

Monday, October 20, 2025

Rhode Island Health Center Association Request for Proposal: Website Development and Management

The Rhode Island Health Center Association (RIHCA) seeks proposals from qualified firms to design, develop, and manage a user-friendly and accessible website.

Why we are issuing this RFP:

RIHCA has an existing website: www.rihca.org. Our current use of the website is minimal. We use it to provide general information, such as who we are and how to contact us, and we post information about upcoming events and news articles.

We are seeking to partner with a firm that will work with us not only to deliver a visually appealing and easily navigable website, but to also ensure our website is integrated with our day-to-day activity. We want to move from our current environment, where we and our customers seldom have a reason to check the website to one in which:

- we use the website as an essential part of how we conduct our work, and
- our customers rely on the website as a valuable source of information.

Who we are:

RIHCA is a private, non-profit organization. Our eight employees and six consultants support three main areas of work:

Health Center Program

The activities we conduct under this program seek to strengthen eight community health centers and one rural health center. Examples of activities include:

- convening learning communities where peers from all the health centers come together to learn and exchange best practices
- hosting formal trainings
- launching campaigns to advocate on behalf of the health centers.

Statewide Assister Network Services (SANS) Program

Under a contract with HealthSource RI (HSRI), the SANS Program manages a network of Navigator Agencies that educates and helps people access health insurance coverage through Medicaid or HSRI. We train organizations interested in becoming certified application counselors, so they can support people who are seeking health insurance coverage. The SANS team also hosts events where they provide direct, one-to-one assistance to people seeking health insurance coverage.

Integrated Healthcare Partners (IHP)

IHP is an accountable care organization that we manage under an agreement with the IHP Board. IHP's members include five community health centers and three community mental health centers. IHP currently has a separate website: <https://ihpaco.org/>. This site is used even less than our RIHCA site.

I. Business Needs

A. Access to Resources and Information

Current State:

Below is a brief description of the primary groups with whom we share information across our three programs:

Health Center Program Current Learning Communities:		SANS Program Monthly Meetings	IHP Monthly Meetings
<ul style="list-style-type: none"> • Clinical Leadership • Cancer Screening Quality Team • Behavioral Health • Oral Health • 340B Program Managers • Health Information Technology 	<ul style="list-style-type: none"> • Human Resources • Chief Financial Officers • Revenue Cycle Management and Billing Managers • Emergency Preparedness • Compliance and Operations • Advocacy 	<ul style="list-style-type: none"> • Navigator Call • Outreach Partnership Meeting • SANS Workgroup Meeting 	<ul style="list-style-type: none"> • Clinical Leadership • Quality, Data, and Operations
Both RIHCA and IHP also host monthly Board Meetings.			

For all the groups and meetings listed above, we share resources and information via email. If a participant wants a document that was shared in the past, they need to search for it themselves or they need to contact us. Some of the information is confidential and is not intended to be publicly available. Very little of these resources are available through our website.

Desired Future State:

We need to ensure participants can easily find the document or information they need through our website. One option we are considering is the use of gated resource libraries. Each group would have a specific page on the website. It would be the responsibility of each team member responsible for that group to post and curate information on that page. Participants would have a unique username and password.

We are also interested in the ability for participants to communicate with each other through embedded communication tools.

Potential helpful context:

RIHCA is a Primary Care Association (PCA). Similar organizations exist in every state. It might be helpful to compare our website to our colleagues' sites:

<https://championline.org/about/health-center-partners/pcas/national-pca-links>

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B. General Advocacy and Stakeholder Engagement

Current State:

We do not use our website to educate interested people about the health centers, the health center movement, or about our other programs.

In 2024-2025 we pursued an aggressive advocacy campaign to support two legislative priorities. We still have access to <https://saveourhealthcenters.org/>. We need to keep lobbying efforts separate from the RIHCA website as federal funds are used to support RIHCA's website.

Desired Future State:

While we will need to continue to keep lobbying efforts separated from the core website, we want to use the core website for more general education purposes. We should have some static resources, such as general information about the health centers, but we want to also include dynamic, regularly updated resources as well, such as video updates from the health center CEOs or a monthly newsletter from the RIHCA CEO.

We need to have better connection between our website and our social media.

RIHCA is working with a separate contractor to develop an interactive dashboard to include on the new website. The chosen vendor will work with this contractor to ensure successful implementation of the interactive dashboard. The dashboard will be displayed via an iframe. The dashboard contractor will need to know if there is a size constraint to the iframe, colors, and fonts to ensure the dashboard is cohesive with the new website. We have included in **Attachment A** additional information about this resource. This resource should be prominently highlighted in our new website.

C. Event Management

Current State:

Each year RIHCA hosts an Annual Meeting and a National Health Center Week celebration. Both events are invitation only. We also host several large virtual trainings where registration is required. We use our website to notify people about the event and include links for registration and sponsorship. After the event, we may post pictures or the program.

The SANS Program uses DaySmart to enable clients to schedule appointments. Both RIHCA and HSRI use this tool, and we cannot change it.

Desired Future State:

We want to leverage our website to generate interest in our events. We want people to be able to easily register for, sponsor, and post comments about the event. This is another area where our website should be closely linked to our social media.

We will continue to use the DaySmart tool.

II. Proposal Requirements

A. Company Overview	Provide general information about your firm. Please only include information that is relevant to this RFP. Include the profiles of the team members who will work on the project, including relevant experience.
B. General Approach	Please explain how your firm would meet the above-listed business needs. We are looking for a firm that is not solely focused on the build of a website. We need a firm that will guide us as we transition from an organization that currently views the website as generally external and incidental to our work to an organization that fully incorporates the website into our daily routines. We want to get to a place where the website is essential to our productivity and success. Your proposal should include a description of your general approach to this work. Include the challenges you anticipate and how you would overcome those. Include references to any experience with similar engagements.
C. Key Performance Indicators	Provide information on the most effective way for RIHCA to monitor performance on this engagement. In your experience and given our business needs, which KPIs are most meaningful? What analytics will your firm conduct in support of this engagement?
D. RIHCA Support	Provide a description of the training and consulting you will provide to RIHCA. Training should include technical training such as website updates but also training on how to translate our business functions to use the website more effectively. Include in this section a description of your incident management process.
E. Technical Specifications	Provide information on the following: Hosting and Server Specifications; Platform and System Services; Plug-ins and Custom Modules. Please include any additional technical information you believe we should have.
F. Budget	Provide a detailed cost proposal, including initial development and ongoing management fees. Please note, RIHCA is a non-profit organization with an average annual revenue of \$1.5 to \$2 million.
G. Project Plan	Provide a specific timeline with key milestones. The plan should give us a sense of a reasonable launch date for the new website.
H. References	Provide contact information for at least three previous clients.

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III. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Relevant experience, past performance, client references	15%
Approach to addressing business need, including KPIs and RIHCA Support	50%
Technical Specifications and Cost-effectiveness	20%
Project Plan	15%

IV. Submission Instructions

Submission Deadline: **Tuesday, November 18, 2025 5:00 PM EST**

Please submit your proposal electronically to:

Gail Stout

GStout@rihca.org

Include copies to:

Hannah Marston HMarston@rihca.org

Elena Nicolella ENicolella@rihca.org

V. Timeline

RFP Issued	Monday, October 20, 2025
Clarifying Questions Due*	Tuesday, October 28, 2025
Responses Posted at rihca.org	Thursday, October 30, 2025
Proposal Due	Tuesday, November 18, 2025
Interviews with Selected Firms, if needed	TBD
Final Decision	On or before Tuesday, December 16, 2025
Start Date	January 5, 2025

*Questions should be sent to the emails noted in **Section IV. Submission Instructions**. Please note questions and responses will be posted publicly. We will not share the source of the question.

We look forward to reviewing your proposals.
Thank you for your interest in working with RIHCA.

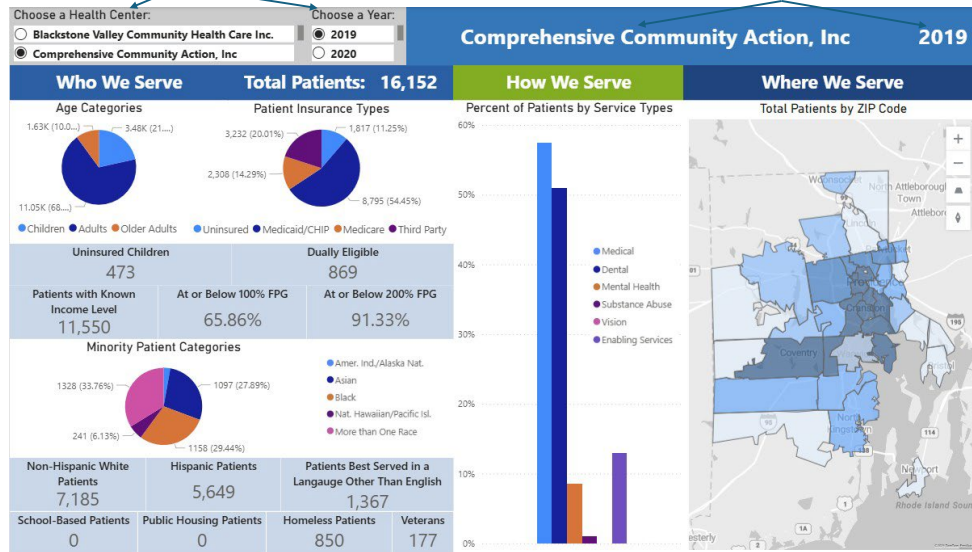
ATTACHMENT A

Screen Shots of the Interactive Data Dashboard

Colors can be changed.

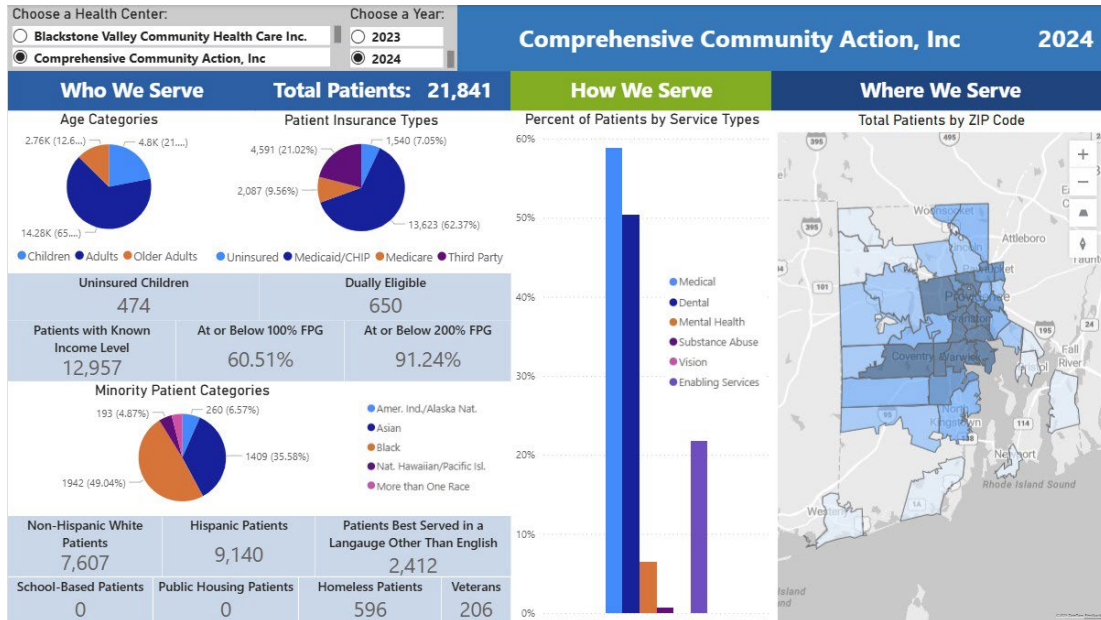
User will select health center and year

User selections are reiterated at the top so user clearly sees the health center and year they are looking at

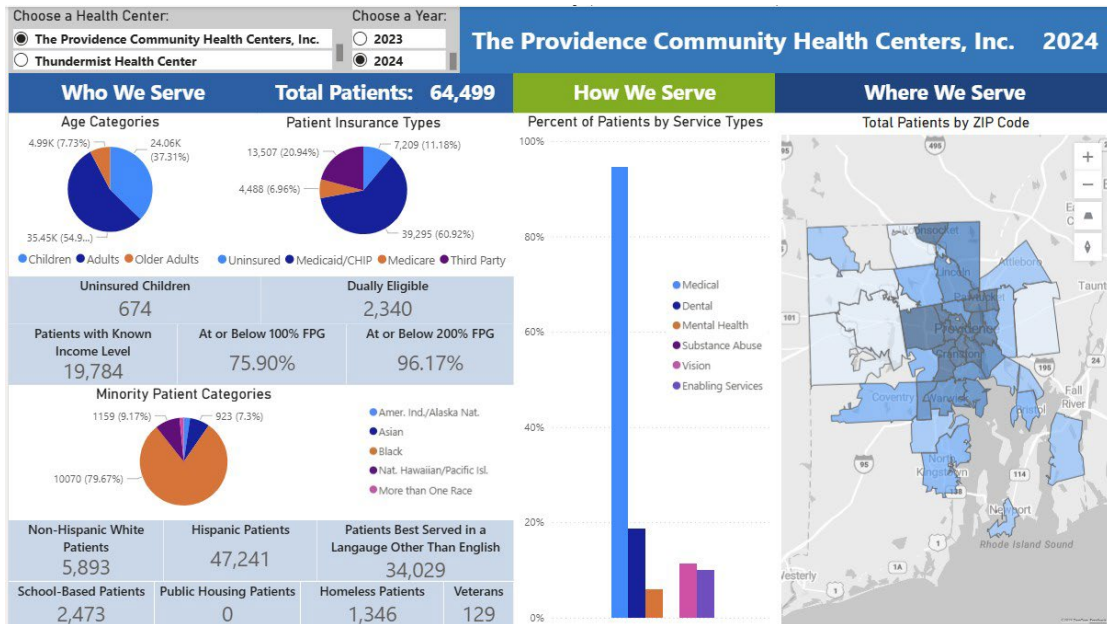


Demographic data divided into three sections; header colors are just ones I took from the current website

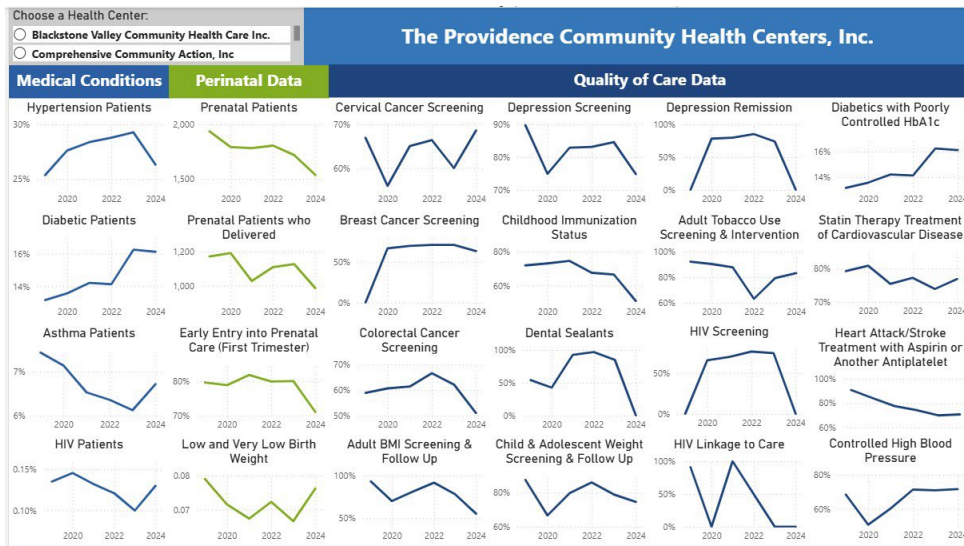
Same health center, different year



Different health center, same year



Clinical quality data are on a separate page; when the user switches it will show the same health center that was selected on the previous page but the data are 2019-2024



Clinical data divided into three sections; header colors are just ones I took from the current website; line colors match the header color

User can change health center here and if they go back to the first page, this health center will be selected there.

