gameplay ideas etc.
- Incorporate the module content developed by R-AHEC staff into each activity so that they fit within the online training format
- Create a design document outlining each interactive activity

Alpha -Programming/Milestones
- Program learning activities based on collaborative design
- Work closely with project staff and provide regular samples/updates of each activity throughout the project
- Meet with staff as required to ensure the project stays on track
- Use feedback from project staff throughout the process to make alterations to each activity

Beta - Piloting/Revisions
- Activities will be piloted by project staff with various adults to get their feedback; any necessary tweaks or changes will be made to the activities before they are considered final and ready to be put online for regular use

Final
- Provide R-AHEC with all necessary content for the finished activities
- All materials comprising the completed work will be the property of R-AHEC

Post Project Support
- Be available to answer questions and assist with troubleshooting in order to ensure that the final activities are online, in working condition, on the project's LMS and any other online places deemed necessary by project funders.

8. Proposal Submission Process
- Before content material is discussed or exchanged, **a Non-Disclosure Agreement (NDA) must be signed** and on file at R-AHEC. If you plan on submitting an RFP, please send a signed/dated mutual NDA to R-AHEC. The appropriate R-AHEC staff will sign it and return a copy of the fully executed NDA to you.

- NDAs and Proposals may be postal mailed or physically submitted to:

  WNY Rural Area Health Education Center
  Attn: Kathy Wood RFP# WFC 2019
  20 Duncan Street, PO Box 152
  Warsaw, NY 14569

  or

  may be submitted by email to: kwood@r-ahec.org

- **Bid proposals (RFPs) must be received by R-AHEC by 4:00 PM on Monday, April 15, 2019.** Accordingly, no bid proposals will be accepted after the date and time specified. All bids must be valid for 90 dates.

- The bid proposals and the evaluation documents created by R-AHEC will remain confidential until R-AHEC has evaluated all of the compliant bid proposals submitted in response to this RFP and the selection process is complete.

- Failure to comply with or supply any and all information requested to accompany bid proposals may be cause for rejection of the proposal.

- By submitting a bid proposal the bidder agrees to the terms and conditions contained within this RFP.

9. Proposal Format

Proposals can be organized in Bidder's standard format, but <u>must include</u> theses sections:

- Cover Page

- Introduction – Brief introduction which includes:

    - Bidder's name, address, and contact information

    - Statement that indicates the proposal is valid for the minimum of 90 days from submission

    - A statement that all essential positions and other resources, which are required to perform the services described in this RFP, will be made available by bidder's organization over the life of the anticipated contract

    - Signature of authorized individual

- Project Personnel/Qualifications – Professional qualifications and experience of the company's proposed personnel (experience working with other projects of similar topics)

- Types of eLearning activities offered (with descriptions), the interoperability and reusability of the framework, and a list of your in-house computer/technology equipment, software and development capabilities

- Detailed description of your method used for designing online learning material/activities, project management process, quality assurance process (evaluating deliverable, bug tracking software), and customer service measures

- The training process you provide for clients and any security measures your company implements to ensure secure transmission of data with clients

- Development schedule/Timelines

- Pricing Section (all costs and pricing rates)

- A statement that you understand and confirm that all materials comprising the completed work will be the property of R-AHEC, and R-AHEC retains the right to alter, print, copy, distribute or otherwise use the materials in any way it chooses

9. Pricing for eLearning Activities & Guidelines

- A chart should be used to show the pricing format or options for the development of the eLearning activities (billable hours, flat fee, maintenance agreement, cost savings initiatives/discounts, etc.)

- Pursuant to New York State Executive Law Article 15-A, preferred consideration will be given to those applicants who are certified as Minority and Woman-owned Business Enterprises (MWBE)

- Preferred consideration will also be given for eLearning awards received

10. **Bid Submission Requirements**
    The following considerations apply to the proposal submission and review process:

    - In the event it becomes necessary for WNY R-AHEC to amend, add to, or delete any part of this RFP, the amendment will be posted on the R-AHEC website at https://www.r-ahec.org/category/news/

    - All materials submitted in response to the RFP become the property of the R-AHEC. Proposals and supporting materials will not be returned to bidders.

    - Bidders are advised that:
        - Pricing will be considered as part of the proposal evaluation process.

        - The proposals selected will not necessarily be the proposals with the lowest cost.

        - R-AHEC reserves the right to reject any or all proposals.

11. **Questions about the RFP**
    Questions about the RFP should be submitted only via email to:
    Kathy Wood, Program Specialist - kwood@r-ahec.org

12. **Provider Point(s) of Contact**
    Bidder must provide a single point of contact for all service-related support or questions. This eliminates any confusion and enables issues to be resolved quickly. The provider must have one phone number to call.

13. **Proposal Evaluation and Acceptance**

    - The proposal selection will be based on all factors indicated in the **Scoring Matrix** (Section 14), not just the cost per activity.

    - Bidders must clearly identify all services that will be provided as part of these activities.

    - Prior experience, staff qualifications, project management process, training, quality assurance and security measures, etc. will be taken into consideration when comparing bidders.

    - Adequacy of bidders' proposals will be taken into consideration when reviewing bids. Proposals which do not meet all requirements or which do not include all applicable information requested in this RFP will receive lower scores in this criterion or will be disqualified.

    - R-AHEC is not obligated to accept any and all proposal received. It may accept proposals in whole or in part, or may reject any and all proposals.

14. Scoring Criteria / Scoring Matrix

All bid proposals are subject to the Proposal Evaluation and Acceptance provisions.

Scoring Criterion	Value
Cost of activities • Fees clearly identified • Overall cost	**25**
Customizability and descriptions of activities • Descriptions and appeal level of activities included in proposal (interactivity, visual, etc.) • Flexible and able to make content applicable to healthcare situations	**15**
Past performance, experience and reliability • Qualifications of project staff • Past customer comments/evaluation and examples of previous activities	**15**
Ability and Standards • Processes used in this projects – project management, quality assurance, training • Ability to complete project in a timely manner and meet deliverables	**20**
Special credentials • MWBE certified • eLearning awards received	**10**
Reusability and Interoperability • Ability or option to reuse activity (framework) in other modules • Compatibility with browsers and various systems	**15**
Total	**100**