



**Request for Proposal (RFP): Website**  
**Date Issued: February 1, 2023**  
**RFP Due Date: February 28, 2023**

**INFORMATION FOR VENDORS**

**Purpose:**

The Oregon Primary Care Association (OPCA) is evaluating website solutions for the organization. OPCA seeks to contract with a vendor or vendors to manage the transfer of existing OPCA content to a user-friendly platform like WordPress, build the new sitemap and landing pages according to OPCA's plan, and integrate new features like a member portal and a searchable staff directory.

Acceptable proposal responses can be a single vendor, or a collaboration of vendors.

**OPCA Background:**

The Oregon Primary Care Association (OPCA) is a nonprofit, 501(c)(3), membership association, founded in 1984. Our members include Oregon's 34 federally qualified health centers (FQHCs), including two FQHC (Federally Qualified Health Center) Look-Alikes, more commonly called community health centers. Our mission is to lead the transformation of primary care to achieve health equity for all. Often, OPCA is confused as an association of primary care physicians rather than community health centers.

OPCA provides technical assistance, training, and policy support to Oregon's community health centers. In addition to providing support to help health centers meet core federal and state requirements, OPCA partners with health centers to advance the goals of health system transformation: better health, better care, lower costs, and health equity.

Oregon's community health centers deliver integrated medical, dental, and behavioral health services to many of the state's most vulnerable communities through over 270 locations statewide. Over 450,000 Oregonians receive their care at a community health center, including one in six people on the Oregon Health Plan. Over 50% of patients live below the poverty line, and 71% live at or below 200% of the Federal Poverty Level. Over 75% of community health centers have clinic sites serving rural communities, 30% of Oregon's community health centers are federally recognized as Health Care for the Homeless locations, and 33% are designated as Migrant Health Centers. [Read more about Oregon's CHCs \(Community Health Centers\) here.](#)

Challenges such as poverty and homelessness, cultural and language barriers, rural or social isolation, and chronic mental illness often have a significant impact on our patients' health. In addition to helping health centers provide high quality integrated medical, dental, and behavioral health care, much of our work involves helping providers better understand the circumstances of their patients' lives and address the social determinants of health as a major driver of health equity. Together with health centers across the state, we work to understand and help address the social determinants of health in the clinic, through community partnerships, and through our involvement in public policy.

To accomplish our shared goals, we support health centers and key partners by facilitating peer network gatherings, trainings, site visits, learning collaboratives, and data-driven improvement projects. In addition, we work with policymakers and partners to share the impact health centers have in their communities and advance policy to improve patients'



lives and the ability of health centers to serve them.

The organization currently employs 26 people (23.75 FTE (Full Time Equivalent)) with revenues of ~\$2.8M. Most employees are of service to member clinics providing consulting services, advocacy, training, and more in support of our mission and strategic plan. There is also a small team of administrative personnel in areas such as accounting, human resources, operations, IT (Information Technologies) support, etc.

OPCA receives funding from grants, contracts, membership dues and fees. OPCA receives government funding from the US Department of Health and Human Services, and multiple grants/contracts from multiple foundations/entities.

### **Project Background:**

OPCA seeks to better meet the needs of members by redesigning our website with improved site navigation, a member portal, and WordPress (or similar) platform for ease of updating content.

Currently, OPCA operates its [website](#) on Joomla and needs an overhaul. The platform's complexity hinders OPCA staff from productively and efficiently updating the website, and it requires the use of consultants to add web pages or make navigational changes.

OPCA seeks a partnership with vendors to meet these goals with a focus on content migration, LMS building and integration, and suggestions for improving the navigability of our site.

OPCA has dedicated staff to address the website needs with the purpose of better serving our members and relevant stakeholders.

OPCA has a unique set of needs for the website:

- A member portal with customizable logins/permissions and which ideally includes an integrated Learning Management System (LMS).
- Policy tracking tools
- Interactive maps for finding information about community health centers
- Interactive staff directory
- Integration of OPCA's current applications like BambooHR, Tableau, Eventbrite, Office 365 Groups
  - Note: OPCA currently uses Microsoft Office 365 to manage work group pages, materials, communications, etc.
- The ability to store and organize materials
- Video embedding capabilities
- Links to social media
- Accessibility compliance measures, i.e. [WP Accessibility Helper](#)

OPCA's health system transformation work is primarily about influencing members and partners and credibility is the primary currency of influence. While OPCA's credibility is strong (through strong personal and organizational relationships), as OPCA strives to broaden our sphere of influence to achieve our mission of promoting health equity for all, we recognize the importance of enhancing our website and communication infrastructure.

A few of OPCA's communication tools:

- [OPCA's website](#)
- [Facebook](#), [Twitter](#), and [LinkedIn](#) (Note: OPCA re-launched its LinkedIn profile in late February/March of 2022)
- Peer Groups use Office 365 groups to communicate.



- OPCA's [YouTube](#) channel, which is mostly used to upload meeting recordings.
- A communications audit has already been completed and would be available to the selected vendor(s)

## **BUSINESS REQUIREMENTS/SCOPE OF WORK**

### **Budget/Timeline:**

OPCA has a budget of \$35,000 - \$50,000 for this project.  
Website work would ideally be complete in 6 - 9 months.

**Please note vendor selection will be prioritized on design capabilities and key integrations rather than a lengthy discovery, strategy, and report building process.**

### **Website:**

It is the strategic goal of OPCA to be a sought after and indispensable partner in Oregon healthcare.

- User-friendly design is the most essential element for this project.
- Cohesive branding elements need to permeate across all platforms including the website, collateral, signature lines, newsletters, etc.
- The platform should be accessible for multiple individuals to contribute content but may have the ability for a central approval process.
- The platform should integrate an LMS (Learning Management System)
- OPCA would like navigation and wireframe templates for planning
- Training documents and tutorials for users
- Social media incorporation
- A minimum of three landing pages for separate departments

## **PROPOSAL PREPARATION & SUBMISSION INSTRUCTIONS**

### **Questions:**

Please direct all questions to the Communications Team at OPCA via email ([communications@orpca.org](mailto:communications@orpca.org)). Subject title should list "Question – RFP Branding & Website."

### **Submission:**

Please submit a final proposal to the Communications Team at OPCA at [communications@orpca.org](mailto:communications@orpca.org) on or before the deadline. Only proposals submitted by email will be accepted. Email subject title should state "Final Proposal - RFP: Branding & Website"

## **RFP REVIEW TEAM**

The Executive Director, Sr. Director of Policy & Governmental Affairs, Public Affairs and Communications Director, Communications Manager, and Operations Manager, will review RFP materials and attend sessions.