

## Introduction

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**The Competency and Credentialing Institute, CCI, is planning a major website redesign in support of an expanding business strategy.** This Request for Proposals is to solicit a vendor partner with the skills, experience and vision to support this effort. Included in this RFP is the following information:

- Project Overview
- Technical Requirements
- CCI Audience and User Description
- Proposal Format, Submission and Requirements
- Timeline
- Criteria for Decision

### **Organizational Overview and Project Goals**

CCI is the proprietary owner of the CNOR and CRNFA credentials, currently held by over 30,000 surgical (perioperative) nurses. These credentials, are the core of our business, and our current website, [cc-institute.org](http://cc-institute.org), was designed primarily to promote certification and assist our certificants.

In support of the our certification exams and a broadening competency assessment mission, CCI created a collection of educational content: text and reference books, certificate programs, test preparation guides and educational modules. This content collection has become a trusted resource for the perioperative community, and our ownership and ability to organize and publish it has become a valuable core competency.

We are seeking a growing audience. We are currently positioned as a perioperative certification body with a collection of supplementary knowledge. Our goal is to redefine that position to be recognized as a hub of perioperative information and education, with our credentials as evidence of the competence that accompanies that knowledge.

The key element in this strategy is our website, which will need two major upgrades:

- 1) To create a content sales and distribution area which emphasizes our position as a knowledge-based organization.
- 2) To update the design and architecture of the current informational site to emphasize the shift in strategy.

### **About the project**

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Our goal is to establish CCI as the best resource for perioperative information and to reach a market beyond our base of certificants, while engaging the existing certificant community with our educational resources. To support this goal, we are searching for a vendor to facilitate the following strategic steps.

#### **Repackage current educational content.**

CCI owns a large collection of educational content in the form of textbooks, references, test preparation materials, learning modules and certificate programs (see *Notes* for details). All

of the print publications have been converted to PDF format, and they are available for sale on our site. But each PDF is a complete and exact copy of the printed text. We want to reconfigure all of this content for modular distribution. For example, our textbook *Competency for Safe Patient Care During Operative and Invasive Procedures* is 1,400 pages long, with more than 1,000 images and charts. The goal of the content redesign is to modularize this content for customized access and utilization.

At this point we are focusing on the redesign of current material. We will not be re-writing or creating additional material.

### **Create a distribution site for the educational content.**

Many medical publishers have online sales and distribution sites. The largest online resource for nursing information--and a good example of the functionality we want in our own site--is NursingCenter.com. The site is owned by Lippincott, and it is a showcase for their textbooks and journals which span all nursing disciplines.

We do not plan to compete with the large publishers on size and quantity of content. We can compete with them in terms of quality and customer relationship, within the field of surgical nursing. But in order to compete, we need to have a distribution site that rivals the quality of the best medical publishers. The most important elements will be:

The ability to showcase our products in a simple, usable interface, in multiple formats.

For example, the front page of NursingCenter.com links to content in a Flash frame, with short text links, short summaries and image links.

Simple content distribution. Users should be able to purchase and download all products from the site.

Any customers should be able to create a user account, with a personal page where they can save and retrieve files.

The site should support a mix of sales models—free items, paid items, subscriptions—plus the ability to offer discounts and coupons.

CCI staff should have access to manage the educational content and the site itself. We do not know what sales structure or combinations of content will be popular with our audience, and we need to be able to make changes as we progress.

In service of that goal, the site should also have user and item tracking, so that we analyze sales and user behavior.

We have an existing merchant account with Paypal, and our current system accepts Visa and Mastercard. The sales functions should be integrated with our existing setup.

### **Redesign of existing informational site.**

CCI's existing website was designed to provide information about the organization and certifications. Much of the current information on the site is still relevant, but in keeping with our shifting strategy—positioning us as a hub for perioperative knowledge—we want a site design and architecture that continues to incorporate the importance of certification while adding an emphasis on our role as a knowledge resource.

Our style manual is still relevant to our goals, and we do not wish to make major changes to our existing graphic design elements and guidelines. We do want to supplement the website design with features that update our image and emphasize our position as a knowledge leader.

First: our role is to serve as a resource for the latest and best knowledge in perioperative competence. Second: the CNOR and CRNFA certification is proof that an individual has demonstrated that competence. Our site should tie these two ideas together by promoting certification and supporting certificants while emphasizing the relationship with the knowledge database.

**Incorporating CCI's new marketing strategy**

As part of the shift in strategy, we are adding several marketing components to our identity. The marketing strategy is in the design phase. Both the informational site and the distribution site should build on the outline of our strategy. The working versions of our message include the following elements:

1. "CCI – Creating Cultures of Safety"
2. "Competency, Safety and Pride."
3. Our products will be grouped into functional categories, under the umbrella term of "Join the Movement"

"Join the Movement"			
Get Certified: Exams	Get Informed: Publications	Get Ahead: Certificates	Get Prepared: Test Preparation
CNOR Certification CRNFA Certification	Print publications Online educational resource	Certificate programs	Study guides

**Integration with certificant/customer database and other vendors.**

CCI's certification and customer database is managed by Cyzap. Customers interact with the database through Cyzap-hosted web pages that are integrated with CCI's site. Products that are not related to educational content—the most important of which being certification itself, but also including things like CNOR clothing—are sold through Cyzap web pages. All site design for the informational and distribution areas should tie in with the Cyzap pages.

Ideally, we would like to have some interactivity between the Cyzap database and the website, so we can offer services like automatic discounts to certificants or tie certification purchases to other content purchases. We realize that this will require additional coordination with Cyzap, and it is a project for a later stage. But if you have experience and examples of creating mashups for similar projects, please include them in your response..

**Ongoing operations, updates and new content.**

This current project is limited to redesigning existing content, but we are constantly updating our material and website information. The vendor should have an organization in place that facilitates ongoing operations.

With future updates to the content, CCI plans to incorporate additional media into our site, such as podcasts, online seminars, video or interactive content. The plan should include the ability to define, create and support such efforts. Additionally, the ability to easily add new interactive content in the future should be provided.

Additionally, CCI staff should have full access to the site's HTML content through a CMS.

### **Technology Considerations**

Our current website is running on Windows server 2003. Part of our overall IT strategy is to update our hosting. Please include your plans for back-end design and the system we would need to support the website.

### **Audience & Users**

<b>CCI Certificants</b>	Current CNORs and CRNFAs who will have an account on the CCI site and will be frequent users. They will have established accounts.
<b>CCI Customers</b>	Other customers related to perioperative nursing, such as hospital administrators, OR techs and students. Might be ongoing customers or one-time customers.
<b>Institutional Customers</b>	Customers with business to business accounts who will be purchasing content for groups and educational courses.
<b>CCI Staff – Administration</b>	Our staff will be using the site to manage content, track sales and provide customer service.

### **Splitting the Project**

CCI's goal is to have a website that represents both certification and knowledge content as equally important aspects of perioperative competency, and the two sides of the website should be tightly integrated. But we also realize that many companies might not be equally strong in both informational site design and e-commerce architecture. Therefore, CCI reserves the right to utilize a multi-vendor solution to meet its needs.

## **Response**

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This RFP has been provided unchanged, with the same deadlines and requirements, to each respondent.

### **Send to**

Send six printed copies of your RFP Response to CCI CEO, Shannon Carter at:

Shannon Carter  
CCI  
2170 South Parker Rd.

Suite #295  
Denver, CO 80204

Electronic versions of the print submission are acceptable as a supporting document, but printed proposals are required as the primary method of submission. Any electronic submission must be identical to the print version.

All costs associated with the submission of a proposal, including but not limited to printing, postage, express mail, design, and travel, are the responsibility of the submitting vendor.

### **Confidentiality**

Your proposal will be shared with a review committee consisting of CCI staff, board members and consultants. Until a proposal is accepted it will only be available to the evaluation team.

Your organization guarantees that this RFP and all work and materials will be confidential. This RFP and all associated work is the proprietary information of CCI. It may only be used to prepare a proposal for CCI.

### **Due Dates**

A complete proposal must be delivered to CCI by Monday, January 25, 2010.

### **Proposal Format & Information Required**

Your response should include all of the following information:

- 1) A description of how you will support each of the specific deliverables.
  - a) include any additional functions not included in the RFP that could benefit the website project
- 2) An outline and timeline for project implementation, including a transition plan from CCI's existing website. We would like to launch the new website by Summer 2011.
- 3) Your expectations of CCI:
  - a) Staffing: What skills do CCI staff need to have in order to facilitate the project on our end.
  - b) Training: Will CCI staff need any training on software specific to the site.
  - c) Technology: What technology we need to be able to manage the website.
- 4) An estimated budget which includes:
  - a) Budget for the creation of the website
  - b) Budget for ongoing operations, including standard pricing for upgrades, troubleshooting, future design
- 5) Your staff and structure involved in the website, including:
  - a) The project manager who will be in charge of creating the site
  - b) Any other key employees involved in the project
  - c) Any subcontractors you will be working with or third-party products you will be using.
  - d) Any additional personnel who will be involved in ongoing operations once the project has been completed.
  - e) Any other legal terms and conditions relevant to the project.

- 6) Three References from sources that can address how you have successfully executed similar projects. At least one reference referencing a project in the not-for-profit environment is required.

**RFP Process**

Monday, January 4, 2010	CCI submits RFP to vendors
Week of January 11 – 15	Vendors may schedule calls for questions with CCI
Wednesday, January 27	Proposals due to CCI
Monday, February 8	Finalists will be informed by if they have been selected to proceed to the interview phase of the selection process.
Week of February 22-26	CCI will interview finalists in person at CCI Headquarters. Expenses for travel to CCI Headquarters in Denver, Colorado is the responsibility of the presenting vendor.
Week of March 1-5	CCI will check vendor's references.
Saturday, March 13	Vendor will be selected at the CCI Board Meeting

**Evaluation Criteria**

**Plan and budget for deliverables.** You should have a comprehensive project plan for meeting all of the deliverables and a competitive budget for implementation and ongoing operations.

**Website ease of use for customers.** CCI's customer base is largely composed of nursing professionals who do not spend much of their work day in front of computers. The most important factor in design will be ease of use.

**Vendor's skills and capability.** Demonstrate the skills, history and organization required to deliver the project and work with CCI.

**Shared and demonstrated understanding of the project goals.** Demonstrate the understanding of the CCI mission, business and desired goals of the website redesign.

**Notes**

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**Current Products**

- *Competency for Safe Patient Care During Operative and Invasive Procedures* (textbook)
- *Assisting in Surgery: Patient Centered Care* (textbook)
- *CNOR Study Guide* (textbook)
- *CNOR Practice Questions (CD-ROM)*. 100 questions.
- *Perioperative Pharmacology Reference Guide*
- *Perioperative Pharmacology Reference Book*
- *Cultural Diversity Reference Book*
- Competency Module Books.

- *Age Specific Care*
- *Aseptic Technique*
- *Care of the Bariatric Patient*
- *Electrosurgery*
- *Moderate Sedation / Analgesia*
- *Patient Positioning*
- *Sterilization*
- Certificate Program for Surgical Services Management
  - *Professionalism*
  - *Leadership*
  - *Communication and Relationship Management*
  - *Financial Management*
  - *Surgical Services Management*
  - *Human Resource Management*
- Certificate Program for Surgical Services Educators

**Attachments**

CCI Branding Guidelines

CCI Message Brief