

# Request for Proposal

## *One Stop-Shop Website, Phase One: Hepatitis C Elimination Ontario*

### Important Notice

This RFP is open to bidders in the province of Ontario only. Applications from outside of Ontario will not be reviewed.

Please notify us as soon as possible of your intention to respond to this Request for Proposals (RFP), to ensure that you receive any relevant updates or modifications to the RFP.

\*E-mail: [jobs@catie.ca](mailto:jobs@catie.ca).

[CATIE](#) is providing in-kind infrastructure support to the Hepatitis C Elimination Roadmap Team and will guide and manage the RFP process, payments, and administrative functions.

### Bid Summary Sheet

Company Name:

Contact name:

E-mail:

Telephone:

### Proposed cost

Deliverable	Proposed cost
Development and Design	\$
Layout and Graphics	\$
Pretesting	\$
Project management	\$
Other activities	\$
TOTAL:	

### Declaration

\_\_\_\_\_

I have read and accepted the contents of the RFP. I understand that submission of a proposal does not constitute a formal agreement. I understand that neither party shall have the right to make claims against the other with respect to the RFP process, the selection of any vendor or the failure to be selected. I understand that CATIE may cancel the RFP process at any time, and may elect not to consider, or cancel a contract awarded to a respondent whose submission contains misrepresentations or any inaccurate, misleading or incomplete information.

Full name

Signature

Date

### About the Hepatitis C Elimination Roadmap Ontario

The Hepatitis C Elimination Roadmap Ontario sets out strategies, recommendations and a framework to eliminate hepatitis C in Ontario by 2030. The Roadmap details how Ontario can act

to increase the number of people tested for and diagnosed with hepatitis C, expand treatment options for easier access, and advance policy and prevention strategies.

Launched in 2023, the Hepatitis C Elimination Roadmap Ontario is presently in the early stages of implementation.

The work and activities of the Hepatitis C Elimination Roadmap receives infrastructure support from CATIE and VIRCAN but is directed by a core team and two project co-leads.

## About the Project/Consultancy

The Hepatitis C Elimination Roadmap as well as accompanying news and documentations exists on a [public-facing microsite](#).

Now in the implementation stage of work, the Ontario Hepatitis C Roadmap team is expanding the existing microsite. The site will, in time, become Ontario's central source for hepatitis C (HCV) information, education; testing, treatment and linkage to care. Below are the site's two primary audiences in order of priority.

1. Individuals (the public) who will use the site to access hepatitis C information, referrals to testing and treatment (clinical connection), and accessing various hepatitis C service providers including clinicians, community-based services, and more.
2. Clinicians, nurses, HCV service providers, healthcare teams, networks, who will use the site to access education materials, clinical forms and platforms, practice-related guidance and information, ordering point of care HCV tests.

At times, other stakeholders including government funders, potential collaborators, provincial networks and other mobilizers within Ontario's health and social support systems may visit the site to learn more about hepatitis C elimination in Ontario.

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## Budget and Costs

Available budget to complete this work may not exceed \$40,000. Please detail proposed project costs by completing the budget summary sheet.

## Scope of Work

The designer will work in collaboration with the Roadmap co-leads and CATIE web team to develop a series of webpages, features and corresponding functionalities. The site will house approximately 18 pages or key pieces of content. Additionally, the designer will create a small series of branded images and assets aligned with existing Roadmap branding.

The designer will establish a strategy for managing and designing user experiences of distinct audiences and craft a site that is aligned with brand guidance for the Roadmap and is AODA compliant. Ease and clarity concerning site navigation is critical.

## A phased approach

Parts of this website will be developed over time using a phased approach. Work associated with this RFP reflects phase one of a multi-stage site build to create Ontario's one-stop-shop website for hepatitis C elimination. Phase one of the website development must be built to accommodate additional pages and features added in phase two and beyond and able to be managed either in-house or by a developer.

## Objectives

Craft a high-quality, site that is can be easily navigated by two distinct (but related and interconnected) audiences with a strong focus on user experience. Website audience/users are: clinicians and service providers delivering hepatitis C testing, treatment, referrals and care as well as community-based organizations providing linkage to care and other social supports.

- Audience: People living with or at risk of hepatitis C who are seeking information and education about hepatitis C and hepatitis C infection as well as information and pathways to connect to testing, treatment, referrals for clinicians/service providers, community organizations people living with/at risk for HCV and care.
- Functionality and Linkouts: Link intuitively and seamlessly to external platforms, websites, and information.
- Usability and Search: Be searchable, intuitive, and accessible to encourage connection to care and services. Must run smoothly across search engines and devices.

## Site Purpose, Identity and Branding

The EndHepC.ca website will exist as a "one-stop-shop" for HCV education, access to testing, linkage to care and treatment for people in the province of Ontario. Specifically, the site will also serve to generate engagement and participation in the Roadmap goals and communicate and demonstrate the Roadmap's, values, principles, and ways of working. The site will also be a

vehicle to build the Roadmap's profile as a mobilizer and leader in Ontario's HCV Elimination efforts.

The EndHepC site will include, either embedded in the site or as links, pathways to accessing:

- Access to print resources and awareness-raising events
- Connection to care for people with HCV (direct client self e-referral)
- Referral to HCV care (clinical to clinical e-referral for HCV care)
- Connection to provincial HCV team members direct connections, resources
- Connection to specialist consultation (direct e-consult to hepatology/TLC for clinicians only)
- Education courses that are CME approved for clinicians who wish to engage in HCV treatment
- Education resources for the general public
- Education resources and treatment support for people with HCV
- Education resources for people who provide HCV testing and treatment (front line workers)
- HCV Elimination Ontario updates, and announcements
- Point-of-care testing supplies
- Prevention strategies
- Data dashboard – to be developed external to this RFP, and embedded on this site

The site will house approximately 18 pages or key pieces of content, some with specific features to be built into the page or content block. [View pages and details.](#)

## Activities

1. Create a foundational structure of the website, organizing it into two primary sections: for the general public seeking information, referral, testing, treatment and support 2) for clinicians including nurse practitioners, physicians, nurses, pharmacists, OTHER, and community-based service providers to support them in embedding HCV care into their work and programs through increased focus on testing, treatment, referrals and care.
2. Create a small series of branded images and assets aligned with existing Roadmap branding.
3. Design and implement the website's layout, visual design, and colour scheme, aligning it closely with Roadmap/Hep C elimination branding
4. Conduct thorough testing to detect and resolve any bugs or other issues before the website is launched.
5. Ensure the website functions optimally across different browsers and devices.

6. Ensure that fonts chosen for all aspects of the web design (content, navigation, logos, site structure) work well with all the site's languages across all modern web browsers.
7. Source and maintain Indigenous language typeface/ fonts for all aspects of web design (content, navigation, logos, site structure) that work well with all the site's languages across all modern web browsers.
8. Ensure that each website page has a print-to-PDF feature that keeps source formatting, including images.
9. Ensure that the site adheres to all relevant standards of accessibility and provide evidence that this has been tested.
10. Suggest additional plugins to increase accessibility such as text-to-speech.
11. Work with the Roadmap team to integrate Google Tag Manager tags throughout the site.
12. Provide direct links to language-specific landing pages that can be shared online and in print.
13. The site should be built on a platform that uses technologies that can be updated, hosted and maintained by the Roadmap team and CATIE in the future. Any expected costs related to ongoing licensing or fees for proprietary software should be included in the RFP response.
14. Post-launch monitoring and support to identify and resolve any issues that come up.

## Applicant Criteria

The Roadmap will contract a consultant/company with adequate experience of developing multi-audience websites.

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**We ask that you supply the following information within your proposal to verify this:**

- A brief description of your company, including the full range of your services. Please include examples of multi-audience/user websites that you have developed for other clients especially non-profits or targeting people seeking health information and interventions.
- Three references of clients that are similar to CATIE/the Roadmap in size, mandate or requirements, indicating the nature and scope of the work you completed for them and the dates of the projects.
- Any relevant promotional materials for your company.

## Instructions

- Please notify us at [jobs@catie.ca](mailto:jobs@catie.ca) as soon as possible of your intention to submit a proposal, to ensure that you receive any relevant updates or modifications to the RFP.
- **Proposals must be received at [jobs@catie.ca](mailto:jobs@catie.ca) by 4:00 p.m. Eastern Time on January 16, 2025.**
- Please use the subject line “HCV Elimination One-Stop-Shop Website”.
- Any proposed changes to the suggested timeline and deadlines should be included in the proposal.

**Proposals will only be considered if they are received in full by the application deadline, including the following elements:**

- A completed Bid Summary Sheet (see Page 2) that includes a detailed breakdown of costs.
- Your proposed workplan and timeline to complete the activities identified on Pages 5-6, and any additional proposed activities.
- Information about your consultancy as outlined on Page 6 to confirm that applicant criteria are fulfilled.
- Contact details of at least three current or former clients who can be approached for references.
- Application must also detail the technologies that will be used to implement the site.