bps Board of Pharmacy Specialties®

Request for Proposal:

Website Restructure and Redesign

Provided by
The Board of Pharmacy Specialties (BPS)

www.bpsweb.org

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Summary

The Board of Pharmacy Specialties (BPS) is requesting proposals from qualified vendors for the redesign and restructuring of our website. The criteria and guidelines for proposal submission are specified in this Request for Proposal (RFP). Proposals should address each of the concerns addressed in this document and should be submitted via email to ajeanbaptiste@aphanet.org by **5:00 pm EDT on August 31, 2022**.

Organization Overview

The Board of Pharmacy Specialties (BPS) was established in 1976 as an autonomous division of the American Pharmacists Association (APhA). The mission of the Board of Pharmacy Specialties is to improve patient care and increase awareness of the need for BPS Board-Certified pharmacists as integral members of multidisciplinary healthcare teams through recognition and promotion of specialized training, knowledge, and skills in pharmacy and specialty board certification and recertification of pharmacists throughout the world.

Board certification through BPS has become recognized as the gold standard for determining which pharmacists are qualified to contribute at advanced practice levels. Through the rigorous standards mandated by BPS Board Certification and recertification, the BPS Board-Certified pharmacist stands out as the most qualified to accept today's expanding professional expectations. BPS currently recognizes more than 55,350 pharmacist certifications across 14 specialties worldwide.

The mission of the Board of Pharmacy Specialties is to improve patient care by promoting the recognition and value of specialized training, knowledge, and skills in pharmacy and specialty board certification of pharmacists. We accomplish this mission by:

- Providing leadership for the profession of pharmacy in the discussion, evolution, direction, and recognition of specialty board certification of pharmacists.

- Establishing and promoting, in collaboration with stakeholders, the value of pharmacy specialization and board certification.

- Establishing the standards for identification and recognition of pharmacy specialties.

- Establishing standards of eligibility, knowledge, and skills for pharmacists as the basis for board certification.

- Developing and administering a valid process to evaluate the knowledge and skills for recognition of board-certified pharmacists.

- Assessing and recognizing the continued eligibility, knowledge, and skills of board-certified pharmacist specialists through a valid re-certification process.

Website Background

Our current website was built in 2014. The website is approximately 150 pages and has 170 additional blog posts and articles.

Website Issues

- The BPS brand has been updated over the last year, including an updated logo, colors, and typeface selection. The website needs to have brand consistency, and the core design of logo and color scheme should be easy to update for BPS staff moving forward (potentially having one place to update all colors, logos, etc.)
- The website is currently operating on the WordPress Content Management System (CMS) and hosted on a SiteGround server. BPS is open to considering alternative options for a CMS and improved server options. BPS must maintain full ownership of the website, its content, and any materials curated in our partnership. The website must remain live during the redesign.
- The website should be optimized for mobile devices. BPS website analytics indicate that 40% of users are accessing the website using a mobile device. We want to ensure the new website is mobile responsive.
- The website navigation is growing with new content and the growth of BPS specialty areas. Simplified and optimized main navigation will be crucial in this redevelopment, with proper parent and child pages.
- The website needs to be actively optimized for SEO. We will want to review linking structure, headers, meta descriptions, and ADA compliance of media in the redesign.
- The utilization of texture and color blocks to avoid reliance on photos is desired; however, flexibility to add photos is important as BPS prefers to use actual Board-Certified Pharmacists in photos and avoids stock images.
- While the content will remain the same, a website redesign that incorporates internal linking and updates to the appearance of content is important. A redesign with multiple page styles to diversify the appearance of the website is desired.
- The website redesign must factor in use of Google Analytics and other platforms that generate data for BPS staff to review user journey and how the site is used.

Audience Personas

Our primary audiences for our new website are:

- Pharmacists (including pharmacy residents)
- Employers of pharmacists
- Student pharmacists
- Professional development providers (including schools and colleges of pharmacy as well as professional membership organizations)

Secondary audiences are:

- The general public
- Other health professionals
- Other certification bodies and professional organizations
- Members of the media

Purpose and Objective

Purpose

The BPS website serves as the primary source of information that users, including new potential certification candidates, will engage with to learn about our organization. We want the site to create a first impression that is consistent with our brand message and style while also conveying key information required to maintain accreditation. BPS is already recognized as the gold standard in pharmacist certification; we want our website to convey the same level of prestige, professionalism, and authority.

Beyond the first impression, our website needs to easily connect our audiences with the content that is important to them. We want to improve user experience by updating the website's navigation, appearance, and use on mobile and desktop, and seek a firm that will work with us to accomplish this goal.

Objective

The main objective of the BPS website is to develop relationships with our target audiences. With this in mind, we want the website to:

- Educate audiences on the value of board certification;
- Provide content that is easy to interact with and share;
- Generate new certificants through organic and referral traffic;
- Engage current certificants with easy navigation and modern webpages; and

- Continue our status as a trusted certification organization with a respectable and useful website.

Having a website that is modern and functional while still displaying our value is a must for establishing trust and brand engagement.

Scope of Work

BPS expects the selected firm to execute in the following capacity. If additional information is needed in this process, we will designate a BPS staff member to provide assistance.

Discovery

We expect the selected firm to take the time to research and learn about our organization. Through that education, the vendor should confirm the objectives, expected work to complete, timeline for completion, and detailed budget. We also expect the selected firm to inform us if, due to new information, they believe the solution presented in response to the RFP needs to be altered.

Architecture

We will work with the selected firm to assess the most appropriate structure of our website. We expect the selected firm to provide insight and thought leadership to help us determine how the site should be structured in terms of content organization, search engine optimization, and accessibility.

BPS Site Map: https://www.bpsweb.org/site-map/

Content

BPS will provide the selected vendor with access to our current database of 150 pages of content and 170 pages of blog content to be used in the redesigned website. We expect that some pages may need to be reorganized, redirected, or redesigned based on our collaboration. The selected firm should be able to provide copywriting feedback and support to accommodate SEO, ADA, and other optimizations.

We would like to simplify the website's primary navigation, create a mobile-responsive website, optimize images on the website, and review the practice of hidden content through accordions and information contained in PDF documents. We would like the website to hold multiple options for content design so pages can have different look and feel based on the content. The ability to create engaging widgets or facets to a webpage would be highly favored in the redesign.

BPS has multimedia content that will need to be factored into the redesign. There is a large photo library on the WordPress Site that may need to be organized (duplicates removed, titles updated, etc.) as well as PDF documents. The use of video content, social media widgets, and other external links should be included in the redesign. The firm should also offer recommendations on how to utilize existing video and social content in the page design.

BPS uses real-world photography versus stock imagery on the website. BPS intends to hire a photographer to expand our image library, but the existing library should be used in the redesign with the understanding that the photos may not be as high quality as desired.

Design

BPS expects the selected firm to lead the design process in collaboration with BPS representatives. This includes translating the information, objectives, and preferences we share into cohesive designs. BPS will share brand guidelines, style guide, and logos in the redesign. We expect the opportunity to make revisions pre-launch without an added cost per revision. Once the website is launched, there will need to be a period of time where the firm and BPS check that linking structure, redirects, and media works properly. Any changes that are noted should not incur an additional cost. BPS will require complete ownership of the materials and guidance into how to update certain features in the offboarding process.

Development

The selected firm must have the website development skills, expertise, and experience with our preferred content management system, WordPress, to develop the approved website designs and layout development. The firm must follow best practices and ensure the website is built to be:

- Easily updated by BPS team;
- User-friendly (e.g., clean navigation pathways);
- Quick to load; and
- Fully functional on mobile devices.

Migration

Content must be migrated from the current BPS website into the new website. How the content is migrated, updated, changed, or redirected into the new site will be determined in the redesign process with the firm and BPS input. It is expected that there will be minimal downtime of the BPS website in the migration step.

External Integration

- The site will link to our existing social media accounts.
- The site must link to our current database MyBPS externally hosted by Cyzap
- We currently use Monsido as a quality assurance tool to identify and fix issues such as broken links and misspellings
- We currently use Sucuri for website security, protection, and monitoring
- We currently use DUO security for two-factor authentication for CMS logins

Project Management

The selected firm must provide firm deadlines, routine updates (e.g.*,* weekly, monthly, as determined by BPS), and other communications throughout the project progression. This means the selected firm will oversee project management. BPS will assign a point of contact for questions or issues.

The selected firm will provide a project plan that incorporates the project timeline, major milestones, a review period, and any expected complications at the beginning of the partnership. As the project progresses, any updates or changes that occur must be made known to both sides.

Quality Assurance

The selected firm will be responsible for all cross-browser compatibility testing including on tablets and mobile devices. The selected firm will be responsible to ensure all pages are properly redirected, updated, or changed, and will do proper tests to confirm all facets of the website are functional post-redesign.

Training & Support Services

Once the site is completed, or near complete, the selected firm is expected to provide training and support services to BPS staff in the proper use of the platform and tools which power the site. We also expect the selected firm to provide instructional material that outlines how to navigate and use the new website for the user.

Maintenance

Once completed, the site is expected to run error-free, with the selected firm providing a period of support and maintenance included in the contract for a minimum of 30 business days. The firm should also disclose any potential areas for issues once BPS resumes full responsibility for the site and its function.

Budget

The selected firm should provide detailed pricing which includes all elements of the project listed in the scope, as well as any other effort or services they believe are required for us to reach our desired objective. Supplementary information should include terms of payment and any optional services or additional add-ons for consideration. The total budget should not exceed $25,000.

Timeline

BPS would like to launch the new website in Q3 2023. This timeline is expected to be taken into consideration in your project plan.

Contact

Questions and requests for more information about this RFP should be sent to BPS Senior Manager of Content Marketing & Social Media, Alexander Jean-Baptiste, via email at ajeanbaptiste@aphanet.org.

A letter of intent to respond to this RFP should be submitted via email to ajeanbaptiste@aphanet.org by **August 1, 2022.** Please submit on company letterhead and identify a point person and their contact information.

Proposals should be submitted by **5:00 pm EST on August 31, 2022**. Proposals submitted after the deadline will not be considered. Proposals may not be revised after submission. Proposals should be submitted via email to: ajeanbaptiste@aphanet.org.

Proposal Format

Please use the following guidelines to submit your proposal:

Length

Maximum proposal length including title page, cover letter, proposal, qualifications, and costs should be under 30 pages.

Title Page to Include

Board of Pharmacy Specialties, Web Site Design & Development, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

<u>Cover Letter</u>

Signed by the person or persons authorized to sign on behalf of the company.

<u>Proposal</u>

Discuss your experience and qualifications, proposed solution, including the features, benefits and uniqueness of your solution. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

<u>Costs</u>

The price quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Any costs incurred in preparation or submission of proposals or during the interview process are the candidate firm's sole responsibilities. BPS will not reimburse for any costs incurred as a result of the preparation or submission of any response to this RFP, or for any costs related to the decision process. BPS reserves the right to conduct negotiations with one or more respondents to find the firm that provides greatest benefit to BPS.

Selection Criteria

BPS will assess the proposals based on the following criteria.

1. Strength of design and proposed solution. (25%)
2. Aesthetic style and portfolio. (25%)
3. Applicable experience and prior results. (20%)
4. Strength of references and past work product(s). (15%)
5. Pricing and payment terms/schedule. (15%)